



PrEP hôm nay  
Hạnh phúc mai sau

# HEALTHY MARKETS

APRIL 2014 – MARCH 2019 | IMPLEMENTER: PATH | PLANNED BUDGET: \$15,000,000

With significant growth in Vietnam's economy, there is increased willingness to pay for a wide array of private health-related goods and services, such as high quality condoms, needles and syringes, HIV testing and pre-exposure prophylaxis. As the government of Vietnam works to develop a more sustainable response to the HIV epidemic, new approaches are needed to ensure sustained access to HIV-related commodities and services.

Healthy Markets aims to grow a viable market for HIV-related goods and services capable of meeting the needs of populations facing the greatest risks – people who inject drugs, men who have sex with men, transgender women and female sex workers. The initiative employs the Total Market Approach to segment populations based on need and ability to pay. This approach enables the Vietnam government to prioritize finite public resources for the most vulnerable, while a growing commercial market provides options for those that are able to pay. Healthy Markets works with the government and other stakeholders to promote enhanced access to HIV prevention, testing and treatment to achieve national 90-90-90 targets.

## INCREASING HIV TESTING THROUGH INNOVATION

A pilot addresses low HIV testing uptake by delivering testing through community organizations in urban and hard-to-reach rural hot spots. Trained lay providers use a single rapid HIV diagnostic test to screen at-risk populations, facilitate diagnosis, and link confirmed cases to treatment. HIV self-testing further increases options to those otherwise reluctant to test. 56% of those seeking HIVST were new HIV testers. The pilot has triggered larger scale uptake of the approach: HIV lay and self-testing is now available in fifteen provinces.

## ACCELERATING HIV PREVENTION

Pre-exposure prophylaxis to prevent HIV is being offered by the MoH and Healthy Markets to populations at substantial risk of HIV through a public-private partnership. Results will shape national ARV guidelines.

## GROWING A LOCAL SUPPLY OF HIV COMMODITIES

Healthy Markets facilitates a transition from free or partially subsidized HIV commodities reliant on donor-funded distribution, to a locally sustainable value chain. More than 22 million condoms and 3 million low dead space syringes have been sold at commercial prices through a network of 92 distributors and 2,970 non-traditional and traditional outlets, and four social enterprises incubated to sustainably sell HIV commodities.

## PROMOTES HEALTHY LIFESTYLE BEHAVIORS

Healthy Markets generated branded campaigns reach 220,000 at-risk individuals through Xom Cau Vong, a HIV educational Facebook page for men who have sex with men, and millions of viewers through MTV Vietnam.

*In the photo: A MSM couple is seeking information on PrEP service (PATH)*