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## USAID/Zambia HEALTH

### ZAMBIA ACCESSIBLE MARKETS FOR HEALTH (ZAM-Health)

Complementary private sector engagement and investments are critical to support the sustainable delivery of high-quality health products and services. USAID Accessible Markets for Health (ZAM-Health) is a five-year project that supports Zambia's private sector health care delivery platforms to improve the sustainable provision of high-quality products and services. The ZAM-Health project also focuses on reaching target populations with high-quality private sector health services, including product marketing and social and behavior change initiatives.

- **Life of Project:** June 14, 2021 – June 13, 2026
- **Geographic Focus:** Copperbelt, Central, Lusaka, and Southern Provinces. Some activities will have a national reach.
- **Partner:** John Snow Health Zambia
- **Chief of Party:** Mika Bwembya
- **Total USAID and PEPFAR Funding:** \$36,983,910
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USAID ZAM-Health aims to improve health outcomes for Zambians by increasing the use of high-quality health products and services among priority audiences. The project aims to accomplish this through sustainably expanding the availability and accessibility of high-quality health products and services in the private sector, improving health knowledge, and increasing the adoption of healthy and health-seeking behaviors. Within the framework of a total market approach, the program will employ private sector approaches and partnerships with commercial and for-profit entities to achieve these outcomes.

The activity provides men, adolescents, women of reproductive age, and people living with HIV (PLHIV) with high-quality private sector health services. Support to private sector health services will be focused in selected urban and peri-urban areas in Lusaka, Copperbelt, Central, and Southern Provinces. Strategies such as product marketing and social and behavior change interventions will achieve national coverage. The activity's four key objectives are:

- Stimulate demand for health products and services and increase the adoption of healthy behaviors;
- Sustainably expand availability and accessibility of high-quality health services in the private sector;
- Sustainably expand availability and accessibility of priority health products; and,
- Strengthen the enabling environment for private sector health actors.

## **EXPECTED RESULTS**

The ZAM-Health activity is expected to increase the uptake of private sector health services and products. This, in turn, is expected to lead to an increase in areas such as the use of condoms, modern contraceptive methods among women of reproductive age, uptake of HIV prevention services such as biomedical prevention, cervical cancer screening services, initiation on and adherence to HIV treatment among PLHIV, and use of water treatment products.