
Healthy Marketplace Setting Implementation Guideline



Ministry of Health and Medical Services, Solomon Islands
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Abbreviation

AHC	Area Health Centre
CBO	Community-Based Organisation
CSO	Civil Society Organisation
FBO	Faith-Based Organisation
MHMS	Ministry of Health and Medical Services
MOFT	Ministry of Finance and Treasury
NHPD	National Health Promotion Department
NGO	Non-Governmental Organisation
NCD	Non-Communicable Disease
NHSP	National Health Strategic Plan
NHVC	National Healthy Village Committee
PHPD	Provincial Health Promotion Department
RDP	Role Delineation Policy
RHC	Rural Health Centre
VHC	Village Health Committee

Introduction

A marketplace is a setting where vendors, consumers and visitors experience opportunities for healthy nutritious foods, economic activities and social interactions. If marketplaces are safe, hygienic and regulated, people are protected from health risks and engage in healthy market activities.

Most marketplaces in the Solomon Islands operate without a structure, infrastructure and facilities such as a market house, tables to display food crops, food storage facilities, waste management, water supply or toilets thus affecting the productivity of the vendors and consumers. Often times these marketplaces also lack functional organisation and management. Such marketplaces increase health risks as well as unpleasant and unfriendly atmospheres, which may trigger anti-social behaviours such as harassment and intimidation, thus affecting overall productivity of the population. Improvement in all marketplaces in the country will make a notable difference in people's health and market activities.

This Implementation Guideline provides the Government employees and relevant stakeholders with practical knowledge to implement the Healthy Marketplace component of the National Healthy Settings Policy. Guidance includes key structures such as committees and coordination mechanisms, as well as focal persons, their roles and responsibilities, at the national, provincial and community levels. Implementation process is explained in terms of preparatory, implementation and maintenance phase.

1. Implementation framework

The Health Promotion Department in the Ministry of Health and Medical Services (MHMS) is mandated to coordinate and promote the concept of healthy marketplace targeting market vendors, consumers, visitors and those working in the marketplace. Reputable communities who are yet to take up a healthy marketplace program will be identified and addressed collectively by the MHMS, other Government Ministries, Provincial Authorities and communities. The Health Promotion Department in partnership with the Provincial Government, City Council and Provincial Market Authorities will take full responsibility for the implementation of the Healthy Marketplace program.

1.1 Organisational structure

Organisational mechanisms ensure that Healthy Market programs are coordinated and managed between and within different levels.

1) National level

- The National Health Promotion Department in the MHMS is mandated to establish a supportive environment and coordinate the implementation of the Healthy Marketplace programs for all provinces and Honiara City Council.
- The National Healthy Market Committee (NHMC) will be established with representatives from the Ministry of Health and Medical Services, Ministry of Provincial Government and Institutional Strengthening, Ministry of Commerce, Industry, Labour and Immigration, Ministry of Women, Youth, Children and Family Affairs, Ministry of Agriculture and Livestock, Ministry of Fisheries and Marine Resources, Ministry of Police, National Security and Correctional Services, Ministry of Finance and Treasury, Ministry of Infrastructure Development, Honiara City Council, UN women, other stakeholders and agencies.
- This committee is a sub-committee of the National Healthy Settings Coordinating Committee (NHSCC) and connects with the Provincial Healthy Market Committee (PHMC) organised by the Provincial Healthy Settings Coordinating Committee (PHSCC) (Annex 1).
- Terms of reference (TOR) for this committee will be to advise on Healthy Marketplace Component in the National Healthy Settings Policy, provide advocacy for Healthy Market, coordinate activities, disseminate information, and support and monitor program implementation.

2) Provincial level

- At the provincial level, the Health Promotion Department in the Provincial Health Offices in collaboration with the Provincial Government and Market Authority will establish the Provincial Healthy Market Committee (PHMC).
- Representatives to the PHMC come from the key Provincial Health Programs, Provincial Market Authority, Provincial government departments of the Ministry of Agriculture and Livestock (MAL), Ministry of Commerce, Industry, Labour and Immigration (MCILI), Ministry of Women, Youth and Children Affairs (MWYCA), Ministry of Provincial Government and Institutional Strengthening (MPGIS), Ministry of Police, National Security and Correctional Services (MPNSCS), UN Women, other stakeholders and agencies.
- The Provincial Healthy Market Committee (PHMC) is a sub-committee of the Provincial Healthy Setting Coordinating Committee (PHSCC).
- Terms of reference (TOR) for the committee will cover advocacy for Healthy Market, coordinate activities, disseminate information, and support and monitor the market program implementation.

3) Community / Marketplace level

- The Provincial Market Authority and the Health Promotion Department in collaboration with Rural Health Centre (RHC) nurses will facilitate the establishment of the Community Healthy Market Committee at the provincial government substations.
- The Chairperson of this committee will be appointed during the committee's first meeting.
- Representatives on the Community Healthy Market Committee will consist of representatives of market vendors, parents, teachers, women group leaders, church group leaders, agriculture extension officers, fisheries officers, police officers, stakeholders and Non-Government Organisations (NGOs), Faith Based Organisations (FBOs), people living with disabilities and community leaders.
- Community Healthy Market Committee will link to the Provincial Healthy Market Committee and the Provincial Healthy Settings Coordinating Committee.
- Terms of reference (TOR) for the Community Healthy Market Committee will cover advocacy for Healthy Market, development of healthy market rules, resource management, and preparation, implementation, monitoring and evaluation of action plans.

1.2 Processes, Roles and Responsibilities

Key processes from the WHO Healthy Settings framework can be adopted for the rollout of the Healthy Market programs. The processes used to establish elemental and contextual settings are as follows:

- Advocacy for market vendors, market workers and authorities on the Healthy Market concept for their support
- Market profiling and prioritisation of key issues
- Formation of the Healthy Market Committee with clear TOR
- Training for the Market Committee members
- Development of the Healthy Market Action Plan
- Implementation, Monitoring and Evaluation

Focal points for the implementation of the Healthy Market program are the National and Provincial Healthy Market Coordinators and Community Healthy Market Chairperson. They will have specific and important roles and responsibilities at the national, provincial and community levels, as indicated below. These varying roles and responsibilities complement each other to ensure that the delivery of the healthy market programs is effectively coordinated and implemented.

1) National level

National Healthy Market Coordinator at the NHPD/MHMS

- Collaborate with the National Healthy Settings Coordinating Committee (NHSCC) in policy planning, coordination and organisation at the national level.
- Liaise with the National Healthy Settings Coordinator (NHSC) to plan and budget for Healthy Market programs.
- Perform secretariat role for the National Healthy Market Committee.
- Coordinate, identify and facilitate budgets and resources for the Healthy Market programs.
- Coordinate with the Provincial Healthy Market Coordinators in the Provincial Health Promotion Department (PHPD) and Honiara City Council (HCC).
- Collaborate with the NHSCC to conduct trainings of the National and Provincial Healthy Market Committee members, market vendors and workers.
- Provide guidelines and materials for the training of market committee members, vendors and workers.
- Facilitate IEC materials for provincial and community healthy market awareness

programs.

- Monitor, supervise and feedback the Healthy Market programs at the national and provincial levels.
- Document and present healthy market best practises to stakeholders in identified meetings, seminars and conferences.

2) Provincial level

Provincial Healthy Market Coordinator at the PHPD/Province

- Collaborate with the National Healthy Market Coordinator to set up the Provincial Healthy Market Committee.
- Perform secretariat role for the Provincial Healthy Market Committee (PHMC).
- Plan, coordinate and organise Healthy Market programs.
- Assist the Provincial Healthy Settings Coordinating Committee to conduct Healthy Market orientation meetings with Provincial Government authorities, market vendors and other key stakeholders.
- Liaise with the Provincial Market Authority and Community Market Coordinator to identify and select model markets for the program.
- Conduct Healthy Market concept trainings for Healthy Market committee members.
- Support Healthy Market concept trainings for market vendors and workers.
- Carry out community wide consultation to design contextualised Healthy Market programs.
- Coordinate resources to implement the Healthy Market action plan.
- Monitor Healthy Market programs in place and provide feedback.
- Communicate regularly with the Healthy Market Committee chairpersons.
- Present Healthy Market's good practises in meetings and seminars for stakeholders.

3) Community / Marketplace level

Community Healthy Market - Chairperson

- Coordinate with the Provincial Healthy Market Coordinator for support from the Provincial Healthy Market Committee, Ministry offices and other stakeholders.
- Set up the Community Healthy Market Committee.
- Conduct the Committee meetings every 2 months.
- Consult with key community leaders to identify local needs and resources for their local market.
- Prepare, implement and monitor a Healthy Market action plan.
- Meet periodically with the community to orient on and promote Healthy Market.

- Liaise with the Provincial Healthy Market Coordinator for tools and resources.
- Liaise with the Provincial Government Market Authority for support.
- Liaise with the Member of Parliament (MP), Member of provincial Assembly (MPA) and Ward Committee Chairpersons for support.
- Write a letter of support for major activities in the Healthy Market action plan to donors.
- Conduct monthly reporting to the Provincial Healthy Market Coordinator.
- Monitor and supervise Healthy Market activities on a regular basis.

2. Implementation management

Market management authorities are key partners and players in the healthy market setting. A Healthy Market program should be managed in a participatory manner in all implementation processes. It must act to mobilise and empower the market and its community to create and sustain a Healthy Market. This can be achieved by the Market Committee demonstrating leadership and sharing the Healthy Market program objectives and needs among those directly involved. Their actions will determine the success of the program.

To note, participation of vendors' representatives in decision-making is extremely important, since the sense of ownership is a major motivational factor in behaviour change. Certain changes in the market may require not only their cooperation, but also their resources. Vendors therefore should be made full partners in all Healthy Market programs. Communication with their representatives and the vendors themselves should be given high priority.

2.1 Preparatory phase

1) Establishing a committee

A team of experienced, committed and motivated people is pivotal to share ideas on the Healthy Market and ensure that plans are prepared and implemented successfully. Characteristics of the team include effective communication and coordination, transparency, flexibility and adequate representation.

It is important to involve persons from multiple sectors including the vendor's association, government (agriculture, fisheries and health), private sectors, Non-Governmental Organisation (NGOs) and consumer organisations. Municipal authorities should also be included to ensure that essential services and support are provided to the healthy market. These key stakeholders will be represented in the Healthy Market mechanisms at national, provincial and community market levels.

The team should also advocate for support from the relevant stakeholders including the Ministry of Health and Medical Services, Provincial Government Market Authority, Ministry of Commerce, Industry and Immigration, Ministry of Agriculture and Livestock, Ministry of Fisheries, Ministry of Provincial Government and Institutional Strengthening, Ministry of Women, Youth, Children and Family Affairs, Police Force, UN Women and other NGOs, FBOs and the private sector. Food safety advisors and public health authorities will be able to advise on community health and occupational health.

The committee members will be responsible to conduct wider consultation with the community and stakeholders and map out the overall plan for the implementation of the Healthy Market program at the national, provincial and substation level.

2) Selecting a target marketplace:

Selection of model marketplaces for the Healthy Market program will be made by the Provincial Health Promotion Department (PHPD) in the Provincial Health Office and Provincial Government Market Authority, in consultation with the Provincial Healthy Market Committee.

The following criteria will be used to select a target healthy marketplace:

- Markets with reports of high incidence and prevalence of diseases, injuries and accidents
- Hazardous environment, illegal and anti-social behaviour
- Markets with significant health needs and risks
- Markets with pledged willingness to have a Healthy Market program

3) Writing a Healthy Market Plan

An overview of the market situation through a preliminary assessment such as profiling and SWOT (Strength, Weakness, Opportunity, Threat) analysis, is essential to collect the necessary planning data. Results from the analysis form the basis for a Healthy Market Plan. The plan will include purposes, SMART (Specific, Measurable, Achievable, Relevant and Time-bound) objectives, time schedule, indicators by which progress can be monitored and evaluated, responsibilities for implementation and monitoring, and resource requirements. The people's contribution and ownership from the initial planning are crucial to harness full participation and support in the implementation, monitoring and sustainability of any Healthy Market program. The Provincial Health Promotion Department will provide assistance to the provincial and community healthy markets to liaise with potential partners and donors to implement their action plans.

2.2 Implementation phase

The Healthy Market Committees with clear terms of reference (TOR) should enable the Healthy Market concept to progress at the national, provincial and community levels. The Provincial Health Promotion Departments in the Provincial Health Office, Provincial Market Authority and the Provincial Healthy Market Committee shall ensure that all Healthy Market settings programs are adequately resourced, coordinated, implemented and monitored in all provinces.

1) Strategy development and implementation approach

In developing strategies for the Healthy Market program, the five (5) Actions Areas of Health Promotion will be utilised:

- Build Healthy Policy:
Develop market's own public health policy (simple guidelines or rules)
- Create Supportive Environment:
Create a clean, safe and enjoyable market environment
- Strengthen Community Action:
Develop and implement community's own action plan
- Develop personal skills:
Empower people with necessary skills and information
- Reorient Health Services:
Move in a health promotion direction beyond clinical and curative services

For implementation, the 6Ds approach will be applied in all settings.

- Discover: Mapping and profiling of a marketplace
- Dream: Setting the vision of the Market towards Healthy Market
- Direction: Setting objectives and priorities
- Design: Development of a Healthy Market action plan
- Deliver: Implementation of a Healthy Market action plan
- Drive: Monitoring, evaluation and update of a Healthy Market action plan

It is vital to ensure participatory process at every stage of program implementation.

Members of the Healthy Market Committees will be trained by the Healthy Market Coordinators, Health Inspector, Food Safety Officers and Occupation Health officers on the Healthy Market concept, including above mentioned strategy development and implementation approach. All market employees, vendors and community representatives will also be trained in law enforcement by police officers and the Healthy Market concept and necessary knowledge.

2) Indicators and reporting mechanisms

Key indicators are those identified in a Healthy Market Plan. The Healthy Market Committee may determine and measure indicators based on their objectives, for example, for safe and healthy environment, hygiene practices, waste management, water and sanitation facilities.

Health Inspectors monitor and inspect food vendors in the market for their compliance with existing hygienic requirements and testing of samples for contaminants to ensure provision of safe foods. They will also investigate levels of pesticides and other chemicals in foods and general hygienic conditions. Other inspections include investigation on foodborne outbreaks, surveillance of foodborne diseases in the community served by the market, and tracking of consumer complaints and opinions to identify persistent problems.

Healthy Market programs will be monitored by the Provincial Healthy Market Coordinator and the Provincial Healthy Market Committee members. The nearest RHC will also monitor health indicators in the community markets under their catchment area.

The Healthy Market Committee Chairperson is mandated to prepare a monthly report on activities conducted in the Healthy Market action plan. The report is submitted to the Provincial Healthy Market Coordinator in the Health Promotion Department at the Provincial Health Office. The Provincial Healthy Market Coordinator compiles the reports and send them to the Provincial Healthy Settings Coordinator. The Provincial Healthy Settings Coordinator submits the report to the National Healthy Market Coordinator and the National Healthy Settings Coordinator. The Provincial Healthy Settings Coordinator will brief the Provincial Healthy Settings Coordination Committee and the National Healthy Settings Coordinator will brief the National Healthy Settings Committee on the Healthy Market reports. Feedback on the reports will be delivered through the same channel to the Healthy Market Committees at the community level.

3) Monitoring, evaluation and learning

One of the most important lessons learned from various healthy settings initiatives is the need to consistently monitor and evaluate progress of all settings programs. Healthy Market

programs must therefore be closely followed up on a six (6) monthly basis in particular for their completion of principal objectives.

A monitoring mechanism for healthy market will be developed collaboratively with the Food Safety Unit in the Environmental Health Department in the Ministry of Health and Medical Services.

- A National Healthy Market Coordinator with support of the National Healthy Market Committee is responsible for compiling information on progress of the Healthy Market programs of all provinces.
- Provincial Healthy Market Coordinators in the Health Promotion Department and Health Inspectors will be responsible to conduct monitoring and supervision of the Healthy Market programs at the provincial level.
- Provincial Healthy Market Coordinators and the Health Inspectors will provide capacity building of Healthy Market Committees so that the committee members become responsible for monitoring implementation of their Healthy Market programs.
- Monitoring tools developed and used by the Healthy Market Committee must be simple and user friendly (Annex 2).
- It is recommended to use the Most Significant Change Technique and other Monitoring and Evaluation (M&E) tools to enhance documentation of stories from selected or sentinel settings.
- Ensure that M&E reports are forwarded to donor partners for further funding support.

4) Resource mobilisation and management

Resources to support the Healthy Market action plan can be obtained from within the Provincial Health Office, Provincial Government Market Authority, the private sector and surrounding communities. The Healthy Market Committee may impose market fees if regulated through City Council or Provincial Market Authority Ordinances. They may also organise other ways and means of mobilising the people to fundraise and contribute resources to fund some small priority activities in the action plan. The Healthy Market Committee Chairperson may write request letters for assistance to donors at the provincial and national level through appropriate local Health Programs and stakeholders. For instance, the Provincial Environmental Health Department (PEHD) can facilitate requests for the Rural Water, Sanitation and Hygiene (RWASH) related activities to support the healthy market by calling for their national program for assistance.

To enhance sustainability of the Healthy Market program, the Health Promotion Department and stakeholders from other Government Ministries must provide resources to support the program operations. The National and Provincial Health Programs must also allocate budgets through their Annual Operation Plans (AOP) to implement and monitor health interventions in the market settings.

As in other settings, the Healthy Market Committee must have the capacity to manage their own resources. Members of the Provincial and Community Healthy Market Committees will be identified and trained to manage finances and other resources allocated for the Healthy Market activities. It is vital to establish regulations for management of resources including budgets, staff, materials and information. For example, an inventory book of items obtained from health programs, donors and stakeholders must be updated from time to time. They must have a borrowing template to keep track of resources at the market and in surrounding villages. Stock-take of all items and tools should be conducted on a regular basis.

2.3 Maintenance phase

To ensure sustainability of health market program the following are recommended:

- Develop Healthy Market Guidelines, practices and structures to embed the fundamentals of the Healthy Market concept into the overall market operations.
- Understand that the Healthy Market approach is a way of persistently working towards set goals in action plans.
- Monitor and evaluate the Healthy Market program six (6) monthly in all participating markets across the country.
- Share knowledge and experience between employees, vendors, consumers, partner organisations, provincial government and key Ministries.
- Clarify roles and responsibilities to allow all partners to be fully aware of their inputs and impacts on the program as a whole.
- Assess health issues in the healthy markets on an annual basis to provide feedback to stakeholders in terms of achievement and areas to improve.
- Create a budget line for the Healthy Settings programs

1) Incentive

For the members of the Healthy Market Committee who will be performing activities on a voluntary basis, it is important to find ways and means to continually support to sustain the

Healthy Market program. Incentives may be monetary or non-monetary, such as recognition and training opportunities. For the Community Healthy Market Committee, the Chief and Vendors Association may be consulted to supporting them financially and in-kind. They may also advocate for support from the Provincial Government, the Members of Parliament, the Ministry of Rural Development (MRD) for the use of the Rural Constituency Development Fund (RCDF), the Provincial Ward grant, private sectors and donors.

2) Further training and support

Continuous capacity building is vital in the Healthy Market program. Training materials and guidelines will be provided and used to train vendors, employees and consumers on the Healthy Market concept. Refresher training will be conducted by the Health Promotion officers, Environmental Health Officers, Market Authorities and experts from other stakeholders to refresh all those involved in the Healthy Market program including the Healthy Market Committee members.

3) Best practice documentation and sharing

Regular supervision by the National Healthy Market Coordinator and National Healthy Settings Coordinator to the provinces and communities is crucial to review, support and strengthen the Healthy Market program. The Provincial Healthy Market Coordinator needs to visit the healthy markets in the communities more frequently. Preferably the National Healthy Market Coordinator should visit the provinces once a year and the Provincial Coordinator to visit the healthy markets in the communities quarterly. Essentially these visitations are aimed to provide support and collect vital information and reports in order to document best practices from the Healthy Market programs which can be shared with stakeholders and donors during local and regional meetings, conferences and seminars.

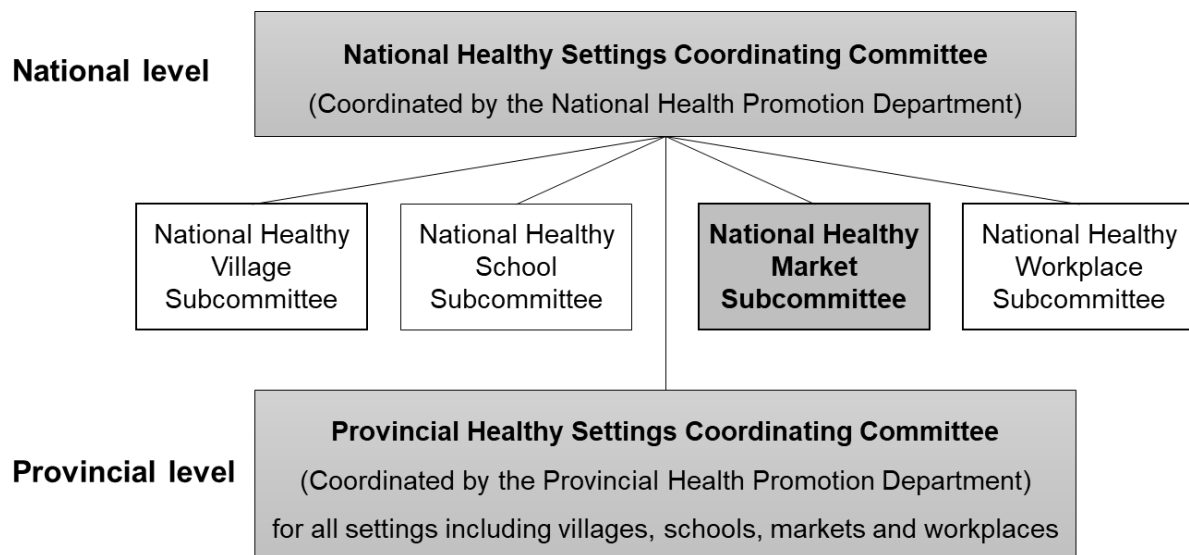
Documenting and sharing best practices of the Healthy Market program will encourage collective learning and progress, and also motivate the stakeholders.

- The Provincial Healthy Market Coordinator and the Provincial Healthy Settings Coordinator should document best practices and share them with the Provincial and Community Healthy Market Committee members and other stakeholders in occasions such as Provincial Government meetings, the National Healthy Settings Conference and press conferences.

The National Healthy Market Coordinator and the National Healthy Settings Coordinator are responsible for compiling and documenting best practices from all provinces and presenting them in the National Healthy Settings Coordinating Committee meetings, the National Health Promotion Conference, the National Health Conference and so forth.

Annex:

Annex 1. Organisational Structure



Annex 2. Progress Monitoring Framework

No.	Components	Minimum criteria	Baseline	Year 20 ____	Year 20 ____
1	Healthy market committee	Male and female members Committee in place and coordinate with relevant groups			
2	Regulations and bi-laws	Market regulations and rules			
3	Infrastructures	Display tables/chairs, allocation and space			
4	Safe water	Clean and safe water			
5	Proper sanitation	Separate toilets for males and females			
6	Waste management	Rubbish bins, segregation, collection & dumping systems			
7	Clean up and tidy up	Regular clean up, drainage systems			
8	Healthy produces / products	No harmful products. Regulations, basic training			
9	Security	Security officer, fencing			
10	Health promotion and services provision	Food and environmental inspection, awareness			
11	Disaster resilience and preparedness	Evacuation plan, fire extinguisher			

Step 1	Step 2	Step 3	Step 4
Committee formed and oriented	Regular meetings conducted	An action plan developed based on assessment	Assessment results and plans updated and actions taken
Identify suitable regulations	Orientate and train vendors, consumers, workers	Practiced by some vendors, consumers, workers	Practiced by all
Full open-air market	Semi open-air	Mostly under roofs	All under roofs
Occasionally accessible or supplied	Sometimes accessible or supplied	Water dispenser for some workers	Water dispenser for all workers
1 toilet per > 76 vendors, consumers, workers	1 toilet per 51-75 vendors, consumers, workers	1 toilet per 26-50 vendors, consumers, workers	1 toilet per ≤25 vendors, consumers, workers
Regulated. Everyone orientated	Procure and distribute rubbish bins	Practice	Maintain Behaviour
Identify sites. Regulate, orient	Practice partially	Practice fully	Maintain Behaviour
Regulations. Awareness for everyone	Practice partially	Practice fully	Maintain Behaviour
Identify risks. Regulations. Develop a job description	Security in place	Safe and friendly	Fenced market compound
Assessment. Plan for Health Services	50% of activities delivered	75% of activities delivered	100% activities delivered
Plan in place	Orientation of plan	Periodic drills	Prepared and ready



Health Promoting Village Project
Japan International Cooperation Agency