

**2003
CONTRACEPTIVE SOCIAL MARKETING
STATISTICS**

Courtesy of
DKT International
1120 19th Street, NW
Suite 610
Washington, DC 20036

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SOCIAL MARKETING STATISTICS 2003

Highlights	2003	2002	2001
CYPs	30.5 million	28.6 million	26.8 million

Sales – 2003

Condoms	1,729,638,441	IUDs	424,664
Female Condoms	2,347,334	Injectables	11,287,903
Pills	122,823,612	Emergency Contraception (EC)	1,734,734
Foaming Tablets	279,520	Norplant	2,320

Social Marketing Program Sales

Statistics listed for all programs with 10,000 or more CYPs.

PROGRAM	REMARKS	2003 PRODUCT SALES	CYP*	% CHANGE FROM 2002	
1. ALBANIA Started by Population Services International (PSI) in 1995.	UNFPA support Cooperating agency: PSI	Source: PSI Condoms	1,126,950	11,270	
		TOTAL	11,270	-23%	
1.1 ALBANIA II Started by Marie Stopes International (MSI) in 1997.	KfW support	Source: MSI Condoms Pills Injectables EC	1,743,638 87,597 4,184 46,696	17,436 6,257 1,046 5,188	
		TOTAL	29,927	24%	
2. ANGOLA Started By PSI in 2000.	USAID and private funding	Source: PSI Condoms	10,190,500	101,905	
		TOTAL	101,905	45%	
3. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID Condoms Pills Injectables	131,059,000 37,890,000 375,000	1,310,590 2,706,429 93,750	
		TOTAL	4,110,769	6%	
4. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID and KfW support	Source: PSI Condoms Pills Injectables	8,815,120 104,913 19,945	88,151 7,494 4,986	
		TOTAL	100,631	4%	
5. BOTSWANA Started by PSI in 1993.	Government of Botswana USAID (AIDSMark) and private support	Source: PSI Condoms Female Condoms	1,754,584 14,322	17,546 716	
		TOTAL	18,262	-25%	
6. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Private and AIDSMark support	Source: DKT Condoms Female Condoms	50,679,912 110,988	506,799 5,549	
		TOTAL	512,348	-21%	
7. BURKINA FASO Started by PSI in 1991.	KfW support	Source: PSI Condoms Pills	18,136,172 91,572	181,362 6,541	
		TOTAL	187,903	10%	
8. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF support	Source: PSI Condoms Female Condoms Pills IUDs Injectables EC	18,521,677 23,867 166,413 448 273,942 7,890	185,217 1,193 11,887 1,568 68,486 877	
		TOTAL	269,228	29%	

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

9. BURUNDI Started by PSI in 1994.	USAID, DFID, private, and UN support	Source: PSI Condoms	21,673,444	21,673	
			TOTAL	21,673	67%
10. CAMBODIA Started by PSI in 1994.	USAID, DFID, and Dutch government support	Source: PSI Condoms Female Condoms Pills Injectables	20,042,500 5,285 1,240,008 63,627	200,425 264 88,572 15,907	
			TOTAL	305,168	2%
11. CAMEROON Started by PSI and DKT in 1989.	USAID and KfW funding	Source: PSI Condoms Female Condoms Pills Injectables	23,454,121 14,800 300,668 15,840	234,541 740 21,476 3,960	
			TOTAL	260,717	32%
12. CENTRAL AMERICA REGIONAL (Honduras, Guatemala, Nicaragua, Belize, El Salvador, Costa Rica, Panama)	USAID support	Source: PSI Condoms Female Condoms	2,254,382 1,695	22,544 85	
			TOTAL	22,629	-67%
13. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	UNFPA, KfW, and private support	Source: PSI Condoms	2,925,444	29,254	
			TOTAL	29,254	-40%
14. CHAD Started by PSI in 1996. Now managed by AMASOT.	KfW support	Source: GFA Medica Condoms	3,672,846	37,628	
			TOTAL	37,628	NA
15. CHINA Started by DKT in 1996.	Private support	Source: DKT Condoms Injectables	43,323,435 116,567	433,234 29,142	
			TOTAL	462,376	3%
15.1 CHINA II Started by the Futures Group (TFG).		Source: TFG Condoms	1,369,512	13,695	
			TOTAL	13,695	-44%
16. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA Condoms Pills IUDs Injectables EC	2,761,574 346,846 117,592 519,140 363,158	27,616 24,775 411,572 129,785 40,351	
			TOTAL	634,099	-5%
17. CONGO (Brazzaville) Projet de Marketing Social, 1992.	USAID support	Source: PSI Condoms	2,284,200	22,842	
			TOTAL	22,842	-25%
18. CONGO (DRC/Kinshasa) Started by PSI in 1988.	USAID (AIDSMARK) support	Source: PSI Condoms Pills IUDs Injectables	22,555,237 6,591 359 3,888	225,552 471 1,257 972	
			TOTAL	228,252	19%
19. COTE D'IVOIRE Started by in PSI 1990.	KfW and USAID support	Source PSI Condoms Pills	30,117,493 916,557	301,175 65,468	
			TOTAL	366,643	2%
20. DOMINICAN REPUBLIC Started by SOMARC and PROFAMILIA, 1986.	USAID support CMS (Contraceptive Marketing Strategies) technical assistance	Source: PROFAMILIA Condoms Pills IUDs Injectables	891,190 734,033 448 27,104	8,912 52,431 1,568 6,776	
			TOTAL	69,687	-45%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

20.1 DOMINICAN REPUBLIC II Started by PSI 2003.	USAID and private support	Source PSI Condoms	3,523,145	35,231	
			TOTAL	35,231	NA
21. ECUADOR Established by SOMARC in 1986; managed by CEMPOLAF.	USAID support	Source: CEMPOLAF Condoms Pills Foaming Tablets IUDs Injectables Norplant	631,226 112,288 8,230 61,574 37,999 1,723	6,312 8,021 55 215,509 9,500 8,615	
			TOTAL	248,012	15%
22. EL SALVADOR Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS).	USAID support	Source: ADS Condoms Pills Injectables	2,208,178 449,102 2,957	22,082 32,079 739	
			TOTAL	54,900	9%
23. ERITREA Started by PSI in 1996.	USAID support	Source: PSI Condoms	5,040,104	50,401	
			TOTAL	50,401	11%
24. ETHIOPIA Implemented by DKT in 1990.	Dutch government, Gates, Packard, DFID, and USAID support	Source: DKT Condoms Female Condoms Pills Injectables	49,092,770 11,858 1,585,181 752,927	490,928 593 113,227 188,232	
			TOTAL	792,980	-7%
25. GHANA Implemented in 1986 by DANAFCO and SOMARC; Now managed by Ghana Social Foundation (GSMF).	USAID support	Source: GSMF Condoms Pills Injectables IUDs	18,196,957 3,120,526 310,549 825	181,970 222,895 77,637 2,888	
			TOTAL	485,390	12%
26. GUATEMALA Asociación Pro-Bienestar de la Familia de Guatemala (APROFAM); Started by Juarez and Associates in 1983.	USAID support	Source: APROFAM Condoms Pills Injectables IUDs Norplant	1,041,818 644,181 218,019 5,193 165	10,418 46,013 54,505 18,176 825	
			TOTAL	129,937	13%
26.1 GUATEMALA II Started by PSI in 1998.	USAID (AIDSMARK), KfW, private support	Source: PSI Condoms	4,891,311	48,913	
			TOTAL	48,913	NA
27. GUINEA Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI Condoms Pills Injectables	6,773,570 387,113 84,611	67,736 27,651 21,153	
			TOTAL	116,540	-22%
28. HAITI Started by DKT and PSI 1990.	USAID, UNFPA, Dutch government, World Bank support	Source: PSI Condoms Female Condoms Pills Injectables	13,641,589 39,785 225,962 190,420	136,416 1,989 16,140 47,605	
			TOTAL	202,150	3%
29. HONDURAS Honduras Social Marketing Program; Managed by ASHONPLAFA.	USAID support	Source: USAID Condoms Pills	985,848 168,384	9,858 12,027	
			TOTAL	21,885	2%
29.1 HONDURAS II Started by PSI in 2000.	USAID (AIDSMARK) and private support	Source: PSI Condoms Female Condoms	1,237,414 600	12,374 30	
			TOTAL	12,404	NA

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .29 Implants; .29 IUDs; 9 EC

30. INDIA I Nirodh and Mala-D (Does not include any brands listed for India II-VI.)	Government of India (GOI) Project (figures are for fiscal year ended 3/31/04)	Source: GOI Condoms (Nirodh) Pills (Mala-D)	318,970,000 30,298,000	3,189,700 2,164,143	
			TOTAL	5,353,843	12%
30.1 INDIA II (Masti and Pearl) PSI/India, 1988 (India I total includes 10.5 million Nirodh condoms and 1.1 million Mala-D pills sold by PSI/India)	GOI, KfW, DFID, USAID support (calendar year data)	Source: PSI Condoms (Masti) Pills (Pearl)	97,701,094 3,469,781	977,011 247,842	
			TOTAL	1,224,853	22%
30.2 INDIA III (Sawan, Bliss, Milan and Ecroz) Parivar Seva Sanstha, 1998.	(FY ended 3/31/04)	Source: GOI Condoms Pills	46,720,000 2,570,000	467,200 183,571	
			TOTAL	650,771	12%
30.3 INDIA IV (Zaroor, Choice, XXX) DKT/India (Mumbai); 1992. (India I totals include 5.2 million Nirodh condoms and 0.4 million Mala-D pills sold by DKT/India.)	Vaestoliitto, DFID, SIPSFA, and GOI support (calendar year data)	Source: DKT Condoms (2 brands) Pills (Choice) IUDs Injectables	49,059,276 6,523,103 31,409 77,297	490,593 465,936 109,932 17,794	
			TOTAL	1,084,255	-7%
30.4 INDIA V (Apsara, Mithun, Plan X) Bihar-based project, managed by Janani. 1996. (India I total includes 7.0 million Nirodh condoms & 4.0 million Mala-D pills sold by Janani.)	Packard and GOI support (calendar year data)	Source: DKT Condoms (2 brands) Pills (Apsara)	14,872,840 4,545,810	148,728 324,701	
			TOTAL	473,429	26%
30.5 INDIA VI (Ahsas, Thril, Flavoured) Started by MSI/PHS (Population Health Services) in 1999. (India I totals include 17.4 million Nirodh & 3.4 million Mala-D sold by PHS.)	Managed by PHS	Source: MSI Condoms (3 brands)	29,952,744	299,527	
			TOTAL	299,527	182%
31. INDONESIA Started by DKT in 1996.	KfW, GOI, and Gates support Managed by DKT	Source: DKT Condoms Female Condoms Pills IUDs Injectables Injectables (1-month)	44,194,510 147 2,312,604 9,832 5,255,660 150,000	441,945 7 165,186 34,412 1,313,915 12,500	
			TOTAL	1,967,965	12%
JORDAN Started by SOMARC in 1996.	Information not available				
32. KAZAKHSTAN Started by PSI in 2002.	USAID support	Source: PSI Condoms	1,485,478	14,855	
			TOTAL	14,855	NA
33. KENYA Started by DKT and PSI in 1989.	USAID and DFID support Cooperating agency: PSI	Source: PSI Condoms Pills Injectables	21,424,080 1,383,573 73,968	214,241 93,543 18,492	
			TOTAL	326,276	46%
34. KOSOVO Started by PSI in 2001.	USAID support	Source: PSI Condoms Pills	546,639 116,787	5,466 8,342	
			TOTAL	13,808	NA
35. LAOS Started by PSI in 1999.	USAID (AIDSMARK), Global Fund, and UN support	Source: PSI Condoms Pills	5,026,848 94,682	50,268 6,763	
			TOTAL	57,031	51%
36. LESOTHO Started by PSI in 2001.	USAID and DFID support	Source: PSI Condoms Female Condoms	1,432,416 229,230	14,324 11,462	
			TOTAL	25,786	128%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

37. MADAGASCAR Started by SOMARC in 1996.	USAID (AIDSMARK), Global Fund, and private support Cooperating agency: PSI	Source: PSI Condoms Pills Injectables	9,904,706 1,004,010 406,734	99,047 71,715 101,684	
			TOTAL	272,446	39%
38. MALAWI Started by PSI in 1994.	USAID and KfW support	Source: PSI Condoms	8,415,252	85,153	
			TOTAL	85,153	17%
39. MALAYSIA Started by DKT in 1991; Managed by PHI consultants.	Project self-sustaining	Source: DKT Condoms	9,529,344	95,293	
			TOTAL	95,293	-38%
40. MALI Started by PSI in 2000.	USAID and private support	Source: PSI Condoms Female Condoms Pills Injectables	4,207,200 13,008 480,540 96,672	42,072 650 34,324 24,168	
			TOTAL	101,214	280%
41. MEXICO Started by DKT in 2002.	Packard and MacArthur support	Source: DKT Condoms Female Condoms EC	2,584,943 6,867 1,575	25,840 343 175	
			TOTAL	26,358	NA
42. MONGOLIA Started by MSI in 2000.	UNFPA and MSI support	Source: MSI Condoms Female Condoms	1,153,701 15,581	11,537 779	
			TOTAL	12,316	NA
43. MOROCCO Started by SOMARC in 1989; transferred to CMS in 1998.	Program closed in September 2003 Information not available				
44. MOZAMBIQUE Started by PSI in 1995.	USAID and Dutch government support	Source: PSI Condoms Female Condoms	15,264,124 18,657	152,641 933	
			TOTAL	153,574	6%
MYANMAR	See Burma. # 9				
45. NAMIBIA Started by MSI in 2000.	KfW and GTZ support	Source: MSI Condoms Female Condoms	3,291,353 93,721	32,914 4,686	
			TOTAL	37,600	1%
46. NEPAL Nepal Contraceptive Retail Sales Corp. (CRS), started by Westinghouse Health Systems in 1976; program now private company.	USAID (AIDSMARK) support	Source: CRS/PSI Condoms Pills IUDs Injectables Norplant	21,426,894 1,033,264 1,975 230,088 432	214,269 73,805 6,913 57,522 2,160	
			TOTAL	354,669	70%
46.1 NEPAL II Started by MSI in 2002.	MSI support	Source: MSI Condoms	1,693,460	16,935	
			TOTAL	16,935	NA
47. NICARAGUA Started in 1999 by PROFAMILIA.	USAID support	Source: USAID Condoms Pills Injectables	960,876 230,215 20,748	9,609 16,444 5,187	
			TOTAL	31,240	70%
47.1 NICARAGUA II Started by PSI in 1998.	USAID and Dutch support	Source: PSI Condoms Female Condoms	1,829,580 66	18,296 3	
			TOTAL	18,299	NA

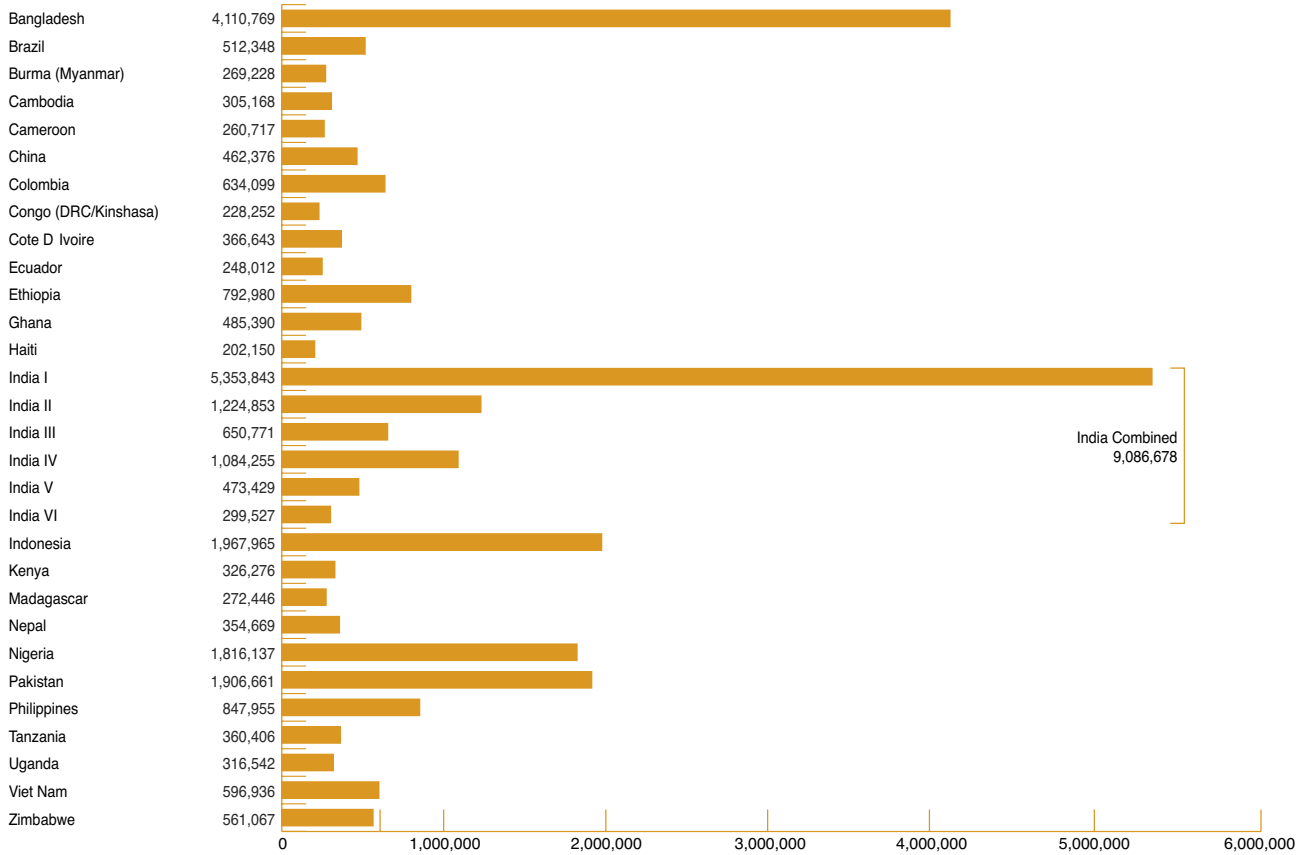
* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

48. NIGERIA Started by PSI and DKT in 1988-90.	DFID, USAID, and private support Cooperating agency: PSI/SFH	Source: PSI Condoms Pills Foaming Tablets IUDs Injectables EC	136,104,089 2,598,070 28,802 43,365 360,167 247,568	1,361,041 185,576 192 151,778 90,042 27,508	
			TOTAL	1,816,137	-10%
49. PAKISTAN Program started by PSI Marketing Associates in 1986.	KfW, USAID, and private support Cooperating agency: PSI/SMP (Social Marketing Pakistan)	Source: PSI Condoms Pills IUDs Injectables EC	115,871,313 1,912,659 139,586 393,511 219,597	1,158,713 136,619 488,551 98,378 24,400	
			TOTAL	1,906,661	22%
49.1 PAKISTAN II Started by Key Social Marketing (KSM) and SOMARC in 1997.	DFID support TFG technical assistance	Source: KSM Pills Injectables EC	1,536,281 166,894 112,029	109,734 41,724 12,448	
			TOTAL	163,906	-7%
50. PARAGUAY Started by PSI in 1996.	USAID and private support	Source: PSI Condoms Female Condoms Pills	2,017,132 192,686 186,894	20,171 290 13,350	
			TOTAL	33,811	38%
51. PERU Apoyo a Programas de Poblacion; Program started in 1984 by SOMARC and APROPO.	USAID support	Source: APROPO Condoms Foaming Tablets IUDs	6,239,184 242,488 88	62,382 1,616 308	
			TOTAL	64,306	26%
51.1 PERU II Started by PSI in 2002.	Private support	Source: PSI EC	134,022	14,891	
			TOTAL	14,891	NA
52. PHILIPPINES Implemented by DKT in 1990; managed by DKT.	KfW, Packard, and USAID support	Source: DKT Condoms Pills Injectables	27,116,352 7,881,428 55,326	271,164 562,959 13,832	
			TOTAL	847,955	10%
53. ROMANIA Started by PSI in 1998.	USAID, UNICEF, and Dutch Government/Matra support	Source: PSI Condoms Pills	8,422,786 201,002	84,228 14,357	
			TOTAL	98,585	106%
54. RWANDA Started by PSI in 1993.	KfW, UNFPA, USAID (AIDSMARK) and private support	Source: PSI Condoms	5,188,749	51,887	
			TOTAL	51,887	-16%
55. SENEGAL Started by SOMARC in 1996.	USAID support	Source: USAID Condoms Pills	3,843,475 60,000	38,435 4,286	
			TOTAL	42,721	5%
56. SOUTH AFRICA Started by PSI in 1992.	DFID, USAID, UNFPA, GOSA, FHI, and private support	Source: PSI Condoms Female Condoms	12,024,332 118,908	120,243 5,945	
			TOTAL	126,188	17%
57. SRI LANKA Started by PSI and IPPF in 1973; now managed by Sri Lanka Family Planning Association.	IPPF support	Source: FPASL Condoms Pills IUDs Injectables EC	8,495,670 879,221 1,057 36,034 279,571	84,957 62,802 3,700 9,009 19,969	
			TOTAL	180,437	-4%

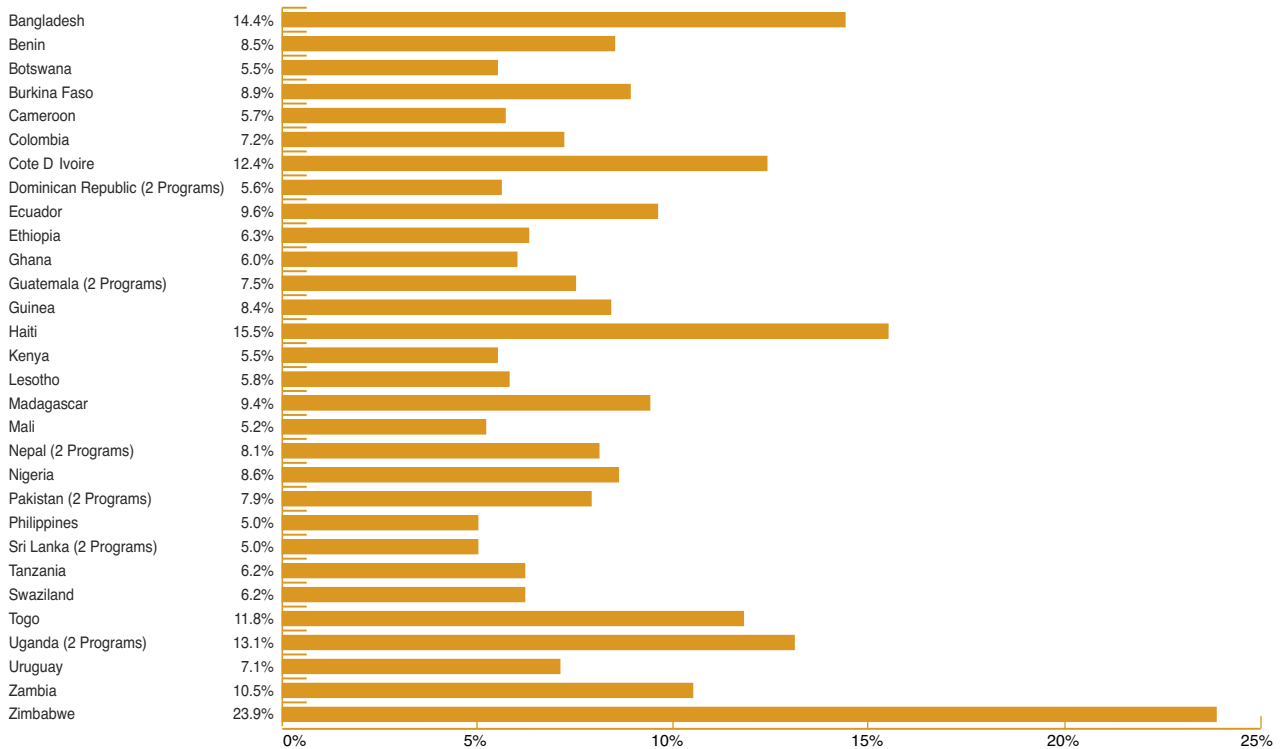
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57.1 SRI LANKA II Started by MSI in 1993.	Managed by MSI/locally generated funds	Source: MSI Sri Lanka Condoms	4,001,644	40,016	
		TOTAL		40,016	15%
58. SWAZILAND Started by PSI in 2001.	USAID (AIDSMARK), DFID support	Source: PSI Condoms	1,089,377	10,894	
		Female Condoms	52,601	2,630	
		TOTAL		13,524	NA
59. TANZANIA Started by PSI in 1993.	USAID and Dutch government support	Source: PSI Condoms	31,813,832	318,138	
		Female Condoms	106,939	9,847	
		Pills	453,888	32,421	
		TOTAL		360,406	35%
60. TOGO Started by SOMARC in 1992; transferred to PSI in 1998.	USAID and UNICEF support	Source: PSI Condoms	7,794,131	77,941	
		Female Condoms	50,175	2,509	
		Pills	161,053	11,504	
		Injectables	77,244	19,311	
		TOTAL		111,265	-20%
61. UGANDA Started by SOMARC in 1991; transferred to CMS in 1998.	USAID support Cooperating Agency: PSI/CMS	Source: PSI Condoms	5,120,520	51,205	
		Pills	113,960	79,569	
		Injectables	743,070	185,768	
		TOTAL		316,542	19%
61.1 UGANDA II Started by MSI in 1997.	KfW support; managed by MSI	Source: MSI Uganda Condoms	19,128,108	191,281	
		TOTAL		191,281	6%
62. URUGUAY Started in 1968. AUPF (Asociacion Uruguaya de Planificacion Familiar)	IPPF support	Source: AUPF Condoms	112,600	1,126	
		Pills	123,761	8,840	
		IUDs	10,301	36,054	
		TOTAL		46,020	NA
63. VENEZUELA Started by PROSALUD in 1992.	Support from commercial sector and Bergstrom Foundation	Source: PSI Condoms	86,742	867	
		Pills	38,857	2,776	
		IUDs	612	2,142	
		EC	322,628	35,848	
		TOTAL		41,633	-79%
64. VIET NAM Implemented by DKT in 1993.	DFID, KfW, USAID, World Bank support	Source: DKT Condoms	45,430,428	454,304	
		Pills	1,996,850	142,632	
		TOTAL		596,936	—
65. ZAMBIA Started by PSI in 1992.	USAID and foundation support	Source: PSI Condoms	13,213,972	132,140	
		Female Condoms	210,168	10,508	
		Pills	698,784	49,913	
		TOTAL		192,561	23%
66. ZIMBABWE Started by SOMARC in 1988; transferred to PSI in 1996.	USAID and DFID support	Source: PSI Condoms	38,259,786	382,598	
		Female Condoms	1,015,380	50,769	
		Pills	1,340,600	95,757	
		Injectables	127,771	31,943	
		TOTAL		561,067	45%
		GRAND TOTAL		30,531,881	

Comparison of Program CYPs (For programs over 200,000 CYPs)



CYPs As Percentage of Target Market* (For programs over 4.9%)



*Target market calculated as 80% of women in union.