

**2006**  
**CONTRACEPTIVE SOCIAL MARKETING**  
**STATISTICS**

Courtesy of  
DKT International  
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# SOCIAL MARKETING STATISTICS 2006

Highlights	2006	2005	2004
CYPs	39.8 million	36.7 million	31.3 million

## Sales – 2006

Condoms .....	2,079,141,502	Implants .....	14,536
Pills .....	145,190,118	Emergency Contraception (EC) .....	3,961,931
Injectables.....	21,977,073	Female Condoms.....	3,316,571
IUDs.....	709,835	MVA.....	536

## Social Marketing Program Sales

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

PROGRAM	REMARKS	2006 PRODUCT SALES	CYP*	% CHANGE FROM 2005
1. ALBANIA Started by Marie Stopes International (MSI) in 1997.	KfW support	Source: MSI		
		Condoms	1,215,464	12,155
		Pills	5,640	403
		Injectables	725	181
		EC	360	40
		TOTAL	12,779	-65%
2. ANGOLA Started By Population Services International (PSI) in 2000.	USAID and private funding	Source: PSI		
		Condoms	8,422,420	84,224
		TOTAL	84,224	-17%
3. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID		
		Condoms	80,691,886	806,919
		Pills	40,433,946	2,888,139
		Injectables	843,882	210,971
		TOTAL	3,906,029	-7%
4. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID and KfW support	Source: PSI		
		Condoms	9,147,104	91,471
		Pills	159,785	11,413
		Injectables	24,157	6,039
		TOTAL	108,923	-0%
5. BOTSWANA Started by PSI in 1993.	Government of Botswana, USAID (AIDSMark), and private support	Source: PSI		
		Condoms	4,107,377	41,074
		Female Condoms	9,842	492
		TOTAL	41,566	79%
6. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Self-sustaining project	Source: DKT		
		Condoms	76,382,208	763,822
		Female Condoms	90,961	4,548
		TOTAL	768,370	14%
7. BURKINA FASO Started by PSI in 1991.	KfW support	Source: PSI		
		Condoms	21,929,104	219,291
		Female Condoms	44,780	2,239
		Pills	31,720	2,266
		TOTAL	223,796	10%
8. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF support	Source: PSI		
		Condoms	32,238,780	322,388
		Female Condoms	160,237	8,012
		Pills	510,711	36,479
		IUDs	2,273	9,092
		Injectables (3)	506,617	126,654
		Injectables (1)	154,102	12,842
		EC	14,097	1,566
				TOTAL

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 150 Foaming Tablets; .25 Implants; .25 IUDs; 9 EC

8.1 BURMA II (Myanmar) Started by MSI in 2004.	MSI support	Source: MSI Pills Injectables EC	271,485 49,009 886	19,392 12,252 98	
			TOTAL	31,742	2%
9. CAMBODIA Started by PSI in 1994.	USAID, DFID and Dutch government support	Source: PSI Condoms Female Condoms Pills IUDs Injectables	26,265,189 610 1,934,773 400 220,940	262,652 31 138,198 1,600 55,235	
			TOTAL	457,716	22%
10. CAMEROON Started by PSI and DKT in 1989.	USAID and KfW funding	Source: PSI Condoms Female Condoms Pills Injectables	24,390,734 130,389 63,960 11,397	243,907 6,519 4,569 2,849	
			TOTAL	257,844	12%
11. CENTRAL AMERICA REGIONAL (Belize, El Salvador)	USAID support Cooperating agency: PSI	Source: PSI Condoms Female Condoms	2,720,017 6,000	27,200 300	
			TOTAL	27,500	-28%
12. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	UNFPA, KfW, and private support	Source: PSI Condoms	5,262,480	52,625	
			TOTAL	52,625	-10%
13. CHAD Started by PSI in 1996; now managed by AMASOT	KfW support	Source: GFA Medica Condoms	3,613,262	36,133	
			TOTAL	36,133	-12%
14. CHINA Started by DKT in 1996.	Private support	Source: DKT Condoms	34,771,780	347,718	
			TOTAL	347,718	-30%
15. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA Condoms Pills IUDs Injectables EC	6,116,996 750,798 140,461 914,748 610,452	61,170 53,628 561,844 228,687 67,828	
			TOTAL	973,157	35%
16. CONGO (Brazzaville) Started by Projet de Marketing Social in 1992.	USAID support	Source: PSI Condoms	6,146,280	61,463	
			TOTAL	61,463	-2%
17. CONGO (DRC/Kinshasa) Started by PSI in 1988.	DFID and private support	Source: PSI Condoms Female Condoms Pills IUDs Injectables	31,271,196 187,379 365,548 1,569 79,337	312,712 9,369 26,111 6,276 19,834	
			TOTAL	374,302	26%
18. COTE D'IVOIRE Started by PSI in 1990.	KfW, CDC, and private support	Source: PSI Condoms Female Condoms Pills	25,868,350 50 1,026,920	258,684 3 73,351	
			TOTAL	332,038	-6%
19. DOMINICAN REPUBLIC Started by PSI in 2003.	USAID and private support	Source: PSI Condoms	15,736,956	157,370	
			TOTAL	157,370	18%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .25 IUDs; 9 EC

20. ECUADOR Established by SOMARC in 1986; managed by CEMPOLAF.	No 2006 Statistics. CYP total is from 2005.		TOTAL	142,527	NA
21. EGYPT Started by DKT in 2004.	Private support	Source: DKT			
		Condoms	34,455	345	
		IUDs	34,239	136,956	
		TOTAL		137,301	51%
22. EL SALVADOR Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS).	USAID support	Source: ADS			
		Condoms	1,614,541	16,146	
		Pills	723,919	51,709	
		IUDs	2,399	9,596	
		Injectables	119,521	29,880	
		Norplant	389	1,945	
		TOTAL		109,276	-1%
23. ETHIOPIA Implemented by DKT in 1990.	Dutch government, Irish, DFID, Packard, and USAID support	Source: DKT			
		Condoms	59,863,380	598,634	
		Pills	5,350,135	382,153	
		IUDs	10,200	40,800	
		Injectables	5,643,113	1,410,778	
		TOTAL		2,432,365	68%
24. GHANA Implemented in 1986 by DANAFCO and SOMARC; now managed by Ghana Social Marketing Foundation (GSMF).	USAID support	Source: GSMF			
		Condoms	31,432,200	314,322	
		Female Condoms	169,700	8,485	
		TOTAL		322,807	-34%
25. GUATEMALA Asociacion Pro-Bienestar de la Familia de Guatemala (APROFAM); started by Juarez and Associates in 1983.	USAID support	Source: APROFAM			
		Condoms	710,127	7,101	
		Pills	617,961	44,140	
		IUDs	3,732	14,928	
		Injectables (3)	139,653	34,913	
		Injectables (2)	119,962	19,994	
		TOTAL		121,076	-10%
25.1 GUATEMALA II Started by PSI in 1998.	USAID, KfW, and private support	Source: PSI			
		Condoms	6,366,988	63,670	
		Female Condoms	3,285	164	
		TOTAL		63,834	18%
26. GUINEA Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI			
		Condoms	9,118,338	91,183	
		Pills	398,510	28,465	
		Injectables	101,385	25,346	
		TOTAL		144,994	14%
27. HAITI Started by DKT and PSI in 1990.	USAID, UNFPA, Dutch government, World Bank support	Source: PSI			
		Condoms	4,443,920	44,439	
		Female Condoms	66,485	3,324	
		Pills	218,452	15,604	
		Injectables	168,742	42,186	
		TOTAL		105,553	-1%
28. HONDURAS Honduras Social Marketing Program; managed by the FPA ASHONPLAFA.	USAID support	Source: IPPF			
		Condoms	1,099,015	10,990	
		Pills	246,593	17,614	
		TOTAL		28,604	115%
28.1 HONDURAS II Started by PSI in 1998.	USAID, Summit Foundation, and private support	Source: PSI			
		Condoms	2,354,333	23,543	
		Female Condoms	400	20	
		TOTAL		23,563	9%
29. 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 3/31/07)	Source: GOI			
		Condoms (Nirodh)	354,140,000	3,541,400	
		Pills (Mala-D)	23,265,000	1,661,786	
		TOTAL		5,203,186	-2%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .25 IUDs; 9 EC

29.1 INDIA II Masti, Pearl, and Kama Sutra PSI/India, 1988 (India I totals includes 18 million Nirodh condoms and 1 million Mala D pills sold by PSI/India)	GOI, KfW, DFID, and USAID support (calendar year data, 2006)	Source: PSI Condoms Female Condoms Pills (Pearl) Injectables EC	123,292,669 1,588 4,926,756 13,850 76,270	1,232,927 79 351,911 3,213 8,474	
			TOTAL	1,596,604	8%
29.2 INDIA III (Sawan, Bliss, Milan, and Ecroz) Parivar Seva Sanstha, 1988.	(FYE 3/31/07)	Source: GOI Condoms (3 brands) Pills (Ecroz)	57,020,000 2,505,000	570,200 178,929	
			TOTAL	749,129	16%
29.3 INDIA IV (Zaroor, Choice, and XXX) DKT/India (Mumbai), 1992. (India I totals include 221,000 Mala D pills sold by DKT/India.)	Vaestolitto, DFID, SIPSFA, and GOI support (calendar year data, 2006)	Source: DKT Condoms Pills IUDs Injectables	81,071,104 9,609,330 99,401 124,624	810,711 702,166 397,604 31,156	
			TOTAL	1,941,637	34%
29.4 INDIA V (Apsara, Mithun, and Plan X) Bihar-based project, managed by Janani, 1996. (India I total includes 1.6 million Nirodh condoms and 125,000 Mala D pills sold by Janani.)	Packard and GOI support (calendar year data, 2006)	Source: DKT Condoms Pills EC	39,414,250 3,115,728 26,788	394,143 222,552 2,976	
			TOTAL	619,671	52%
29.5 INDIA VI (Ahsas, Thril, and Flavoured) Started by MSI/PHS (Population Health Services) in 1999. (India I totals include 5.0 million Mala D pills and 41.5 million Nirodh sold by PHS.)	MSI support Managed by PHS	Source: MSI Condoms Pills	33,316,760 164,190	333,168 11,728	
			TOTAL	344,896	-34%
30. INDONESIA Started by DKT in 1996; managed by DKT.	KfW, GOI, and Gates support	Source: DKT Condoms Female Condoms Pills IUDs Injectables (3) Injectables (1) Implant MVA EC	69,587,611 665 7,753,180 48,348 6,848,761 1,495,214 12,975 95 6,628	695,876 33 553,799 193,392 1,712,170 124,601 38,925 6,365 736	
			TOTAL	3,325,897	0%
31. KAZAKHSTAN Started by PSI in 2002.	USAID Support	Source: PSI Condoms	1,794,567	17,946	
			TOTAL	17,946	4%
32. KENYA Started by DKT and PSI in 1989.	USAID and DFID support	Source: PSI Condoms Pills Injectables	27,418,852 1,248,360 142,272	274,189 89,169 35,568	
			TOTAL	398,926	-9%
32.1 KENYA II Started by MSI in 2004.	MSI support	Source: MSI Condoms EC	1,700,177 3,597	17,002 400	
			TOTAL	17,402	NA
33. LAOS Started by PSI in 1999.	USAID (AIDSmart), Global Fund, and UN support	Source: PSI Condoms Pills	8,191,486 169,328	81,915 12,095	
			TOTAL	94,010	20%
34. LESOTHO Started by PSI in 2001.	CDC, USAID, and DFID support	Source: PSI Condoms Female Condoms	3,167,929 129,302	31,679 6,465	
			TOTAL	38,144	64%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .25 IUDs; 9 EC

35. MADAGASCAR Started by SOMARC in 1996, now PSI.	USAID (AIDSMARK), Global Fund, and private support	Source: PSI Condoms Pills IUDs Injectables	13,847,168 1,703,896 1,713 632,374	138,472 121,707 6,852 158,094	
			TOTAL	425,125	8%
36. MALAWI Started by PSI in 1994.	USAID and KfW support	Source: PSI Condoms	9,201,726	92,017	
			TOTAL	92,017	-43%
36.1 MALAWI II Started by MSI in 2004.	MSI support	Source: MSI Condoms	2,091,164	20,912	
			TOTAL	20,912	30%
37. MALAYSIA Managed by PHI consultants; started by DKT in 1991.	Project self-sustaining	Source: DKT Condoms	6,554,304	65,543	
			TOTAL	65,543	-10%
38. MALI Started by PSI in 2000.	USAID and private support	Source: PSI Condoms Female Condoms Pills Injectables	5,682,796 30,837 1,116,780 169,231	56,828 1,542 79,770 42,308	
			TOTAL	180,448	16%
39. MEXICO Started by DKT in 2002.	Private support	Source: DKT Condoms Female Condoms IUDs Injectables (3) Injectables (1) EC	27,620,312 158,946 11,000 6,842 4,708 6,351	276,203 7,947 44,000 1,711 392 706	
			TOTAL	330,959	53%
39.1 MEXICO II Started by PSI in 2004.	USAID support	Source: PSI Condoms EC	434,656 53,508	4,347 5,945	
			TOTAL	10,292	NA
40. MONGOLIA Started by MSI in 2000.	UNFPA and MSI support	Source: MSI Condoms Female Condoms Pills	2,516,937 13,888 107,232	25,169 694 7,659	
			TOTAL	33,522	68%
41. MOZAMBIQUE Started by PSI in 1995.	USAID and Dutch government support	Source: PSI Condoms Female Condoms	21,888,470 55,043	218,885 2,752	
			TOTAL	221,637	19%
42. NAMIBIA Started by MSI in 2000.	KfW and GFATM support	Source: MSI Condoms Female Condoms	3,886,069 183,775	38,861 9,189	
			TOTAL	48,050	-1%
43. 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 (3) Injectables (1) Norplant EC	7,370,396 484,538 3,252 127,477 940 1,172 6,868	73,704 34,610 13,008 31,869 78 5,860 763	
			TOTAL	159,892	-57%
43.1 NEPAL II Started by MSI in 2002.	Self-funding	Source: MSI Condoms	2,701,450	27,015	
			TOTAL	27,015	62%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .25 IUDs; 9 EC

44. NICARAGUA Started by PROFAMILIA in 1999.	USAID support	Source: PROFAMILIA			
		Condoms	255,472	2,555	
		Pills	416,012	29,715	
		IUDs	1,891	7,564	
		Injectables	53,558	13,390	
		TOTAL		53,224	-16%
44.1 NICARAGUA II Started by PSI in 1998.	USAID and Dutch government support	Source: PSI			
		Condoms	4,509,292	45,093	
		Female Condoms	3,293	165	
		Pills	1,664	119	
		TOTAL		45,377	30%
45. NIGER Started by GFA Medica together with Futures Group in 2004.	KfW support	Source: GFA Medica			
		Condoms	3,570,685	35,707	
		TOTAL		35,707	33%
46. NIGERIA Started by PSI and DKT in 1988-90.	DFID, USAID and private support Cooperating agency: PSI/SFH	Source: PSI			
		Condoms	162,576,360	1,625,764	
		Pills	4,525,699	323,264	
		IUDs	45,807	183,228	
		Injectables (3)	763,382	190,846	
		Injectables (2)	686,946	114,491	
		EC	609,644	67,738	
		TOTAL		2,505,331	6%
47. PAKISTAN Program started by PSI Marketing Associates in 1986.	KfW, USAID, and private support Cooperating agency: PSI/SMP (Social Marketing Pakistan)	Source: PSI			
		Condoms	98,131,160	981,312	
		Pills	3,214,196	229,585	
		IUDs	196,784	787,136	
		Injectables (3)	152,581	38,145	
		Injectables (2)	474,493	79,082	
		Injectables (1)	109,178	9,098	
		EC	495,351	55,039	
		TOTAL		2,179,397	54%
47.1 PAKISTAN II Started by Key Social Marketing (KSM) and SOMARC in 1997.	DFID support TFG technical assistance	Source: KSM			
		Condoms	5,276,882	52,769	
		Pills	2,549,588	182,113	
		IUDs	36,788	147,152	
		Injectables	341,372	85,343	
		TOTAL		467,377	39%
47.2 PAKISTAN III Started by MSI in 2003.	Funded by MSI	Source: MSI			
		Condoms	2,542,974	25,430	
		TOTAL		25,430	17%
48. PANAMA Started by PSI in 1996.	USAID and private support	Source: PSI			
		Condoms	1,788,639	17,886	
		TOTAL		17,886	3%
49. PARAGUAY Started by PSI in 1996.	USAID and private support	Source: PSI			
		Condoms	1,763,417	17,634	
		Pills	269,315	19,237	
		EC	55,517	6,175	
		TOTAL		43,046	3%
50. PERU Apoyo a Programas de Poblacion; program started by SOMARC and APROPO in 1984.	USAID support	Source: APROPO			
		Condoms	10,147,909	101,479	
		IUDs	30	120	
		Foaming Tablets	29,622	197	
		TOTAL		101,796	16%
50.1 PERU II Started by APPRENDE in 2002.	Support maintained through commercial activities of FARMAGE	Source: PROSALUD			
		Pills	33,782	2,413	
		EC	364,194	40,466	
		TOTAL		42,879	NA

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .25 IUDs; 9 EC

51. PHILIPPINES Implemented by DKT in 1990; managed by DKT.	KfW and USAID support	Source: DKT Condoms Pills IUDs Injectables	33,379,503 16,917,765 500 563,098	333,795 1,208,412 2,000 140,775	
			TOTAL	1,684,982	39%
52. ROMANIA Started by PSI in 1998.	USAID, UNICEF, and Dutch Government/Matra support	Source: PSI Condoms	11,459,012	114,590	
			TOTAL	114,590	5%
53. RWANDA Started by PSI in 1993.	KfW, UNFPA, USAID (AIDSMARK), and private support	Source: PSI Condoms Pills	10,001,294 8,420	100,013 601	
			TOTAL	100,614	11%
54. SENEGAL Started by SOMARC in 1996.	USAID support	Source: USAID Condoms Pills	4,881,302 124,602	48,813 8,900	
			TOTAL	57,713	9%
55. SOUTH AFRICA Started by PSI in 1992.	DFID, USAID, UNFPA, GOSA FHI, CDC, and private support; Public distribution of condoms included @ 50%	Source: PSI Condoms Female Condoms	55,724,488 58,800	557,245 2,940	
			TOTAL	560,185	22%
56. 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	6,916,045 1,311,001 2,165 47,338 646,102	69,160 93,643 8,660 11,835 71,789	
			TOTAL	255,087	6%
56.1 SRI LANKA II Started by MSI in 1993.	Managed by MSI/locally-generated funds	Source: MSI Sri Lanka Condoms EC	6,017,864 34,686	60,179 3,854	
			TOTAL	64,033	8%
57. SUDAN Started by DKT in 2004.	Private support	Source: DKT Condoms Pills IUDs Injectables MVA	996,500 114,925 11,075 22,791 441	9,965 8,209 44,300 5,698 29,547	
			TOTAL	97,719	770%
58. SWAZILAND Started by PSI in 2001.	CDC, USAID (AIDSMARK), DFID support	Source: PSI Condoms Female Condoms	1,590,232 19,291	15,902 965	
			TOTAL	16,867	-9%
59. TANZANIA Started by PSI in 1993.	USAID and Dutch government support Cooperating agency: PSI	Source: PSI Condoms Female Condoms	57,053,386 144,180	570,534 7,209	
			TOTAL	577,743	6%
59.1 TANZANIA II Started by MSI in 2004.	MSI support	Source: MSI Condoms	2,172,483	21,725	
			TOTAL	21,725	NA
60. THAILAND Started by PSI in 2003.	USAID and DFID support	Source: PSI Condoms Female Condoms	1,040,273 13,437	10,403 672	
			TOTAL	11,075	NA

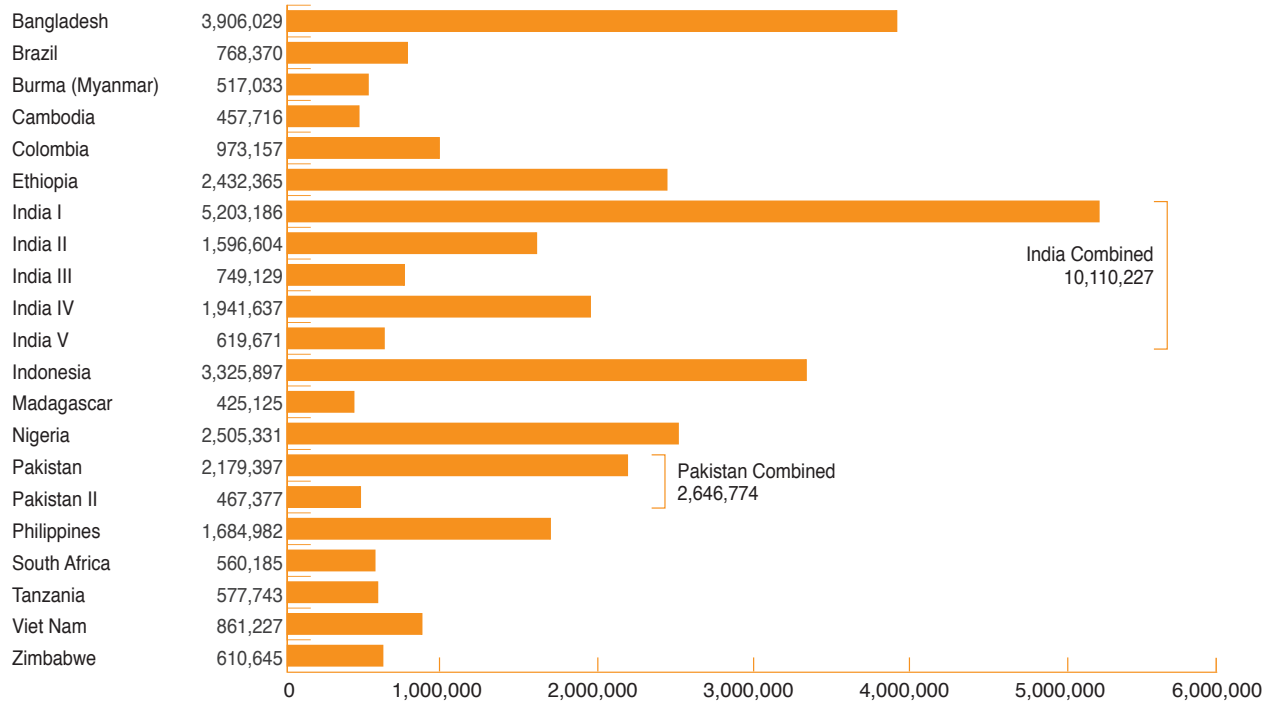
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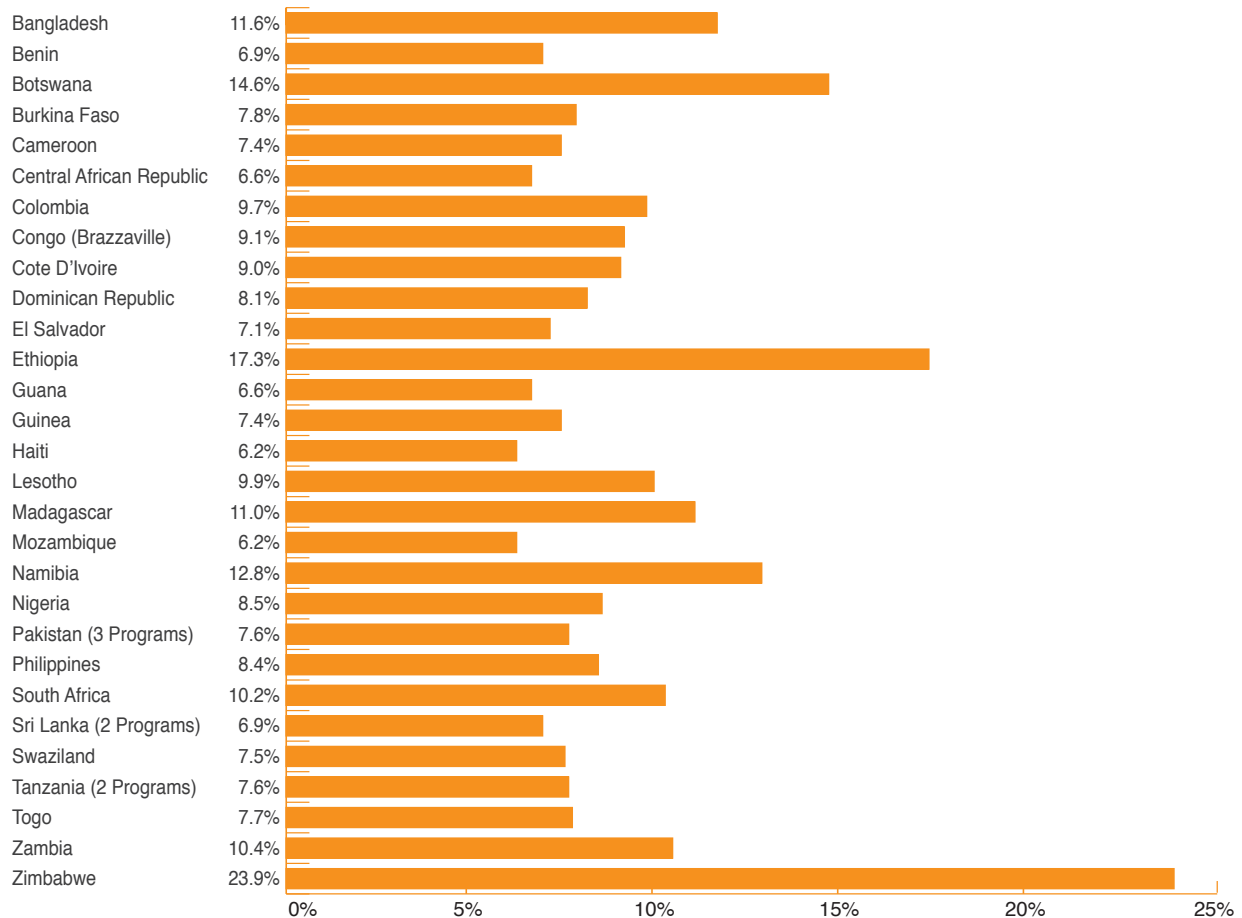
61. TOGO Started by SOMARC in 1992; transferred to PSI in 1998.	USAID and UNICEF support	Source: PSI	Condoms	7,084,255	70,843	
			Female Condoms	102,008	5,100	
			Pills	158,176	11,298	
			Injectables	40,982	10,246	
			TOTAL		97,487	-4%
62. UGANDA Started by SOMARC in 1991; transferred to CMS in 1998; transferred to ASIDSMARK in 2003.	USAID support Cooperating agency: PSI	Source: PSI	Condoms	6,651,912	66,519	
			TOTAL		66,519	-80%
62.1 UGANDA II Started by MSI in 1997; managed by MSI.	KfW support	Source: MSI Uganda	Condoms	18,227,232	182,272	
			TOTAL		182,272	28%
63. URUGUAY Started by AUPF (Asociacion Uruguaya de Planificacion Familiar) in 1968.	IPPF support	Source: AUPF	Condoms	75,988	760	
			Pills	108,599	7,757	
			IUDs	6,880	27,556	
			TOTAL		36,073	5%
64. VENEZUELA Started by PROSALUD in 1992.	Support from commercial sector and local embassies	Source: PROSALUD	Condoms	278,781	2,788	
			Pills	519,656	37,118	
			IUDs	1,412	5,648	
			EC	915,199	101,689	
			TOTAL		147,243	43%
65. VIET NAM Implemented by DKT in 1993.	DFID, KfW, USAID, and World Bank support	Source: DKT	Condoms	62,466,768	624,668	
			Pills	3,311,825	236,559	
			TOTAL		861,227	15%
66. YEMEN Started by MSI in 2001.	KfW support	Source: MSI	Condoms	1,618,710	16,187	
			Pills	349,545	24,968	
			IUDs	18,387	73,548	
			Injectables	5,036	1,259	
			TOTAL		115,962	812%
67. ZAMBIA Started by PSI in 1992.	USAID and foundation support	Source: PSI	Condoms	13,208,310	132,083	
			Female Condoms	162,840	8,142	
			Pills	1,125,648	80,403	
			TOTAL		220,628	9%
68. ZIMBABWE Started by SOMARC in 1988; transferred to PSI in 1996.	USAID and DFID support	Source: PSI	Condoms	49,122,000	491,220	
			Female Condoms	1,368,560	68,428	
			Pills	508,200	36,300	
			Injectables	43,039	10,760	
			EC	35,433	3,937	
			TOTAL		610,645	-4%
GRAND TOTAL					39,786,144	

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .25 IUDs; 9 EC

## Comparison of Program CYPs (For programs over 400,000 CYPs)



## CYPs as Percentage of Target Market\* (For programs over 6.0%)



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