

**2008
CONTRACEPTIVE SOCIAL MARKETING
STATISTICS**

Courtesy of
DKT International
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SOCIAL MARKETING STATISTICS 2008

Highlights	2008	2007	2006
CYPs	45.0 million	40.2 million	39.8 million

Sales – 2008

Condoms	2,077,621,039	IUDs	1,187,336
Free Condoms	89,535,288	Injectables	22,733,894
Female Condoms	6,566,235	Implants	44,299
Pills	166,410,111	Emergency Contraception (EC)	6,440,208

Social Marketing Program Sales

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

PROGRAM	REMARKS	2008 PRODUCT SALES	CYP*	% CHANGE FROM 2007
1. AFGHANISTAN Started by Marie Stopes International (MSI) in 2003.	MSI support	Source: MSI		
		Condoms	1,789,905	17,899
		Pills	74,082	5,292
		IUDs	29,870	119,480
		Injectables	30,375	7,594
		TOTAL	150,265	103%
2. ALBANIA Started by Marie Stopes International (MSI) in 1997.	KfW support	Source: MSI		
		Condoms	1,249,050	12,491
		Pills	17,100	1,221
		Injectables	4,301	1,075
		EC	52,775	5,864
		TOTAL	20,651	-42%
3. ANGOLA Started by PSI in 2000.	USAID, DFID and private funding	Source: PSI		
		Condoms	12,022,128	120,221
		Free Condoms	1,386,000	6,930
		TOTAL	127,151	94%
4. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID		
		Condoms	114,325,736	1,143,257
		Pills	46,773,920	3,340,994
		Injectables	907,365	226,841
		TOTAL	4,711,092	17%
5. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID and KfW support	Source: PSI		
		Condoms	9,832,984	98,330
		Female Condoms	2,445	122
		Pills	205,880	14,706
		Injectables	35,578	8,895
		TOTAL	122,053	13%
6. BOTSWANA Started by PSI in 1993.	Government of Botswana, USAID (AIDSMARK), Dutch government support	Source: PSI		
		Condoms	6,832,178	68,322
		Female Condoms	26	1
		TOTAL	68,323	21%
7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Self-sustaining project	Source: DKT		
		Condoms	91,610,551	916,106
		Female Condoms	303,656	15,183
		TOTAL	931,289	1%
8. BURKINA FASO Started by PSI in 1991.	KfW support	Source: PSI		
		Condoms	22,415,712	224,157
		Female Condoms	7,700	385
		TOTAL	224,542	14%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES	CYP*	% CHANGE FROM 2007
9. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF support	Source: PSI		
		Condoms	23,576,464	235,765
		Free Condoms	184,444	922
		Female Condoms	167,597	8,380
		Pills	401,458	28,676
		IUDs	13,842	55,368
		Injectables (3)	665,298	166,325
		Injectables (1)	61,373	5,114
		EC	10,065	1,118
		TOTAL		501,668
9.1 BURMA II (Myanmar) Started by MSI in 2004.	MSI support	Source: MSI		
		Pills	428,237	30,588
		IUDs	16,233	64,932
		Injectables	87,803	21,951
		EC	9,785	1,087
TOTAL		118,558	226%	
10. CAMBODIA Started by PSI in 1994.	USAID, DFID, KfW, UNFPA, government support	Source: PSI		
		Condoms	27,241,051	272,411
		Female Condoms	280	14
		Pills	3,018,270	215,591
		IUDs	5,779	23,116
		Injectables	256,909	64,227
		Implants	9,212	27,636
		TOTAL		602,995
11. CAMEROON Started by PSI and DKT in 1989.	DOD, KfW, Plan, Care, Dutch Fund, MTN, Art Venture and CIDA support	Source: PSI		
		Condoms	29,028,945	290,289
		Female Condoms	149,663	7,483
		Pills	69,730	4,981
		Injectables	6,740	1,685
TOTAL		304,438	1%	
12. CENTRAL AMERICA REGION (Belize, El Salvador)	UNFPA, KfW, World Bank, UNICEF, and private support	Source: PSI		
		Condoms	2,663,906	26,639
		Female Condoms	14,000	700
		Free Female Condoms	2,848	71
		IUDs	35	140
		Implants	75	225
		TOTAL		27,775
13. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	UNFPA, KfW, World Bank and private support	Source: PSI		
		Condoms	8,849,160	88,492
		Female Condoms	85,791	4,290
TOTAL		92,782	129%	
14. CHAD Started by PSI in 1996; now managed by AMASOT.	KfW support	Source: GFA Consulting Group		
		Condoms	3,721,848	37,218
		Female Condoms	3,368	168
TOTAL		37,386	20%	
15. CHINA Started by DKT in 1996.	Private support	Source: DKT		
		Condoms	39,435,205	394,352
		EC	64,112	7,124
TOTAL		401,476	3%	
15.1 CHINA II Started by PSI in 2004.	USAID support	Source: PSI		
		Condoms	1,814,524	18,145
		Female Condoms	2,041	102
TOTAL		18,247	9%	
16. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA		
		Condoms	6,245,433	62,454
		Pills	636,362	45,454
		IUDs	87,965	351,860
		Injectables	1,325,414	331,354
		EC	576,196	64,022
		TOTAL		855,144
17. CONGO (Brazzaville) Started by Projet de Marketing Social in 1992.	Dutch Core and USAID support	Source: PSI		
		Condoms	1,729,620	17,296
TOTAL		17,296	-67%	

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES	CYP*	% CHANGE FROM 2007	
18. CONGO (DRC/Kinshasa) Started by PSI in 1988.	UNDP, Georgetown University (GU), DOD, UNICEF, Proctor & Gamble, World Bank, USAID, and CIDA support	Source: PSI			
		Condoms	21,292,502	212,925	
		Female Condoms	512,995	25,650	
		Pills	561,497	40,107	
		IUDs	1,879	7,516	
		Injectables	101,377	25,344	
		TOTAL		311,542	6%
19. COSTA RICA Started by PSI in 1998.	USAID support	Source: PSI			
		Condoms	977,462	9,775	
		Female Condoms	6,044	302	
TOTAL		10,077	-20%		
20. DOMINICAN REPUBLIC Started by PSI in 2003.	KfW, USAID and private support	Source: PSI			
		Condoms	11,013,408	110,134	
		TOTAL		110,134	-25%
21. ECUADOR Established by SOMARC in 1986; managed by CEMOPLAF.	USAID support	Source: CEMOPLAF			
		Condoms	496,000	4,960	
		IUDs	22,837	91,348	
		Implants	2,500	40,250	
TOTAL		136,558	NA		
22. EGYPT Started by DKT in 2004.	Private support	Source: DKT			
		Condoms	885,105	8,851	
		IUDs	195,559	782,236	
		EC	71,649	7,961	
		TOTAL		799,048	15%
23. EL SALVADOR Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS)	Abt Associates, KfW, and USAID support	Source: ADS			
		Condoms	847,718	8,477	
		Pills	898,842	64,203	
		TOTAL		72,680	41%
24. ETHIOPIA Implemented by DKT in 1990.	Dutch government, Irish, DFID, Packard, and USAID support	Source: DKT			
		Condoms	55,095,085	550,951	
		Female Condoms	28,104	1,401	
		Pills	3,915,652	279,689	
		IUDs	5,258	21,032	
		Injectables	1,743,739	435,935	
		Implants	22,230	38,903	
		EC	212,674	23,630	
		MVA Cannulae	9,995	79,960	
		Medabon	27,100	46,070	
		TOTAL		1,477,571	1%
		25. GHANA Started in 1986 by DANAFCO and SOMARC.	No report since 2006. Program presumed defunct.		
26. GUATEMALA Asociacion Pro-Bienestar de la Familia de Guatemala (APROFAM); started by Juarez and Associates in 1983.	USAID support	Source: APROFAM			
		Condoms	801,163	8,012	
		Pills	565,358	40,383	
		IUDs	3,767	15,068	
		Injectables	223,777	55,944	
		EC	24	3	
TOTAL		119,410	5%		
26.1 GUATEMALA II Started by PSI in 1998.	Abt Associates, KfW, USAID, and private support	Source: PSI			
		Condoms	7,260,227	72,602	
		Female Condoms	6,887	344	
		IUDs	22	88	
		Implants	43	129	
TOTAL		73,163	-2%		
27. GUINEA Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI			
		Condoms	11,744,766	117,448	
		Pills	513,320	36,666	
		Injectables	145,783	36,446	
TOTAL		190,560	55%		
28. HAITI Started by DKT and PSI in 1990.	USAID, UNFPA, Sogebank Foundation, MSH, and World Bank support	Source: PSI			
		Condoms	4,693,514	46,935	
		Female Condoms	139,611	6,981	
		Pills	287,265	20,519	
		Injectables	266,910	66,728	
TOTAL		141,163	34%		

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES	CYP*	% CHANGE FROM 2007
29. HONDURAS Honduras Social Marketing Program; managed by the FPA ASHONPLAFA.	KfW and USAID support	Source: ASHONPLAFA		
		Condoms	1,150,025	11,500
		Pills	1,106,986	79,070
		IUDs	7,359	29,436
		Injectables	136,424	34,106
		EC	12,490	1,388
		TOTAL	155,500	431%
29.1 HONDURAS II Started by PSI in 1998.	KfW, Abt Associates, Summit Foundation and private support	Source: PSI		
		Condoms	2,961,426	29,614
		Female Condoms	1,372	69
		TOTAL	29,683	12%
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 3/31/09)	Source: GOI		
		Condoms (Nirodh)	235,750,000	2,357,500
		Pills (Mala-D)	22,630,000	1,616,429
		TOTAL	3,973,929	-9%
30.1 INDIA II Masti and Pearl PSI/India, 1988 (India I totals includes 34 million Nirodh condoms and 2.6 million Mala-D pills sold by PSI/India)	GOI, KfW, DFID, and USAID support (calendar year data, 2008)	Source: PSI		
		Condoms	142,064,636	1,420,646
		Female Condoms	1,934	97
		Pills	4,076,400	291,171
		IUDs	28,300	113,200
		Injectables	28,425	7,106
		EC	96,125	10,681
		TOTAL	1,842,901	15%
30.2 INDIA III (Sawan, Bliss, Milan and Ecroz) Parivar Seva Sanstha, 1988.	(FYE 3/31/08)	Source: GOI		
		Condoms (3 brands)	61,190,000	611,900
		Pills (Ecroz)	3,066,000	219,000
		TOTAL	830,900	38%
30.3 INDIA IV (Zaroor, Choice, XXX) DKT/India (Mumbai); 1992.	DFID, USAID and GOI support (calendar year 2008)	Source: DKT		
		Condoms	108,097,503	1,080,975
		Pills	12,144,476	867,463
		IUDs	176,795	707,180
		Injectables (3)	144,231	36,058
		TOTAL	2,691,676	17%
30.4 INDIA V (Apsara, Mithun, Plan X) Bihar-based project, managed by Janani; 1996.	Packard and GOI support (calendar year 2008)	Source: DKT		
		Condoms	24,836,433	248,364
		Pills	2,159,675	154,263
		IUDs	9,568	38,272
		Injectables	36,732	9,183
		EC	111,256	12,362
		Mife/Miso	87,439	148,646
		TOTAL	611,090	-8%
30.5 INDIA VI (Ahsas, Thril, Flavoured) Started by MSI/PHS (Population Health Services) in 1999. (India I totals include 3.4 million Mala-D pills and 20 million Nirodh sold by PHS.)	MSI support (calendar year 2008)	Source: MSI		
		Condoms	61,864,816	618,648
		Pills	1,711,050	122,218
		IUDs	32,408	129,632
		Injectables	69,252	17,313
		EC	204,182	22,687
		Mife/Miso	142,815	242,786
		TOTAL	1,153,284	69%
31. INDONESIA Started by DKT in 1996.	KfW, GOI support	Source: DKT		
		Condoms	88,861,120	888,611
		Female Condoms	41,507	2,075
		Pills	12,343,456	881,675
		IUDs	92,586	370,344
		Injectables (3)	8,429,170	2,107,293
		Injectables (1)	1,862,148	155,179
		Implants	5,684	22,736
		EC	18,881	2,098
		MVA Cannulae	6,189	49,512
				TOTAL
32. KAZAKHSTAN Started by PSI in 2002.	USAID support	Source: PSI		
		Condoms	1,427,250	14,273
		TOTAL	14,273	-31%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES		CYP*	% CHANGE FROM 2007
33. KENYA Started by DKT and PSI in 1989.	DFID support	Source: PSI			
		Condoms	32,796,990	327,970	
		Pills	1,531,980	109,427	
		IUDs	718	180	
		Injectables	146,162	36,541	
		TOTAL		474,118	-8%
33.1 KENYA II Started by MSI in 2004.	MSI support	Source: MSI			
		Condoms	2,102,556	21,026	
		EC	27,309	3,034	
		TOTAL		24,060	0%
34. LAOS Started by PSI in 1999.	USAID (AIDSmak), Global Fund, Ministry of Health and UN support	Source: PSI			
		Condoms	14,265,334	142,653	
		Free Condoms	27,796	139	
		TOTAL		142,792	139%
35. LESOTHO Started by PSI in 2001.	USAID and Dutch support	Source: PSI			
		Condoms	3,487,299	34,873	
		Free Condoms	2,403,000	12,015	
		Female Condoms	17,000	850	
		Free Female Condoms	32,590	815	
		TOTAL		48,553	37%
36.MADAGASCAR Started by SOMARC in 1996; now managed by PSI.	USAID, GF, WHP support	Source: PSI			
		Condoms	13,341,120	133,411	
		Free Condoms	3,828,671	19,143	
		Female Condoms	41,258	2,063	
		Pills	2,206,129	157,581	
		IUDs	3,531	14,124	
		Injectables	753,725	188,431	
		Implants	451	1,353	
				TOTAL	
37. MALAWI Started by PSI in 1994.	USAID and KfW support	Source: PSI			
		Condoms	6,538,620	65,386	
		Female Condoms	38,474	1,924	
		Pills	1,540	110	
		Injectables	2,473	618	
		TOTAL		68,038	-25%
37.1 MALAWI II Started by MSI in 2004.	MSI support	Source: MSI			
		Condoms	2,625,188	26,252	
		TOTAL		26,252	64%
38. MALAYSIA Started by DKT in 1991; managed by PHI consultants.	Self-sustaining project	Source: DKT			
		Condoms	5,094,720	50,947	
		TOTAL		50,947	-3%
39. MALI Started by PSI in 2000.	Ministry of Health, Groupe Pivot, KfW, USAID, GU, CIDA, Dutch Fund and private support	Source: PSI			
		Condoms	8,576,980	85,770	
		Female Condoms	59,604	2,980	
		Pills	1,021,275	72,948	
		Injectables	329,487	83,372	
		TOTAL		245,070	7%
40. MEXICO Started by DKT in 2002.	Private support	Source: DKT			
		Condoms	9,822,919	98,229	
		Female Condoms	74,810	3,741	
		Injectables (3)	62,666	15,667	
		EC	1,023	114	
		TOTAL		117,751	7%
41. MONGOLIA Started by MSI in 2000.	UNFPA and MSI support	Source: MSI			
		Condoms	3,260,639	32,606	
		Female Condoms	5,943	297	
		Pills	144,765	10,340	
		EC	19,625	2,181	
		TOTAL		45,424	15%
42. MOZAMBIQUE Started by PSI in 1995.	DFID and GTZ support	Source: PSI			
		Condoms	26,367,112	263,671	
		Free Condoms	2,536,544	12,683	
		Female Condoms	32,675	1,634	
		TOTAL		277,988	24%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES		CYP*	% CHANGE FROM 2007
43. NAMIBIA Started by MSI in 2000.	KfW and GFATM support	Source: MSI			
		Condoms	1,579,610	15,796	
		Female Condoms	21,888	1,094	
		TOTAL		16,890	-36%
44. NEPAL Started in 1976. Nepal Social Marketing and Franchise Project.	USAID support	Source: AED			
		Condoms	24,718,045	247,180	
		Female Condoms	48,269	2,413	
		Pills	1,202,680	85,906	
		IUDs	1,572	6,288	
		Injectables	413,172	103,293	
		Implants	757	2,271	
		EC	66,673	7,408	
TOTAL		454,759	NA		
44.1 NEPAL II Started by MSI in 2002.	MSI support	Source: MSI			
		Condoms	1,253,814	12,538	
		Pills	71,990	5,142	
TOTAL		17,680	-40%		
45. NICARAGUA Started by PROFAMILIA in 1999.	USAID support	Source: PROFAMILIA			
		Condoms	327,666	3,277	
		Pills	166,036	11,860	
		IUDs	1,547	6,188	
		Injectables	14,771	1,231	
		Implants	963	4,815	
TOTAL		27,371	-16%		
45.1 NICARAGUA II Started by PSI in 1998.	Abt Associates, USAID, KfW, Dutch Embassy and private support	Source: PSI			
		Condoms	5,029,663	50,297	
		Female Condoms	5,054	253	
		Pills	18,971	1,355	
		IUDs	21	84	
		Injectables (1)	9,345	779	
		Implants	62	186	
TOTAL		52,954	-5%		
46. NIGER Started by GFA Medica/ Futures Group in 2004.	KfW support	Source: GFA Consulting Group			
		Condoms	4,111,782	41,118	
TOTAL		41,118	5%		
47. NIGERIA Started by PSI and DKT in 1988-90. Now managed by Society for Family Health with technical assistance from PSI.	DFID, USAID, and private support	Source: PSI			
		Condoms	189,799,509	1,897,995	
		Free Condoms	8,086,856	40,434	
		Pills	5,594,803	399,629	
		IUDs	77,687	310,748	
		Injectables (3)	1,376,625	344,156	
		Injectables (2)	1,008,255	168,043	
		Injectables (1)	47,855	3,988	
		Implants	1,919	5,757	
		EC	861,005	95,667	
		TOTAL		3,266,417	30%
48. PAKISTAN Program started by PSI Marketing Associates in 1986. Cooperating agency: PSI and Greenstar Social Marketing.	KfW, USAID, and private support	Source: PSI			
		Condoms	76,195,171	761,952	
		Pills	2,155,929	153,995	
		IUDs	217,079	868,316	
		Injectables (3)	232,991	58,248	
		Injectables (2)	476,361	79,394	
		Injectables (1)	110,394	9,200	
		EC	1,141,768	126,863	
TOTAL		2,057,968	39%		
48.1 PAKISTAN II Started by MSI in 2003.	Funded by MSI	Source: MSI			
		Condoms	5,905,273	59,053	
TOTAL		59,053	90%		
49. PANAMA Started by PSI in 1996.	USAID and private support	Source: PSI			
		Condoms	2,940,408	29,404	
TOTAL		29,404	31%		

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES	CYP*	% CHANGE FROM 2007
50. PARAGUAY Started by PSI in 1996.	Self-sustaining project	Source: PSI		
		Condoms	2,222,400	22,224
		Pills	383,231	27,374
		EC	131,498	14,611
		TOTAL		64,209
51. PERU Apoyo a Programas de Poblacion; program started by SOMARC and APROPO in 1984 .	USAID support	Source: APROPO		
		Condoms	12,206,545	122,065
		IUDs	27	108
		Injectables	5,328	1,332
		Foaming Tablets	126,048	840
TOTAL		124,345	22%	
51.1 PERU II Started by APPRENDE in 2002.	Support maintained through commercial activities of FARMAGE	Source: PROSALUD		
		Condoms	532,458	5,325
		Pills	178,128	12,723
		EC	374,136	41,571
		TOTAL		59,619
52. PHILIPPINES Implemented by DKT in 1990; managed by DKT.	KfW support	Source: DKT		
		Condoms	35,482,623	354,826
		Pills	20,095,411	1,578,244
		IUDs	22,947	91,788
		Injectables	925,822	231,456
TOTAL		2,256,314	10%	
53. ROMANIA Started by PSI in 1998.	USAID, UNICEF, and Dutch Government/Matra support	Source: PSI		
		Condoms	8,531,673	85,317
		TOTAL		85,317
54. RWANDA Started by PSI in 1993.	KfW, USAID (AIDSMark) and private support	Source: PSI		
		Condoms	10,347,816	103,478
		Pills	39,672	2,834
		Injectables	12,736	3,184
TOTAL		109,496	48%	
55. SENEGAL Started by SOMARC in 1996.	USAID support	Source: GSMF International		
		Condoms	14,695,444	146,954
		Pills	38,280	2,734
TOTAL		149,688	168%	
56. SOUTH AFRICA Started by PSI in 1992.	USAID, Dutch government, EF (PSI), Government of South Africa support	Source: PSI		
		Condoms	42,863,232	428,632
		Free Condoms	62,271,400	311,357
		Female Condoms	23,832	1,192
TOTAL		741,181	8%	
57. SRI LANKA Started by PSI and IPPF in 1973; now managed by Family Planning Association of Sri Lanka.	IPPF support	Source: FPASL		
		Condoms	7,217,784	72,178
		Pills	1,635,360	116,811
		IUDs	1,728	6,912
		Injectables	51,958	12,990
		EC	934,968	103,885
TOTAL		312,776	7%	
57.1 SRI LANKA II Started by MSI in 1993.	Managed by MSI Sri Lanka.	Source: MSI/SL		
		Condoms	7,040,186	70,402
		Pills	74,947	5,353
		EC	41,711	4,635
TOTAL		80,390	27%	
58. SUDAN Started by DKT in 2004.	Private support	Source: DKT		
		Condoms	216,000	2,160
		Pills	526,827	37,631
		IUDs	98,245	392,980
		Injectables	30,780	7,695
TOTAL		440,466	-8%	
59. SWAZILAND Started by PSI in 2001.	USAID (AIDSMark) and Dutch support	Source: PSI		
		Condoms	1,951,271	19,513
		Free Condoms	1,887,260	9,436
		Female Condoms	26,768	1,338
TOTAL		30,287	97%	

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES	CYP*	% CHANGE FROM 2007
60. TANZANIA Started by PSI in 1993.	USAID, Global Fund, KfW, and Dutch Government support	Source: PSI Condoms 47,811,024 Female Condoms 325,800 Pills 206,498 TOTAL	478,110 16,290 14,750 509,150	-23%
60.1 TANZANIA II T-MARC Project	USAID support	Source: AED Condoms 11,637,144 Female Condoms 584,880 Pills 1,074,888 TOTAL	116,371 29,244 76,778 222,393	NA
61. TOGO Started by SOMARC in 1992; transferred to PSI in 1998.	USAID and Global Fund	Source: PSI Condoms 12,436,724 Female Condoms 172,863 Pills 98,046 Injectables 15,129 TOTAL	124,367 8,643 7,003 3,783 143,796	42%
62. UGANDA Started by SOMARC in 1991; transferred to CMS in 1998; transferred to AIDSMark in 2003.	CDC and private support Cooperating Agency: PSI	Source: PSI Condoms 4,012,920 Free Condoms 6,923,317 Implants 149 TOTAL	40,129 34,617 447 75,193	24%
62.1 UGANDA II Started by MSI in 1997; managed by MSI.	KfW support	Source: MSI Uganda Condoms 18,832,578 TOTAL	188,326 188,326	19%
63. URUGUAY Started by AUPF (Asociacion Uruguaya de Planificacion Familiar) around 1968.	IPPF support	Source: AUPF Condoms 43,113 Pills 71,056 IUDs 4,565 TOTAL	431 5,075 18,260 23,766	-21%
64. VENEZUELA Started by PROSALUD in 1992.	Support from commercial sector and local embassies	Source: PROSALUD Condoms 419,158 Pills 269,447 IUDs 505 Injectables 14,281 EC 1,397,210 TOTAL	4,192 19,246 2,020 3,570 155,246 184,274	1%
65. VIET NAM Implemented by DKT in 1993.	DFID, KfW support	Source: DKT Condoms 61,970,953 Pills 6,412,500 IUDs 1,571 Injectables 5,071 TOTAL	619,710 458,036 6,284 1,268 1,085,298	2%
66. YEMEN Started by MSI in 2001.	KfW support	Source: MSI Condoms 2,219,634 Pills 347,070 IUDs 25,172 Injectables 79,682 TOTAL	22,196 24,791 100,688 19,921 167,596	-19%
67. ZAMBIA Started by PSI in 1992.	USAID, UNFPA, WHP, KfW support	Source: PSI Condoms 19,619,892 Female Condoms 465,456 Pills 2,552,166 IUDs 359 Implants 254 TOTAL	196,199 23,273 182,298 1,436 762 403,968	52%
68. ZIMBABWE Started by SOMARC in 1988; transferred to PSI in 1996.	USAID, DFID and Packard Partnership Funds	Source: PSI Condoms 68,603,490 Female Condoms 3,146,640 Pills 685,470 Injectables 39,701 EC 3,068 TOTAL	686,035 157,332 48,962 9,925 341 902,595	18%
GRAND TOTAL			44,978,952	

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

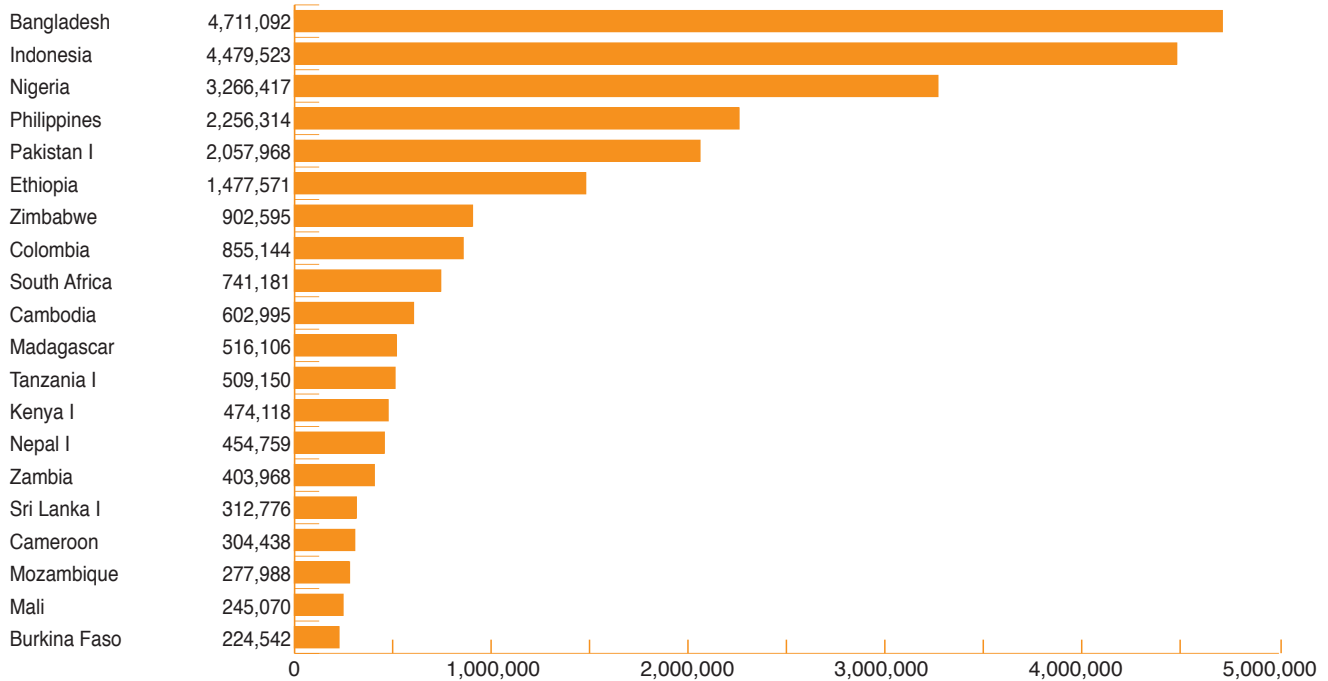
Best Programs

The following programs qualify for the “Best Programs” list by

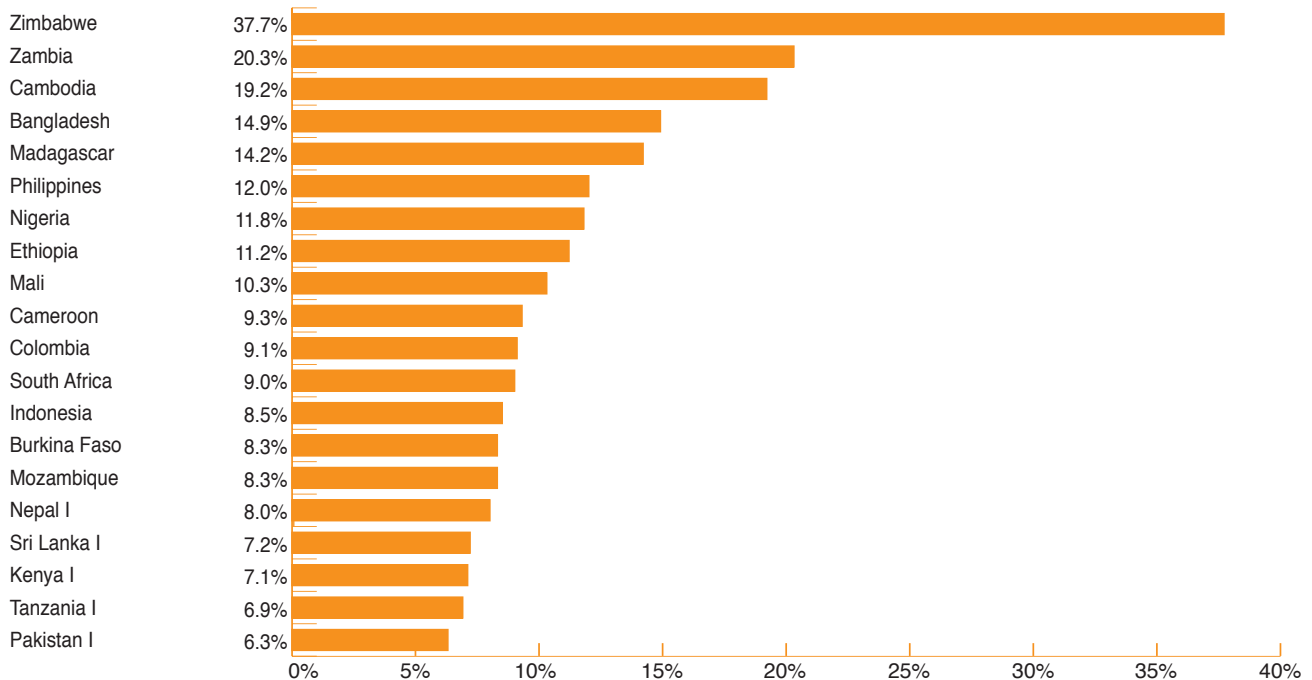
- delivering more than 200,000 CYPs and
- reaching more than 6% of their target markets.

They are arranged first by program size, then by percent of coverage.

Ranked by Program Size (CYPs)



Ranked by Percent of Target Market*



*Target market calculated as 75% of women aged 15–49.