

1996
CONTRACEPTIVE SOCIAL MARKETING
STATISTICS

Courtesy of
DKT International
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SOCIAL MARKETING STATISTICS 1996

Highlights

Eight new projects crossed the 10,000 Couple-Year-of- Protection (CYP) line in 1996, almost certainly a record number of new social marketing projects in a single year. These eight consisted of programs in five new countries — China, Jordan, Russia, Senegal, and Uzbekistan — plus additional programs in Brazil, India, and Indonesia. India now has five social marketing projects; Brazil, Indonesia, and the Philippines have two each.

The new program in China got off to a roaring start with over 300,000 CYPs in its first full year of operation. This is probably a record. Size of market still matters.

We lost two 1995 projects, those in Burundi and Niger, which dropped below the 10,000 CYP mark.

The net result is 60 programs in 53 countries, an impressive list, even though most of the programs are small.

Despite all of the new activity, the number of couples served by CSM programs grew by just 3% to 14.4 million in 1996. Contributing to the scantiness of this improvement were sharp declines in Nigeria, India II and Venezuela, and a drop in Bangladesh which, while modest in percentage terms, still had a significant impact on the total due to the size of that program. These decrements were partly offset by major increases in China, Pakistan, and Vietnam and by a significant improvement in the Government of India program which regained its status as the world's largest CSM effort. (Bangladesh surpassed India in 1994 and 1995.) The GOI effort has almost fully recovered from a drastic drop in 1994-95, thanks to a new and growing pill component.

Ten programs served more than 5% of their target markets in 1996, against 11 comparably successful programs in 1995.

Philip D. Harvey

Social Marketing Program Sales

Statistics listed for all programs with 10,000 or more CYP's. Note: The ratio for oral contraceptives has been changed from 13 to 14/CYP; for foaming tables, from 100 to 150/CYP.

PROGRAM NAME	REMARKS	1995 PRODUCT SALES	CYP*	% CHANGE FROM 1994
1. BANGLADESH Social Marketing Company (formerly SMP) implemented by Population Services International (PSI) in 1975.	USAID and EC funded Cooperating agency: PSI	Source: PSI		
		Condoms	150,998,749	1,509,987
		Pills	10,916,285	779,735
		TOTAL	2,289,722	-14%
2. BENIN Implemented by DKT International and PSI in 1989.	Private, Dutch, French, and Danish support. USAID-supplied contraceptives Cooperating agency: PSI	Source: PSI		
		Condoms	2,506,324	25,063
		TOTAL	25,063	10%
3. BOLIVIA Implemented by SOMARC IN 1988; managed through Prosalud; project transferred to PSI in 1995.	USAID support Cooperating Agency: PSI	Source: PSI		
		Condoms	2,534,236	25,342
		Female Condoms	21,274	1,064
		Pills	356,477	25,463
TOTAL	51,869	74%		
4. BOTSWANA Started by PSI in mid 1993.	Government of Botswana and private support USAID funding phased out in 1996 Cooperating agency: PSI	Source: PSI		
		Condoms	1,625,457	16,255
		TOTAL	16,255	-27%
5. BRAZIL Started by DKT in November 1991. Management by DKT do Brazil.	Private and AIDSCAP support	Source: DKT		
		Condoms	26,876,273	268,763
TOTAL	268,763	47%		

1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; 2 Implants; .33 IUDs

5.1 BRAZIL II Implemented by PROFIT, 1995.	Contraceptives sold through CEPEO, commercial company	Source: CEPEO Condoms IUD's	160,000 58,749	1,600 176,247	
			TOTAL	177,847	N/A
6. BURKINA FASO Started by PSI in 1991.	KfW support Cooperating agency: PSI	Source: PSI Condoms	7,569,964	75,700	
			TOTAL	75,700	15%
7. CAMBODIA Started by PSI in 1994.	USAID support	Source: PSI Condoms	9,515,500	95,155	
			TOTAL	95,155	89%
8. CAMEROON Started by PSI and DKT in 1989.	USAID funded Cooperating agency: PSI	Source: PSI Condoms Pills	9,254,382 25,290	92,544 1,806	
			TOTAL	94,350	24%
9. CENTRAL AFRICAN REPUBLIC Started by PSI in November 1991.	USAID and private support Cooperating agency: PSI	Source: PSI Condoms	2,000,352	20,004	
			TOTAL	20,004	-16%
10. CHINA Started by DKT in 1996.	Private Support	Source: DKT Condoms IUD's Implant	11,778,310 63,760 4,400	117,783 191,280 22,000	
			TOTAL	331,063	N/A
11. COLOMBIA PROFAMILIA project, started in 1974 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA Condoms Pills Foaming Tablets IUD's Injectables	6,332,897 4,593,159 1,316,667 137,750 84,334	63,329 328,083 8,778 413,250 21,084	
			TOTAL	834,524	-4%
12. COSTA RICA For-profit company, ASDECOSTA/ PRO FAMILIA created in 1993 .	USAID support phased out in 1994 project self-sustaining	Source: PROFAMILIA Condoms Pills	3,535,468 42,901	35,355 3,064	
			TOTAL	38,419	-39%
13. COTE D'IVOIRE Implemented by PSI in 1990.	USAID support Cooperating agency: PSI	Source PSI Condoms Pills	12,370,581 29,136	123,706 2,081	
			TOTAL	125,787	16%
14. DOMINICAN REPUBLIC PROFAMILIA nonprofit organization; implemented by SOMARC in 1986.	Self-sustaining project SOMARC T.A.	Source: PROFAMILIA Condoms Pills IUD's Norplant Injectables	1,700,079 812,407 3,349 93 4,709	17,001 58,029 10,047 465 1,177	
			TOTAL	86,719	1%
15. ECUADOR Sponsored by FUTURE Foundation, established by SOMARC in 1986.	USAID support Cooperating agency: SOMARC	Source: SOMARC Condoms Pills Foaming Tablets IUD's Injectables	1,494,483 261,183 82,422 45,438 19,595	14,945 18,656 549 136,314 4,899	
			TOTAL	175,363	-2%
16. EGYPT Implemented by Family of the Future in 1979. Transferred to MEDTEC in 1994.	Project fully commercialized in 1996. IUD sales are estimated. Some pill and condom sales continue but no data is available.	IUD's Injectables	130,000 62,787	390,000 15,697	
			TOTAL	405,697	-29%

1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .33 IUDs

17. EL SALVADOR Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS).	USAID support	Source: ADS Condoms Pills	1,547,181 387,643	15,472 27,689	
			TOTAL	43,161	1%
18. ETHIOPIA Implemented by DKT in 1990.	Support from Dutch government and USAID	Source: DKT Condoms Pills	20,662,454 10,020	206,625 716	
			TOTAL	207,340	5%
19. GHANA Implemented by Ghanaian firm DANAFCO in 1986; SOMARC T.A.	USAID support. Cooperating agency: SOMARC	Source: SOMARC Condoms Pills Foaming Tablets IUD's Injectables	4,664,948 777,400 2,334,250 1,850 35,930	46,649 55,529 15,562 5,550 8,983	
			TOTAL	132,273	11%
20. GUATEMALA Importadora de Productos Farmaceuticos, S.A., (I PROFASA), implemented by Juarez and Associates in 1983.	USAID support Technical assistance from SOMARC	Source: I PROFASA Condoms Pills Foaming Tablets Injectables	1,680,300 189,280 222,800 1,424	16,803 13,520 1,485 356	
			TOTAL	32,164	-33%
21. GUINEA Started by PSI in 1991.	USAID funded Cooperating agency: PSI	Source: PSI Condoms Injectables Pills	3,179,422 4,754 11,020	31,794 1,189 787	
			TOTAL	33,770	20%
22. HAITI Started by DKT in 1989; turned over to PSI in 1991.	AIDSCAP, UNFPA and private support. Cooperating agency: PSI	Source: PSI Condoms Pills	4,426,360 5,279	44,264 377	
			TOTAL	44,641	-12%
23. HONDURAS Honduras Social Marketing Program now implemented by ASHONPLAFA; Initiated by Triton Corporation in 1981.	USAID support	Source: USAID Condoms Pills IUD's	697,536 193,824 5,807	6,975 13,845 17,412	
			TOTAL	38,241	-32%
24. INDIA I Nirodh/ Mala-D (Does not include any brands listed for India II, III, IV, or V.)	Government of India (GOI) Project (figures are for fiscal year ended 3/31/97). (Does not include 31.8 million semi-commercial sales)	Source: GOI Condoms Pills	196,410,000 13,533,000	1,964,100 966,643	
			TOTAL	2,930,743	21%
24.1 INDIA II (Masti & Pearl only) PSI/India; implemented in 1988 (India I total includes 29.5 million Nirodh condoms sold by PSI/India during the FY.)	GOI, ODA, USAID, Private support (Calendar year)	Source: PSI Condoms Pills	13,971,314 355,600	139,713 25,400	
			TOTAL	165,113	-55%
24.2 INDIA III (Sawan, Bliss and Ecroz) Parivar Seva Sanstha. Implemented with Ford Foundation support in 1988.	Private donor support (Calendar year)	Source: PSS Condoms Pills	9,181,778 195,316	91,818 13,951	
			TOTAL	105,769	157%
24.3 INDIA IV (Zaroor, Choice) Started by DKT in December 1992.	Private support (Calendar Year)	Source: DKT Condoms Pills Injectables	7,984,600 1,043,000 732	79,846 74,500 183	
			TOTAL	154,529	35%
24.4 INDIA V (Apsara) Bihar-based project, Started by DKT in 1996.	Private foundation support (Calendar Year)	Source: DKT Pills	602,575	43,041	
			TOTAL	43,041	N/A

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25. INDONESIA Blue Circle Project, implemented by BKKBN, various dates. SOMARC, URC T.A.	Project largely self-sustaining	Source: BKKBN			
		Condoms	97,315	973	
		Pills	2,979,094	212,792	
		IUD's	70,590	211,770	
		Injectables	3,130,528	782,632	
		Norplant	1,815	9,075	
		TOTAL		1,217,242	2%
25.1 INDONESIA II Started by DKT in 1996.	KfW and DKT Support	Source: DKT			
		Condoms	1,489,540	14,895	
		TOTAL		14,895	N/A
26. JAMAICA Jamica National Family Planning Board, implemented by government and Westinghouse Health Systems in 1974.	Advertising support from USAID	Source: USAID			
		Condoms	1,325,400	13,254	
		Pills	464,970	33,212	
		Injectables	5,988	1,497	
		TOTAL		47,963	-9%
27. JORDAN Started by SOMARC in 1996.	Cooperating agency: SOMARC	Source: SOMARC			
		Pills	191,554	13,682	
		Injectables	4,661	1,165	
		IUD's	3,804	11,412	
		TOTAL		26,259	N/A
28. KAZAKHSTAN Started by SOMARC in 1995.	Cooperating agency: SOMARC	Source: SOMARC			
		Pills	143,570	10,255	
		Injectables	500	125	
		TOTAL		10,380	-49%
29. KENYA Started by DKT and PSI in 1989.	USAID and ODA support Cooperating agency: PSI	Source: PSI			
		Condoms	4,761,647	47,616	
		TOTAL		47,616	-21%
30. MALAWI Started by PSI in 1994.	USAID support Cooperating agency: PSI	Source: PSI			
		Condoms	5,816,772	58,168	
		TOTAL		58,168	25%
31. MALAYSIA Started by DKT in mid 1991.	Private, Government of Malaysia and UNFPA support	Source: DKT			
		Condoms	8,583,388	85,834	
		TOTAL		85,834	20%
32. MALI Started by SOMARC in 1992.	USAID support Cooperating agency: SOMARC	Source: SOMARC			
		Condoms	3,052,877	30,529	
		Pills	382,057	27,290	
		TOTAL		57,819	-6%
33. MOROCCO Started by SOMARC in 1989.	USAID support Cooperating agency: SOMARC	Source: SOMARC			
		Condoms	1,987,582	19,876	
		Pills	1,790,593	127,900	
		TOTAL		147,776	-30%
34. MOZAMBIQUE Started by PSI in 1995.	USAID support Cooperating agency: PSI	Source: PSI			
		Condoms	4,086,318	40,863	
		TOTAL		40,863	94%
35. NEPAL Nepal Contraceptive Retail Sales Corp., started by Westinghouse Health Systems and government in 1976; program now private company.	USAID support	Source: SOMARC			
		Condoms	6,806,448	68,064	
		Pills	277,632	19,831	
		Foaming Tablets	481,968	3,213	
		IUD's	1,277	3,831	
		Injectables	31,422	7,856	
		Norplant	129	645	
		TOTAL		103,440	-13%

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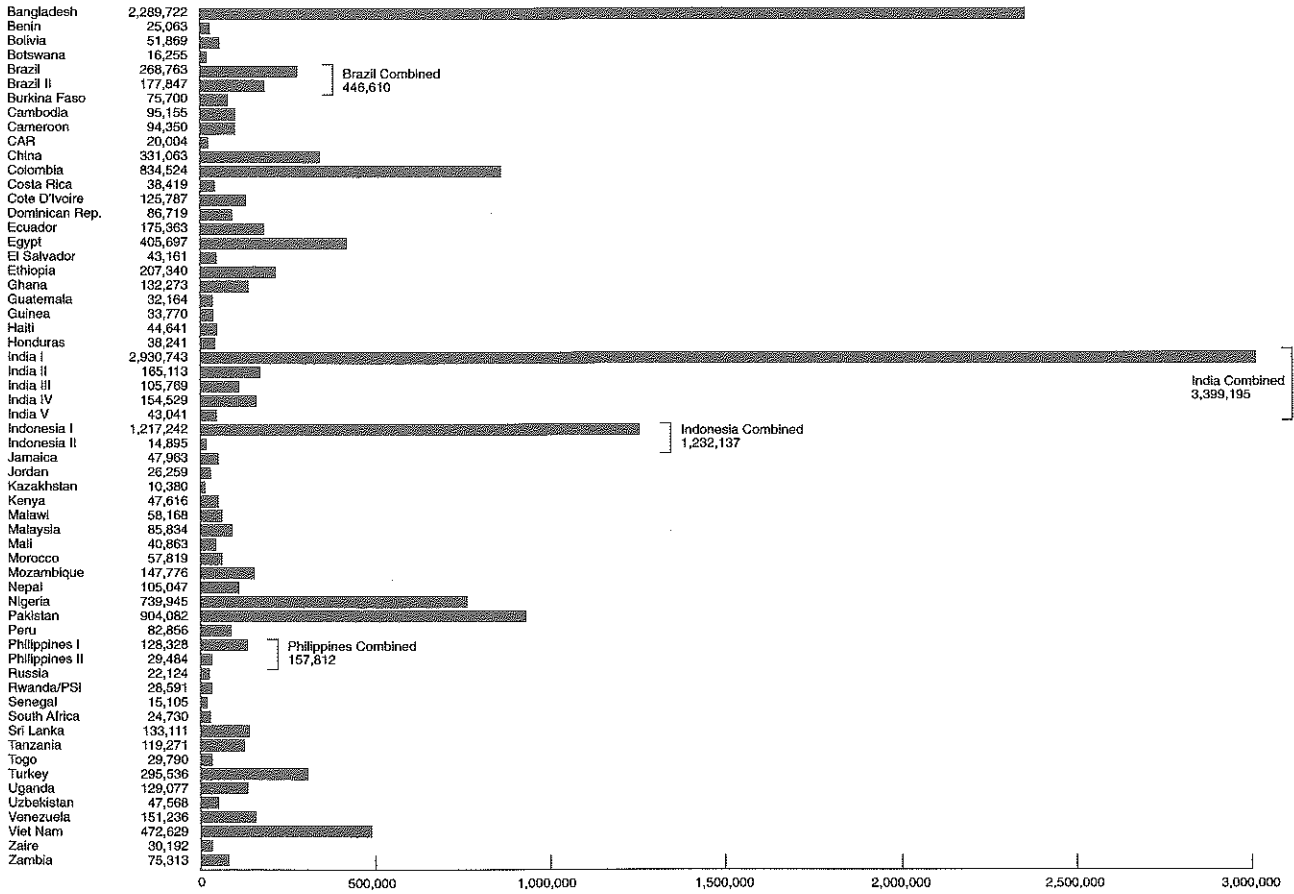
36. NIGERIA Started by PSI and DKT in 1988-90. Parallel program started by FPIA in 1985. Consolidated project now supervised by PSI.	USAID and ODA support Cooperating agency: PSI	Source: PSI Condoms 34,185,236 341,852 Pills 1,674,709 119,622 Foaming Tablets 600 4 IUD's 61,306 183,918 Injectables 378,189 94,547	TOTAL	739,943	-36%
37. PAKISTAN SMC program implemented by W. Woodward (Pakistan) Ltd. and PSI Marketing Associates, 1986.	USAID support phased out in 1993 Now funded by KfW Cooperating Agency: PSI / SMP	Source: PSI Condoms 88,543,336 885,433 Pills 4,000 286 IUD's 5,412 16,236 Injectables 8,507 2,127	TOTAL	904,082	54%
38. PERU Apoyo a Programas de Poblacion. SOMARC technical assistance. Program Started in 1984.	USAID support	Source: SOMARC Condoms 4,336,056 43,361 Pills 393,219 28,087 Foaming Tablets 39,876 266 Injectables 44,035 11,009	TOTAL	82,723	-26%
39. PHILIPPINES I Implemented by DKT in 1990.	KfW support	Source: DKT Condoms 11,831,754 118,318 Pills 140,148 10,011	TOTAL	128,328	29%
39.1 PHILIPPINES II Started by SOMARC in 1992.	USAID support	Source: SOMARC Pills 354,966 25,355 Injectables 16,516 4,129	TOTAL	29,484	-41%
40. RUSSIA Started by PSI in 1996.	Support from USAID, ODA, UNFPA	Source: PSI Condoms 2,212,429 22,124	TOTAL	22,124	N/A
41. RWANDA/PSI Refugee Project. Started by PSI in 1993.	USAID, KfW, and private support	Source: PSI Condoms 2,859,119 28,591	TOTAL	28,591	175%
42. SENEGAL Started by SOMARC in 1996.	USAID support	Source: SOMARC Condoms 1,510,500 15,105	TOTAL	15,105	N/A
43. SOUTH AFRICA Started in 1992 by PSI.	ODA, AIDSCAP, and private support	Source: PSI Condoms 2,388,668 23,887 Female Condoms 16,860 843	TOTAL	24,730	61%
44. SRI LANKA Sri Lanka Contraceptive Social Marketing Program, implemented by PSI and IPPF in 1973; now managed by Sri Lanka Family Planning Association.	IPPF Support	Source: FPASL Condoms 7,202,276 72,023 Pills 728,285 52,020 Foaming tablets 1,821 12 Injectables 36,198 9,050	TOTAL	133,105	-12%
45. TANZANIA Started in 1993 by PSI.	USAID support Cooperating agency: PSI	Source: PSI Condoms 11,927,132 119,271	TOTAL	119,271	11%
46. TOGO Started by SOMARC in 1992.	USAID support Cooperating agency: SOMARC	Source: SOMARC Condoms 2,978,968 29,790	TOTAL	29,790	-32%
47. TURKEY Started by SOMARC in 1991.	USAID support Implemented through Eczacibasi Ilac. Cooperating Agency: SOMARC	Source: SOMARC Condoms 10,500,000 105,000 Pills 2,667,597 190,536	TOTAL	295,536	6%

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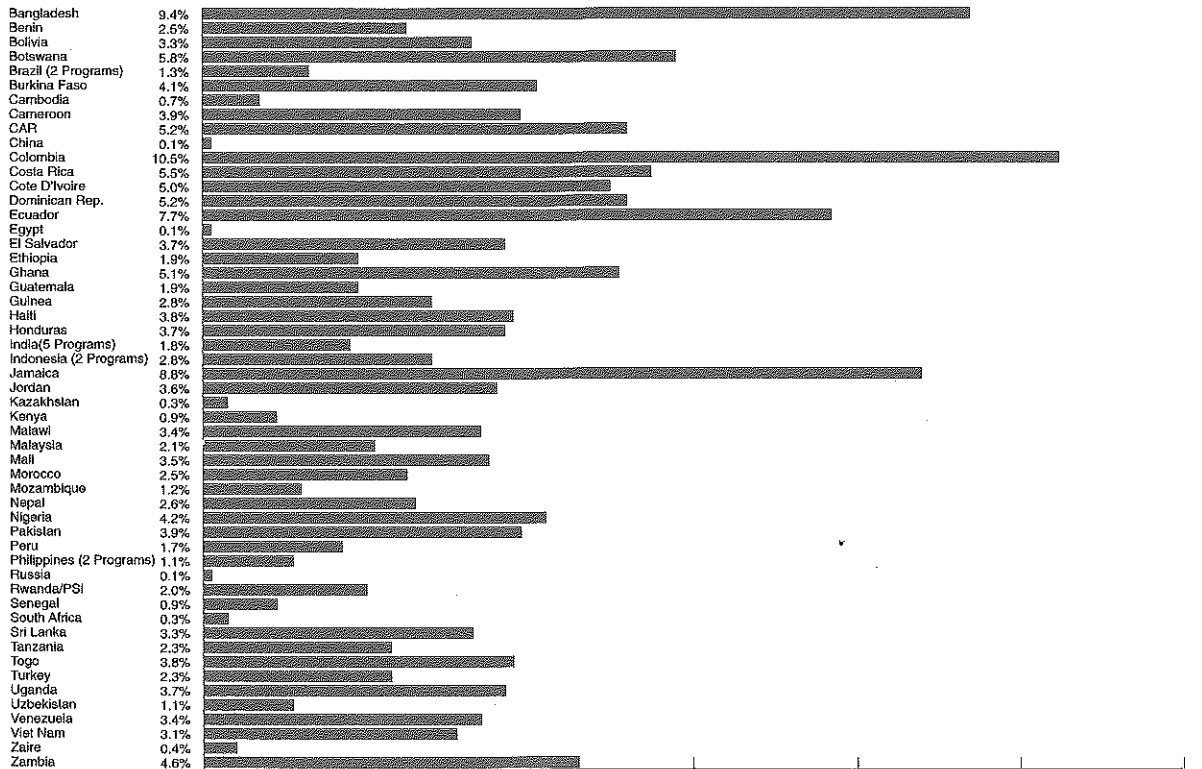
48. UGANDA Started by SOMARC in mid 1991.	Cooperating agency: SOMARC	Source: SOMARC			
		Condoms	9,950,760	99,508	
		Pills	399,480	28,534	
		Injectables	4,140	1,035	
		TOTAL		129,077	60%
49. UZBEKISTAN Started by SOMARC in 1996 .	USAID support, Cooperating agency: SOMARC	Source: SOMARC			
		Condoms	8,780	88	
		Pills	562,729	40,195	
		Injectables	29,139	7,285	
		TOTAL		47,568	N/A
50. VENEZUELA Started by PROSALUD in 1992.	Support from Commerical Sector	Source: PSI			
		Condoms	49,151	492	
		Pills	1,991,648	142,261	
		Injectables	33,932	8,483	
		TOTAL		151,236	-56%
51. VIET NAM Implemented by DKT in 1993.	Private and government of Viet Nam / UNFPA support	Source: DKT			
		Condoms	30,744,720	307,447	
		Pills	2,312,550	165,182	
		TOTAL		472,629	75%
52. ZAIRE Project de marketing Social started by PSI in 1988 with USAID support.	USAID Support curtailed in 1992.	SOURCE: PSI			
		Condoms	1,766,056	17,661	
		Pills	162,900	12,531	
		TOTAL		30,192	-67%
53. ZAMBIA Started by PSI in December 1992.	USAID support Cooperating agency: PSI	Source: PSI			
		Condoms	7,439,655	74,397	
		Female Condoms	6,933	69	
		Pills	11,856	847	
		TOTAL		75,313	20%
		GRAND TOTAL		14,360,167	3%

1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .33 IUDs

Comparison of Program CYP



CYPs As Percentage of Target Market*



*Target market calculated as 80% of women in union, ages 15 - 49.