

1999
CONTRACEPTIVE SOCIAL MARKETING
STATISTICS

September 2000

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

SOCIAL MARKETING STATISTICS 1999

Highlights

	1999	1998	1997
CYPs	20.6 million	18.4 million	16.2 million
Countries with S.M. Programs:	56	53	55
Total Number of Active S.M. Programs:	66	62	63
Number of New Programs Added:	8	2	5
Number of Old Programs Dropped:	4	3	2

Sales—1999

Condoms	1,157,463,354
Pills	73,014,049
IUDs	739,249
Injectables	6,293,299

Social Marketing Program Sales

Statistics listed for all programs with 10,000 or more CYP's.

PROGRAM	REMARKS	1999 PRODUCT SALES	CYPs*	% CHANGE FROM 1998
1. ARGENTINA Started by Asociacion Argentina de Proteccion Familiar.		Source: AAPF Condoms 40,000 Pills 70,000 IUDs 30,000 Injectables 990	400 5,000 90,000 248	
		TOTAL	95,648	NA
2. ALBANIA Started by Population Services International (PSI) in 1995.	UNFPA support Cooperating agency: PSI	Source: PSI Condoms 1,560,493	15,605	
		TOTAL	15,605	NA
2.1 ALBANIA II Started by Marie Stopes International (MSI) in 1997.		Source: MSI Condoms 770,515 Pills 42,510	7,705 3,036	
		TOTAL	10,741	NA
3. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP). PSI withdrew from project in 1997.	USAID and EC funded Managed by SMC	Source: SMC Condoms 150,888,594 Pills 17,710,552	1,508,886 1,265,039	
		TOTAL	2,773,925	26%
4. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID Cooperating agency: PSI	Source: PSI Condoms 6,512,389 Pills 38,577	65,124 2,756	
		TOTAL	67,880	66%
5. BOLIVIA Started by SOMARC in 1988; managed through Prosalud; project transferred to PSI in 1995.	USAID and UNAIDS support Cooperating agency: PSI	Source: PSI Condoms 4,259,659 Female Condoms 46,747 Pills 403,500 Injectables 33,366	42,597 2,337 28,821 8,342	
		TOTAL	82,097	0%

* 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

PROGRAM	REMARKS	1999 PRODUCT SALES	CYPs*	% CHANGE FROM 1998
6. BOTSWANA Started by PSI in 1993.	Government of Botswana and private support USAID funding phased out in 1996 Cooperating agency: PSI	Source: PSI Condoms 2,744,568 TOTAL	27,446 27,446	13%
7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Private and AIDSMark support	Source: DKT Condoms 42,141,852 Female Condoms 506,348 TOTAL	421,419 25,317 446,736	4%
7.1 BRAZIL II Started by PROFIT in 1995.	Contraceptives sold through CEPEO (commercial company)	Source: CEPEO/PROFIT Condoms 402,161 IUDs 85,770 TOTAL	4,022 257,310 261,332	14%
8. BURKINA FASO Started by PSI in 1991.	KfW support Cooperating agency: PSI	Source: PSI Condoms 10,971,048 TOTAL	109,710 109,710	8%
9. BURMA (Myanmar) Started by PSI in 1996.	Private and UN support Cooperating agency: PSI	Source: PSI Condoms 6,806,775 TOTAL	68,068 68,068	113%
10. CAMBODIA Started by PSI in 1994.	USAID, DFID, and Dutch Government support Cooperating agency: PSI	Source: PSI Condoms 12,899,900 Pills 226,939 TOTAL	128,999 16,210 145,209	15%
11. CAMEROON Started by PSI and DKT in 1989.	USAID funding Cooperating agency: PSI	Source: PSI Condoms 11,852,814 Pills 131,650 TOTAL	118,528 9,404 127,932	68%
12. CENTRAL AMERICA REGIONAL (Honduras, Guatemala, Nicaragua, Belize, El Salvador.)	USAID support Cooperating agency: PSI	Source: PSI Condoms 1,897,815 TOTAL	18,978 18,978	NA
13. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	UNFPA and private support Cooperating agency: PSI	Source: PSI Condoms 1,193,122 TOTAL	11,931 11,931	17%
14. CHAD Started by PSI in 1996.	KfW funding Cooperating agency: PSI	Source: PSI Condoms 6,300,760 TOTAL	63,008 63,008	57%
15. CHINA Started by DKT in 1996.	Private support	Source: DKT Condoms 28,293,585 IUDs 113,010 TOTAL	282,936 339,030 621,966	18%
16. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILA Condoms 4,852,210 Pills 216,104 Foaming Tablets 566,000 IUDs 172,835 Injectables 240,405 Norplant 5 TOTAL	48,522 15,436 3,773 518,505 60,101 25 646,362	12%
17. CONGO (DRC/Kinshasa) Started by PSI in 1988 with USAID support.	USAID support Cooperating agency: PSI	Source: PSI Condoms 8,422,458 TOTAL	84,225 84,225	741%
18. COSTA RICA ASDECOSTA/PROFAMILIA created in 1993.	Self-sustaining project	Source: PROFAMILA Condoms 1,675,976 Pills 14,460 TOTAL	16,760 1,033 17,793	-48%

* 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

PROGRAM	REMARKS	1999 PRODUCT SALES		CYPs*	% CHANGE FROM 1998
19. COTE D'IVOIRE Started by PSI in 1990.	KfW and USAID support Cooperating agency: PSI	Source: PSI Condoms Pills TOTAL	22,425,801 478,587 	224,258 34,185 258,443	 20%
20. DOMINICAN REPUBLIC Started by SOMARC and PROFAMILIA in 1986. Managed by PROFAMILIA.	USAID support CMS (Contraceptive Marketing Strategies) technical assistance	Source: PROFAMILIA Condoms Pills IUDs Injectables Norplant TOTAL	534,565 773,804 4,463 11,822 91 	5,346 55,272 13,389 2,956 455 77,418	 -13%
21. ECUADOR Established by SOMARC in 1986; now run by the nonprofit CEMPOLAS.	USAID support	Source: CEMPOLAS Condoms Pills IUDs Injectables Norplant TOTAL	3,493,100 589,022 153,866 21,426 791 	34,931 42,073 461,598 3,571 3,955 546,128	 136%
22. EL SALVADOR Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS).	USAID support	Source: ADS Condoms Pills Injectables TOTAL	2,185,212 407,140 705 	21,852 29,081 176 51,109	 -8%
23. ERITREA Started by PSI in 1996.	USAID support Cooperating agency: PSI	Source: PSI Condoms TOTAL	2,932,496 29,325	29,325 60%	
24. ETHIOPIA Implemented by DKT in 1990.	Support from Dutch Government, Packard, and USAID	Source: DKT Condoms Female Condoms Pills TOTAL	41,839,860 1,000 1,178,407 	418,399 50 84,172 502,621	 27%
25. GHANA Implemented in 1986 by DANAFCO and SOMARC. Now managed by Ghana Social Marketing Foundation (GSMF).	USAID support	Source: GSMF Condoms Pills Foaming Tablets IUDs Injectables TOTAL	5,677,844 1,070,400 2,663,130 900 22,920 	56,778 76,457 17,754 2,700 5,730 159,419	 -4%
26. GUATEMALA Importadora de Productos Farmaceuticos, S.A., started by Juarez and Associates in 1983.	USAID support	Source: IPROFSA Condoms Pills Foaming Tablets Injectables TOTAL	3,138,765 198,420 226,704 22,681 	31,388 14,173 1,511 5,670 52,742	 8%
27. GUINEA Started by PSI in 1990.	USAID and KfW co-funded Cooperating agency: PSI	Source: PSI Condoms Pills Injectables TOTAL	4,986,713 120,658 41,450 	49,867 8,618 10,363 68,848	 71%
28. HAITI Started by DKT in 1990; turned over to PSI in 1991.	USAID, UNFPA, Dutch Government, World Bank, and UNAIDS support. Cooperating agency: PSI	Source: PSI Condoms Female Condoms Pills Injectables TOTAL	8,539,136 27,927 91,152 41,942 	85,391 1,396 6,511 10,486 103,784	 19%
29. HONDURAS Honduras Social Marketing Program now implemented by ASHONPLAFA; initiated by Triton Corporation in 1981.	USAID support	Source: USAID Condoms Pills TOTAL	2,571,696 189,336 	25,717 13,524 39,241	 57%

* 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

PROGRAM	REMARKS	1999 PRODUCT SALES		CYPs*	% CHANGE FROM 1998
30. INDIA I Nirodh/ Mala-D/Misc. (Does not include any brands listed for India II, III, or IV or V.)	Government of India (GOI) Project (figures are for fiscal year ended 3/31/00)	Source: GOI Condoms Pills	257,644,000 23,052,000	2,576,440 1,646,571	
		TOTAL		4,223,011	13%
30.1 INDIA II (Masti & Pearl only) PSI/India; implemented in 1988. (India I total includes 38 million Nirodh condoms and 3.7 million Mala D pills sold by PSI/India.)	GOI, KIW, DFID, and USAID support (calendar year data)	Source: PSI Condoms (Masti) Pills (Pearl)	49,011,276 2,051,300	490,113 146,521	
		TOTAL		636,634	35%
30.2 INDIA III (Sawan, Bliss, Milan, and Ecroz) Parivar Seva Sanstha; implemented with Ford Foundation support in 1988.	KIW and GOI support (calendar year data)	Source: PSS Condoms Pills	36,086,120 829,420	360,861 59,244	
		TOTAL		420,105	39%
30.3 INDIA IV (Zaroor, Choice) Started by DKT in 1992.	Private and GOI support (calendar year data)	Source: DKT Condoms Pills Injectables	51,123,600 4,265,000 28,538	511,236 304,643 5,415	
		TOTAL		821,294	63%
30.4 INDIA V (Apsara, Mithun) Bihar-based project, managed by Janani. Started by DKT in 1996. (India I total includes 5 million Nirodh condoms & .7 million Mala D pills sold by Janani.)	Packard and GOI support (calendar year data)	Source: DKT Condoms (Mithun) Pills (Apsara)	17,283,554 2,033,560	172,836 145,254	
		TOTAL		318,090	71%
31. INDONESIA Blue Circle Project; implemented by BKKBN, various dates.	Project largely self-sustaining	Source: BKKBN Pills IUDs Injectables	4,113,348 74,803 4,743,101	293,811 224,409 1,185,775	
		TOTAL		1,703,995	8%
31.1 INDONESIA II Started by DKT in 1996.	KIW, GOI, and DKT support	Source: DKT Condoms	29,269,365	292,694	
		TOTAL		292,694	62%
JAMAICA	Project commercialized				
32. KENYA Started by DKT and PSI in 1989.	USAID and DFID support Cooperating agency: PSI	Source: PSI Condoms	12,106,305	121,063	
		TOTAL		121,063	18%
33. LAOS Started by PSI in 1999.	UN support Cooperating agency: PSI	Source: PSI Condoms	1,188,732	11,887	
		TOTAL		11,887	NA
34. MADAGASCAR Started by SOMARC in 1996.	USAID and private support Cooperating agency: PSI/CMS	Source: PSI Condoms Pills Injectables	4,992,325 100,785 21,440	44,923 7,199 5,360	
		TOTAL		57,482	45%
35. MALAWI Started by PSI in 1994.	USAID and KIW support Cooperating agency: PSI	Source: PSI Condoms	4,506,786	45,068	
		TOTAL		45,068	-37%
36. MALAYSIA Started by DKT in 1991.	Project self-sustaining	Source: DKT Condoms	10,682,785	106,828	
		TOTAL		106,828	4%
37. MALI Started by The Futures Group (TFG) in 1992.	USAID support Cooperating agency: TFG	Source: USAID Condoms Pills Injectables	5,062,997 801,943 244,599	50,630 57,282 61,150	
		TOTAL		169,062	36%
38. MOZAMBIQUE Started by PSI in 1995.	USAID and Dutch Government support Cooperating agency: PSI	Source: PSI Condoms Female Condoms	9,858,401 828	98,584 41	
		TOTAL		98,625	14%

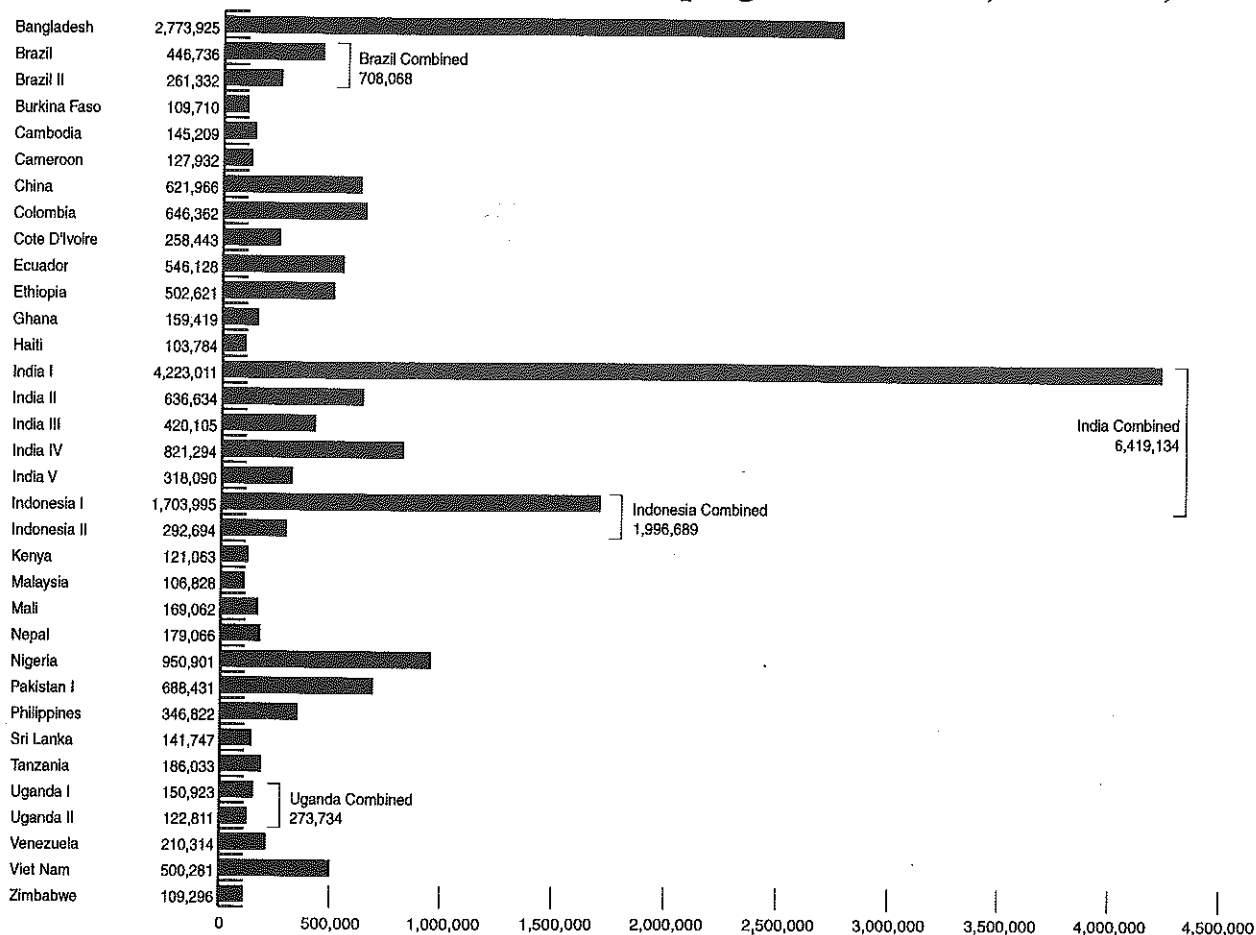
* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .33 IUDs

PROGRAM	REMARKS		1999 PRODUCT SALES	CYPs*	% CHANGE FROM 1998
MYANMAR	See Burma.				
39. NEPAL Nepal Contraceptive Retail Sales Corp.(CRS), started by Westinghouse Health Systems and government in 1976; program now private company.	USAID support CMS technical assistance	Source: CRS Condoms Pills Foaming Tablets IUDs Injectables Norplant	9,994,921 454,368 587,952 3,581 117,517 524	99,949 32,455 3,920 10,743 29,379 2,620	
		TOTAL		179,066	25%
40. NIGERIA Started by PSI and DKT in 1988-90; parallel program started by FPIA in 1985; consolidated project now managed by PSI.	DFID, USAID, and private support Cooperating agency: PSI/SFH	Source: PSI Condoms Pills Foaming Tablets IUDs Injectables	58,268,064 2,563,467 49,670 51,074 157,765	582,681 183,105 331 153,222 31,562	
		TOTAL		950,901	5%
41. PAKISTAN SMC program implemented by W. Woodward (Pakistan) Ltd. and PSI Marketing Associates in 1986.	KfW support Cooperating agency: PSI/SMP (Social Marketing Pakistan)	Source: PSI Condoms Pills IUDs Injectables	51,935,250 346,025 38,501 115,436	519,353 24,716 115,503 28,859	
		TOTAL		688,431	-46%
41.1 PAKISTAN II Started by Key Social Marketing and SOMARC in 1997.	DFID support TFG technical assistance	Source: KSM Pills Injectables	649,894 103,614	46,421 25,904	
		TOTAL		72,325	34%
42. PERU Apoyo a Programas de Poblacion; Program started in 1984 by SOMARC and APROPO.	USAID support	Source: APROPO Condoms IUDs	5,429,858 457	54,299 1,371	
		TOTAL		55,670	22%
43. PHILIPPINES Implemented by DKT in 1990.	KfW and Packard support	Source: DKT Condoms Pills	20,295,587 2,014,120	202,956 143,866	
		TOTAL		346,822	39%
44. ROMANIA Started by PSI in 1998.	USAID, UNICEF, and Dutch Government/MATRA support	Source: PSI Condoms	1,837,296	18,373	
		TOTAL		18,373	NA
45. RUSSIA Started by PSI in 1996.	Support from USAID, DFID, and UNAIDS	Source: PSI Condoms	1,327,115	13,271	
		TOTAL		13,271	NA
46. RWANDA Started by PSI in 1993.	KfW, UNFPA, and private support	Source: PSI Condoms	2,920,558	29,206	
		TOTAL		29,206	-19%
47. SENEGAL Started by SOMARC in 1996.	USAID support Cooperating agency: CMS	Source: CMS Condoms	2,434,200	24,342	
		TOTAL		24,342	4%
48. SOUTH AFRICA Started by PSI in 1992.	DFID, USAID, UNFPA, GOSA, and private support	Source: PSI Condoms Female Condoms	3,920,479 39,695	39,205 1,985	
		TOTAL		41,190	9%
49. 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 Female Condoms Pills IUDs Injectables Norplant	7,686,248 353 715,351 1,747 28,015 305	76,862 18 51,097 5,241 7,004 1,525	
		TOTAL		141,747	10%
* 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					

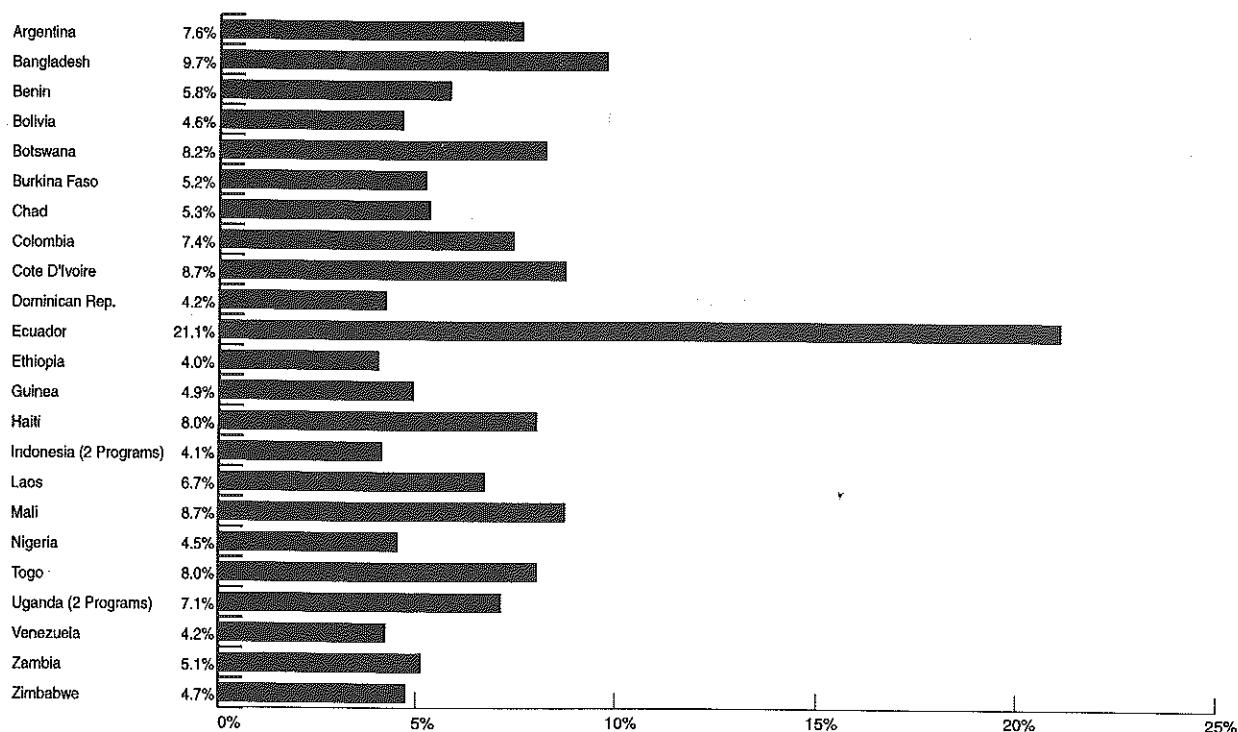
PROGRAM	REMARKS	1999 PRODUCT SALES	CYPs*	% CHANGE FROM 1998
49.1 SRI LANKA II Started by MSI in 1993.	KfW support Managed by MSI	Source: MSI Sri Lanka Condoms 1,522,090 Pills 9,601 TOTAL	15,221 686 15,907	NA
50. TANZANIA Started by PSI in 1993.	USAID and Dutch Government support Cooperating agency: PSI	Source: PSI Condoms 18,346,464 Female Condoms 51,358 TOTAL	183,465 2,568 186,033	56%
51. TOGO Started by SOMARC in 1992. Transferred to PSI in 1998.	USAID support Cooperating agency: PSI	Source: PSI Condoms 6,635,928 Female Condoms 6,073 Pills 118,762 TOTAL	66,359 304 8,483 75,146	35%
TURKEY	Project commercialized			
52. UGANDA Started by SOMARC in mid-1991. Transferred to CMS in 1998.	USAID support Cooperating agency: PSI/CMS	Source: PSI Condoms 4,183,920 Pills 626,520 Injectables 257,330 TOTAL	41,839 44,751 64,333 150,923	4%
52.1 UGANDA II Started by MSI in 1997.	KfW support Managed by MSI	Source: MSI Uganda Condoms 12,269,138 Female Condoms 2,409 TOTAL	122,691 120 122,811	1%
53. VENEZUELA Started by PROSALUD in 1992.	Commercial sector support	Source: PSI Condoms 169,630 Female Condoms 1,724 Pills 2,459,276 IUDs 7,770 Injectables 38,237 TOTAL	1,696 86 175,663 23,310 9,559 210,314	-49%
54. VIET NAM Implemented by DKT in 1993.	World Bank and KfW support	Source: DKT Condoms 40,972,392 Pills 1,379,000 TOTAL	401,781 98,500 500,281	-8%
ZAIRE	See Congo.			
55. ZAMBIA Started by PSI in 1992.	USAID and foundation support Cooperating agency: PSI	Source: PSI Condoms 6,724,646 Female Condoms 29,496 Pills 339,396 Foaming Tablets 166,608 TOTAL	67,246 1,475 24,243 1,111 94,075	22%
56. ZIMBABWE Started by SOMARC in 1988; transferred to PSI in 1996.	USAID and DFID support Cooperating agency: PSI	Source: PSI Condoms 8,961,442 Female Condoms 165,769 Pills 139,695 IUD's 472 TOTAL	89,614 8,288 9,978 1,416 109,296	104%
GRAND TOTAL			20,637,638	

* 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 (For programs over 100,000 CYPs.)



CYPs As Percentage of Target Market* (For programs over 3.9%)



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