

2007
CONTRACEPTIVE SOCIAL MARKETING
STATISTICS

Courtesy of
DKT International
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Washington, DC 20006
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SOCIAL MARKETING STATISTICS 2007

Highlights	2007	2006	2005
CYPs	40.2 million	39.8 million	36.7 million

Sales – 2007

Condoms	1,939,395,714	Injectables	23,804,799
Free Condoms	73,560,300	Implants	19,328
Female Condoms	4,689,696	MVA.....	5,254
Pills	151,512,506	Emergency Contraception (EC)	4,651,776
IUDs.....	748,752		

Social Marketing Program Sales

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

PROGRAM	REMARKS	2007 PRODUCT SALES	CYP*	% CHANGE FROM 2006
1. AFGHANISTAN Started by Marie Stopes International (MSI) in 2003.	MSI support	Source: MSI		
		Condoms	1,213,599	12,136
		Pills	73,345	5,239
		IUDs	13,001	52,004
		Injectables	19,109	4,777
		TOTAL	74,156	NA
2. ALBANIA Started by Marie Stopes International (MSI) in 1997.	KfW support	Source: MSI		
		Condoms	2,258,999	22,590
		Pills	56,249	4,018
		IUDs	170	680
		Injectables	8,316	2,079
		EC	57,657	6,406
		TOTAL	35,773	180%
3. ANGOLA Started by Population Services International (PSI) in 2000.	USAID, DFID, and private funding	Source: PSI		
		Condoms	4,886,280	48,863
		Female Condoms	333,000	16,650
		TOTAL	65,513	-36%
4. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID		
		Condoms	83,905,648	839,056
		Pills	40,814,474	2,915,320
		Injectables	1,025,110	256,278
		TOTAL	4,010,654	3%
5. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID and KfW support	Source: PSI		
		Condoms	8,795,300	87,953
		Pills	168,346	12,025
		Injectables	31,822	7,956
		TOTAL	107,934	-1%
6. BOTSWANA Started by PSI in 1993.	Government of Botswana USAID (AIDSMARK), DFID, and ACHAP, Dutch government, and private support	Source: PSI		
		Condoms	5,667,599	56,676
		TOTAL	56,676	36%
7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Self-sustaining project	Source: DKT		
		Condoms	91,470,096	914,701
		Female Condoms	177,302	8,865
		TOTAL	923,566	20%
8. BURKINA FASO Started by PSI in 1991.	KfW and USAID support	Source: PSI		
		Condoms	19,293,648	192,936
		Female Condoms	34,820	1,741
		Pills	24,238	1,731
		TOTAL	196,408	-12%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; .015 MVA; .2 Implants; .25 IUDs; 9 EC

PROGRAM	REMARKS	2007 PRODUCT SALES	CYP*	% CHANGE FROM 2006
9. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF support	Source: PSI		
		Condoms	27,144,045	271,440
		Female Condoms	150,721	7,536
		Pills	774,103	55,293
		IUDs	1,367	5,468
		Injectables (3)	647,087	161,772
		Injectables (1)	143,625	11,969
		EC	5,918	658
		TOTAL	514,136	-1%
9.1 BURMA II (Myanmar) Started by MSI in 2004.	MSI support	Source: MSI		
		Pills	240,890	17,206
		Injectables	74,560	18,640
		EC	4,262	474
		TOTAL	36,320	17%
10. CAMBODIA Started by PSI in 1994.	USAID, DFID, KfW, UNFPA government support	Source: PSI		
		Condoms	25,815,850	258,159
		Female Condoms	5,924	296
		Pills	2,513,003	179,500
		IUDs	677	2,708
		Injectables	319,061	79,765
		TOTAL	520,428	17%
11. CAMEROON Started by PSI and DKT in 1989.	USAID and KfW funding	Source: PSI		
		Condoms	26,442,233	264,422
		Female Condoms	20,755	1,038
		Pills	447,325	31,952
		Injectables	14,780	3,695
		TOTAL	301,107	17%
12. CENTRAL AMERICA REGIONAL (Belize, El Salvador)	USAID support Cooperating agency: PSI	Source: PSI		
		Condoms	2,947,512	29,475
		Female Condoms	19,000	950
		TOTAL	30,425	11%
13. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	UNFPA, KfW, World Bank, and private support	Source: PSI		
		Condoms	4,045,068	40,451
		TOTAL	40,451	-23%
14. CHAD Started by PSI in 1996; now managed by AMASOT	KfW support	Source: GFA Consulting Group		
		Condoms	3,014,701	30,147
		Female Condoms	8,372	419
		Pills	2,181	156
		Injectables	1,390	348
		TOTAL	31,070	-14%
15. CHINA Started by DKT in 1996.	Private support	Source: DKT		
		Condoms	38,565,317	385,653
		EC	39,834	4,426
		TOTAL	390,079	12%
15.1 CHINA II Started by PSI in 2004.	DFID support	Source: PSI		
		Condoms	1,636,073	16,361
		Female Condoms	1,497	374
		TOTAL	16,735	NA
16. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA		
		Condoms	5,247,010	52,470
		Pills	735,948	52,568
		IUDs	119,709	478,836
		Injectables	1,023,231	255,808
		EC	487,127	54,125
		TOTAL	893,807	-8%
17. CONGO (Brazzaville) Started by Projet de Marketing Social in 1992.	Dutch Core and USAID support	Source: PSI		
		Condoms	5,287,800	52,878
		TOTAL	52,878	-14%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; .015 MVA; .2 Implants; .25 IUDs; 9 EC

PROGRAM	REMARKS	2007 PRODUCT SALES	CYP*	% CHANGE FROM 2006	
18. CONGO (DRC/Kinshasa) Started by PSI in 1988.	UNDP, Georgetown University (GU) and private support	Source: PSI			
		Condoms	21,828,420	218,284	
		Female Condoms	132,517	6,626	
		Pills	483,458	34,533	
		IUDs	1,998	7,992	
		Injectables	104,967	26,242	
		TOTAL		293,677	-22%
19. COSTA RICA Started by PSI in 1998.	DFID, USAID, and YouthAids (PSI)	Source: PSI			
		Condoms	1,256,704	12,567	
		Female Condoms	1,787	89	
TOTAL		12,656	NA		
20. DOMINICAN REPUBLIC Started by PSI in 2003.	KfW, USAID, and private support	Source: PSI			
		Condoms	14,705,756	147,058	
		TOTAL		147,058	-7%
21. EGYPT Started by DKT in 2004.	Private support	Source: DKT			
		Condoms	99,368	994	
		Condoms (Free Distrib.)	576,000	2,880	
		Injectables	1,968,200	492,050	
		IUDs	49,814	199,252	
		EC	16,345	1,816	
		TOTAL		696,992	435%
22. EL SALVADOR Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS)	USAID support	Source: ADS			
		Condoms	878,836	8,788	
		Pills	600,171	42,869	
		TOTAL		51,657	-53%
23. ETHIOPIA Implemented by DKT in 1990.	Dutch government, Irish government, DFID, Packard, and USAID, and government support	Source: DKT			
		Condoms	61,875,488	618,755	
		Pills	2,176,111	155,437	
		IUDs	3,900	15,600	
		Injectables	1,973,558	493,390	
		Implant	11,500	40,250	
		MVA	2,120	142,040	
		EC	12,432	1,381	
		TOTAL		1,466,853	-40%
		24. GHANA Implemented in 1986 by DANAFCO and SOMARC; now managed by Ghana Social Marketing Foundation (GSMF).	NO REPORT THIS YEAR. Figures rounded from 2006	Condoms	31,000,000
Female Condoms	170,000			8,500	
TOTAL				308,500	NA
25. GUATEMALA Asociacion Pro-Bienestar de la Familia de Guatemala (APROFAM); started by Juarez and Associates in 1983.	USAID support	Source: APROFAM			
		Condoms	656,785	6,568	
		Pills	592,605	42,329	
		IUDs	3,600	14,400	
		Injectables (3)	117,607	29,402	
		Injectables (2)	129,086	21,514	
		TOTAL		114,213	-6%
25.1 GUATEMALA II Started by PSI in 1998.	Abt Associates, KfW, and private support	Source: PSI			
		Condoms	7,456,527	74,565	
		Female Condoms	6,460	323	
TOTAL		74,888	17%		
26. GUINEA Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI			
		Condoms	7,636,722	76,367	
		Pills	308,917	22,066	
		Injectables	98,569	24,642	
		TOTAL		123,075	-15%
27. HAITI Started by DKT and PSI in 1990.	USAID, UNFPA, Sogebank Foundation, KfW, MSH, and World Bank support	Source: PSI			
		Condoms	4,795,306	47,953	
		Female Condoms	113,091	5,655	
		Pills	226,315	16,165	
		Injectables	143,832	35,958	
		TOTAL		105,731	0%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; .015 MVA; .2 Implants; .25 IUDs; 9 EC

PROGRAM	REMARKS	2007 PRODUCT SALES	CYP*	% CHANGE FROM 2006
28. HONDURAS Honduras Social Marketing Program; managed by the FPA ASHONPLAFA.	KfW and USAID support	Source: ASHONPLAFA		
		Condoms	897,198	8,972
		Pills	284,354	20,311
		TOTAL		29,283
28.1 HONDURAS II Started by PSI in 1998.	USAID, Summit Foundation, and private support	Source: PSI		
		Condoms	2,642,569	26,426
		Female Condoms	375	19
		TOTAL		26,445
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)	248,160,000	2,481,600
		Pills (Mala-D)	26,243,000	1,874,500
		TOTAL		4,356,100
29.1 INDIA II Masti and Pearl PSI/India, 1988. (India I totals include 23.7 million Nirodh condoms and 2.96 million Mala-D pills sold by PSI/India.)	GOI, KfW, DFID, and USAID support (calendar year data, 2007)	Source: PSI		
		Condoms	135,489,152	1,354,892
		Female Condoms	4,815	241
		Pills	3,308,230	236,302
		Injectables	26,400	6,600
		EC	100,225	11,136
		TOTAL		1,609,171
29.2 INDIA III (Sawan, Bliss, Milan, and Ecroz) Parivar Seva Sanstha, 1988.	(fiscal year ending 3/31/07)	Source: GOI		
		Condoms (3 brands)	39,700,000	397,000
		Pills (Ecroz)	2,897,000	206,929
		TOTAL		603,929
29.3 INDIA IV (Zaroor, Choice, XXX) DKT/India (Mumbai); 1992.	USAID, GOI, and DFID support (calendar year data, 2007)	Source: DKT		
		Condoms	97,698,386	976,984
		Pills	10,639,382	759,956
		IUDs	133,770	535,080
		Injectables (3)	136,926	34,232
		Injectables (2)	16,000	2,667
		TOTAL		2,308,919
29.4 INDIA V (Apsara, Mithun, Plan X) Bihar-based project, managed by Janani; 1996. (India I total includes 5.0 million Nirodh condoms and 4.8 million Mala-D pills sold by Janani.)	Packard and GOI support (calendar year data, 2007)	Source: DKT		
		Condoms	47,073,847	470,738
		Pills	2,646,806	189,058
		EC	46,968	5,219
TOTAL		665,015	7%	
29.5 INDIA VI (Ahsas, Thril, Flavoured) Started by MSI/PHS (Population Health Services) in 1999. Managed by PHS. (India I totals include 4.5 million Mala-D pills and 15.4 million Nirodh sold by PHS.)	MSI support (calendar year data, 2007)	Source: MSI		
		Condoms	56,153,016	561,530
		Pills	986,760	70,483
		IUDs	10,433	41,732
		Injectables	30,505	7,627
		EC	3,518	391
TOTAL		681,763	31%	
30. INDONESIA Started by DKT in 1996; managed by DKT.	KfW, GOI, UNDP, and private support	Source: DKT		
		Condoms	78,248,764	782,488
		Female Condoms	85,320	4,266
		Pills	9,549,991	682,142
		IUDs	17,322	69,288
		Injectables (3)	8,889,153	2,222,288
		Injectables (1)	1,704,162	142,014
		Implant	7,624	26,680
		MVA	1,260	84,420
		EC	9,736	1,082
		TOTAL		4,014,668
31. KAZAKHSTAN Started by PSI in 2002.	USAID support	Source: PSI		
		Condoms	2,080,702	20,807
		TOTAL		20,807

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; .015 MVA; .2 Implants; .25 IUDs; 9 EC

PROGRAM	REMARKS	2007 PRODUCT SALES	CYP*	% CHANGE FROM 2006
32. KENYA Started by DKT and PSI in 1989.	DFID support	Source: PSI		
		Condoms	29,806,572	298,066
		Pills	1,617,735	115,553
		Injectables	398,952	99,738
		TOTAL		513,357
32.1 KENYA II Started by MSI in 2004.	MSI support	Source: MSI		
		Condoms	2,171,068	21,711
		EC	21,491	2,388
TOTAL		24,099	38%	
33. LAOS Started by PSI in 1999.	USAID (AIDSmark), Global Fund, Ministry of Health and UN support	Source: PSI		
		Condoms	5,981,568	59,816
		TOTAL		59,816
34. LESOTHO Started by PSI in 2001.	SADC, USAID, and Dutch support	Source: PSI		
		Condoms	3,197,203	31,972
		Female Condoms	71,300	3,565
		TOTAL		35,537
35. MADAGASCAR Started by SOMARC in 1996, now PSI.	USAID (AIDSMark)	Source: PSI		
		Condoms	11,280,628	112,806
		Pills	1,907,849	136,275
		IUDs	1,945	7,780
		Injectables	721,897	180,474
		Implants	204	1,020
		TOTAL		438,355
36. MALAWI Started by PSI in 1994.	USAID and KfW support	Source: PSI		
		Condoms	9,070,173	90,702
		TOTAL		90,702
36.1 MALAWI II Started by MSI in 2004.	MSI support	Source: MSI		
		Condoms	1,603,540	16,035
		TOTAL		16,035
37. MALAYSIA Started by DKT in 1991; managed by PHI consultants.	Project self-sustaining	Source: DKT		
		Condoms	5,264,640	52,646
		TOTAL		52,646
38. MALI Started by PSI in 2000.	KfW, USAID, and private support	Source: PSI		
		Condoms	10,000,288	100,003
		Female Condoms	30,165	1,508
		Pills	717,952	51,282
		Injectables	308,434	77,109
TOTAL		229,902	27%	
39. MEXICO Started by DKT in 2002.	Private support	Source: DKT		
		Condoms	8,833,453	88,335
		Female Condoms	73,287	3,664
		Pills	104	7
		Injectables (3)	70,154	17,539
		Injectables (1)	366	31
		EC	3,901	433
TOTAL		110,009	-67%	
40. MONGOLIA Started by MSI in 2000.	UNFPA and MSI support	Source: MSI		
		Condoms	2,811,850	28,119
		Female Condoms	14,015	701
		Pills	148,049	10,575
TOTAL		39,395	18%	
41. MOZAMBIQUE Started by PSI in 1995.	DFID and GTZ support	Source: PSI		
		Condoms	22,051,503	220,515
		Female Condoms	73,073	3,654
TOTAL		224,169	1%	

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; .015 MVA; .2 Implants; .25 IUDs; 9 EC

PROGRAM	REMARKS	2007 PRODUCT SALES	CYP*	% CHANGE FROM 2006
42. NAMIBIA Started by MSI in 2000.	KfW and GFATM support	Source: MSI		
		Condoms	1,690,632	16,906
		Female Condoms	185,853	9,293
		TOTAL		26,199
43. NEPAL Nepal Contraceptive Retails Sales Corp. (CRS); started by Westinghouse Health Systems in 1976; program now private company.	(USAID) AIDSMARK support NO REPORT THIS YEAR. Figures are rounded from 2006.	Source: CRS/PSI		
		Condoms	7,400,000	74,000
		Pills	480,000	35,000
		IUDs	3,300	13,000
		Injectables	127,000	32,000
		Norplant	1,200	6,000
TOTAL		160,000	NA	
43.1 NEPAL II Started by MSI in 2002.	Project self-funding	Source: MSI		
		Condoms	2,219,400	22,194
		Pills	99,863	7,133
		TOTAL		29,327
44. NICARAGUA Started by PROFAMILIA in 1999.	USAID support	Source: PROFAMILIA		
		Condoms	192,134	1,921
		Pills	187,566	13,398
		IUDs	1,959	7,836
		Injectables	37,980	9,495
TOTAL		32,650	-39%	
44.1 NICARAGUA II Started by PSI in 1998.	Abt Associates, USAID and Dutch government support	Source: PSI		
		Condoms	5,417,279	54,173
		Female Condoms	4,406	220
		Pills	16,336	1,167
		Injectables	4,655	388
TOTAL		55,948	23%	
45. NIGER Started by GFA Medica together with Futures Group in 2004.	KfW support	Source: GFA Consulting Group		
		Condoms	3,924,125	39,241
		TOTAL		39,241
46. 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 Cooperating agency: PSI/SFH	Source: PSI		
		Condoms	176,200,492	1,762,005
		Pills	5,287,978	377,713
		IUDs	53,783	215,132
		Injectables (3)	1,057,913	264,478
		Injectables (2)	952,623	158,771
		Injectables (1)	2,531	211
		EC	800,752	88,972
TOTAL		2,867,282	14%	
47. PAKISTAN Started by PSI Marketing Associates in 1986.	KfW, USAID, and private support Cooperating agency: PSI and Greenstar Social Marketing	Source: PSI		
		Condoms	35,390,485	353,905
		Pills	1,404,556	100,325
		IUDs	224,357	897,428
		Injectables (3)	138,832	34,708
		Injectables (2)	288,116	48,019
		Injectables (1)	79,188	6,599
		EC	379,451	42,161
TOTAL		1,483,145	-32%	
47.1 PAKISTAN II Started by MSI in 2003.	Funded by MSI	Source: MSI		
		Condoms	3,109,515	31,095
		TOTAL		31,095
47.2 PAKISTAN III Started by Key Social Marketing (KSM) and SOMARC in 1997.	The Key Social Marketing Project ceased operations in 2006.			
48. PANAMA Started by PSI in 1996.	USAID and private support	Source: PSI		
		Condoms	2,248,076	22,481
		TOTAL		22,481

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; .015 MVA; .2 Implants; .25 IUDs; 9 EC

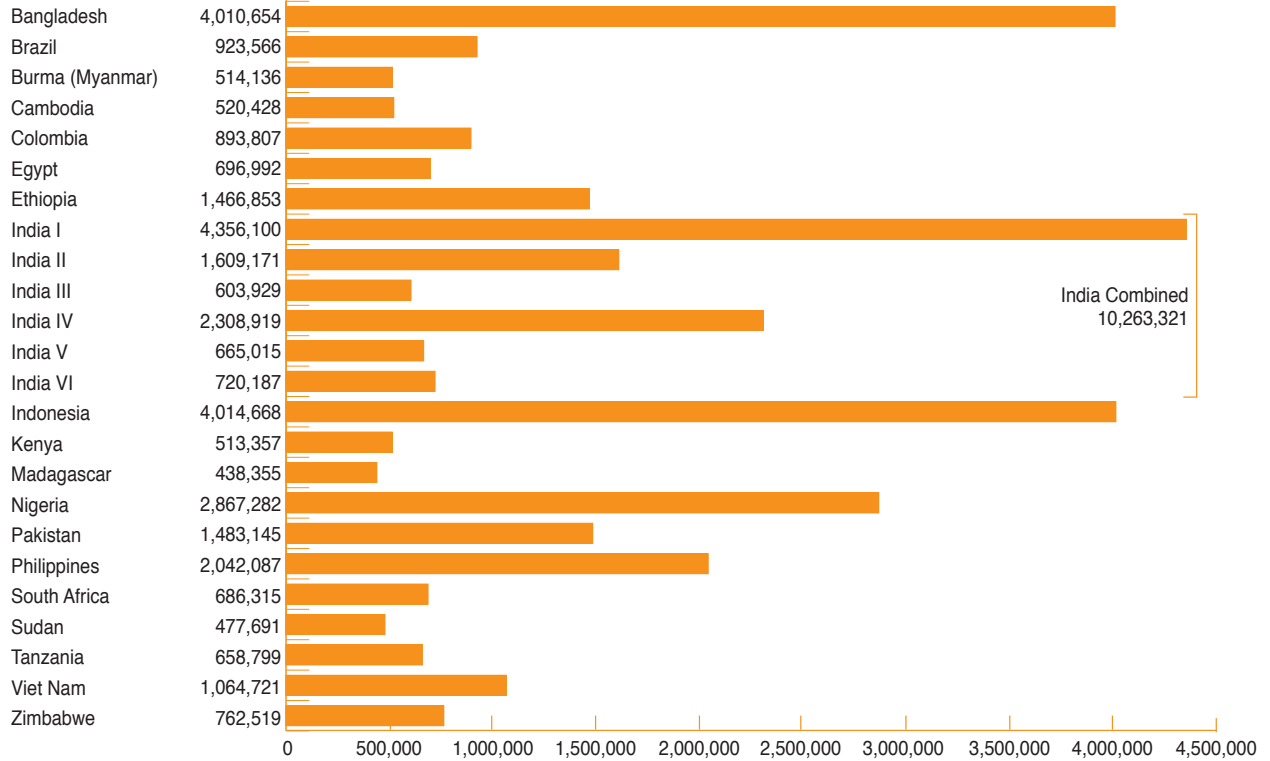
PROGRAM	REMARKS	2007 PRODUCT SALES	CYP*	% CHANGE FROM 2006	
49. PARAGUAY Started by PSI in 1996.	Bergstrom Foundation and Packard Foundation	Source: PSI			
		Condoms	2,548,106	25,480	
		Pills	312,351	22,311	
		EC	111,495	12,388	
		TOTAL		60,179	40%
50. PERU Apoyo a Programas de Poblacion; Program started by SOMARC and APROPO in 1984 .	NO REPORT THIS YEAR Figures are rounded from 2006	Condoms	10,000,000	100,000	
		TOTAL		100,000	NA
50.1 PERU II Started by APPRENDE in 2002.	Support maintained through commercial activities of FARMAGE	Source: PROSALUD			
		Pills	68,872	4,919	
		EC	457,208	50,801	
		TOTAL		55,720	30%
51. PHILIPPINES Implemented by DKT in 1990; managed by DKT.	KfW support	Source: DKT			
		Condoms	37,102,191	371,022	
		Pills	20,741,608	1,481,543	
		Injectables	758,089	189,522	
		TOTAL		2,042,087	21%
52. ROMANIA Started by PSI in 1998.	USAID, UNICEF, and Dutch government/Matra support	Source: PSI			
		Condoms	8,416,055	84,161	
		TOTAL		84,161	-27%
53. RWANDA Started by PSI in 1993.	KfW, USAID (AIDSMark), and private support	Source: PSI			
		Condoms	7,081,232	70,812	
		Pills	27,906	1,993	
		Injectables	4,231	1,058	
		TOTAL		73,863	-27%
54. SENEGAL Started by SOMARC in 1996.	USAID support	Source: USAID			
		Condoms	4,512,357	45,124	
		Pills	150,263	10,733	
		TOTAL		55,857	-3%
55. SOUTH AFRICA Started by PSI in 1992.	DFID, USAID, Dutch government, Dutch Core Funds, and private support	Source: PSI			
		Condoms	31,619,462	316,195	
		Condoms free distrib.	72,984,300	364,920	
		Female Condoms	103,992	5,200	
		TOTAL		686,315	23%
56. SRI LANKA Started by PSI and IPPF in 1973; now managed by Family Planning Association of Sri Lanka.	IPPF Support	Source: FPASL			
		Condoms	6,891,667	68,917	
		Pills	1,550,979	110,784	
		IUDs	2,056	8,224	
		Injectables	72,571	18,143	
		EC	777,291	86,366	
		TOTAL		292,434	15%
56.1 SRI LANKA II Started by MSI in 1993.	Managed by MSI Sri Lanka	Source: MSI Sri Lanka			
		Condoms	6,064,026	60,640	
		Pills	36,779	2,627	
		TOTAL		63,267	-1%
57. SUDAN Started by DKT in 2004.	Private support	Source: DKT			
		Condoms	4,089,600	40,896	
		Pills	266,406	19,029	
		IUDs	70,600	282,400	
		Injectables	39,232	9,808	
		MVA	1,874	125,558	
		TOTAL		477,691	389%
58. SWAZILAND Started by PSI in 2001.	USAID (AIDSMark) and Dutch government support	Source: PSI			
		Condoms	1,517,176	15,172	
		Female Condoms	3,621	181	
		TOTAL		15,353	-9%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; .015 MVA; .2 Implants; .25 IUDs; 9 EC

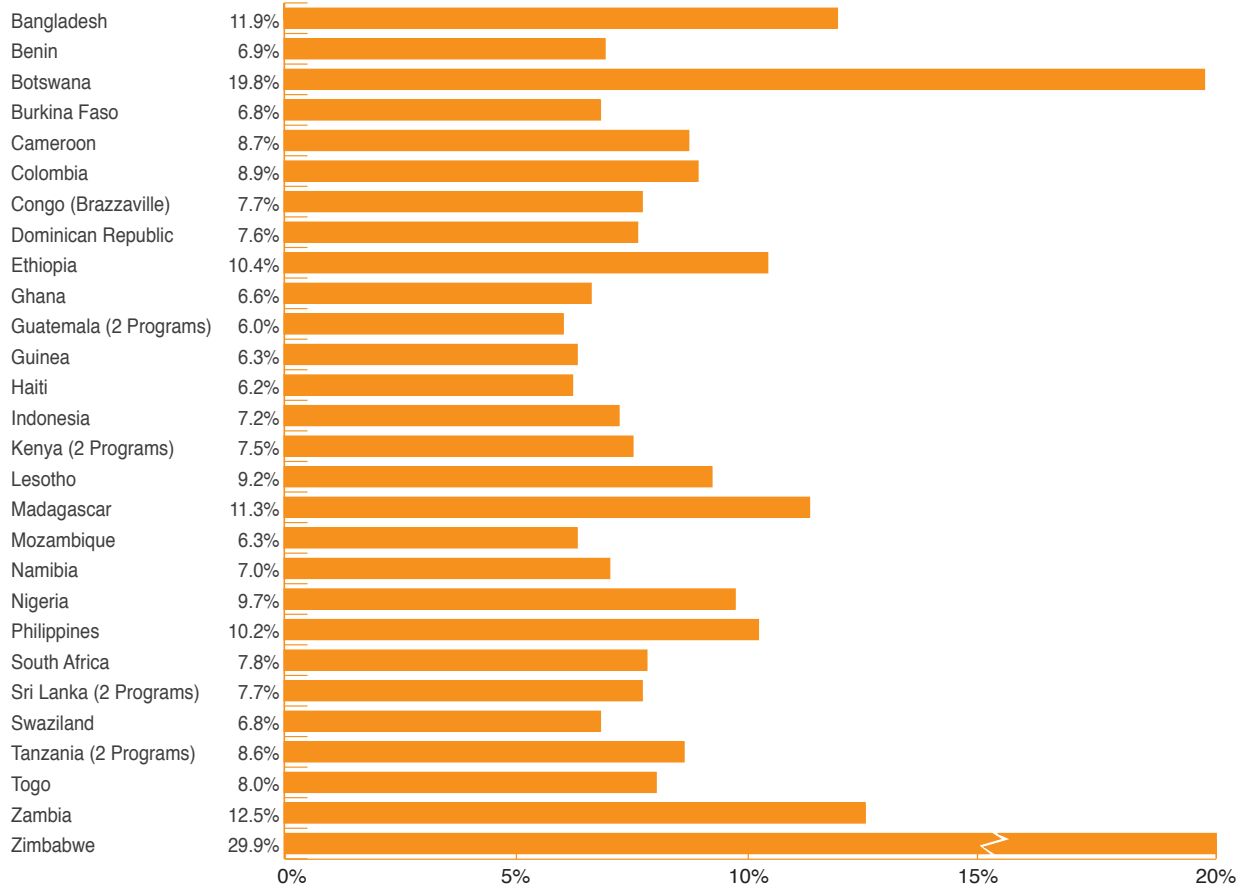
PROGRAM	REMARKS	2007 PRODUCT SALES	CYP*	% CHANGE FROM 2006
59. TANZANIA Started by PSI in 1993.	USAID, Global Fund, KfW, and Dutch Government support Cooperating agency: PSI	Source: PSI		
		Condoms	64,625,472	646,255
		Female Condoms	250,889	12,544
		TOTAL		658,799
59.1 TANZANIA II Started by MSI in 2004.	MSI support	Source: MSI		
		Condoms	2,272,136	22,721
		TOTAL		22,721
60. TOGO Started by SOMARC in 1992, transferred to PSI in 1998.	USAID and Global Fund	Source: PSI		
		Condoms	9,164,101	91,641
		Female Condoms	37,635	1,882
		Pills	74,920	5,351
		Injectables	9,162	2,291
TOTAL		101,165	4%	
61. 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	6,069,120	60,691
		TOTAL		60,691
61.1 UGANDA II Started by MSI in 1997; managed by MSI.	KfW support	Source: MSI Uganda		
		Condoms	15,786,120	157,861
		TOTAL		157,861
62. URUGUAY Started by AUPF (Asociacion Uruguaya de Planificacion Familiar) around 1968.	IPPF support	Source: AUPF		
		Condoms	59,118	591
		Pills	89,861	6,419
		IUDs	5,667	22,668
		TOTAL		29,678
63. VENEZUELA Started by PROSALUD in 1992.	Support from commercial sector and local embassies	Source: Prosalud		
		Condoms	577,477	5,775
		Pills	442,872	31,634
		IUDs	1,479	5,916
		EC	1,258,081	139,787
TOTAL		183,112	24%	
64. VIET NAM Implemented by DKT in 1993.	DFID, KfW, USAID, and World Bank support	Source: DKT		
		Condoms	76,562,640	765,626
		Female Condoms	5,000	250
		Pills	4,183,825	298,845
TOTAL		1,064,721	24%	
65. YEMEN Started by MSI in 2001.	KfW support	Source: MSI		
		Condoms	2,229,968	22,300
		Pills	342,526	24,466
		IUDs	31,115	124,460
		Injectables	147,804	36,951
TOTAL		208,177	80%	
66. ZAMBIA Started by PSI in 1992.	USAID, DFID, KfW, UNFPA, and foundation support	Source: PSI		
		Condoms	15,277,662	152,777
		Female Condoms	355,704	17,785
		Pills	1,334,784	95,342
TOTAL		265,904	21%	
67. ZIMBABWE Started by SOMARC in 1988; transferred to PSI in 1996.	USAID, DFID, and Packard Partnership Funds	Source: PSI		
		Condoms	59,095,080	590,951
		Female Condoms	2,215,300	110,765
		Pills	533,340	38,096
		Injectables	65,013	16,253
		EC	58,084	6,454
TOTAL		762,519	25%	
GRAND TOTAL			40,165,906	

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; .015 MVA; .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.