

2017

CONTRACEPTIVE SOCIAL MARKETING STATISTICS

September 2018

Courtesy of
DKT International
1701 K Street, NW
Suite 900
Washington DC 20006

CONNECT WITH US



SOCIAL MARKETING STATISTICS 2017

Highlights

	2017	2016	2015
Couple Years of Protection (CYPs)	79.8 million	74.9 million	67.8 million

Sales – 2017

Condoms.....	1,782,562,788	(81 programs)	Implants	1,393,247	(74 programs)
Free Condoms.....	196,160,692	(20 programs)	Emergency Contraception (EC)	17,361,364	(44 programs)
Female Condoms.....	1,941,832	(23 programs)	Medical Abortion (MA)**	6,674,562	(36 programs)
Free Female Condoms.....	14,165,589	(12 programs)	Manual Vacuum Aspiration (MVA) Kits.....	87,638	(28 programs)
Pills	219,109,418	(65 programs)	Misoprostal (Miso) Tabs	16,414,744	(12 programs)
Injectables	43,500,578	(79 programs)	Vaginal Foaming Tablets.....	1,975,044	(1 program)
IUDs.....	5,137,744	(71 programs)			

Social Marketing Program Sales

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

Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
1. AFGHANISTAN	MSI support	Source: MSI		
Started by Marie Stopes International (MSI) in 2003.		Condoms	1,971,288	19,713
		Pills	179,680	12,834
		Injectables (3)	75,184	18,796
		IUD Tender	20,922	46,028
		Implants (5)	471	1,413
		TOTAL	98,785	-31%
2. ANGOLA	USAID, DFID, and private funding	Source: PSI		
Started by Population Services International (PSI) in 2000.		Condoms	3,506,220	35,062
		Pills	21,651	1,547
		IUDs	8,367	36,815
		Implants	500	1,500
		TOTAL	74,924	0%
3. BANGLADESH	USAID and EC funding	Source: SMC		
Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).		Condoms	108,283,999	1,082,840
		Pills	44,112,980	3,150,927
		Injectables (3)	2,188,595	547,149
		IUDs	6,596	29,022
		Implants (5)	3,059	9,177
		EC	830,774	59,341
		TOTAL	4,878,456	1%
3.1 BANGLADESH	MSI support	Source: MSI		
Started by MSI in 1988.		MA	105,051	178,587
		TOTAL	178,587	-7%
4. BENIN	USAID, anonymous donor, Netherlands government, and Global Fund	Source: PSI		
Started by DKT International (DKT) and PSI in 1989.		Condoms	6,678,634	66,786
		Free Condoms	1,357,528	6,788
		Female Condoms	56,683	2,834
		Pills	230,358	16,454
		Injectables (2)	61,146	10,191
		IUDs	29,369	129,224
		Implants (5)	66,626	199,878
		TOTAL	432,155	13%
5. BOTSWANA	Government of Botswana, USAID, DFID	Source: PSI		
Started by PSI in 1993.	Dutch government, and private support	Condoms	1,570,920	15,709
		TOTAL	15,709	NA

* 1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 14 EC; .33 Implants (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Program	Remarks	2017 Product Sales		CYP	% Chance from 2016
6. BRAZIL	Self-sustaining project, BMGF	Source: DKT			
Started by DKT in 1991; managed by DKT do Brasil.		Condoms	122,516,120	1,225,161	
		Female Condoms	160	8	
		IUDs	11,400	50,160	
		MVA Kits	3,372	84,300	
		TOTAL		1,359,629	21%
7. BURKINA FASO	MSI support	Source: MSI			
Started by MSI in 2009.		Condoms	460,439	4,604	
		Female Condoms	116	6	
		Pills	153,268	10,948	
		Injectables (3)	852	213	
		Implants (3)	143	429	
		EC	2,774	198	
		MA	19,720	33,524	
		TOTAL		49,922	25%
8. BURMA (Myanmar)	Private, UNOPS, USAID	Source: PSI			
Started by PSI in 1996.		Condoms	16,611,972	166,120	
		Female Condoms	71,234	3,562	
		Pills	4,618,758	329,911	
		Injectables (3)	557,444	139,361	
		IUDs	3,958	17,415	
		Implants	10,977	32,931	
		EC	42	3	
		TOTAL		689,303	8%
8.1 BURMA (Myanmar) II	DFID and MSI support	Source: MSI			
Started by MSI in 1998.		Condoms	1,252,982	12,530	
		Female Condoms	3,024	151	
		Pills	4,593,234	328,088	
		Injectables (3)	7,321	1,830	
		IUDs	1,355	5,962	
		Implants	271	813	
		Implants (5)	722	2,166	
		EC	16,757	1,197	
		MA	3,261	5,544	
		TOTAL		358,281	-8%
8.2 BURMA (Myanmar) III	Packard, DKT, and Gates Foundation	Source: DKT			
Started by DKT in 2014.		Condoms	2,921,091	29,211	
		Pills	823,456	58,818	
		Injectables (3)	352,458	88,115	
		IUDs	30,051	132,224	
		EC	804,117	57,437	
		MVA Kits	63	1,575	
		MVA Kits 50%	145	1,813	
		TOTAL		369,193	86%
9. BURUNDI	Netherlands government and DOD support	Source: PSI			
Started by PSI in 1990.		Condoms	3,576,960	35,770	
		Free Condoms	2,498,400	12,492	
		Free Female Condoms	43,000	1,075	
		Pills	13,842	989	
		Injectables (3)	18,498	4,625	
		IUDs	740	3,256	
		Implants (5)	1,571	4,713	
		EC	459	33	
		TOTAL		62,952	-3%
10. CAMBODIA	Private support	Source: PSI			
Started by PSI in 1994.		Condoms	11,569,716	115,697	
		Pills	5,290,432	377,888	
		Injectables (3)	377,175	94,294	
		IUDs	32,845	144,518	
		Implants (5)	7,159	21,477	
		EC	65,730	4,695	
		MA	283,725	482,333	
		TOTAL		1,240,901	10%

* 1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 14 EC; .33 Implants (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
11. CAMEROON	USAID, UAFC (Oxfam/i+solutions), UNFPA, Dutch Government, and PPSAC (OCEAC/Kfw)	Source: PSI		
Started by PSI and DKT in 1989.		Condoms 11,374,019	113,740	
		Free Condoms 192,485	962	
		Female Condoms 425,708	21,285	
		Free Female Condoms 2,100	53	
		Pills 155,218	11,087	
		Injectables (3) 101,299	25,325	
		IUDs 33,188	146,027	
		Implants (3) 18,431	55,293	
		Implants (5) 8,860	26,580	
		EC 24,077	1,720	
		MA 25	43	
		TOTAL	402,115	-32%
11.1 CAMEROON	LAD, BMGF, and DKT support	Source: DKT		
Started by DKT in 2016.		Condoms 2,453,688	24,537	
		IUDs 9,050	39,820	
		MVA Kits 1,632	40,800	
		TOTAL	105,157	NA
12. CHINA	Private support	Source: DKT		
Started by DKT in 1996.		Condoms 19,018,861	190,189	
		TOTAL	190,189	-28%
12.1 CHINA MSI	MSI support	Source: MSI		
Started by MSI in 2003.		MVA/single valve 44,855	76,254	
		TOTAL	76,254	43%
13. COLOMBIA	Self-sustaining project	Source: PROFAMILIA		
PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	No data available for 2017			
14. CONGO (DRC/Kinshasa)	USAID, Georgetown University's Institute for Reproductive Health (IRH), MCSP, Dutch Government, and UNFPA	Source: PSI		
Started by PSI in 1988.		Condoms 13,341,338	133,413	
		Free Condoms 10,926,990	54,635	
		Female Condoms 107,875	5,394	
		Free Female Condoms 772,157	19,304	
		Pills 1,281,050	91,504	
		Injectables (3) 481,142	120,286	
		IUDs 8,304	36,538	
		Implants (3) 19,543	58,629	
		Implants (5) 76,198	228,594	
		EC 29,264	2,090	
		TOTAL	750,386	100%
14.1 CONGO II (DRC/Kinshasa)	Private and DFID support	Source: DKT		
Started by DKT in 2009.		Condoms 6,884,125		
		Pills 294,656		
		Injectables (3) 149,399		
		IUDs 101,233		
		Implants (3) 35,052		
		Implants (5) 112,507		
		EC 453,267		
		MVA Kits 1,382		
		Miso tabs 985,462		
		TOTAL	1,194,704	93%
15. COSTA RICA	PSI support	Source: PSI		
Started by PSI in 2002.		Condoms 1,672,308	16,723	
		TOTAL	16,723	10%
16. COTE D'IVOIRE	KFW, AFD, UNFPA, GFA, and Global Fund support	Source: AIMAS		
Started by PSI in 1998; now managed by AIMAS.		Condoms 25,400,562	254,006	
		Pills 3,215,380	229,670	
		Injectables (3) 116,483	29,121	
		IUDs 2,552	11,229	
		EC 909,065	64,933	
		TOTAL	588,958	8%
16.1 COTE D'IVOIRE II	LAD, BMGF, DKT	Source: DKT		
Started by DKT in 2017.		Condoms 919,944	9,199	
		IUDs 4,127	18,159	
		MVA Kits 315	7,875	
		TOTAL	35,233	NA

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Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
17. DOMINICAN REPUBLIC	USAID support	Source: PSI		
Started by PSI in 2003.		Condoms 9,313,124	93,131	
		Free Condoms 1,952,000	9,760	
		Pills 61	4	
		Injectables (2) 82	14	
		Injectables (3) 91	23	
		IUDs 16	70	
		Implants 100	300	
		TOTAL	103,302	17%
18. EGYPT	DKT support	Source: DKT		
Started by DKT in 2004.		Condoms 846,810		
		Injectables (3) 17		
		IUDs 690,602		
		EC 198,074		
		VFT 1,975,044		
Total CYP amounts have been adjusted downward to reflect sales to the public sector and NGO partners.		TOTAL	1,732,589	-29%
19. EL SALVADOR	PSI and private support	Source: PSI		
Founded by PSI/EL Salvador (PASMO) in 1998.		Condoms 3,232,320	32,323	
		Pills 38,308	2,736	
		Injectables (1) 33	3	
		IUDs 6,022	26,497	
		Implants (5) 978		
		TOTAL	61,559	-48%
20. ETHIOPIA	Dutch government, Irish, DFID, and private support	Source: DKT		
Implemented by DKT in 1990.		Condoms 47,593,617		
		Female Condoms 54,059		
		Pills 4,657,860		
		Injectables 3,664,240		
		IUDs 732,891		
		Implants (4) 80		
		Implants (3) 27,654		
		EC 3,602,492		
		MA 565,291		
		MVA Kits 8,788		
		Miso tabs 343,632		
Some CYPs discounted for sales made to other NGOs and public sector.		TOTAL	3,459,638	10%
20.1 ETHIOPIA II	USAID, MOH, Gates Foundation, CIFF	Source: PSI		
Implemented by PSI in 2003.		Free Condoms 19,290,321	96,452	
		Free Female Condoms 702,487	17,562	
		TOTAL	114,014	-28%
20.2 ETHIOPIA MSI		Source: MSI		
Started by MSI in 1991.		Injectables (3) 2,837	709	
		IUDs 110	484	
		Implants (3) 1,411	4,233	
		Implants (4) 10	3	
		Implants (5) 80	240	
		EC 1,920	137	
		MA 29,253	49,730	
Clinic-based.		TOTAL	55,536	84%
21. GHANA	LAD	Source: DKT		
Started by DKT in 2010.		Condoms 9,934,140	99,341	
		Pills 781,302	55,807	
		Injectables (1) 500	42	
		Injectables (3) 266,517	66,629	
		IUDs 11,080	48,752	
		Implants (3) 1,508	4,524	
		Implants (4) 2,470	9,880	
		EC 1,183,585	84,542	
		MA at 50% 26,368	22,413	
		MVA Kits 1,098	27,450	
		TOTAL	419,380	-42%
21.1 GHANA II	MSI support	Source: MSI		
Started by MSI in 2006.		MA 17,620	29,954	
		TOTAL	29,954	-83%

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Program	Remarks	2017 Product Sales		CYP	% Change from 2016
21.2 GHANA III	USAID support	Source: PSI			
Started by PSI in 2016.		Condoms	710,956	7,110	
		Pills	2,248,560	160,611	
		Injectables (3)	1,759,791	439,948	
		TOTAL		607,669	99%
22. GUATEMALA	PSI and private support	Source: PSI			
Started by PSI in 1998.		Condoms	11,905,520	119,055	
		Pills	95,166	6,798	
		Injectables (1)	61,318	5,110	
		Injectables (2)	7,110	1,185	
		Injectables (3)	70,477	17,619	
		IUDs	12,087	53,183	
		Implants (5)	5,014	15,042	
		TOTAL		217,992	-28%
22.1 GUATEMALA II	Private support	Source: DKT			
Started by DKT in 2014.		Condoms	1,115,964	11,160	
		IUDs	1,000	4,400	
		MVA Kits	500	12,500	
		TOTAL		28,060	10%
23. GUINEA	USAID and KfW co-funded	Source: PSI			
Started by PSI in 1990.		Free Condoms	21,413,106	107,066	
		Free Female Condoms	185,660	4,642	
		TOTAL		111,707	85%
24. HAITI	USAID, UNFPA, Sogebank Foundation, MSH, and World Bank support	Source: PSI			
Started by DKT and PSI 1990.		Condoms	428,544	4,285	
		Pills	342	24	
		Injectables	188	47	
		IUDs	1,072	4,717	
		Implants (3)	2,238	6,714	
		TOTAL		15,788	NA
25. HONDURAS	KfW, Abt Associates, Summit Foundation, and private support	Source: PSI			
Started by PSI in 1998.		Condoms	3,863,296	38,633	
		Injectables (1)	30	3	
		Injectables (3)	38	10	
		IUDs	22	97	
		Implants (3)	34	102	
		TOTAL		38,844	-6%
26. INDIA I	Government of India (GOI) Project (figures are for fiscal year ended 3/31/18)	Source: GOI			
Deluxe and Mala-D		Condoms (Deluxe)	234,773,820	2,347,738	
		Pills (Mala-D)	17,789,440	1,270,674	
		TOTAL		3,618,412	5%
26.1 INDIA II	The Bill and Melinda Gates Foundation, private (calendar year 2017)	Source: PSI			
Masti and Pearl		Condoms	91,337,007	913,370	
Started by PSI in 1988; now India Pvt Ltd.		Pills	3,263,032	233,074	
		Injectables	87,429	21,857	
		IUDs	140,096	616,422	
		MA	513,678	873,253	
		TOTAL		2,657,976	157%
26.2 INDIA III	Private support (calendar year 2017)	Source: DKT			
Zaroor, Choice		Condoms	82,905,911	829,059	
DKT/India (Mumbai), 1992.		Pills	13,369,185	954,942	
		Injectables (3)	184,534	46,134	
		IUDs	184,567	812,095	
		EC	6,732	481	
		MA	1,296,288	2,203,690	
		MVA Kits	762	19,050	
		Miso tabs	992,400	62,025	
		TOTAL		4,927,475	11%

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Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
26.3 INDIA IV	Packard and other private support (calendar year 2017)	Source: DKT		
Apsara, Mithun, Style Bihar-based project started by DKT in 1996; Janani.		Condoms 24,687,693	246,877	
		Pills 2,201,533	157,252	
		Injectables 220,228	55,057	
		IUDs 46,844	206,114	
		IUDs at 50% 7,525	16,555	
		EC 61,592	4,399	
		MA 451,688	767,870	
		MVA Kits 420	10,500	
		Miso tabs 398,876	24,930	
		TOTAL	1,489,554	69%
26.4 INDIA V	MSI support (calendar year 2017)	Source: MSI		
Ahsas, Thril, Flavoured Started by MSI/PHS (Population Health Services) in 1999.		Condoms 87,260,191	872,602	
		Pills 10,265,737	733,267	
		Injectables 391,338	97,835	
		IUDs 274,894	1,209,534	
		EC 220,868	15,776	
		MA 1,957,892	3,328,416	
		TOTAL	6,257,430	57%
26.5 INDIA VI	MSI support	Source: MSI		
Started by MSI/India in 2013.		Condoms 969,600	9,696	
		Pills 11,500	821	
		MA 82,276	139,869	
		TOTAL	150,387	88%
26.6 INDIA VII	Private support	Source: WHP		
Started by World Health Partners (WHP) in 2009.		Condoms 410,205	4,102	
		Pills 68,019	4,859	
		Injectables 16,250	4,063	
		IUDs 1,864	8,202	
		MA 62,240	105,808	
		TOTAL	127,033	-50%
27. INDONESIA	Private support, LAD, BMGF	Source: DKT		
Started by DKT in 1996.		Condoms 173,125,341		
Some CYPs discounted for sales made to other NGOs and public sector.		Female Condoms 505		
		Pills 34,601,540		
		Injectables (3) 14,364,299		
		Injectables (1) 7,254,620		
		IUDs 581,937		
		Implants (4) 6,596		
		EC 41,541		
		MVA Kits 224		
		Miso tabs 230,800		
		TOTAL	9,187,947	10%
28. IRAN	DKT support	Source: DKT		
Started by DKT in 2014.		Condoms 3,897,461	38,975	
		IUDs 15,202	66,889	
		TOTAL	105,863	126%
29. KENYA	MSI support	Source: MSI		
Started by MSI in 1986.		EC 50,609	3,615	
		MA 68,096	115,763	
		TOTAL	119,378	8%
29.1 KENYA II	DFID support	Source: PSI		
Started by DKT and PSI in 1989.		Condoms 30,275,882	302,759	
		Free Condoms 18,691,200	93,456	
		Pills 3,362,730	240,195	
		Injectables (3) 327,672	81,918	
		IUDs 22,760	100,144	
		Implants (3) 267,484	802,452	
		Implants (5) 148,339	445,017	
		TOTAL	2,065,941	17%

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Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
29.2 KENYA III	BMGF, CIFF, Hewlett	Source: DKT		
Started by DKT in 2016.		Condoms	2,268,096	22,681
		Injectables (3)	7,395	1,849
		IUDs	4,554	20,038
		EC	25,307	1,808
		MA	1,878	3,193
		MA at 50%	500	425
		MVA Kits	161	4,025
		MVA Kits at 50%	300	3,750
		Miso tabs	23,374	1,461
		Miso tabs at 50%	10,200	319
		TOTAL		59,547
				NA
30. LAOS	USAID (AIDSMARK), Global Fund, Ministry of Health, and UN support	Source: PSI		
Started by PSI in 1999.		Condoms	2,146,335	21,463
		Pills	19,945	1,425
		Injectables (3)	14,976	3,744
		IUDs	14,315	62,986
		Implants	8,435	25,305
		TOTAL		114,923
				18%
31. LESOTHO	USAID, DOD, Lesotho government support	Source: PSI		
Started by PSI in 2001.		Condoms	1,419,840	14,198
		Free Condoms	6,199,186	30,996
		Female Condoms	21,256	1,063
		Pills	18,442	1,317
		Injectables (1)	8	1
		Injectables (2)	1,372	229
		Injectables (3)	8,880	2,220
		Implants (3)	6	18
		Implants (5)	99	297
		EC	130	9
		TOTAL		50,348
				-67%
32. LIBERIA	Global fund support	Source: PSI		
Started by PSI in 2008.		Condoms	1,143,360	11,434
		Free Condoms	149,141	746
		Free Female Condoms	21,000	525
		TOTAL		12,704
				-50%
33. MADAGASCAR	USAID, Global Fund, and private funding	Source: PSI		
Started by SOMARC in 1996, now managed by PSI.		Condoms	2,968,800	29,688
		Free Condoms	7,066,561	35,333
		Female Condoms	16,668	833
		Pills	3,525,185	251,799
		Injectables (3)	1,857,941	464,485
		IUDs	16,074	70,726
		Implants	8,340	25,020
		Implants (4)	17	68
		Implants (5)	410	1,230
		EC	600	43
		TOTAL		879,225
				-10%
34. MALAWI	USAID and KfW support	Source: PSI		
Started by PSI in 1994.		Condoms	18,268,960	182,690
		Free Condoms	13,642,502	68,213
		Female Condoms	34,586	1,729
		Free Female Condoms	133,482	3,337
		Pills	260,396	18,600
		Injectables (3)	959,504	239,876
		IUDs (10)	5,528	24,323
		Implants	23,242	69,726
		Implants (5)	43,472	130,416
		EC	10,469	748
		TOTAL		739,657
				45%
35. MALI	MSI support	Source: MSI		
Started by MSI in 2008.		MA	24,713	42,012
		TOTAL		42,012
				-31%

* 1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 14 EC; .33 Implants (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
35.1 MALI II	Dutch government, Orange, KfW, USAID, and anonymous donor support	Source: PSI		
Started by PSI in 2000.		Pills 174,284	12,449	
		Injectables (3) 789	197	
		IUDs 10 22,396	98,542	
		Implants 13,367	40,101	
		Implants (5) 29,334	88,002	
		MVA Kits 209	5,225	
		TOTAL	244,517	-23%
35.2 MALI III	USAID support	Source: KJK		
Started by Palladium in 2015; Keneya Jemu Kan (KJK) Social Marketing.		Condoms 16,819,940	168,199	
		Female Condoms 4,080	204	
		Pills 1,480,336	105,738	
		Injectables (3) 614,348	153,587	
		IUDs 4,345	19,118	
		Implants 2,966	8,898	
		TOTAL	455,745	-29%
36. MAURITANIA	LAD, BMGF, DKT support	Source: DKT		
Started by DKT in 2017.		Condoms 230,000	2,300	
		IUDs 160	704	
		MVA Kits 300	7,500	
		TOTAL	10,504	NA
37. MEXICO	Private support	Source: DKT		
Started by DKT in 2002.		Condoms 48,723,720	487,237	
		Female Condoms 6,447	322	
		Pills 29,297	2,093	
		Injectables (1) 22,067	1,839	
		IUDs 188,071	827,512	
		Implants (5) 532	2,660	
		EC 391,237	27,946	
		MA 213	362	
		MVA Kits 2,281	57,025	
		MVA Kits at 50% 1,034	12,925	
		Miso tabs 1,104,816	69,051	
		Mife 32,426	6,518	
		TOTAL	1,495,490	38%
37.1 MEXICO II	MSI support	Source: MSI		
Started by MSI.		Condoms 15,491	155	
		Pills 249	18	
		Injectables (1) 1,037	86	
		Injectables (2) 86	14	
		IUDs 10 318	1,399	
		EC 836	60	
		MA 8,971	15,251	
		TOTAL	16,983	NA
38. MONGOLIA	UNFPA and MSI support	Source: MSI		
Started by MSI in 2000.		Condoms 5,408,173	54,082	
		Female Condoms 53	3	
		Pills 193,529	13,824	
		IUDs 18,502	81,409	
		Implants (4) 1,371	5,484	
		EC 87,591	6,257	
		MA 23,191	39,425	
		MVA Kits 128	3,200	
		TOTAL	203,682	0%
39. MOZAMBIQUE	USAID, Dutch, private funding	Source: PSI		
Started by PSI in 1995.		Condoms 20,194,632	201,946	
		Free Condoms 70,833	354	
		Free Female Condoms 3,281	82	
		Pills 179,764	12,840	
		Injectables 112,334	28,084	
		IUDs 10 25,072	110,317	
		Implants (5) 15,724	78,620	
		EC 152	11	
		TOTAL	432,254	168%

* 1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 14 EC; .33 Implants (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
39.1 MOZAMBIQUE II	UNFPA, PSI, and private support	Source: DKT		
Started by DKT in 2008.		Condoms 4,750,003		
		Pills 296,739		
		Injectables 11,100		
		IUDs 6,761		
		Implants (5) 16,677		
		Implants (4) 2,086		
		EC 61,243		
		MA 100,135		
		MVA Kits 1,551		
		Miso tabs 289,230		
		TOTAL	333,369	29%
40. NEPAL	USAID and KfW support	Source: CRS		
Started in 1973 by Nepal Contraceptive Retail Sales (CRS).		Condoms 12,558,113	125,581	
		Pills 1,471,948	105,139	
		Injectables 868,911	217,228	
		IUDs 1,440	6,336	
		Implants (5) 1,524	7,620	
		EC 299,590	21,399	
		TOTAL	483,303	-2%
40.1 NEPAL II	MSI support	Source: MSI		
Started by MSI in 2002.		Condoms 2,861,096	28,611	
		EC 244,006	17,429	
		MA 92,674	157,546	
		TOTAL	203,586	78%
40.2 NEPAL III	Private support	Source: PSI		
Activated by PSI in 2009.		Free Condoms 530,200	2,651	
		Pills 42,624	3,045	
		IUDs 26,055	114,642	
		Implants (5) 99	495	
		EC 14,464	1,033	
		MA 65,988	112,180	
		TOTAL	234,045	-25%
41. NICARAGUA	PSI and private support	Source: PSI		
Started by PSI in 1998.		Condoms 4,813,626	48,136	
		Pills 14,575	1,041	
		Injectables (1) 213	18	
		Injectables (3) 32	8	
		IUDs 4,624	20,346	
		Implants 85	255	
		Implants (5) 1,808	9,040	
		TOTAL	78,844	-18%
42. NIGER PSI	US Department of Defense anonymous donor support	Source: PSI		
Started by PSI in 2013.		Free Condoms 289,400	1,447	
		Pills 59,884	4,277	
		Injectables (3) 19,953	4,988	
		IUDs 1,496	6,582	
		Implants 5,294	15,882	
		Implants (5) 1,207	6,035	
		TOTAL	39,212	NA
42.1 NIGER	No data available for 2017			
Association Nigerienne de Marketing Social, 2006.				
43. NIGERIA	BMGF, CIFF, USAID, and anonymous donor support	Source: PSI		
Started by PSI and DKT in 1988-90; now managed by Society for Family Health with technical assistance from PSI.		Condoms 87,477,082	874,771	
		Free Condoms 14,047,868	70,239	
		Female Condoms 55,150	2,758	
		Pills 3,775,956	269,711	
		Injectables (3) 808,506	202,127	
		Injectables (2) 934,306	155,718	
		IUDs 94,512	415,853	
		Implants (5) 33,185	165,925	
		EC 1,780,998	127,214	
		TOTAL	2,284,315	-37%

* 1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 14 EC; .33 Implants (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
43.1 NIGERIA II	CIFF, Gates Foundation, DKT, and private support	Source: DKT		
Started by DKT in 2013.		Condoms 43,142,250	431,423	
		Female Condoms 50,000	2,500	
		Pills 1,375,560	98,254	
		Injectables (3) 418,740	104,685	
		IUDs 48,546	213,602	
		Implants 17,362	52,086	
		Implants (5) 4,380	21,900	
		EC 796,980	56,927	
		MA 63,450	107,865	
		MVA Kits 11,746	293,650	
		Miso tabs 8,860,624	553,789	
		TOTAL	1,936,681	16%
43.2 NIGERIA III		Source: MSI		
Started by MSI in 2009.		Injectables (3) 4,351	1,088	
		MA 187,804	319,267	
		TOTAL	320,355	94%
44. PAKISTAN	DFID and private support	Source: PSI		
Started by PSI Marketing Associates in 1986; Cooperating agency: Greenstar		Condoms 93,374,502	933,745	
		Pills 1,471,468	105,105	
		Injectables (3) 826,286	206,572	
		Injectables (2) 298,540	49,757	
		Injectables (1) 118,960	9,913	
		IUDs 371,583	1,634,965	
		Implants (5) 1,172	5,860	
		EC 2,274,657	162,476	
		TOTAL	3,108,392	-3%
44.1 PAKISTAN II	Private and DFID support	Source: DKT		
Started by DKT in 2012.		Condoms 19,302,765	193,028	
		Pills 969,896	69,278	
		Injectables (1) 18,884	1,574	
		Injectables (3) 181,637	45,409	
		IUDs 333,277	1,466,419	
		Implants 3,000	9,000	
		EC 91,934	6,567	
		MVA Kits 758	18,950	
		Miso tabs 2,758,110	172,382	
		TOTAL	1,982,606	24%
45. PANAMA	PSI	Source: PSI		
Started by PSI in 1996.		Condoms 3,759,225	37,592	
		TOTAL	37,592	3%
46. PARAGUAY	Self-sustaining program	Source: PSI		
Started by PSI in 1996.		Condoms 3,527,686	35,277	
		Pills 678,800	48,486	
		EC 298,962	21,354	
		TOTAL	105,117	-1%
47. PHILIPPINES	Self-sustaining program	Source: DKT		
Implemented by DKT in 1990; managed by DKT.		Condoms 30,927,665	309,277	
		Pills 25,810,115	1,843,580	
		Injectables 906,582	226,646	
		IUDs 219,291	964,880	
		MVA Kits 821	20,525	
		TOTAL	3,364,907	16%
48. RWANDA	DFID, Netherlands Government, KfW, USAID, and Global Fund support	Source: PSI		
Started by PSI in 1993; PSI Rwanda and SFH Rwanda.		Condoms 11,495,344	114,953	
		Free Condoms 283,641	1,418	
		Pills 129,840	9,274	
		Injectables 22,790	5,698	
		TOTAL	131,343	-30%

* 1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 14 EC; .33 Implants (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Program	Remarks	2017 Product Sales	CYP	% Chance from 2016		
49. SENEGAL	USAID, private donor	Source: PSI				
Started by USAID in 1994, then spun off into (ADEMAS) and partnered with PSI in 2011.		Condoms	3,698,522	36,985		
		Pills	234,172	16,727		
		Injectables	2,716	679		
		IUDs	19	84		
		Implants	67	201		
		Implants (4)	18	72		
		Implants (5)	79	395		
		TOTAL		55,142	-30%	
49.1 SENEGAL II	MSI support	Source: MSI				
		MA	14,464	24,589		
	TOTAL		24,589	-1%		
49.2 SENEGAL III	LAD, BMGF, DKT	Source: DKT				
Started by DKT in 2016.		Condoms	2,833,240	28,332		
		IUDs	2,015	8,866		
		MVA Kits	400	10,000		
		TOTAL		47,198	85%	
50. SIERRA LEONE		Source: MSI				
Implemented by MSI in 1986.		EC	1,160	83		
		MA	14,134	24,028		
		TOTAL		24,111	31%	
51. SOUTH AFRICA	USAID, SIDA, CDC, and DOD support	Source: PSI				
Started by PSI in 1992.		Condoms	40,500,889	405,009		
		Free Condoms	62,638,800	313,194		
		Free Female Condoms	569,000	14,225		
		TOTAL		732,428	-13%	
52. SRI LANKA	Managed by Population Services Lanka	Source: MSI				
Started by MSI in 1983.		Condoms	6,588,775	65,888		
		Pills	87,177	6,227		
		Injectables	141,520	35,380		
		IUDs	176	774		
		Implants (5)	78	390		
		MA	126	214		
		TOTAL		102,432	-8%	
52.1 SRI LANKA II	Private support	Source: FPASL				
Started by PSI and IPPF in 1973; now managed by Family Planning Association of Sri Lanka (FPASL).		Condoms	8,848,050	88,481		
		Pills	1,992,462	142,319		
		Injectables	169,483	42,371		
		IUDs	752	3,309		
		Implants (5)	389	1,945		
		EC	2,112,243	150,875		
		TOTAL		429,298	-1%	
53. SWAZILAND	CDC, UNITAID	Source: PSI				
Started by PSI in 2001.		Condoms	1,087,056	10,871		
		Free Condoms	11,526,274	57,631		
		Female Condoms	113,000	5,650		
		Pills	887	63		
		Injectables (1)	1,087	91		
		Injectables (3)	1,179	295		
		TOTAL		74,601	-14%	
	54. TANZANIA	Global Fund, DFID, anonymous donor	Source: PSI			
Started by PSI in 1993.	KfW support	Condoms	55,963,991	559,640		
		Free Condoms	4,985,280	24,926		
		Female Condoms	357,160	17,858		
		Pills	2,821,003	201,500		
		Injectables	865,397	216,349		
		IUDs	93,036	409,358		
		Implants	54,072	162,216		
		Implants (5)	39,318	196,590		
		EC	102,573	7,327		
			TOTAL		1,795,765	-9%
		54.1 TANZANIA II	MSI support	Source: MSI		
Started by MSI in 2004.		MA	42,145	71,647		
	TOTAL		71,647	0%		

* 1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 14 EC; .33 Implants (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
54.2 TANZANIA III	UNFPA, DKT, private, SIDA and Gates	Source: DKT		
Started by DKT in 2015.		Condoms 2,242,161		
		Female Condoms 16,276		
		Pills 43,563		
		Injectables 1,199		
		IUDs 21,585		
		Implants (3) 2,469		
		Implants (5) 384		
		EC 163,659		
		MVA Kits 349		
		Miso tabs 417,220		
		TOTAL	110,464	-53%
55. THAILAND	DKT support	Source: DKT		
Started by DKT in 2008.		Condoms 472,032	4,720	
		IUDs 7,951	34,984	
		MVA Kits 961	24,025	
		TOTAL	63,730	-15%
56. TURKEY	DKT support	Source: DKT		
Started by DKT in 2008.		Condoms 4,326,063	43,261	
		IUDs 24,410	107,404	
		TOTAL	150,665	7%
57. UGANDA	Private anonymous donor	Source: PSI		
Started by SOMARC in 1991; transferred to CMS in 1998; transferred to AIDSMARK in 2003.		Condoms 805,824	8,058	
		Free Condoms 9,923,826	49,619	
		Free Female Condoms 204,000	5,100	
		Pills 93,189	6,656	
		Injectables 51,295	12,824	
		IUDs 162,064	713,082	
		Implants (5) 35,052	175,260	
		Implants 149,356	448,068	
		EC 14,834	1,060	
		MA 11,632	19,774	
		TOTAL	1,439,501	39%
58. VENEZUELA	DKT support	Source: DKT		
Started by DKT in 2016.		Condoms 419,636	4,196	
		Pills 17,500	1,250	
		Injectables (1) 175,000	14,583	
		IUDs 96,460	424,424	
		TOTAL	440,257	NA
59. VIET NAM	DFID, EC, and IPPF support	Source: MSI		
Implemented by MSI in 1989.		IUDs 143,216	630,150	
		Implants (4) 3,942	15,768	
		MA 516,924	878,771	
		TOTAL	1,524,689	-10%
59.1 VIET NAM II	DKT support	Source: DKT		
Implemented by DKT in 1993.		Condoms 5,566,299	55,663	
		Pills 11,552,972	825,212	
		IUDs 101,403	446,173	
		EC 39,550	2,825	
		MA 2,880	4,896	
		MVA Kits 3,083	77,075	
		TOTAL	1,411,844	38%
60. YEMEN	KfW support	Source: MSI		
Started by MSI in 2001.		Condoms 3,982,554	39,826	
		Pills 1,029,044	73,503	
		Injectables 151,135	37,784	
		IUDs 34,998	153,991	
		Implants 19,661	58,983	
		MA 423	719	
		TOTAL	364,806	-23%

* 1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 14 EC; .33 Implants (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Program	Remarks	2017 Product Sales		CYP	% Change from 2016
61. ZAMBIA	USAID, UNFPA, UNITAID, Started by PSI in 1992.	Source: PSI			
	Women Care Global, SIDA	Female Condoms	32,232	1,612	
		Free Female Condoms	2,480	62	
		Pills	33,324	2,380	
		Injectables	81,842	20,461	
		Injectables (2)	9,586	1,598	
		IUDs	5,978	26,303	
		Implants	896	2,688	
		Implants (5)	20,719	103,595	
		TOTAL		158,698	566%
61.1 ZAMBIA II	KfW support	Source: MSI			
Started by MSI in 2007.		Condoms	1,640	16	
		EC	3,430	245	
		MA	19,845	33,737	
		TOTAL		33,998	9%
61.2 ZAMBIA III		Source: USAID			
Started by USAID DISCOVER Health Project John Snow, Inc. (JSI) and Palladium.		Condoms	7,720,272	77,203	
		Free Condoms	11,424	57	
		Free Female Condoms	668	17	
		Pills	1,361,376	97,241	
		TOTAL		142,804	NA
62. ZIMBABWE	USAID, DFID, and UNITAID	Source: PSI			
Started by SOMARC in 1988.		Condoms	15,996,240	159,962	
		Female Condoms	515,560	25,778	
		Pills	125,639	8,974	
		Injectables	67,066	16,767	
		IUDs	2,113	9,297	
		Implants	1,409	4,227	
		Implants (5)	5,536	27,680	
		EC	57,777	4,127	
		TOTAL		256,812	-45%
		GRAND TOTAL		79,773,963	

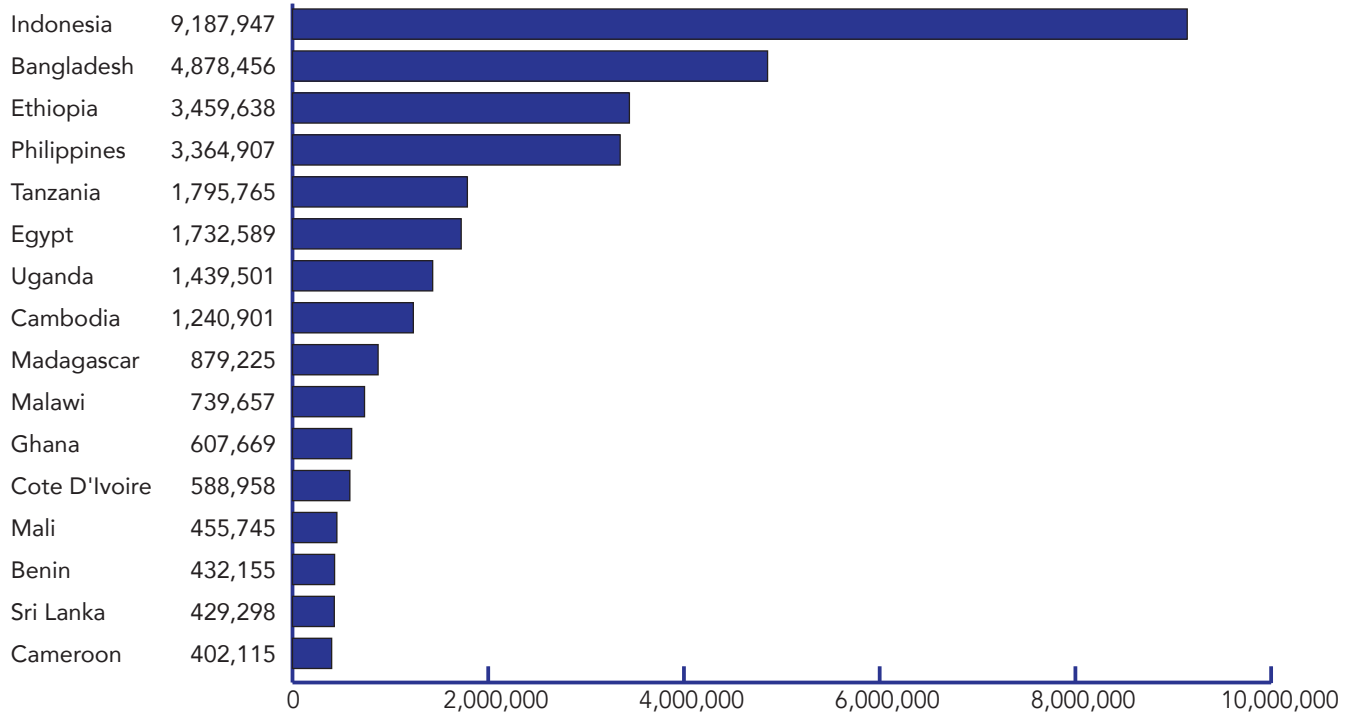
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Best Programs

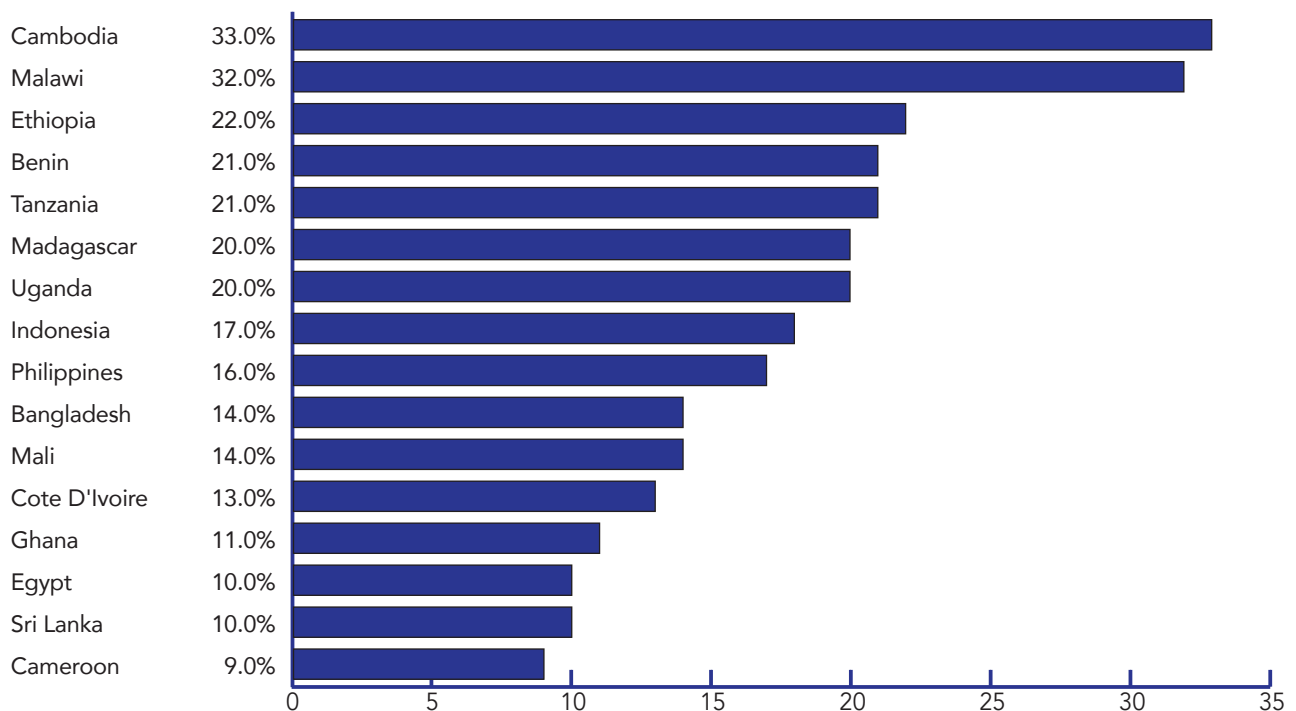
The following programs qualify for the “Best Programs” list by

- delivering more than 300,000 CYPs, and
- reaching more than 9% of their target markets.

Ranked by Program Size



Ranked by Percent of Target Market*



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