

1992

**CONTRACEPTIVE SOCIAL MARKETING
STATISTICS**

Courtesy of
DKT International
1120 19th Street, N.W. Suite 610
Washington, D.C. 20036

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Social Marketing Program Sales

The following Table presents sales statistics and Couple Years of Protection (CYP's) for all contraceptive social marketing projects which provided more than 10,000 CYP's in 1992.

PROGRAM NAME	REMARKS	1992 PRODUCT SALES	CYP*	% CHANGE FROM 1991
BANGLADESH Social Marketing Company (formerly SMP) implemented by Population Services International (PSI) in 1975.	AID Funded; Cooperating Agency: PSI	Source: PSI Condoms 117,359,651 Pills 10,294,046	1,173,597 791,850	
		TOTAL	1,965,447	+37%
BOLIVIA Implemented by SOMARC in 1988; managed through Prosalud.	AID Supported; Cooperating Agency: SOMARC	Source: SOMARC Condoms 542,592 Pills 166,981	5,426 12,845	
		TOTAL	18,271	+72%
BRAZIL Started by DKT International in November, 1991. Managed by DKT do Brasil.	Private and AIDSCAP Support	Source: DKT Condoms 3,084,030	30,840	
		TOTAL	30,840	n/a
BURKINA FASO Started by PSI in 1991.	AID Funded; Cooperating Agency: PSI	Source: PSI Condoms 2,251,920	22,519	
		TOTAL	22,519	-19%
BURUNDI Started by PSI in Mid 1990.	AID Funded; Cooperating Agency: PSI	Source: PSI Condoms 1,254,512	12,545	
		TOTAL	12,545	n/a
CAMEROON Implemented by DKT & PSI in October 1989.	AID Funded; Cooperating Agency: PSI	Source: PSI Condoms 5,111,308	51,113	
		TOTAL	51,113	+60%
COLOMBIA PROFAMILIA project, started in 1974 with International Planned Parenthood Federation support.		Source: PROFAMILIA Condoms 7,014,063 Pills 7,271,474 Foam.Tabs 644,417 IUD's 120,907 Inject. 12,673 Norplant 10,663	70,141 559,344 6,444 228,126 3,168 53,315	
		TOTAL	920,538	+50%
COSTA RICA ASDECOSTA, for-profit company created in 1983 and owned by the Demographic Association of Costa Rica.		Source: Asdecosta (PROFAMILIA) Condoms 3,800,000	38,000	
		TOTAL	38,000	+29%
COTE D'IVOIRE Implemented by PSI in 1990.	AID Supported; Cooperating Agency: PSI	Source: PSI Condoms 6,375,192	63,752	
		TOTAL	63,752	+249%
DOMINICAN REPUBLIC PROFAMILIA nonprofit organization; Implemented by SOMARC in 1986.	AID Funded; Cooperating Agency: SOMARC	Source: SOMARC Condoms 1,584,240 Pills 615,827 IUD's 3,094	15,842 47,371 5,838	
		TOTAL	69,051	+28%

* One CYP equals 100 condoms or foaming tablets; 13 cycles of pills; 0.53 IUD's; 4 injectables.

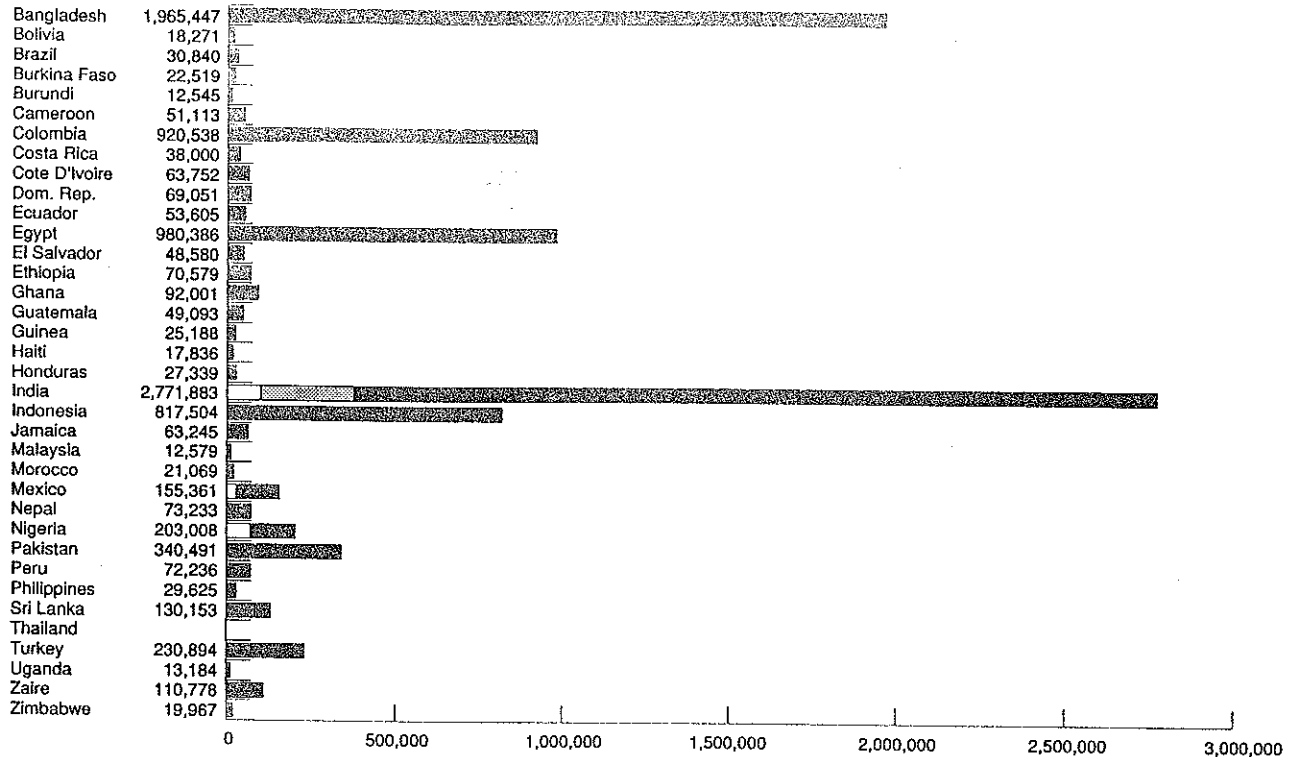
PROGRAM NAME	REMARKS	1992 PRODUCT SALES	CYP*	% CHANGE FROM 1991
ECUADOR Sponsored by FUTURE Foundation, established by SOMARC, 1988.	AID Supported	Source: SOMARC Condoms 827,868 Pills 589,241	8,279 45,326	
		TOTAL	53,605	-6%
EGYPT Family of the Future, implemented by Egyptian Family Planning Association, Cairo branch, in 1979.	Received IPPF & AID Financial & Technical Help; Triton Contract Ended 8/86.	Source: FOF Condoms 12,379,104 Pills 1,874,904 IUD's 375,401 Inject. 16,271	123,791 144,223 708,304 4,068	
		TOTAL	980,386	-10%
EL SALVADOR Asociacion Demografica Salvadorena, implemented by government and Development Associates, in 1976.	AID Supported	Source: ADS Condoms 2,242,549 Pills 339,578 IUD 18	22,425 26,121 34	
		TOTAL	48,580	+24%
ETHIOPIA Implemented by DKT in 1990.	Support from ODA, SIDA, AID.	Source: DKT Condoms 7,075,902	70,759	
		TOTAL	70,579	+87%
GHANA Implemented by Ghanalan firm DANAFCO in 1986; SOMARC Technical Assistance.	AID Supported; Cooperating Agency: SOMARC	Source: SOMARC Condoms 3,995,970 Pills 391,777 Foam.Tabs. 2,190,392	39,960 30,137 21,904	
		TOTAL	92,001	+2%
GUATEMALA Importadora de Productos Farmaceuticos, S.A., implemented by Juarez and Associates in 1983.		Source: IPROFASA Condoms 2,250,000 Pills 259,000 Foam.Tabs. 667,000	22,500 19,923 6,670	
		TOTAL	49,093	+36%
GUINEA Started by PSI in mid 1991.	AID Funded; Cooperating Agency: PSI	Source: PSI Condoms 2,518,840	25,188	
		TOTAL	25,188	n/a
HAITI Started by DKT in January 1990. Turned over to PSI in 1991.	AIDSCAP and Private Support; Cooperating Agency: PSI	Source: PSI Condoms 1,783,576	17,836	
		TOTAL	17,836	n/a
HONDURAS Honduras Social Marketing Program now implemented by ASHONPLAFA; Initiated by Triton Corporation in 1981.		Source: ASHONPLAFA Condoms 724,392 Pills 261,232	7,244 20,095	
		TOTAL	27,339	+21%
INDIA I Nirodh (Does not include Masti or Sawan)	Data for 12 months ended 3/31/93 GOI Project	Source: GOI Condoms 239,430,000	2,394,300	
		TOTAL	2,394,300	-18%

PROGRAM NAME	REMARKS	1992 PRODUCT SALES	CYP*	% CHANGE FROM 1991
INDIA II (Masti and Pearl) PSI/India; implemented in 1988. (India I total includes 37,300,000 Nirodh condoms sold by PSI/India.)	GOI and Private Donor Support	Source: PSI/India		
		Condoms	25,963,447	259,634
		Pills	227,000	17,462
		TOTAL		277,096
INDIA III (Sawan and Ecroz) Parivar Seva Sanstha. Implemented with Ford Foundation support in 1988.	Private Donor Support	Source: PSS		
		Condoms	8,768,245	87,682
		Pills	166,471	12,805
		TOTAL		100,487
INDONESIA Blue Circle Project, implemented by BKKBN, various dates. SOMARC technical assistance.	AID & Government Support; Cooperating Agency: URC & SOMARC	Source: BKKBN/SOMARC		
		Condoms	2,727,994	27,280
		Pills	1,759,779	135,368
		IUD's	63,816	120,408
		Inject.	2,137,791	534,448
TOTAL		817,504	+12%	
JAMAICA Jamaica National Family Planning Board, implemented by government and Westinghouse Health Systems in 1974.		Source: NFPB		
		Condoms	2,167,258	21,673
		Pills	540,432	41,572
		TOTAL		63,245
MALAYSIA Started by DKT in mid 1991.	Private, Government of Malaysia, and UNFPA Support	Source: DKT		
		Condoms	1,257,880	12,579
		TOTAL		12,579
MOROCCO Started by SOMARC in mid 1989.	AID Support; Cooperating Agency: SOMARC	Source: SOMARC		
		Condoms	2,106,861	21,069
		TOTAL		21,069
MEXICO I Implemented through Consejo de Planificacion Familiar (COPLAFAM); started by COPLAFAM & SOMARC; 1985.	No Subsidy; Cooperating Agency: SOMARC	Source: SOMARC		
		Condoms	2,846,064	28,461
		TOTAL		28,461
MEXICO II PROFAM. Started by PROFAM and PSI with AID Support in 1978.	No Subsidy	Source: PROFAM		
		Condoms	12,500,000	125,000
		Vaginal Gel Cap.	190,000	1,900
		TOTAL		126,900
NEPAL Nepal Contraceptive Retail Sales Corp., started by Westinghouse Health Systems and government in 1976; program now private company.		Source: CRS		
		Condoms	4,675,944	46,759
		Pills	255,057	19,620
		Foam. Tab.	685,368	6,854
		TOTAL		73,233
NIGERIA I Started by PSI and DKT, 1988-90.	AID Supported	Source: DKT		
		Condoms	7,050,588	70,506
		TOTAL		70,506
NIGERIA II Started in mid-1980's by FPIA and Sterling Products.	AID Supported	Source: USAID		
		Condoms	3,011,980	30,120
		Pills	1,143,900	87,992
		Foam.Tab.	118,200	1,182
		IUD	7,000	13,208
		TOTAL		132,502

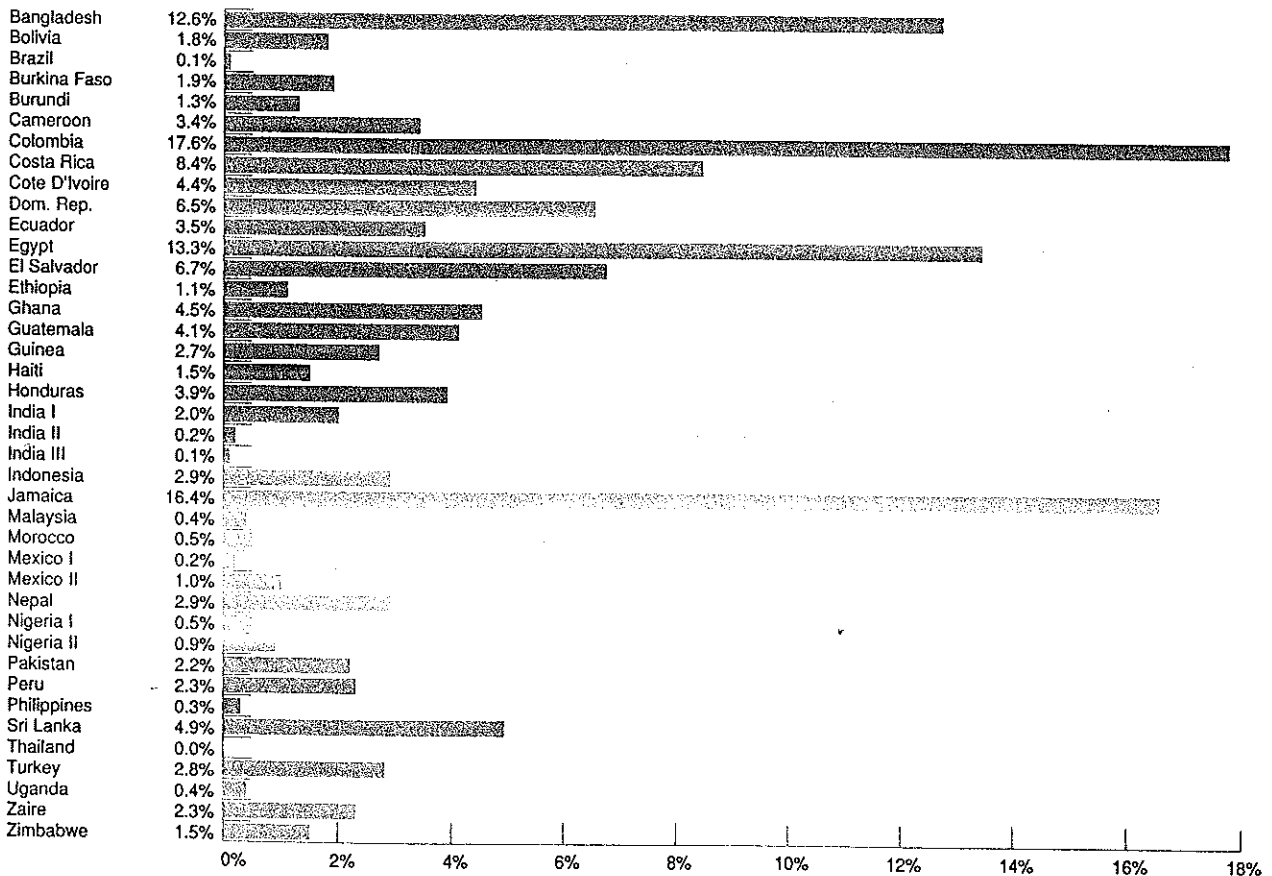
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PAKISTAN SMC program implemented by W. Woodward (Pakistan) Ltd. and PSI Marketing Associates, 1986.	AID Supported Cooperating Agency: PSI	Source: PSI Condoms 34,049,088 TOTAL	340,491 340,491	-54%
PERU Apoyo a Programas de Poblacion, SOMARC technical assistance, 1984.	AID Supported; Implementing Agency: APROPO	Source: APROPO Pills 631,436 Foam.Tabs. 1,260,000 Injectables 44,254 TOTAL	48,572 12,600 11,064 72,236	+13%
PHILIPPINES Implemented by DKT in 1990.	Implemented Through DKT Philippines	Source: DKT Condoms 2,962,482 TOTAL	29,625 29,625	+134%
SRI LANKA Sri Lanka Contraceptive Social Marketing Program, implemented by PSI in 1973; now managed by Sri Lanka Family Planning Association	IPPF Supported	Source: FPASL Condoms 6,490,368 Pills 642,235 Foam. Tabs. 49,055 IUD's 671 Inject. 56,357 TOTAL	64,904 49,403 491 1,266 14,089 130,153	+7%
THAILAND Started by the Population and Community Development Assoc. (PDA) in 1974.	Condom phased out in 1990-91; Pill sales continuing as part of PDA family planning.	No data available for 1992.		
TURKEY Started by SOMARC in 1991.	AID Supported; Implemented Through Eczacibasi Ilac; Cooperating Agency: SOMARC	Source: SOMARC Condoms 5,877,036 Pills 2,237,617 TOTAL	58,770 172,124 230,894	+417%
UGANDA Started by SOMARC in mid 1991.	AID Supported; Cooperating Agency: SOMARC	Source: SOMARC Condoms 1,318,437 TOTAL	13,184 13,184	n/a
ZAIRE Project de Marketing Social started by PSI in 1988 with AID support.	Active; Support curtailed due to political upheaval.	Source: PSI Condoms 7,140,058 Pills 399,400 Foam. Tabs. 865,392 TOTAL	71,401 30,723 8,654 110,778	-45%
ZIMBABWE Started by SOMARC in 1988.	AID Supported; Cooperative Agency: SOMARC	Source:SOMARC Condoms 1,271,612 Pills 48,072 IUD's 1,883 TOTAL	12,716 3,698 3,553 19,967	+4%
GRAND TOTAL			9,621,893	+5%

* One CYP equals 100 condoms or foaming tablets; 13 cycles of pills; 0.53 IUD's; 4 injectables.

Comparison of Program CYP



CYPs As Percentage of Target Market*



* Target market calculated as 80% of women in union, ages 15 - 44.