

1998
CONTRACEPTIVE SOCIAL MARKETING
STATISTICS

Courtesy of
DKT International
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Suite 610
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SOCIAL MARKETING STATISTICS 1998

Highlights

Social marketing added over two million couples to its beneficiary total in 1998, increasing by just under 14% to 18.4 million CYPs. In percentage terms, this matches last year's increase, and is the largest absolute increase this decade.

An important milestone was reached: Over 1 billion condoms were sold by social marketing programs in 1998.

The increases in service levels were spread around the world. Bangladesh and the DKT Bombay program both added more than 250,000 couples; increases of 100,000 or more were logged by China, Ecuador, PSI/India, PSS/India, Nigeria, Pakistan, and Venezuela.

The projects in Jordan and Russia dropped off the screen, and were replaced by the new project in Eritrea, and a second project in Pakistan. This results in 62 programs in 53 countries.

Of the 18 million CYPs provided by social marketing during the year, a little over 10 million were provided by condoms, just under 5 million by pills, 1.8 million by IUD's, 1.4 million by injectable contraceptives. The number of female condoms (528,000) was up sharply, but remains at insignificant levels. Over half the female condoms were sold in Brazil.

The most successful projects in terms of percent of market served were Bangladesh, Botswana, Cote D'Ivoire, Ecuador, Jamaica, and Venezuela, though no program achieved A+ status (more than 10% coverage) attained by Colombia for several years and by Bangladesh in 1995.

Philip D. Harvey

Social Marketing Program Sales

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

PROGRAM	REMARKS	1998		CYPs*	% CHANGE FROM 1997
		PRODUCT SALES			
1. BANGLADESH Social Marketing Company (formerly SMP) started by Population Services International (PSI) in 1975; PSI withdrew from project in mid-1997.	USAID and EC funded Managed by SMC	Source: SMC			
		Condoms	124,450,000	1,244,500	
		Pills	13,280,000	948,571	
		TOTAL		2,193,071	15%
2. BENIN Started by DKT International and PSI in 1989.	USAID Cooperating agency: PSI (Population Services International)	Source: PSI			
		Condoms	4,002,460	40,025	
		Pills	11,652	832	
		TOTAL		40,857	33%
3. 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	4,351,825	43,518	
		Female Condoms	8,127	406	
		Pills	443,343	31,667	
		Injectables	25,830	6,458	
TOTAL		82,049	-11%		
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	2,422,885	24,229	
		TOTAL		24,229	5%
5. BRAZIL Started by DKT (DKT International) in 1991; management by DKT do Brazil.	Private and AIDSMARK support	Source: DKT			
		Condoms	41,379,456	413,795	
		Female Condoms	276,051	13,803	
TOTAL		427,598	27%		

* 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	1998 PRODUCT SALES	CYPs*	% CHANGE FROM 1997
5.1 BRAZIL II Started by PROFIT in 1995.	Contraceptives sold through CEPEO (commercial company)	Source: CEPEO/PROFIT		
		Condoms	158,800	1,588
		IUDs	75,963	227,889
		TOTAL	229,477	50%
6. BURKINA FASO Started by PSI in 1991.	KfW Support Cooperating agency: PSI	Source: PSI		
		Condoms	10,200,608	102,006
		TOTAL	102,006	7%
7. BURMA (Myanmar) Started by PSI in 1996.	Private and UNAIDS support Cooperating agency: PSI	Source: PSI		
		Condoms	3,196,165	31,962
		TOTAL	31,962	81%
8. CAMBODIA Started by PSI in 1994.	USAID, DFID, Dutch, AusAID, and Finnish support	Source: PSI		
		Condoms	11,537,956	115,380
		Pills	151,527	10,823
		TOTAL	126,203	17%
9. CAMEROON Started by PSI and DKT in 1989.	USAID and Japanese funded; Cooperating agency: PSI	Source: PSI		
		Condoms	6,854,905	68,549
		Pills	103,893	7,421
		TOTAL	75,970	-39%
10. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	USAID and private support Cooperating agency: PSI	Source: PSI		
		Condoms	1,020,648	10,206
		TOTAL	10,206	-34%
11. CHAD Started by PSI in November 1996.	KfW funding	Source: PSI		
		Condoms	4,012,686	40,127
		TOTAL	40,127	25%
12. CHINA Started by DKT in 1996.	Private support	Source: DKT		
		Condoms	24,834,302	248,343
		IUDs	93,600	280,800
		TOTAL	529,143	36%
13. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA		
		Condoms	5,942,009	59,420
		Pills	174,786	12,485
		Foaming Tablets	795,310	5,302
		IUDs	153,760	461,280
		Injectables	163,046	40,762
		TOTAL	579,249	-28%
14. CONGO (DEMOCRATIC) REPUBLIC (ZAIRE) Project de marketing Social; started by PSI in 1988 with USAID support.	USAID returned 9/97 (AIDSMARK) Private funding; PSI managed	Source: PSI		
		Condoms	1,001,056	10,011
		TOTAL	10,011	-41%
15. COSTA RICA For-profit company, ASDECOSTA/ PROFAMILIA created in 1993.	Project self-sustaining	Source: PROFAMILIA		
		Condoms	2,916,742	29,167
		Pills	66,882	4,777
		TOTAL	33,944	-8%
16. COTE D'IVOIRE Started by PSI in 1990.	KfW, UNICEF, and UNHCR support Cooperating agency: PSI	Source: PSI		
		Condoms	20,269,978	202,700
		Pills	168,632	12,045
		TOTAL	214,745	29%
17. DOMINICAN REPUBLIC PROFAMILIA nonprofit organization; started by SOMARC in 1986.	USAID support. CMS (Contraceptive Marketing Strategies) technical assistance	Source: PROFAMILIA		
		Condoms	1,140,944	11,409
		Pills	861,981	61,570
		IUDs	4,178	12,534
		Injectables	10,270	2,568
		Norplant	205	1,025
		TOTAL	89,106	-11%

* 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	1998 PRODUCT SALES	CYPs*	% CHANGE FROM 1997
18. ECUADOR Established by SOMARC in 1986; now run by the nonprofit CEMOPLAS.	USAID support	Source: CMS Condoms 1,524,842 Pills 380,676 Foaming Tablets 62,664 IUDs 62,851 TOTAL	15,248 27,191 418 188,553 231,410	148%
19. EL SALVADOR Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS).	USAID support	Source: ADS Condoms 2,461,670 Pills 431,890 TOTAL	24,617 30,849 55,466	10%
20. ERITREA Started by PSI in 1996.	USAID support Cooperating agency: PSI	Source: PSI Condoms 1,838,144 TOTAL	18,381 18,381	N/A
21. ETHIOPIA Implemented by DKT in 1990.	Support from Dutch government and USAID	Source: DKT Condoms 35,279,458 Pills 603,149 TOTAL	352,795 43,082 395,877	32%
22. GHANA Implemented by Ghanaian in 1986, now implemented by GSMF .	USAID support Cooperating agency: CMS	Source: CMS Condoms 5,686,088 Pills 1,106,800 Foaming Tablets 3,031,800 IUDs 1,075 Injectables 23,980 TOTAL	56,861 79,057 20,212 3,225 5,995 165,350	22%
23. GUATEMALA Importadora de Productos Farmaceuticos, S.A.; started by Juarez and Associates in 1983.	USAID support Technical assistance from CMS	Source: CMS Condoms 2,986,727 Pills 214,706 Foaming Tablets 209,040 Injectables 8,725 TOTAL	29,867 15,336 1,394 2,181 48,778	-12%
24. GUINEA Started by PSI in 1990.	USAID and KfW co-funded Cooperating agency: PSI	Source: PSI Condoms 3,073,314 Pills 62,553 Injectables 20,345 TOTAL	30,733 4,468 5,086 40,287	-1%
25. 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 7,424,704 Female Condoms 36,030 Pills 74,048 Injectables 23,918 TOTAL	74,247 1,802 5,289 5,980 87,318	-3%
26. HONDURAS Honduras Social Marketing Program now implemented by ASHONPLAFA; initiated by Triton Corporation in 1981.	USAID support	Source: USAID Condoms 1,153,872 Pills 188,688 TOTAL	11,539 13,478 25,017	-44%
27. INDIA I Nirodh/Mala-D/Misc (Does not include any brands listed for India II, III, IV, or V).	Government of India (GOI) Project (Figures are for fiscal year ended 3/31/99)	Source: GOI Condoms 233,480,000 Pills 19,463,000 TOTAL	2,334,800 1,390,214 3,725,014	-2%
27.1 INDIA II (Masti & Pearl only) PSI/India; implemented in 1988. (India I total includes 17 million Nirodh condoms and 1.8 million Mala D pills sold by PSI/India).	GOI, KfW, USAID and DFID support (Calendar year data)	Source: PSI Condoms 40,564,630 Pills 922,680 TOTAL	405,646 65,906 471,552	58%
27.2 INDIA III (Sawan, Bliss and Ecroz) Parivar Seva Sanstha; implemented with Ford Foundation support in 1988.	Private and GOI support (Calendar year data)	Source: PSS Condoms 25,991,948 Pills 603,690 TOTAL	259,919 43,121 303,040	77%

* 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	1998 PRODUCT SALES		CYPs*	% CHANGE FROM 1997
27.3 INDIA IV (Zaroor and Choice) Started by DKT in 1992.	Private and GOI support (Calendar year data)	Source: DKT			
		Condoms	28,742,400	287,424	
		Pills	3,000,000	214,286	
		Injectables	9,132	1,522	
		TOTAL		503,232	131%
27.4 INDIA V (Apsara) Bihar-based project; started by DKT in 1996.	Packard, DKT, and GOI support (Calendar year data)	Source: DKT			
		Condoms	8,925,000	89,250	
		Pills	1,360,600	97,186	
TOTAL		186,436	48%		
28. INDONESIA Blue Circle Project; implemented by BKKBN, various dates.	Project largely self-sustaining	Source: BKKBN			
		Pills	3,532,055	252,290	
		IUDs	62,844	188,532	
		Injectables	4,527,528	1,131,882	
		TOTAL		1,572,704	-9%
28.1 INDONESIA II Started by DKT in 1996.	KfW, GOI, and DKT Support	Source: DKT			
		Condoms	18,114,347	181,143	
		TOTAL		181,143	79%
29. JAMAICA Jamaica National Family Planning Board; implemented by government and Westinghouse Health Systems in 1974.	Project largely self-sustaining. Condoms sales were commercialized in 1996	Source: USAID			
		Condoms	809,136	8,091	
		Pills	449,289	32,092	
		IUDs	1,085	3,255	
		Injectables	7,272	1,818	
TOTAL		45,256	37%		
30. KENYA Started by DKT and PSI in 1989.	USAID and DFID support Cooperating agency: PSI	Source: PSI			
		Condoms	10,297,488	102,975	
		TOTAL		102,975	31%
31. MADAGASCAR Started by SOMARC in 1996.	USAID and private support Cooperating agency: CMS/PSI	Source: CMS			
		Condoms	3,392,862	33,929	
		Pills	53,051	3,789	
		Injectables	7,291	1,823	
		TOTAL		39,541	34%
32. MALAWI Started by PSI in 1994.	USAID and KfW support Cooperating agency: PSI	Source: PSI			
		Condoms	7,160,733	71,607	
		TOTAL		71,607	25%
33. MALAYSIA Started by DKT in mid-1991.	Project self-sustaining	Source: DKT			
		Condoms	10,303,200	103,032	
		TOTAL		103,032	78%
34. MALI Started by TFG in 1992.	USAID support Cooperating agency: TFG (The Futures Group)	Source: CMS			
		Condoms	4,468,290	44,683	
		Pills	560,161	40,012	
		Foaming Tablets	386,788	2,579	
		Injectables	60,197	15,049	
TOTAL		102,323	7%		
35. MOROCCO Started by SOMARC in 1989.	USAID support Cooperating agency: CMS/PSI	Source: CMS			
		Pills	2,436,333	174,024	
		IUDs	3,911	11,733	
		Injectables	20,071	5,018	
		TOTAL		190,775	26%
36. MOZAMBIQUE Started by PSI in 1995.	USAID and Dutch Government support Cooperating agency: PSI	Source: PSI			
		Condoms	8,672,442	86,724	
		TOTAL		86,724	-17%
MYANMAR	See Burma, No. 7				

* 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	1998		CYPs*	% CHANGE FROM 1997
		PRODUCT SALES			
37. 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	9,032,544	90,325	
		Pills	348,480	24,891	
		Foaming Tablets	432,032	2,880	
		IUDs	2,116	6,348	
		Injectables	67,747	16,937	
		Norplant	474	2,370	
		TOTAL	143,751	38%	
38. NIGERIA Started by PSI and DKT in 1988-90; parallel program started by FPIA in 1985; consolidated project now supervised by PSI.	DFID, USAID, and private support Cooperating agency: PSI	Source: PSI			
		Condoms	49,869,732	498,697	
		Pills	2,277,290	162,664	
		IUDs	52,044	156,132	
		Injectables	355,650	88,913	
		TOTAL	906,406	26%	
39. PAKISTAN SMC program implemented by W. Woodward (Pakistan) Ltd. and PSI Marketing Associates in 1986.	USAID support phased out in 1993, now funded by KiW Cooperating agency: PSI/SMP (Social Marketing Pakistan)	Source: PSI			
		Condoms	112,893,591	1,128,936	
		Pills	428,616	30,615	
		IUDs	27,360	82,080	
		Injectables	124,688	31,172	
		TOTAL	1,272,803	17%	
39.1 PAKISTAN II Started by Key Social Marketing and SOMARC in 1997.	DFID support; TFG technical assistance	Source: KSM			
		Pills	515,446	36,819	
		Injectables	68,073	17,018	
			TOTAL	53,837	N/A
40. PERU Apoyo a Programas de Poblacion; SOMARC technical assistance; program started in 1984.	USAID support	Source: APROPO			
		Condoms	4,427,500	44,275	
		IUDs	447	1,340	
			TOTAL	45,615	62%
41. PHILIPPINES I Implemented by DKT in 1990.	KiW support	Source: DKT			
		Condoms	17,784,408	177,844	
		Pills	1,012,544	72,325	
			TOTAL	250,169	66%
41.1 PHILIPPINES II Started by SOMARC in 1992.	USAID support	Source: CMS			
		Pills	320,633	22,902	
		Injectables	22,079	5,520	
			TOTAL	28,422	-22%
42. RWANDA Started by PSI in 1993.	KiW, UNFPA, and private support	Source: PSI			
		Condoms	3,616,473	36,165	
			TOTAL	36,165	49%
43. SENEGAL Started by SOMARC in 1996.	USAID support Cooperating agency: CMS	Source: CMS			
		Condoms	2,351,410	23,514	
			TOTAL	23,514	36%
44. SOUTH AFRICA Started in 1992 by PSI.	DFID, USAID, UNFPA, GOSA, and private support	Source: PSI			
		Condoms	3,681,002	36,810	
		Female Condoms	23,062	1,153	
			TOTAL	37,963	42%
45. 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	7,135,143	71,351	
		Pills	643,954	45,997	
		IUDs	1,521	4,563	
		Injectables	27,794	6,949	
		TOTAL	128,860	-4%	
46. TANZANIA Started in 1993 by PSI.	USAID and Dutch government support Cooperating agency: PSI	Source: PSI			
		Condoms	11,834,496	118,345	
		Female Condoms	16,620	831	
			TOTAL	119,176	7%

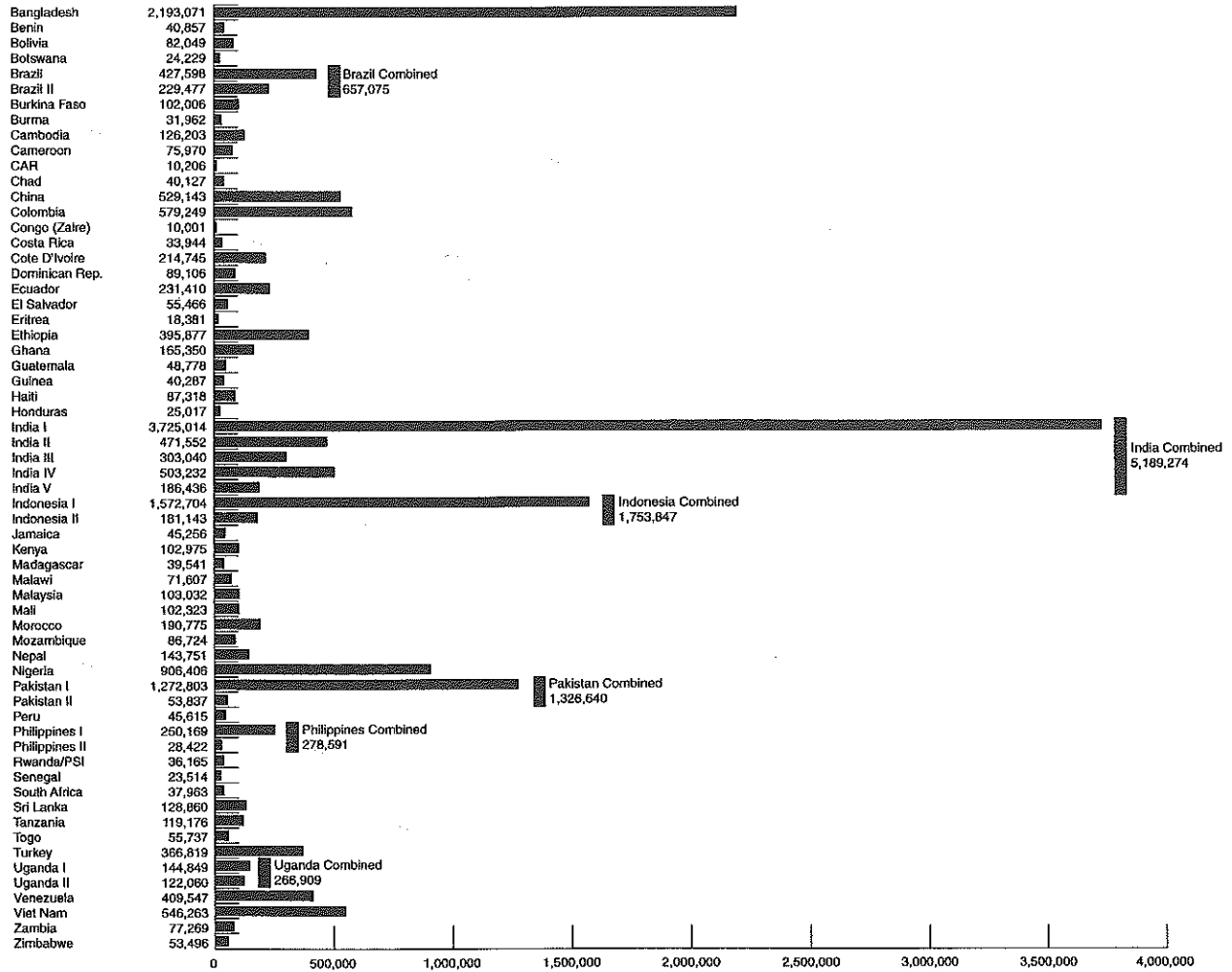
* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristeral); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .33 IUDs

PROGRAM	REMARKS	1998 PRODUCT SALES	CYPs*	% CHANGE FROM 1997
47. TOGO Started by SOMARC in 1992.	USAID support Cooperating agency: PSI	Source: PSI Condoms 5,115,330 Pills 64,179 TOTAL	51,153 4,584 55,737	52%
48. TURKEY Started by SOMARC in 1991.	USAID support Implemented through Eczacibasli Ilac Cooperating agency: CMS	Source: CMS Condoms 1,315,498 Pills 3,595,502 Injectables 387,369 TOTAL	13,155 256,822 96,842 366,819	1%
49. UGANDA Started by SOMARC in mid-1991.	Cooperating agency: CMS/PSI	Source: CMS Condoms 6,417,420 Pills 645,780 Injectables 138,190 TOTAL	64,174 46,127 34,548 144,849	0%
49.1 UGANDA II Started by Marie Stopes Int'l. (MSI) in 1997.	KfW support; managed by MSI	Source: MSI Uganda Condoms 12,183,768 Female Condoms 4,441 TOTAL	121,838 222 122,060	73%
50. VENEZUELA Started by PROSALUD in 1992.	Commerical sector support	Source: PSI Condoms 205,461 Female Condoms 6,522 Pills 3,019,953 IUDs 59,912 Injectables 46,876 TOTAL	2,055 326 215,711 179,736 11,719 409,547	77%
51. VIET NAM Implemented by DKT in 1993.	Packard, DKT, and government of Viet Nam/World Bank support	Source: DKT Condoms 40,972,392 Pills 1,911,550 TOTAL	409,724 136,539 546,263	21%
ZAIRE	See Congo, No. 14			
52. ZAMBIA Started by PSI in December 1992.	USAID and foundation support Cooperating agency: PSI	Source: PSI Condoms 5,389,048 Foaming Tablets 168,713 Female Condoms 37,368 Pills 285,398 TOTAL	53,890 1,125 1,868 20,386 77,269	-5%
53. ZIMBABWE Started by SOMARC in 1988; transferred to PSI in 1996.	USAID and DFID support Cooperating agency: PSI	Source: PSI Condoms 4,751,329 Female Condoms 119,650 TOTAL	47,513 5,983 53,496	113%
GRAND TOTAL			18,415,912	14%

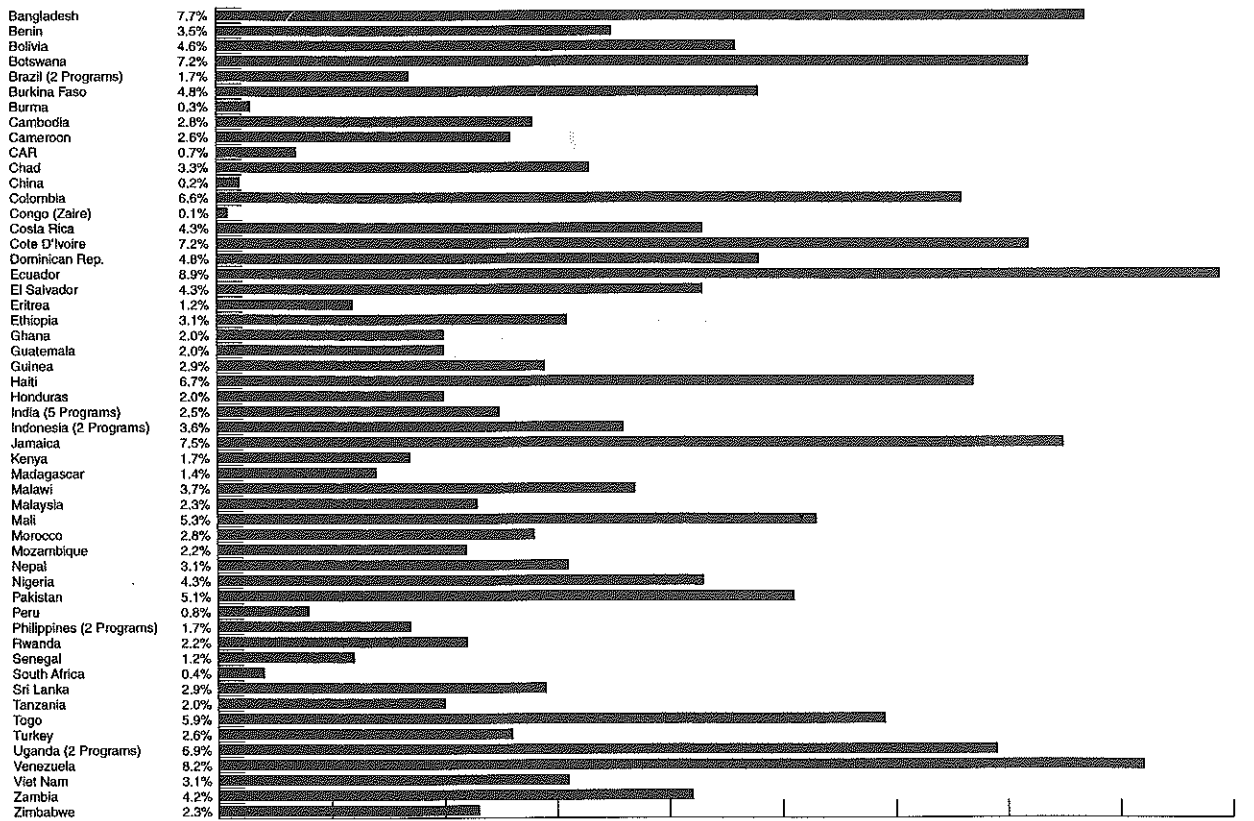
Total Condoms	1,031,021,000
Total Pills	65,775,000
Total IUDs	603,000
Total Injectables	6,146,000

* 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.