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New Statistics Indicate Significant Improvements in Family Planning in Developing Countries via Contraceptive Social Marketing

[2013 Contraceptive Social Marketing Statistics](#) report details sales of 85 social marketing organizations around the world

Washington, D.C., (August 20, 2014): [DKT International](#), one of the largest private providers of family planning and reproductive health products and services in developing countries, recently released the [2013 Contraceptive Social Marketing Statistics](#). This annual report details sales of 85 social marketing organizations around the world. Collectively, social marketing delivered some 2.1 billion condoms, 206 million oral contraceptives, and 2.7 million IUDs in 66 countries to help reduce maternal and infant mortality, prevent HIV, and decrease abortions. In addition, the report highlights that these organizations together provided 70 million Couple Years of Protection (CYPs) in 2013, an increase of 6.8 percent from 2012. (CYP is the amount of contraception needed to protect one couple for one year.)

“Supporting the distribution of a wide range of contraceptive methods and promoting healthy family planning behaviors through social marketing is a proven high-impact practice,” said Christopher H. Purdy, the President and CEO of DKT International. “Social marketing programs improve access by tapping into large networks of private providers, helps reduce geographic and socio-economic disparities in family planning use, helps reach undeserved young people, and helps increase contraceptive use.”

According to the report, the ten largest social marketing programs producing the most CYPs in 2013 included:

1. [DKT Indonesia](#), 6.7 million CYPs
2. Government of India, 5.8 million CYPs
3. [Social Marketing Company \(SMC\)](#), Bangladesh, 4.44 million CYPs
4. [Greenstar Social Marketing](#), Pakistan, 4.42
5. [PSI India](#), 3.8 million CYPs
6. [Society for Family Health](#), Nigeria, 3.4 million CYPs
7. [Marie Stopes India](#), 3.3 million CYPs
8. [DKT Ethiopia](#), 3.1 million CYPs
9. [DKT India](#), 2.9 million CYPs
10. [Profamilia](#), Colombia, 2.87 million CYPs

The report also highlights those programs with the greatest reach, as defined by the percent of the target market covered. These include:

1. [PSI Cambodia](#), 40%
2. [Society for Family Health, Zambia](#), 33%
3. [Profamilia Colombia](#), 30%

4. [PSI Madagascar](#) and [PSI Tanzania](#), both 26%
5. [DKT Ethiopia](#), 25%
6. [PSI Mali](#), 24%
7. [PSI Zimbabwe](#), 17%
8. [DKT Egypt](#), 16%
9. [Social Marketing Company](#), Bangladesh, 14%

According to the report, three of DKT's programs were among the 10 largest contraceptive social marketing programs in 2013 and included: DKT Indonesia, DKT Ethiopia, and DKT India.

Todd Callahan, DKT Indonesia Country Director, noted that three key factors contributed to this success: grants were instrumental for the launch of the program; donor funding; and the leadership, wisdom, and hard work of his local management team.

Rory Harrington, DKT Ethiopia Country Director, said this success is due to long-time government commitment to family planning and reproductive health, generous donor funding, and the social marketing program's close collaboration with private sector, NGO, and public sector partners.

DKT India Country Director, Collin Dicks, attributed this success to DKT's affiliation with the Government of India, donor contributions as well as the DKT brand, which is now very strong since its inception 22 years ago.

Visit [DKT International's](#) website to download the full report.

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