

2016

CONTRACEPTIVE SOCIAL MARKETING STATISTICS

August 2017

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

CONNECT WITH US



SOCIAL MARKETING STATISTICS 2016

Highlights

	2016	2015	2014
Couple Years of Protection (CYPs)	74.9 million	67.8 million	69.1 million

Sales – 2016

Condoms.....	1,898,228,808	(81 programs)	Implants	1,201,027	(72 programs)
Free Condoms.....	237,912,416	(23 programs)	Emergency Contraception (EC)	12,313,146	(36 programs)
Female Condoms.....	6,488,348	(22 programs)	Medical Abortion (MA)**	5,288,598	(31 programs)
Free Female Condoms.....	1,323,511	(11 programs)	Manual Vacuum Aspiration (MVA) Kits.....	82,588	(26 programs)
Pills	203,074,982	(63 programs)	Misoprostal (Miso) Tabs	11,713,134	(21 programs)
Injectables	45,283,128	(57 programs)	Vaginal Foaming Tablets.....	2,027,220	(1 program)
IUDs.....	6,368,642	(57 programs)			

Social Marketing Program Sales

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

Program	Remarks	2016 Product Sales	CYP	% Chance from 2015
1. AFGHANISTAN	MSI	Source: MSI		
Started by Marie Stopes International (MSI) in 2003.		Condoms	3,600,571	36,006
		Pills	264,556	18,897
		Injectables	93,814	23,454
		IUDs	11,576	50,934
		MA	8,429	14,329
		Total		143,620
				-28%
1.1 AFGHANISTAN II	USAID	Source: ASMO		
ASMO under Health Policy Project. Started by USAID in October 2010.		Condoms	2,121,444	21,214
		Pills	394,212	28,158
		Injectables	307,295	76,824
		Total		126,196
				34%
2. ANGOLA	USAID, SIDA, private funding	Source: PSI		
Started by Population Services International (PSI) in 2000.		Condoms	6,252,912	62,529
		IUDs	1,377	6,059
		Implants (5)	47	235
		MVA for PAC	223	5,575
		Miso Tabs	6,000	375
		Total		74,773
				7%
3. BANGLADESH	USAID and EC funding	Source: SMC		
Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).		Condoms	136,176,382	1,361,764
		Pills	42,359,158	3,025,654
		Injectables	1,686,279	421,570
		IUDs	5,017	22,075
		Implants	1,914	5,742
		Total		4,836,805
				0%
3.1 BANGLADESH II	MSI	Source: MSI		
Started by MSI in 1988.		MA/MPAC	112,843	191,833
		Total		191,833
				NA
4. BENIN	USAID, anonymous donor, Netherlands government, Global Fund	Source: PSI		
Started by DKT International (DKT) and PSI in 1989.		Condoms	6,890,037	68,900
		Free Condoms	247,097	1,235
		Female Condoms	21,399	1,070
		Pills	213,202	15,229
		Injectables (2)	41,035	6,839
		IUDs	28,664	126,122
		Implants (5)	32,286	161,430
		MA	105	179
		Miso Tabs	113,572	7,098
		Total		381,004
				35%

* 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	2016 Product Sales		CYP	% Chance from 2015
5. BRAZIL	Self-sustaining project	Source: DKT			
Started by DKT in 1991; managed by DKT do Brasil.	Gates Foundation	Condoms	102,186,003	1,021,860	
		Female Condoms	4,866	243	
	Sales include regional sales for Chile and Uruguay	IUDs	1,220	5,368	
		MVA Kits	4,148	103,700	
		Total		1,125,541	-9%
6. BURKINA FASO	MSI	Source: MSI			
Started by MSI in 2009.		Condoms	544,896	5,449	
		Female Condoms	86	4	
		Pills	87,627	6,259	
		Injectables (3)	1,156	289	
		IUDs	500	2,200	
		MA	15,076	25,629	
		Total		39,831	82%
7. BURMA (Myanmar)	Private, UNOPS, USAID	Source: PSI			
Started by PSI in 1996.		Condoms	21,386,624	213,866	
		Female Condoms	89,174	4,459	
		Pills	3,337,534	238,395	
		Injectables (3)	584,852	146,213	
		IUDs	6,578	28,943	
		Implants (3)	2,660	7,980	
		Implants (5)	107	535	
		EC	1,084	77	
			Total		640,469
7.1 BURMA (Myanmar) II	DFID and MSI	Source: MSI			
Started by MSI in 1998.		Condoms	613,950	6,140	
		Female Condoms	303	15	
		Pills	5,093,419	363,816	
		Injectables (3)	30,263	7,566	
		Injectables	183	46	
		IUDs	1,343	5,909	
		Implants (3)	1,350	4,050	
		Implants (4)	35	140	
		Implants (5)	288	1,440	
		EC	11,573	827	
		Total		389,948	119%
7.2 BURMA (Myanmar) III	Packard, DKT, and Gates Foundation	Source: DKT			
Started by DKT in 2014.		Condoms	1,472,804	14,728	
		Pills	211,949	15,139	
		Injectables (3)	149,094	37,274	
		IUDs	23,958	105,415	
		EC	359,605	25,686	
		Total		198,242	622%
8. BURUNDI	Netherlands government, DOD	Source: PSI			
Started by PSI in 1990.		Condoms	4,280,253	42,803	
		Free Condoms	1,591,736	7,959	
		Free Female Condoms	46,000	1,150	
		Pills	11,787	842	
		Injectables	14,795	3,699	
		IUDs	649	2,856	
		Implants (5)	965	4,825	
		MVA Kits	19	475	
		Miso Tabs	390	24	
			Total		64,632
9. CAMBODIA	USAID, DFID, KfW, UNFPA, government support	Source: PSI			
Started by PSI in 1994.		Condoms	10,683,546	106,835	
		Pills	4,873,980	348,141	
		Injectables	353,142	88,286	
		IUDs	28,754	126,518	
		Implants (5)	5,865	29,325	
		EC	51,980	3,713	
		MA	250,187	425,318	
		Total		1,128,136	4%

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

Program	Remarks	2016 Product Sales	CYP	% Chance from 2015
9.1 CAMBODIA II	Private support	Source: MSI		
Started by MSI in 1998.		Implants (4)	703	2,812
		MA	47,837	81,323
		Total		84,135
				NA
10. CAMEROON	USAID, UAFC (oxfam/i+ solutions), UNFPA, Dutch government, and PPSAC (OCEAC/KfW)	Source: PSI		
Started by PSI and DKT in 1989.		Condoms	20,438,811	204,388
		Free Condoms	735,220	3,676
		Female Condoms	1,513,414	75,671
		Free Female Condoms	1,000	25
		Pills	91,177	6,513
		Injectables	56,851	14,213
		IUDs	41,293	181,689
		Implants (5)	11,795	58,975
		Implants (3)	13,759	41,277
		EC	10,907	779
		Miso Tabs	108,680	6,793
		Total		593,998
				18%
11. CHINA	DKT	Source: DKT		
Started by DKT in 1996.		Condoms	26,523,705	265,237
		Total		265,237
				10%
11.1 CHINA II	MSI	Source: MSI		
Started by MSI in 2003.		MVA/single valve	31,301	53,212
		Total		53,212
				NA
12. COLOMBIA	Self-sustaining project	Source: PROFAMILIA		
PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.		Condoms	8,751,668	87,517
		Pills	972,322	69,452
		Injectables	3,508,352	877,088
		IUDs	38,174	167,966
		Implants	186,727	560,181
		Total		324,934
				-62%
13. CONGO (DRC/Kinshasa)	USAID, Georgetown University's Institute for Reproductive Health (IRH), MCSF, Dutch government, UNFPA	Source: PSI		
Started by PSI in 1988.		Condoms	5,312,311	53,123
		Free Condoms	5,115,000	25,575
		Female Condoms	312,546	15,627
		Free Female Condoms	420,000	10,500
		Pills	750,626	53,616
		Injectables	135,347	33,837
		IUDs	5,128	22,563
		Implants (5)	23,345	116,725
		Implants (3)	14,376	43,128
		EC	7,345	525
		Total		375,219
				-28%
13.1 CONGO II (DRC/Kinshasa)	Private, DFID, DKT Gates Foundation, and Swedish International Development Agency (SIDA)	Source: DKT		
Started by DKT in 2009.		Condoms	13,125,255	167,632
		Pills	168,592	94,301
		Injectables	125,444	203,220
		IUDs	51,378	22,463
		Implants (5)	30,410	57,824
		Implants (3)	5,696	
		EC	321,564	
		MVA Kits	1,043	
		Miso Tabs	282,394	
		Total		620,405
				71%
14. COTE D'IVOIRE	KfW, AFD, UNFPA, GFA and Global Fund	Source: AIMAS		
Started by PSI in 1998. Now managed by AIMAS.		Condoms	16,763,220	167,632
		Free Condoms	18,860,289	94,301
		Pills	2,845,080	203,220
		Injectables	89,850	22,463
		EC	809,540	57,824
		Total		545,440
				1%
15. COSTA RICA	PSI	Source: PSI		
Started by PSI in 2002.		Condoms	1,518,375	15,184
		Total		15,184
				3%

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Program	Remarks	2016 Product Sales	CYP	% Chance from 2015
16. DOMINICAN REPUBLIC	USAID	Source: PSI		
Started by PSI in 2003.		Condoms 8,230,724	82,307	
		Free Condoms 1,150,000	5,750	
		Total	88,057	-25%
17. EGYPT	DKT and Gates Foundation	Source: DKT		
Started by DKT in 2004.		Condoms 6,014,226		
	Total CYP amounts have been adjusted downward to reflect sales to the public sector and NGO Partners	Injectables (3) 149		
		IUDs 2,282,110		
		VFT 2,027,220		
		Total	2,442,619	22%
18. EL SALVADOR	PSI and private support	Source: PSI		
Founded by PSI/EL Salvador (PASMO) in 1998.		Condoms 2,668,521	26,685	
		Free Condoms 6,915,109	34,576	
		Free Female Condoms 167,874	4,197	
		Pills 15,368	1,098	
		IUDs 4,168	18,339	
		Implants (5) 203	1,015	
		Implants (3) 169	507	
		MVA Kits 1,280	32,000	
		Miso Tabs 750	47	
		Total	118,463	54%
19. ETHIOPIA	Dutch government, DKT, anonymous, and SIDA	Source: DKT		
Implemented by DKT in 1990.		Condoms 49,103,229		
	Total CYP amounts have been adjusted downward to reflect sales to the public sector and NGO Partners	Female Condoms 51,538		
		Pills 4,454,499		
		Injectables 3,612,134		
		IUDs 874,061		
		Implants (3) 12,656		
		Implants (4) 15,063		
		Implants (5) 329		
		EC 2,899,120		
		MA 388,686		
		MVA Kits 8,930		
		Miso Tabs 298,968		
		Total	3,472,249	-3%
19.1 ETHIOPIA II	USAID, MOH, Gates Foundation, CIFF	Source: PSI		
Implemented by PSI in 2003.		Free Condoms 31,422,325	157,112	
		Free Female Condoms 24,500	613	
		Injectables 83	21	
		Implants (3) 3	14	
		Total	157,759	-32%
19.2 ETHIOPIA III		Source: MSI		
Started by MSI in 1991.		MA/MPAC 17,725	30,133	
		Total	30,133	NA
20. GHANA	Private	Source: DKT		
Started by DKT in 2010.		Condoms 10,247,436	102,474	
	DKT and MSI split number of CYP values on sale of MA	Pills 723,096	51,650	
		Injectables 661,014	165,254	
		IUDs 12,137	53,403	
		Implants (5) 5,100	25,500	
		EC 1,019,989	72,856	
		MA 50% 280,504	238,428	
		MVA Kits 651	16,275	
		Total	725,840	-29%
20.1 GHANA II	USAID	Source: PSI		
Started by PSI in 2016.		Condoms 73,612	736	
		Pills 174,665	12,476	
		Injectables (3) 4,771	1,193	
		Total	14,405	NA

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Program	Remarks	2016 Product Sales	CYP	% Chance from 2015
20.2 GHANA III		Source: MSI		
Started by MSI in 2006.		Condoms	44,038	440
	DKT and MSI split number of CYP values on sale of MA	Pills	11,946	853
		EC	20,851	1,489
		MA/MPAC 50%	208,576	177,290
		Total		180,073
				NA
21. GUATEMALA	PSI and private support	Source: PSI		
Started by PSI in 1998.		Condoms	11,447,404	114,474
		Pills	72,971	5,212
		Injectables (1)	41,901	3,492
		Injectables (2)	6,862	1,144
		Injectables	36,750	9,188
		IUDs	13,459	59,220
		Implants (5)	3,830	19,150
		MVA Kits	3,716	92,900
		Total		304,779
				12%
21.1 GUATEMALA II	DKT and Gates Foundation	Source: DKT		
Started by DKT in 2014.		Condoms	1,087,862	10,879
		IUDs	3,300	14,520
		Total		25,399
				NA
22. GUINEA	Global Fund, KFW	Source: PSI		
Started by PSI in 1990.		Condoms	2,535,165	25,352
		Free Condoms	864,000	4,320
		Pills	218,035	15,574
		Injectables	60,259	15,065
		Total		60,311
				-59%
23. HONDURAS	PSI	Source: PSI		
Started by PSI in 1998.	Summit Foundation and private support	Condoms	4,121,656	41,217
		Total		41,217
				11%
23.1 HONDURAS II	KfW and USAID	Source: IPPF		
Honduras Social Marketing Program Managed by the FPA ASHONPLAFA.		Condoms	632,088	6,321
		Pills	523,680	37,406
		Injectables	8,550	2,138
		Total		45,864
				35%
24. INDIA I	Government of India (GOI) Project (figures are for fiscal year ended 3/31/17).	Source: GOI		
Deluxe and Mala-D.		Condoms (Deluxe)	214,738,015	2,147,380
		Pills (Mala-D)	18,060,530	1,290,038
		Total		3,437,418
				73%
24.1 INDIA II	The Bill and Melinda Gates Foundation, private (calendar year data, 2016)	Source: PSI		
Masti and Pearl Started by PSI in 1988; India Private Limited launched in May 2016.		Condoms	66,590,109	665,901
		Injectables	53,382	13,346
		IUDs	52,653	231,673
		MA	72,708	123,604
		Total		1,034,523
				-53%
24.2 INDIA III (Zaroor, Choice, XXX)	Private support and Gates Foundation (calendar year 2016)	Source: DKT		
DKT/India (Mumbai), 1992.		Condoms	76,398,111	763,981
		Pills	13,355,296	953,950
		Injectables (3)	152,712	38,178
		IUDs	189,999	835,996
		EC	35,530	2,538
		MA	1,056,711	1,796,409
		MVA Kits	469	11,725
		Miso Tabs	616,320	38,520
		Total		4,441,296
				6%
24.3 INDIA IV (Apsara, Mithun, Style)	Private, Gates Foundation, and Packard (calendar year 2016)	Source: DKT		
Bihar-based project started by DKT in 1996; now managed by Janani.		Condoms	20,444,494	204,445
		Pills	823,761	58,840
		Injectables	200,324	50,081
		IUDs	15,772	69,397
		EC	45,420	3,244
		MA	289,585	492,295
		MVA Kits	40	1,000
		Miso Tabs	32,280	2,018
		Total		881,319
				-34%

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24.4 INDIA V	MSI support	Source: MSI		
Started by MSI/PHS (Population Health Services) in 1999.	(calendar year 2016)	Condoms 103,897,660	1,038,977	
		Pills 1,786,167	127,583	
		Injectables 361,219	90,305	
		IUDs 88,040	387,376	
		EC 186,757	13,340	
		MA 1,362,211	2,315,759	
		Total	3,973,339	-2%
24.5 INDIA VI	Private support	Source: WHP		
Started by World Health Partners in 2009.		Condoms 2,205,700	22,057	
		Pills 793,836	56,703	
		Injectables 29,019	7,255	
		MA 97,757	166,187	
		Total	252,201	27%
24.6 INDIA VII	MSI	Source: MSI		
Started by MSI/India in 2013. (separate from India V)		Condoms 3,032,208	30,322	
		Pills 100	7	
		EC 16,560	1,183	
		MA 28,462	48,385	
		Total	79,897	-47%
25. INDONESIA	Gates Foundation, private support, National Philanthropic Trust	Source: DKT		
Started by DKT in 1996.		Condoms 133,431,276	1,334,313	
		Female Condoms 2,802	140	
		Pills 31,283,490	2,234,535	
		Injectables (3) 13,162,700	3,290,675	
		Injectables (1) 6,373,840	531,153	
		IUDs 208,614	917,902	
		Implants (4) 8,512	34,048	
		EC 47,652	3,404	
		MVA Kits 481	12,025	
		Miso Tabs 263,450	16,466	
		Total	8,374,660	9%
26. IRAN	DKT	Source: DKT		
Started by DKT in 2014.		Condoms 1,897,920	18,979	
		IUDs 6,342	27,905	
		Total	46,884	NA
27. KENYA	DFID	Source: PSI		
Started by DKT and PSI in 1989.		Condoms 31,610,311	316,103	
		Free Condoms 8,237,600	41,188	
		Pills 5,419,601	387,114	
		Injectables 459,648	114,912	
		IUDs 16,342	71,905	
		Implants (3) 140,306	420,918	
		Implants (5) 84,015	420,075	
		Total	1,772,215	55%
27.1 KENYA II		Source: MSI		
Started by MSI in March 1986.		EC 36,948	2,639	
		MA 63,437	107,843	
		Total	110,482	21%
28. LAOS	Global Fund, Ministry of Health, and UN	Source: PSI		
Started by PSI in 1999.		Condoms 2,935,872	29,359	
		IUDs 10,848	47,731	
		Implants (3) 4,152	12,456	
		Miso Tabs 124,500	7,781	
		Total	97,327	12%

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Program	Remarks	2016 Product Sales	CYP	% Chance from 2015
29. LESOTHO	USAID, DOD, LESOTHO	Source: PSI		
Started by PSI in 2001.		Condoms 1,027,504	10,275	
		Free Condoms 11,861,420	59,307	
		Female Condoms 1,559,688	77,984	
		Pills 8,616	615	
		Injectables (2) 686	114	
		Injectables 3,255	814	
		IUDs 78	343	
		Implants (3) 828	2,484	
		Implants (4) 24	96	
		Implants (5) 16	80	
		EC 21	2	
		Total	152,115	-23%
30. LIBERIA	Global Fund	Source: PSI		
Started by PSI in 2008.		Condoms 1,014,608	10,146	
		Implants (5) 3,030	15,150	
		Total	25,296	NA
31. MADAGASCAR	USAID, Global Fund, and private funding	Source: PSI		
Started by SOMARC in 1996, now managed by PSI.		Condoms 5,892,786	58,928	
		Free Condoms 344,547	1,723	
		Female Condoms 20,721	1,036	
		Pills 2,631,504	187,965	
		Injectables 2,287,805	571,951	
		IUDs 22,521	99,092	
		Implants (3) 5,907	17,721	
		Implants (4) 106	424	
		Implants (5) 1,585	7,925	
		EC 11,880	849	
		MVA Kits 1,234	30,850	
		Total	978,463	-12%
32. MALAWI	USAID and KfW	Source: PSI		
Started by PSI in 1994.		Condoms 22,203,160	222,032	
		Free Condoms 4,015,632	20,078	
		Female Condoms 55,100	2,755	
		Free Female Condoms 36,158	904	
		Pills 104,659	7,476	
		Injectables 216,611	54,153	
		IUDs 1,888	8,307	
		Implants (3) 18,244	54,732	
		Implants (5) 27,381	136,905	
		EC 34,107	2,436	
		Total	509,778	56%
33. MALI	Dutch government, Orange, KfW, USAID, and anonymous donor	Source: PSI		
Started by PSI in 2000.		Free Condoms 204,200	1,021	
		Pills 197,942	14,139	
		Injectables 95,779	23,945	
		IUDs 23,183	102,005	
		Implants (3) 796	2,388	
		Implants (5) 28,256	141,280	
		MVA Kits 1,384	34,600	
		Miso tabs 3,333	208	
		Total	319,586	14%
33.1 MALI II	USAID	Source: Palladium		
Started by Palladium in 2015.		Condoms 15,911,840	159,118	
		Female Condoms 12,660	633	
		Pills 600,348	42,882	
		Injectables 406,118	101,530	
		IUDs 29,423	129,461	
		Implants (5) 41,842	209,210	
		Total	642,834	236%
33.2 MALI III	MSI support	Source: MSI		
Started by MSI in 2008.		MA 35,755	60,784	
		Total	60,784	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	2016 Product Sales	CYP	% Chance from 2015
34. MEXICO	DKT, Gates Foundation, WestWind Foundation	Source: DKT		
Started by DKT in 2002.		Condoms 46,660,933	466,609	
		Female Condoms 8,031	402	
	Sales include regional sales for Venezuela, Dominican Republic, and El Salvador	IUDs 127,117	559,315	
		EC 273,636	19,545	
		MA 3,159	5,370	
		MVA Kits 1,137	28,425	
		Miso Tabs 84,600	5,288	
		Total	1,084,954	28%
35. MONGOLIA	UNFPA and MSI support	Source: MSI		
Started by MSI in 2000.		Condoms 5,255,953	52,560	
		Pills 167,922	11,994	
		IUDs 19,598	86,231	
		Implants (4) 826	3,304	
		EC 82,428	5,888	
		MA/MPAC 23,322	39,647	
		MVA Kits 160	4,000	
		Total	203,624	3%
36. MOZAMBIQUE	USAID, Dutch, private funding	Source: PSI		
Started by PSI in 1995.		Condoms 9,324,026	93,240	
		Free Condoms 167,691	838	
		Female Condoms 746	37	
		Free Female Condoms 4,868	122	
		Pills 78,465	5,605	
		Injectables 26,283	6,571	
		IUDs 2,632	11,581	
		Implants (4) 3,871	15,484	
		Implants (5) 5,532	27,660	
		Total	161,138	-40%
36.1 MOZAMBIQUE II	UNFPA, SIDA, Gates Foundation, private, Bergstrom Foundation	Source: DKT		
Started by DKT in 2008.		Condoms 6,436,811	64,368	
		Pills 199,809	14,272	
		Injectables 27,480	6,870	
		IUDs 7,813	34,377	
		Implants (4) 11,163	44,652	
		Implants (5) 892	4,460	
		EC 53,187	3,799	
		MA 19,953	33,920	
		MVA Kits 704	17,600	
		Miso Tabs 260,730	16,296	
		Total	240,614	16%
37. NAMIBIA	USAID, The Global Fund, US Department of Defense	Source: PSI		
Started by PSI in 1997. Managed by Society for Family Health, a member of PSI's global network.		Condoms 69,984	700	
		Free Condoms 1,753,718	8,769	
		Free Female Condoms 52,311	1,308	
		Total	10,776	-5%
38. NEPAL	USAID and KfW	Source: FHI360		
Started in 1973. Nepal Contraceptive Retail Sales (CRS).		Condoms 15,048,715	150,487	
		Pills 1,423,714	101,694	
		Injectables 837,478	209,370	
		IUDs 672	2,957	
		Implants (5) 684	3,420	
		EC 385,357	27,526	
		Total	495,453	12%
38.1 NEPAL II	MSI	Source: MSI		
Started by MSI in 2002.		Condoms 2,967,860	29,679	
		Pills 64,866	4,633	
		MA/MPAC 47,244	80,315	
		Total	114,627	10%
38.2 NEPAL III	Private support	Source: PSI		
Activated by PSI in 2009.		Free Condoms 41,934	210	
		Injectables 61,975	15,494	
		IUDs 20,679	90,988	
		Implants (5) 18,170	90,850	
		MA 68,029	115,649	
		Total	312,981	52%

* 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	2016 Product Sales	CYP	% Chance from 2015
39. NICARAGUA	PSI, private support, Started by PSI in 1998.	Source: PSI Condoms 4,590,438 Pills 76,794 Injectables (1) 75 IUDs 6,598 Implants (5) 496 Implants (3) 945 MVA Kits 425 Miso Tabs 1,328	45,904 5,485 6 29,031 2,255 2,835 10,625 83	
		Total	96,225	44%
40. NIGER	KfW and technical support from GFA Association Nigerienne de Marketing Social, 2006.	Source: Animas Sutura Condoms 10,500,000 Pills 537,780 Injectables (3) 1,425	105,000 38,413 356	
		Total	143,769	9%
41. NIGERIA	BMGF, CIFF, USAID, and anonymous donor Started by PSI and DKT in 1988-90. Now managed by Society for Family Health with technical assistance from PSI.	Source: PSI Condoms 126,960,705 Free Condoms 24,724,944 Female Condoms 455,376 Pills 7,389,890 Injectables (3) 1,476,701 Injectables (2) 1,508,326 IUDs 131,204 Implants (5) 36,755 EC 1,790,360 MVA Kits 5,296 Miso Tabs 403,100	1,269,607 123,625 22,769 527,849 369,175 251,388 577,298 183,775 127,883 132,400 25,194	
		Total	3,610,962	18%
41.1 NIGERIA II	CIFF, Gates Foundation, DKT, and private support Started by DKT in 2013.	Source: DKT Condoms 47,036,024 Female Condoms 123,700 Pills 431,370 Injectables (3) 474,575 IUDs 51,562 Implants (3) 5,403 Implants (5) 27,630 EC 600,110 MVA Kits 14,277 Miso Tabs 4,158,328	470,360 6,185 30,812 118,644 226,873 16,209 138,150 42,865 356,925 259,896	
		Total	1,666,918	5%
41.2 NIGERIA III	Started by MSI in 2009.	Source: MSI Injectables (3) 200 MA/MPAC 97,302	50 165,413	
		Total	165,463	NA
42. PAKISTAN	KfW, USAID, private support Program started by PSI Marketing Associates in 1986. Cooperating agency: PSI and Greenstar Social Marketing.	Source: PSI Condoms 129,974,877 Pills 1,181,767 Injectables (3) 584,611 Injectables (2) 322,720 Injectables (1) 115,700 IUDs 325,880 Implants (5) 279 EC 2,316,750	1,299,749 84,412 146,153 53,787 9,642 1,433,872 1,395 165,482	
		Total	3,219,787	37%
42.1 PAKISTAN II	Private, Gates Foundation, and DFID Started by DKT in 2012.	Source: DKT Condoms 16,272,720 Pills 1,028,719 Injectables (1) 24,126 Injectables (3) 149,565 IUDs 255,425 Implants (3) 2,894 Implants (5) 8,007 EC 172,172 MVA Kits 527 Miso Tabs 2,043,680	162,727 73,480 2,011 37,391 1,123,870 8,682 40,035 12,298 13,175 127,730	
		Total	1,601,399	114%

* 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	2016 Product Sales	CYP	% Chance from 2015
43. PANAMA	PSI	Source: PSI		
Started by PSI in 1996.		Condoms	3,655,170	36,552
		Total		36,552
				-10%
44. PARAGUAY	Self sustaining project	Source: PSI		
Started by PSI in 1996.		Condoms	3,064,620	30,646
		Pills	749,197	53,514
		EC	308,976	22,070
		Total		106,230
				7%
45. PHILIPPINES	Self sustaining program, Gates Foundation	Source: DKT		
Stated by DKT in 1990; managed by DKT.	Total CYP amounts have been adjusted downward to reflect sales to the public sector and NGO partners	Condoms	28,937,748	289,377
		Pills	27,615,334	1,972,524
		Injectables	588,756	147,189
		IUDs	800,296	
		MVA Kits	1,042	26,050
		Total		2,903,024
				6%
45.1 PHILIPPINES II	MSI support	Source: MSI		
Implemented by MSI in January 1989.		Condoms	11,220	112
		Pills	3,471	248
		Injectables	10,081	2,520
		IUDs	144	634
		Implants (3)	3,410	10,333
		Total		13,847
				-81%
46. RWANDA	DFID, Netherlands government, KfW, USAID, and Global Fund	Source: PSI		
Started by PSI in 1993. PSI Rwanda + SFH Rwanda.		Condoms	16,515,067	165,151
		Free Condoms	993,900	4,970
		Pills	129,702	9,264
		Injectables	28,894	7,224
		Total		186,608
				50%
47. SENEGAL	USAID, private donor	Source: PSI		
Started by USAID in 1994, then spun off into ADEMAs and partnered with PSI in 2011.		Condoms	4,252,780	42,528
		Pills	509,798	36,414
		Injectables	300	75
		Total		79,017
				-9%
47.1 SENEGAL II	Gates, private, and DKT	Source: DKT		
Stated by DKT in 2015.	Sales include regional sales for Cameroon and Gabon	Condoms	2,087,856	20,879
		IUDs	500	2,200
		MVA Kits	100	2,500
		Total		25,579
				NA
47.2 SENEGAL III		Source: MSI		
Implemented by MSI in 2011.		MA/MPAC	14,650	24,905
		Total		24,905
				NA
48. SIERRA LEONE		Source: MSI		
Implemented by MSI in 1986.		EC	9,400.00	671
		MA/MPAC	10,456	17,775
		Total		18,447
				NA
49. SOUTH AFRICA	USAID, SIDA, CDC, DOD	Source: PSI		
Started by PSI in 1992.		Condoms	48,943,658	489,437
		Free Condoms	67,505,600	337,528
		Free Female Condoms	555,800	13,895
		Total		840,860
				-41%
50. SRI LANKA	Private support	Source: FPASL		
Now managed by Family Planning Association of Sri Lanka.		Condoms	9,866,249	98,662
		Pills	4,047,951	289,139
		Injectables	174,290	43,573
		IUDs	576	2,534
		Implants	176	533
		Total		434,442
				37%
50.1 SRI LANKA II		Source: MSI/SL		
Started by MSI in 1983. Managed by Population Services Lanka.		Condoms	6,840,537	68,405
		Pills	68,590	4,899
		Injectables	152,875	38,219
		Total		111,523
				73%

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

Program	Remarks	2016 Product Sales	CYP	% Change from 2015
51. SWAZILAND	CDC, UNITAID	Source: PSI		
Started by PSI in 2001.		Condoms	2,201,634	22,016
		Free Condoms	11,475,600	57,378
		Female Condoms	140,000	7,000
		Pills	632	45
		Injectables (1)	135	11
		Injectables (3)	460	115
		Total		86,566
				-16%
52. TANZANIA	Global Fund, DFID, large anonymous donor, KfW	Source: PSI		
Started by PSI in 1993.		Condoms	95,311,973	953,120
		Free Condoms	38,368,944	191,845
		Female Condoms	1,044,240	52,212
		Pills	2,199,765	157,126
		Injectables	99,181	24,795
		IUDs	73,373	322,841
		Implants (3)	36,012	108,036
		Implants (4)	1,091	4,364
		Implants (5)	16,497	82,485
		EC	39,879	2,849
		Miso Tabs	1,265,264	79,079
		Total		1,978,751
				9%
52.1 TANZANIA II	UNFPA, DKT, private, SIDA, and Gates Foundation	Source: DKT		
Started by DKT in 2015.		Condoms	3,787,300	
		Female Condoms	23,390	
		Pills	78,260	
		Injectables	1,504	
		IUDs	14,241	
		EC	13,039	
		MVA Kits	1,022	
		Miso Tabs	28,817	
		Total		232,637
				-8%
52.2 TANZANIA III	MSI	Source: MSI		
Started by MSI in 2004.		MA/MPAC	42,145	71,647
		Total		71,647
				NA
53. THAILAND	DKT	Source: DKT		
Started by DKT in 2008.		Condoms	465,312	4,653
		Pills	212,800	15,200
		IUDs	9,120	40,128
		MVA Kits	617	15,425
		Total		75,406
				10%
54. TURKEY	DKT	Source: DKT		
Started by DKT in 2008.		Condoms	4,927,230	49,272
		IUDs	20,750	91,300
		Total		140,572
				10%
55. UGANDA	Private support, large anonymous donor Cooperating Agency: PSI	Source: PSI		
Started by SOMARC in 1991; transferred to CMS in 1998; transferred to ASIDSMARK in 2003.		Condoms	1,263,372	12,634
		Free Condoms	1,315,910	6,580
		Free Female Condoms	1,000	25
		Pills	43,788	3,128
		Injectables	96,353	24,088
		IUDs	98,258	432,335
		Implants (3)	76,194	228,582
		Implants (5)	39,779	198,895
		MVA Kits	1,234	30,850
		Miso Tabs	1,616,650	101,041
		Total		1,038,157
				22%
55.1 UGANDA II	KfW and MSI support	Source: MSI		
Started by MSI in 1997; managed by MSI.		Condoms	13,356,050	133,561
		EC	56,633	4,045
		MA	57,817	98,289
		Total		133,561
				12%

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

Program	Remarks	2016 Product Sales		CYP	% Chance from 2015
55.2 UGANDA III	USAID ,UNFPA, Civil society fund and Global Fund	Source: UHMG			
Founded through a USAID project in 2005 now managed UHMG		Condoms	7,596,200	75,962	
		Pills	2,690,100	192,150	
		Injectables	2,739,710	684,928	
		Total		953,040	12%
56. VIET NAM	DFID, EC, and IPPF	Source: MSI			
Implemented by MSI in 1989.		IUDs	166,645	733,238	
		Implants (4)	5,709	22,836	
		MA/MPAC	554,952	943,418	
		Total		1,699,492	27%
56.1 VIET NAM II	DKT	Source: DKT			
Implemented by DKT in 1993.		Condoms	6,627,208	66,272	
		Pills	8,218,914	587,065	
		IUDs	71,600	315,040	
		EC	83,176	5,941	
		MVA Kits	1,128	28,200	
		Total		1,022,519	6%
57. YEMEN	KfW	Source: MSI			
Started by MSI in 2001.		Condoms	3,323,302	33,233	
		Pills	608,975	43,498	
		Injectables	294,962	73,741	
		IUDs	63,085	277,574	
		Implants (3)	12,632	37,896	
		MA/MPAC	3,126	5,314	
		Total		471,256	108%
58. ZAMBIA	USAID, UNFPA, UNITAID, Women Care Global, SIDA	Source: PSI			
Started by PSI in 1992.		Condoms	836,352	8,364	
		Female Condoms	9,600	480	
		Pills	90	6	
		Injectables	1,592	398	
		IUDs	327	1,439	
		Implants (4)	116	464	
		Implants (5)	2,537	12,685	
		Total		23,836	-89%
58.1 ZAMBIA II	KfW	Source: MSI			
Started by MSI in 2007.		Implants (3)	40	120	
		EC	1,700	121	
		MA	18,278	31,073	
		Total		31,314	NA
59. ZIMBABWE	USAID, DFID, UNITAID	Source: PSI			
Started by SOMARC in 1988.		Condoms	25,178,622	251,786	
		Female Condoms	1,039,372	51,969	
		Free Female Condoms	14,000	70	
		Pills	381,188	27,228	
		Injectables	87,883	21,971	
		IUDs	1,752	7,709	
		Implants (3)	3,358	10,074	
		Implants (5)	16,746	83,730	
		EC	197,910	14,136	
		Total		468,673	-20%
GRAND TOTAL				74,955,144	

[To view reports dating back to 1991, visit our website.]

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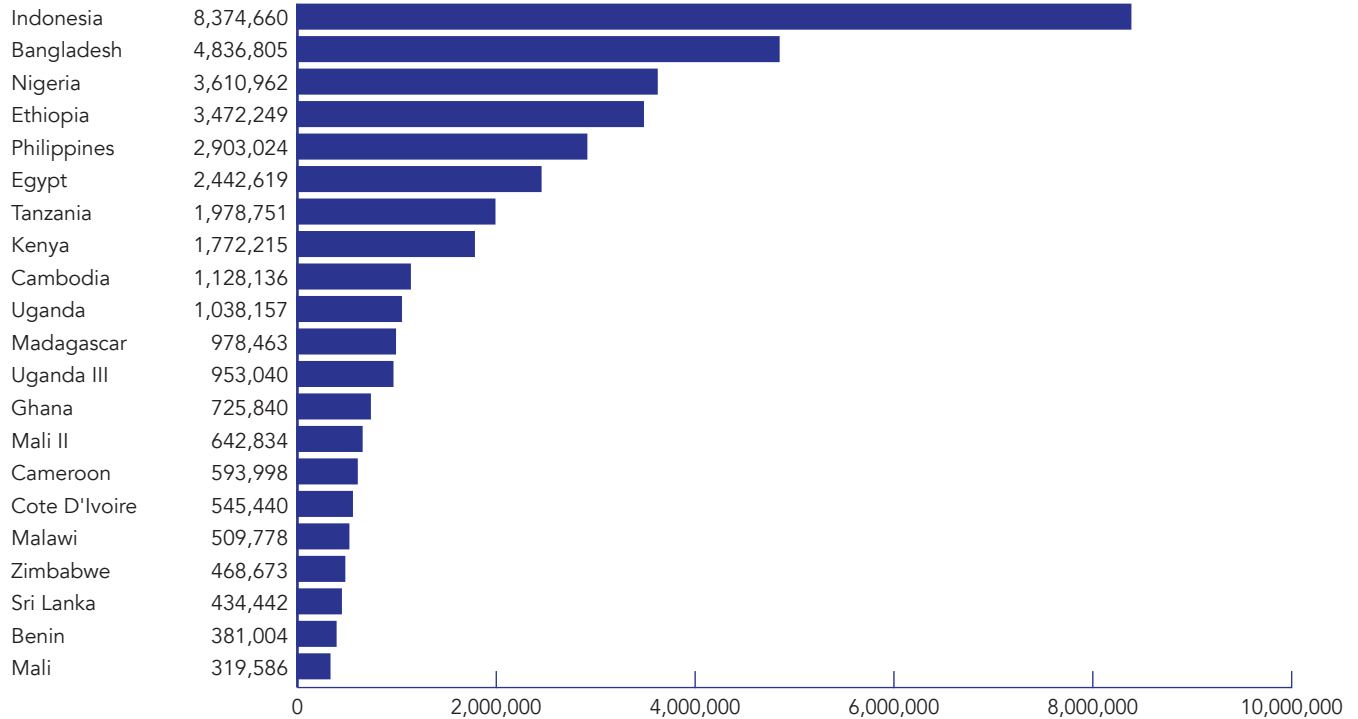
** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Best Programs

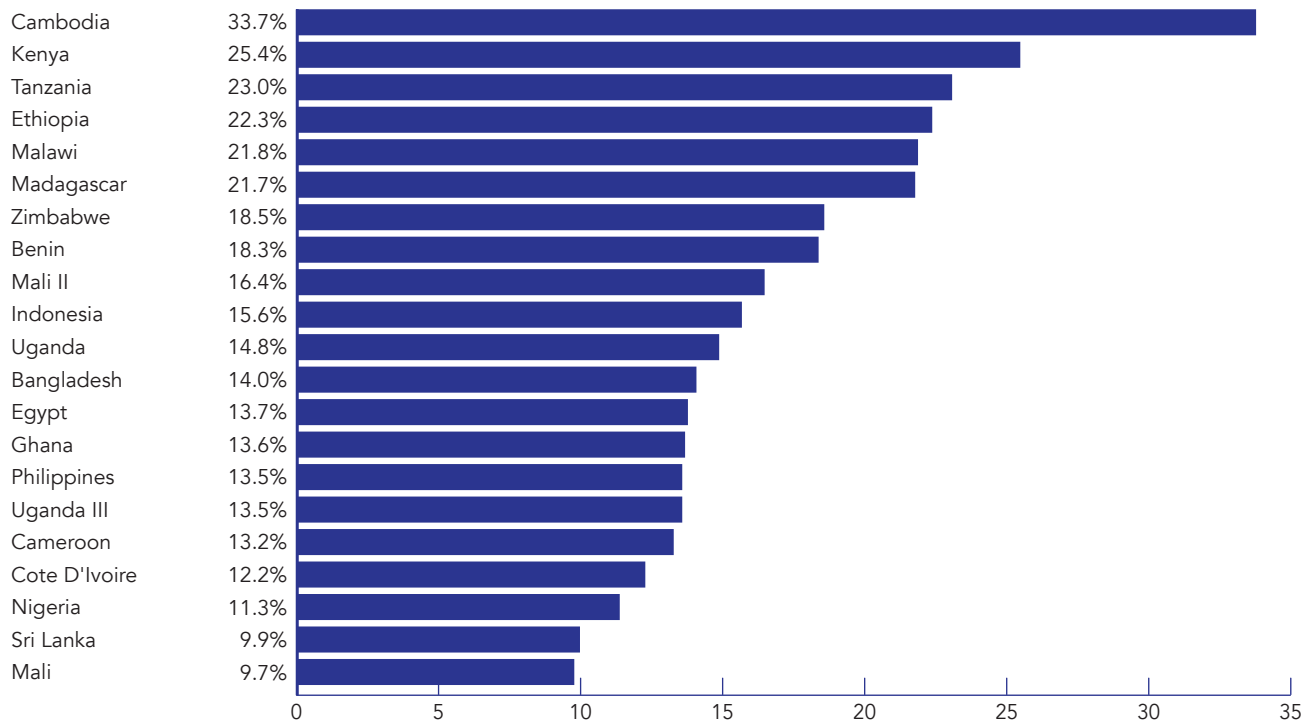
The following programs qualify for the “Best Programs” list by

- 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.