



**dkt**  
INTERNATIONAL

## *Changing Lives through Social Marketing*

Brazil, China, DR Congo, Egypt, Ethiopia, Ghana, India  
Indonesia, Mexico, Mozambique, Myanmar, Nigeria, Pakistan  
Philippines, Sudan, Tanzania, Thailand, Turkey, Vietnam

# Social Marketing Changes Lives

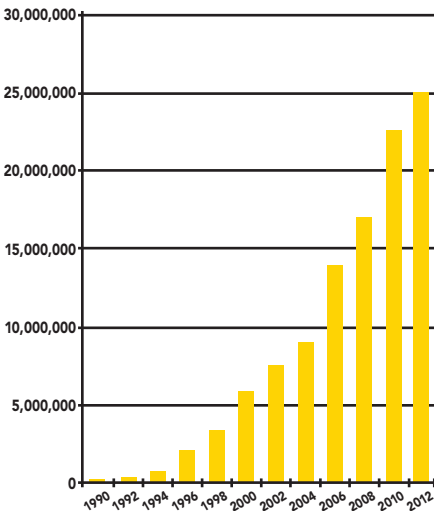
Since 1989, DKT International has been promoting family planning and HIV prevention through social marketing and social impact entrepreneurship, and now has programs in 19 populous countries that contain 60% of the world's population. DKT provides accessible, affordable contraceptives and safe abortion to more than 22 million couples each year through hundreds of thousands of neighborhood outlets — from pharmacies and supermarkets to midwives and clinics.

**Contraceptive Social Marketing** — the use of commercial techniques and systems to provide low-cost contraceptives and health information when and where people need them — has been remarkably successful and has transformed DKT into one of the largest family planning organizations in the world.

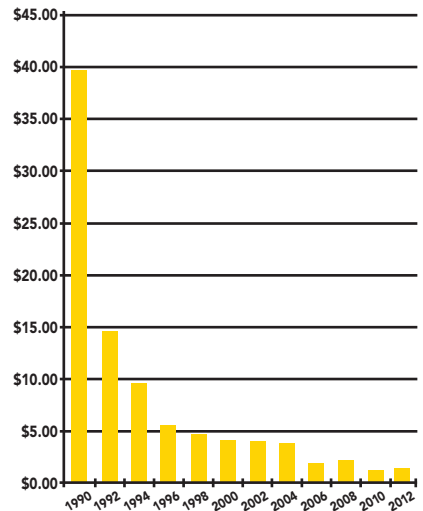
DKT uses research to understand consumer attitudes and practices. Edgy, hard-hitting advertising then transforms this knowledge into long-term use of products and services. DKT strategies are simple and sound, ensuring wide availability of high-quality, affordable contraceptives to those with the greatest need.



**Couple Years of Protection (CYPs) Delivered by DKT, 1990-2012**



**Cost per CYP for DKT Programs, 1990-2012**



# Helping Women and Men Plan Their Families

**T**hrough DKT's successful family planning programs, millions of couples are able to plan their families and enjoy the pleasure of sex without fear of pregnancy.

DKT distributes a wide range of high-quality, affordable contraceptives and develops campaigns designed to inform women and men about family planning. DKT works in the following key areas:

## Contraceptive Security

Ensuring contraceptives are available when and where they are needed most, and bridging gaps in public and commercial sector supplies.

## Family Planning Education

Ensuring healthier pregnancies and reducing pregnancy-related deaths through educational campaigns designed to space births.

## Building Health Worker Capacity

Training and working with doctors, clinicians and midwives to strengthen their ability to deliver high quality products and services.

## Expanding Choice

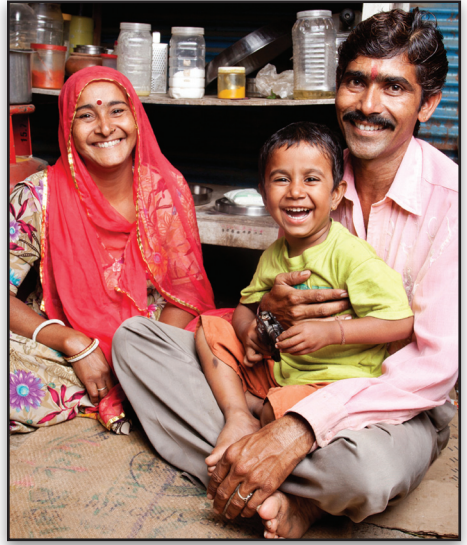
Promoting informed choice through a diverse and culturally appropriate range of contraceptives, including pills, injectables, IUDs, emergency contraceptives, implants and condoms.

## Making Abortion Safe

Providing safe abortion in clinics and through the sale of two medical abortion drugs, mifepristone and misoprostol. Educating women on related issues and options.

## Low-Income Women

Focusing on the needs of low-income and rural women, who are at a greater risk of unintended pregnancy.



**DKT products and services enable couples to plan their families.**



# Supporting the Fight Against HIV

**A**s the world continues to grapple with HIV, ADKT has become a leader in innovative condom marketing and education. DKT has opened new outlets where condoms were previously unavailable, increased condom use in high-risk situations, and expanded condom markets. DKT works in these important areas:

**Education and Behavior Change:** Building campaigns that promote healthier behavior such as reduction of concurrent partners, use of clean needles and consistent and correct use of male and female condoms.

**High Risk Groups:** Focusing on those groups acknowledged to be at risk, especially commercial sex workers, injecting drug users, men who have sex with men, soldiers and transport workers.

**Young Adults:** Prioritizing the health of future generations through targeted media and digital campaigns, youth activities and appropriate condom education.



## Condom Advocacy:

Working with governments and other groups to reduce the stigma surrounding condoms, lower import duties and enhance the environment for condom use.

## Condom Market

**Expansion:** Providing new reasons to try condoms by promoting colored and scented condoms, condoms designed to delay ejaculation, and products that enhance the sexual experience.

**These condom ads from Brazil and Pakistan associate condoms with pleasure.**



# Resike's Story

Every morning just before her family awakens, Resike, 27, enters the small kitchen of her hillside hovel in a slum area of metropolitan Mumbai. She puts her hand deep inside a large clay pot of rice and pulls out a cycle of **Choice** contraceptive pills.

Resike's mother-in-law wants her to have a big family — at least six children, just as she did. Her husband views birth control as an affront to God's authority to decide such matters. But Resike isn't so sure. Besides the crushing expense — there is Resike's health. The chronic gastritis and perpetual vomiting she endured before delivering her daughter — now two years old — were so severe that Resike weighed a skeletal 75 pounds at one point.

Yes, Resike would like a second child, but not yet. And she certainly doesn't want more than two. But with pressure from her husband and her live-in, hawk-like mother-in-law, thoughts of governing her own fertility were a fantasy until a year ago. That's when she met a DKT saleswoman. Resike heard the knock, stepped outside and whispered her story. The saleswoman listened, then pulled **Choice** out of her bag.



**Resike uses DKT's Choice pills to avoid a pregnancy.**



Now when Resike reaches into her rice pot, she brings out another day of control in her life. The rice is the last place anyone in her family would think to look for pills. Still, she worries. She estimates that 20 percent of the women in her neighborhood who use pills have to hide them. If the women are found out, most of them stop and become pregnant. Resike says the peace of mind she gets from **Choice** is enormous, relieving her of having to hold her breath each month, terrified, until her period arrives.

The fact that **Choice** is socially marketed is of critical importance. First, it means the pills are sold near Resike's house. She can run out and buy them without attracting attention. Second, the pills are very inexpensive. Resike spends no more on the pills than on the family's salt supply, so her husband detects nothing and there's more money to meet their daughter's many needs. This is important since, as she puts it, Resike hopes to save to send her daughter to medical school.

**“A health worker came to my door one day and helped relieve me of a lot of suffering,” she says. “Now I want my daughter to do the same for other people.”**

# Partnering with Donors

## **DKT operates with financing from donors, including:**

The Australian Agency for International Development (*AusAID*), The Bill & Melinda Gates Foundation, The David and Lucille Packard Foundation, The Department for International Development (*DFID*), Embassy of the Kingdom of the Netherlands, Government of India, Open Road Alliance, U.N. Population Fund (*UNFPA*), U.S. Agency for International Development (*USAID*), U.S. Department of Defense (*President's Emergency Plan for AIDS Relief*) and The William and Flora Hewlett Foundation.



**DKT's Mojo condom debuts on the Great Wall of China.**

## **Building Social Enterprises**

DKT focuses on building strong social enterprises that become self-sustaining or include some form of cross-subsidization. We maximize income from those able to pay yet keep prices low for poor consumers. Such activities provide revenue streams, which can be re-invested in countries and programs that lack donor funds. These results illustrate that doing good is not incompatible with earning an adequate financial return. Indeed, 70 percent of DKT's program costs are recovered through revenues while providing consumers with something they value. DKT is achieving results in these areas:

### **Cost per CYP**

Highly cost-efficient programming. DKT's cost of \$2 per couple year of protection (CYP) is significantly lower than other organizations.

### **Cross-Subsidization**

Products whose profits help subsidize less expensive contraceptives.

## **Commercial Sector Partnerships**

Collaboration with commercial suppliers and distributors to create cost-effective, win-win partnerships.

## **Recognized Efficiency**

Eight consecutive four-star ratings for financial performance from Charity Navigator.

[www.dktinternational.org](http://www.dktinternational.org)

Twitter: @DKTchangeslives

YouTube: [www.youtube.com/user/DKTHQ](http://www.youtube.com/user/DKTHQ)

LinkedIn: <http://www.linkedin.com/company/dkt-international>



# DKT Mission & Vision



**Young women in the Democratic Republic of Congo read over DKT leaflets promoting OK condoms.**

## Mission

**DKT** provides couples with affordable and safe options for family planning and HIV prevention through dynamic social marketing.

## Vision

**DKT** is an innovative and adventurous social marketing enterprise that improves people's lives.

## Want to Make a Difference?

You've already made a start by learning more about DKT International.

Please consider supporting our effort through a tax-deductible contribution.

Name \_\_\_\_\_

Address \_\_\_\_\_

**YES, I am contributing \$ \_\_\_\_\_ to prevent HIV/AIDS and unwanted pregnancies.**

100% of my donation will be applied towards direct programming.

**For further information, please call or send your questions to:**

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