

The social marketing statistics in these reports use the following Couple Year of Protection (CYP) conversion factors:

1 CYP equals:

100 condoms

14 oral contraceptive cycles

4 three month injectables

12 one month injectables

20 female condoms

9 emergency contraceptive doses

1 IUD = 4 CYPs (5.5 for clinic services)

1 implant = 3 or 4 CYPs

1 Manual Vacuum Aspiration kit = 8 CYPs per cannula

mifepristone/misoprostol combination = 1.7 CYPs

1 sterilization = 12.5 CYPs (India) or 10.0 CYPs (Africa)

**2009**  
**CONTRACEPTIVE SOCIAL MARKETING**  
**STATISTICS**

Courtesy of  
DKT International  
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Washington, DC 20006  
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# SOCIAL MARKETING STATISTICS 2009

Highlights	2009	2008	2007
CYPs*	47.5 million	45.0 million	40.2 million

## Sales – 2009

Condoms .....	2,092,917,631	Injectables .....	24,952,856
Free Condoms .....	155,950,935	Implants .....	176,402
Female Condoms .....	7,139,877	Emergency Contraception (EC) .....	8,278,942
Pills .....	150,967,809	Medical Abortion (MA)** .....	310,216
IUDs .....	1,527,550	Manual Vacuum Aspiration (MVA) Kits.....	37,885

## Social Marketing Program Sales

Statistics listed for all programs with 10,000 or more CYPs (Couple Years of Protection).\*

PROGRAM	REMARKS	2009 PRODUCT SALES	CYP	% CHANGE FROM 2008
1. AFGHANISTAN Started by Marie Stopes International (MSI) in 2003.	MSI support	Source: MSI		
		Condoms	1,231,488	12,315
		Pills	93,212	6,658
		IUDs	33,395	133,580
		Injectables	22,190	5,548
		TOTAL	158,100	5%
2. ALBANIA Started by MSI in 1997.	KfW support	Source: MSI		
		Condoms	896,192	8,962
		Pills	13,222	944
		Injectables	1,599	400
		EC	44,011	4,890
		TOTAL	15,196	-26%
3. ANGOLA Started by Population Services International (PSI) in 2000.	USAID, DFID and private funding	Source: PSI		
		Condoms	6,959,319	69,593
		Free Condoms	831,000	4,155
		TOTAL	73,748	-42%
4. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID		
		Condoms	134,949,971	1,349,500
		Pills	37,395,675	2,671,120
		Injectables	1,039,545	259,886
		TOTAL	4,280,506	-9%
5. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID and KfW support	Source: PSI		
		Condoms	9,408,092	94,081
		Female Condoms	27,552	1,378
		Pills	202,536	14,467
		IUDs	1,283	5,132
		Injectables	37,045	9,261
		TOTAL	124,319	2%
6. BOLIVIA Started by APPRENDE in 2002.	PSIA support	Source: FARMAGE		
		Condoms	118,296	1,183
		Pills	4,188	299
		Injectables	8,879	2,220
		EC	762,000	84,667
		TOTAL	88,369	NA
7. BOTSWANA Started by PSI in 1993.	Government of Botswana, USAID (AIDSMARK), Dutch government support	Source: PSI		
		Condoms	3,712,246	37,122
		Free Condoms	6,029,100	30,146
		TOTAL	67,268	-2%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .59 MA Doses; .021 MVA Kits

\*\* Medical abortion drugs are included here only when mifepristone and misoprostal are sold in combination. Misoprostal by itself is not included.

PROGRAM	REMARKS	2009 PRODUCT SALES		CYP	% CHANGE FROM 2008
8. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Self-sustaining project	Source: DKT			
		Condoms	78,930,058	789,301	
		Female Condoms	98,161	4,908	
		TOTAL		794,209	-15%
9. BURKINA FASO Started by PSI in 1991.	KfW support	Source: PSI			
		Condoms	19,225,360	192,254	
		Female Condoms	46,643	2,332	
		Pills	37,233	2,660	
TOTAL		197,245	-12%		
10. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF support	Source: PSI			
		Condoms	26,829,282	268,293	
		Free Condoms	310,636	1,553	
		Female Condoms	214,030	10,702	
		Pills	496,930	35,495	
		IUDs	24,865	99,460	
		Injectables (3)	396,379	99,095	
		Injectables (1)	212,595	17,716	
		Implants	3,562	10,686	
		EC	16,834	1,870	
		TOTAL		544,870	9%
10.1 BURMA II (Myanmar) Started by MSI in 2004.	MSI support	Source: MSI			
		Pills	758,014	54,144	
		IUDs	23,545	94,180	
		Injectables	143,885	35,971	
		EC	14,948	1,661	
TOTAL		185,956	57%		
11. BURUNDI Started by PSI in 1990.	USAID, Global Fund, KfW, and DFID support	Source: PSI			
		Condoms	1,425,528	14,255	
TOTAL		14,255	NA		
12. CAMBODIA Started by PSI in 1994.	USAID, DFID, KfW, UNFPA, government support	Source: PSI			
		Condoms	18,181,437	181,814	
		Pills	3,458,485	247,035	
		IUDs	13,968	55,872	
		Injectables	425,780	106,445	
		Implants	7,665	22,995	
		MA	9,323	15,849	
TOTAL		630,010	5%		
13. CAMEROON Started by PSI and DKT in 1989.	DOD, KfW, Plan, Care, Dutch Fund, MTN, Art Venture and CIDA support	Source: PSI			
		Condoms	22,294,367	222,944	
		Female Condoms	382,276	19,114	
		Pills	23,686	1,692	
		IUDs	310	1,240	
		Injectables	5,200	1,300	
		Implants	1,369	4,107	
		TOTAL		250,396	-18%
14. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	UNFPA, KfW, World Bank and private support	Source: PSI			
		Condoms	4,244,200	42,442	
		Female Condoms	226,689	11,334	
TOTAL		53,776	-42%		
15. CHAD Started by PSI in 1996; now managed by AMASOT.	Data are rounded from 2008 figures, no report this year	Condoms	3,700,000	37,000	
		Female Condoms	3,400	170	
		TOTAL		37,170	NA
16. CHINA Started by DKT in 1996.	Private support	Source: DKT			
		Condoms	43,804,377	438,044	
		EC	63,544	7,060	
TOTAL		445,104	11%		
16.1 CHINA II Started by PSI in 2004.	USAID support	Source: PSI			
		Condoms	1,434,883	14,349	
		Female Condoms	2,760	138	
TOTAL		14,487	-21%		

PROGRAM	REMARKS	2009 PRODUCT SALES	CYP	% CHANGE FROM 2008
17. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA		
		Condoms	6,099,645	60,996
		Pills	547,351	39,097
		IUDs	67,713	270,852
		Injectables	1,913,705	478,426
		EC	506,217	56,246
		TOTAL	905,618	6%
18. CONGO (DRC/Kinshasa) Started by PSI in 1988.	UNDP, Georgetown University (GU), DoD, UNICEF, Procter & Gamble, World Bank, USAID, CIDA support	Source: PSI		
		Condoms	31,882,115	318,821
		Free Condoms	2,100,058	10,500
		Female Condoms	151,167	7,558
		Free Female Condoms	3,600	90
		Pills	411,281	29,377
		IUDs	2,107	8,428
		Injectables	132,055	33,014
		TOTAL	407,789	31%
19. COSTA RICA Started by PSI in 1998.	USAID support	Source: PSI		
		Condoms	1,089,162	10,892
		Female Condoms	5,847	292
		TOTAL	11,184	11%
20. COTE d'IVOIRE Started by PSI in 1998.	USAID support	Source: PSI		
		Condoms	864,460	8,645
		Free Condoms	491,272	2,456
		TOTAL	11,101	NA
21. DOMINICAN REPUBLIC Started by PSI in 2003.	KfW, USAID and private support	Source: PSI		
		Condoms	14,135,390	141,354
		TOTAL	141,354	28%
22. ECUADOR Established by SOMARC in 1986; managed by CEMOPLAF.	Data are rounded from 2008; no report this year	Condoms	496,000	4,960
		IUDs	23,000	92,000
		Implants	2,500	7,500
		TOTAL	104,460	NA
23. EGYPT Started by DKT in 2004.	Private support	Source: DKT		
		Condoms	1,032,147	10,321
		IUDs	138,196	552,784
		EC	114,160	12,684
		MVA	23	1,104
		VFT	153,431	1,279
		TOTAL	578,173	-28%
24. EL SALVADOR Founded by PSI/EI Salvador (PASMO) in 1998.	USAID, KfW, DoD, Dutch support	Source: PSI		
		Condoms	2,090,688	20,907
		Female Condoms	12,000	600
		IUDs	7,135	28,540
		Implants	1,716	5,148
		TOTAL	55,195	NA
24.1 EL SALVADOR II Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS)	No data provided; program presumed defunct			
25. ETHIOPIA Implemented by DKT in 1990.	Dutch government, Irish, DFID, Packard, and USAID support	Source: DKT		
		Condoms	77,051,634	770,516
		Female Condoms	26,986	1,349
		Pills	3,888,249	277,732
		IUDs	24,619	98,476
		Injectables	2,522,468	630,617
		Implants	32,173	96,519
		EC	595,475	66,164
		MA	72,900	123,930
		MVA Kits	4,714	226,272
		TOTAL	2,291,576	55%
		25.1 ETHIOPIA II Implemented by PSI in 2003.	Global Fund, USAID, UNICEF, Procter & Gamble support	Source: PSI
Free Condoms	27,842,700			139,214
		TOTAL	139,214	NA

PROGRAM	REMARKS	2009 PRODUCT SALES	CYP	% CHANGE FROM 2008
26. GUATEMALA Asociacion Pro-Bienestar de la Familia de Guatemala (APROFAM); started by Juarez and Associates in 1983.	USAID support	Source: APROFAM		
		Condoms	702,526	7,025
		Pills	571,854	40,847
		IUDs	4,274	17,096
		Injectables	206,284	51,571
		EC	22	2
		TOTAL	116,541	-2%
26.1 GUATEMALA II Started by PSI in 1998.	Abt Associates, KfW, USAID and private support	Source: PSI		
		Condoms	9,030,720	90,307
		Female Condoms	22,800	1,140
		IUDs	12,080	48,320
		Injectables	40,000	10,000
		Implants	5,458	16,374
		TOTAL	166,141	127%
27. GUINEA Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI		
		Condoms	6,462,510	64,625
		Pills	348,508	24,893
		Injectables	65,665	16,416
		TOTAL	105,935	-44%
28. HAITI Started by DKT and PSI in 1990.	USAID, UNFPA, Sogebank Foundation, MSH, and World Bank support	Source: PSI		
		Condoms	4,012,896	40,129
		Female Condoms	178,770	8,939
		Pills	616,330	44,024
		Injectables	202,670	50,668
		TOTAL	143,759	2%
29. HONDURAS Honduras Social Marketing Program; managed by the FPA ASHONPLAFA.	KfW and USAID support	Source: ASHONPLAFA		
		Condoms	1,074,633	10,746
		Pills	1,145,198	81,800
		IUDs	6,724	26,896
		Injectables	131,203	32,801
		EC	16,857	1,873
		TOTAL	154,116	-1%
29.1 HONDURAS II Started by PSI in 1998.	KfW, Abt Associates, Summit Foundation and private support	Source: PSI		
		Condoms	3,483,216	34,832
		Female Condoms	2,703	135
		TOTAL	34,967	18%
30. INDIA I Nirodh Deluxe condoms and Mala D pills. (Does not include any brands listed for India II - VI.)	Government of India (GOI) project (figures are for fiscal year ended 3/31/09)	Source: GOI		
		Condoms (Nirodh D.)	236,220,000	2,362,200
		Pills (Mala-D)	14,797,000	1,056,929
		TOTAL	3,419,129	-14%
30.1 INDIA II Masti and Pearl. PSI/India, 1988 (India I totals includes 32 million Nirodh condoms and 2.4 million Mala D pills sold by PSI/India)	GOI, KfW, DFID, USAID support (calendar year data, 2009)	Source: PSI		
		Condoms	158,792,556	1,587,926
		Female Condoms	178,120	8,906
		Free Female Condoms	25,290	632
		Pills	3,705,363	264,669
		IUDs	116,500	466,000
		Injectables	32,764	8,191
		EC	250,550	27,839
		MA	16,340	27,778
				TOTAL
30.2 INDIA III Sawan, Bliss, Milan condoms and Ecroz pills. Parivar Seva Sanstha, 1988.	(FYE 3/31/09)	Source: GOI		
		Condoms	34,320,000	343,200
		Pills	1,996,000	142,571
		TOTAL	485,771	-42%
30.3 INDIA IV Zaroor, Choice, XXX. DKT/India (Mumbai), 1992. (India I totals include 720,000 Nirodh condoms and 35,000 Mala D pills sold by DKT.)	DFID, USAID and GOI support (calendar year 2009)	Source: DKT		
		Condoms	111,980,787	1,119,808
		Pills	12,965,590	926,114
		IUDs	114,720	458,880
		Injectables (3)	155,038	38,760
		MA	97,431	165,633
		TOTAL	2,709,194	1%

PROGRAM	REMARKS	2009 PRODUCT SALES		CYP	% CHANGE FROM 2008
30.4 INDIA V Apsara, Mithun, Plan X. Bihar-based project, managed by Janani, 1996 (India I totals include 10.0 million Nirodh condoms and 504,000 Mala D pills sold by Janani.)	Packard and GOI support (calendar year 2009)	Source: DKT			
		Condoms	27,079,814	270,798	
		Pills	1,726,365	123,312	
		IUDs	33,284	133,136	
		Injectables	14,520	3,630	
		EC	95,786	10,643	
		MA	102,902	174,933	
		MVA	208	9,984	
		TOTAL		726,436	19%
		30.5 INDIA VI Ahsas, Thril, Flavoured. Started by MSI/PHS (Population Health Services) in 1999. (India I totals include 3.8 million Mala D pills and 20.8 million Nirodh condoms sold by PHS.)	MSI support (calendar year 2009)	Source: MSI	
Condoms	85,967,820			859,678	
Female condoms	51,490			2,575	
Pills	2,197,470			156,962	
IUDs	65,076			260,304	
Injectables	136,331			34,083	
EC	149,100			16,567	
TOTAL		1,330,168	95%		
30.5 INDIA VII Started by World Health Partner's in 2009.	Private support	Source: WHP			
		Condoms	660,000	6,600	
		Pills	50,400	3,600	
		IUDs	5,569	22,276	
		Injectables	4,720	1,180	
		EC	2,000	222	
		MA	3,906	6,640	
TOTAL		40,518	NA		
31. INDONESIA Started by DKT in 1996.	KfW, GOI support	Source: DKT			
		Condoms	93,560,624	935,606	
		Female Condoms	46,560	2,328	
		Pills	16,888,102	1,206,293	
		IUDs	129,904	519,616	
		Injectables (3)	7,930,707	1,982,677	
		Injectables (1)	2,169,481	180,790	
		Implants	18,857	56,571	
		EC	27,864	3,096	
		MVA	2,137	102,576	
TOTAL		4,989,553	11%		
32. KAZAKHSTAN Started by PSI in 2002.	USAID support	Source: PSI			
		Condoms	1,281,021	12,810	
		IUDs	1,984	7,936	
TOTAL		20,746	45%		
33. KENYA Started by DKT and PSI in 1989.	DFID support	Source: PSI			
		Condoms	34,550,298	345,503	
		Free Condoms	7,014,200	35,071	
		Pills	1,871,010	133,644	
		IUDs	14,316	57,264	
		Injectables	209,736	52,434	
		Implants	23,830	71,490	
TOTAL		695,406	35%		
33.1 KENYA II Started by MSI in 2004.	MSI support	Source: MSI			
		Condoms	1,639,275	16,393	
		EC	49,301	5,478	
TOTAL		21,871	-9%		
34. LAOS Started by PSI in 1999.	USAID (AIDSMARK), Global Fund, Ministry of Health and UN support	Source: PSI			
		Condoms	3,950,868	39,509	
TOTAL		39,509	-72%		
35. LESOTHO Started by PSI in 2001.	USAID and Dutch support	Source: PSI			
		Condoms	3,954,108	39,541	
		Female Condoms	221,100	11,055	
		Free Condoms	2,777,300	13,887	
TOTAL		64,483	33%		
36. MADAGASCAR Started by SOMARC in 1996, now managed by PSI.	USAID, GF, WHP support	Source: PSI			
		Condoms	9,147,326	91,473	
		Free Condoms	2,633,973	13,170	
		Female Condoms	47,940	2,397	
		Pills	1,869,725	133,552	
		IUDs	14,354	57,416	
		Injectables	661,859	165,465	
		Implants	907	2,721	
TOTAL		466,194	-10%		

PROGRAM	REMARKS	2009 PRODUCT SALES		CYP	% CHANGE FROM 2008
37. MALAWI Started by PSI in 1994.	USAID and KfW support	Source: PSI			
		Condoms	6,752,280	67,523	
		Female Condoms	80,342	4,017	
		Pills	11,276	805	
		Injectables	6,812	1,703	
		TOTAL		74,048	9%
37.1 MALAWI II Started by MSI in 2004.	MSI support	Source: MSI			
		Condoms	2,710,516	27,105	
		TOTAL		27,105	3%
38. MALAYSIA Started by DKT in 1991. Managed by PHI consultants.	Self-sustaining project	Source: DKT			
		Condoms	5,203,728	52,037	
		TOTAL		52,037	2%
39. MALI Started by PSI in 2000.	Ministry of Health, Groupe Pivot, KfW, USAID, GU, CIDA, Dutch Fund and private support	Source: PSI			
		Condoms	8,099,580	80,996	
		Female Condoms	13,830	692	
		Pills	783,124	55,937	
		IUDs	563	2,252	
		Injectables	382,783	95,696	
		Implants	3,455	10,365	
		TOTAL		245,937	0%
40. MEXICO Started by DKT in 2002.	Private support	Source: DKT			
		Condoms	10,156,457	101,565	
		Female Condoms	115,023	5,751	
		Injectables (3)	4,652	1,163	
		EC	919	102	
		TOTAL		108,581	-8%
41. MONGOLIA Started by MSI in 2000.	UNFPA and MSI support	Source: MSI			
		Condoms	3,606,194	36,062	
		Female Condoms	14,313	716	
		Pills	120,064	8,576	
		IUDs	3,083	12,332	
		Injectables	76	19	
		EC	19,992	2,221	
		TOTAL		59,926	32%
42. MOZAMBIQUE Started by PSI in 1995.	DFID and GTZ support	Source: PSI			
		Condoms	27,828,988	278,290	
		Free Condoms	2,333,125	11,666	
		Female Condoms	87,368	4,368	
		Free Female Condoms	94,436	2,361	
		TOTAL		296,685	7%
43. NAMIBIA Started by MSI in 2000.	KfW and GFATM support	Source: MSI			
		Condoms	1,488,300	14,883	
		Female Condoms	2,200	110	
		TOTAL		14,993	-11%
43.1 NAMIBIA II Started by PSI in 1997.	USAID, Global Fund and UNAID support	Source: PSI			
		Free Condoms	3,958,107	19,791	
		Free Female Condoms	65,291	1,632	
		TOTAL		21,423	NA
44. NEPAL Started in 1976. Nepal Social Marketing and Franchise project.	USAID support	Source: AED			
		Condoms	14,617,852	146,179	
		Pills	131,863	9,419	
		IUDs	3,096	12,384	
		Injectables	469,620	117,405	
		Implants	1,337	4,011	
		EC	131,863	14,651	
		TOTAL		304,049	-33%
44.1 NEPAL II Started by MSI in 2002.	MSI support	Source: MSI			
		Condoms	2,341,091	23,411	
		Pills	72,778	5,198	
		TOTAL		28,609	62%
44.2 NEPAL III Activated by PSI in 2009.	Global Fund support	Source: PSI			
		IUDs	23,854	95,416	
		Implants	5,383	16,149	
		MA	10,800	18,360	
		TOTAL		129,925	NA

PROGRAM	REMARKS	2009 PRODUCT SALES	CYP	% CHANGE FROM 2008
45. NICARAGUA Started by PROFAMILIA in 1999.	USAID support	Source: PROFAMILIA		
		Condoms	125,774	1,258
		Pills	135,995	9,714
		IUDs	156	624
		Injectables (3)	1,907	477
		Injectables (1)	946	79
		TOTAL	12,151	-56%
45.1 NICARAGUA II Started by PSI in 1998.	Abt Associates, USAID, KfW, Dutch Embassy and private support	Source: PSI		
		Condoms	6,253,214	62,532
		Female Condoms	11,379	569
		Pills	140,019	10,001
		IUDs	7,269	29,076
		Injectables (1)	28,952	2,413
		Implants	71	213
		TOTAL	104,804	98%
46. NIGER Started by GFA Medica/Futures Group in 2004.	KfW support	Source: GFA Consulting Group		
		Condoms	4,512,960	45,130
		TOTAL	45,130	10%
47. NIGERIA Started by PSI and DKT in 1988-90. Now managed by Society for Family Health with technical assistance from PSI.	DFID, USAID and private support	Source: PSI		
		Condoms	196,541,586	1,965,416
		Free Condoms	6,776,611	33,883
		Female Condoms	208,567	10,428
		Pills	6,153,359	439,526
		IUDs	66,997	267,988
		Injectables (3)	1,217,746	304,437
		Injectables (2)	815,099	135,850
		Injectables (1)	10,091	841
		Implants	5,998	17,994
		EC	1,057,457	117,495
		TOTAL	3,293,857	1%
48. PAKISTAN Program started by PSI Marketing Associates in 1986. Cooperating agency: PSI and Greenstar Social Marketing.	KfW, USAID and private support	Source: PSI		
		Condoms	99,135,445	991,354
		Pills	1,589,319	113,523
		IUDs	252,263	1,009,052
		Injectables (3)	299,881	74,970
		Injectables (2)	471,159	78,527
		Injectables (1)	130,255	10,855
		EC	1,104,854	122,762
		TOTAL	2,401,042	17%
48.1 PAKISTAN II Started by MSI in 2003.	Funded by MSI	Source: MSI		
		Condoms	7,059,435	70,594
		TOTAL	70,594	20%
49. PANAMA Started by PSI in 1996.	USAID and private support	Source: PSI		
		Condoms	3,087,840	30,878
		TOTAL	30,878	5%
50. PARAGUAY Started by PSI in 1996.	Self sustaining project	Source: PSI		
		Condoms	2,161,632	21,616
		Pills	378,630	27,045
		EC	131,270	14,586
		TOTAL	63,247	-2%
51. PERU Apoyo a Programas de Poblacion; Program started by SOMARC and APROPO in 1984.	Data are rounded from 2008; no report this year	Source: APROPO		
		Condoms	12,000,000	120,000
		Injectables	5,000	1,250
		Foaming Tablets	127,000	840
		TOTAL	122,090	NA
51.1. PERU II Started by APPRENDE in 2002.	Support maintained through commercial activities of FARMAGE	Source: PROSALUD		
		Condoms	459,648	4,596
		Pills	155,824	11,130
		IUDS	6,840	27,360
		EC	265,947	29,550
		TOTAL	72,636	22%
52. PHILIPPINES Implemented by DKT in 1990; managed by DKT.	KfW support	Source: DKT		
		Condoms	29,047,689	290,477
		Pills	21,727,248	1,551,946
		IUDs	95,597	382,388
		Injectables	1,824,056	456,014
		TOTAL	2,680,825	19%

PROGRAM	REMARKS	2009 PRODUCT SALES		CYP	% CHANGE FROM 2008
53. ROMANIA Started by PSI in 1998.	USAID, UNICEF, and Dutch government/Matra support	Source: PSI			
		Condoms	2,459,103	24,591	
		Free Condoms	181,107	906	
		TOTAL		25,497	-70%
54. RWANDA Started by PSI in 1993.	KfW, USAID (AIDSMARK) and private support	Source: PSI			
		Condoms	10,854,334	108,543	
		Pills	41,038	2,931	
		Injectables	16,970	4,243	
		TOTAL		115,717	6%
55. SENEGAL Started by SOMARC in 1996.	Data are rounded from 2008; no report this year	Condoms	14,000,000	140,000	
		Pills	38,000	2,714	
		TOTAL		142,714	NA
56. SOUTH AFRICA Started by PSI in 1992.	USAID, Dutch government, CDC, Government of South Africa support	Source: PSI			
		Condoms	44,636,474	446,365	
		Free Condoms	74,462,700	372,314	
		Female Condoms	2,906	145	
		Medical Abortion	10,445	17,757	
		TOTAL		836,580	13%
57. SRI LANKA Started by PSI and IPPF in 1973; now managed by Family Planning Association of Sri Lanka.	Data are rounded from 2008; no report this year	Condoms	7,000,000	70,000	
		Pills	1,635,000	116,786	
		IUDs	1,700	6,800	
		Injectables	52,000	13,000	
		EC	935,000	103,889	
		TOTAL		310,475	NA
57.1 SRI LANKA II Started by MSI in 1993.	Managed by MSI Sri Lanka	Source: MSI/SL			
		Condoms	6,047,495	60,475	
		Pills	58,547	4,182	
		EC	33,207	3,690	
		TOTAL		68,347	-15%
58. SUDAN Started by DKT in 2004.	Private support	Source: DKT			
		Condoms	2,479,248	24,792	
		Pills	434,734	31,052	
		IUDs	71,241	284,964	
		Injectables	59,905	14,976	
		MVA	10,878	522,144	
		TOTAL		877,929	99%
58.1 SUDAN II Started by PSI in 2005.	USAID, Global Fund, MSH and FHI support	Source: PSI			
		Condoms	893,284	8,933	
		Free Condoms	3,117,424	15,587	
		TOTAL		24,520	NA
59. SWAZILAND Started by PSI in 2001.	USAID (AIDSMARK) and Dutch government support	Source: PSI			
		Condoms	1,710,543	17,105	
		Free Condoms	30,000	150	
		Female Condoms	364,600	18,230	
		TOTAL		35,485	17%
60. TAJIKISTAN Started by PSI in 2002.	USAID support	Source: PSI			
		Condoms	182,997	1,830	
		Pills	5,179	370	
		IUDs	5,773	23,092	
		TOTAL		25,292	NA
61. TANZANIA Started by PSI in 1993.	USAID, Global Fund, KfW and Dutch government support	Source: PSI			
		Condoms	70,275,849	702,758	
		Female Condoms	773,640	38,682	
		Pills	520,320	37,166	
		IUDs	15,070	60,280	
		Implants	3,681	11,043	
		TOTAL		849,929	67%
61.1 TANZANIA II T-MARC project.	Data are rounded from 2008; no report this year	Condoms	11,000,000	110,000	
		Female Condoms	585,000	29,250	
		Pills	1,075,000	76,786	
		TOTAL		216,036	NA

PROGRAM	REMARKS	2009 PRODUCT SALES		CYP	% CHANGE FROM 2008
62. THAILAND Started by DKT in 2008.	DKT support	Source: DKT			
		Pills	195,217	13,944	
		TOTAL		13,944	NA
63. TOGO Started by SOMARC in 1992; transferred to PSI in 1998.	USAID and Global Fund	Source: PSI			
		Condoms	12,606,694	126,067	
		Female Condoms	138,972	6,949	
		Pills	110,379	7,884	
		IUDs	2,316	9,264	
		Injectables	15,247	3,812	
		Impants	6,169	18,507	
TOTAL		172,483	20%		
64. TURKEY Started by DKT in 2008.	DKT support	Source: DKT			
		Condoms	3,054,346	30,543	
		Female Condoms	1,569	78	
TOTAL		30,622	NA		
65. UGANDA Started by SOMARC in 1991; transferred to CMS in 1998; transferred to AIDSMARK in 2003.	CDC and private support Cooperating Agency: PSI	Source: PSI			
		Condoms	6,150,150	61,502	
		Free Condoms	10,438,620	52,193	
		Free Female Condoms	33,101	828	
		IUDs	15,318	61,272	
		Implants	8,414	25,242	
TOTAL		201,036	167%		
65.1 UGANDA II Started by MSI in 1997; managed by MSI.	KfW support	Source: MSI Uganda			
		Condoms	8,777,181	87,772	
TOTAL		87,772	-53%		
66. URUGUAY Started by AUPF (Asociacion Uruguaya de Planificacion Familiar) around 1968.	IPPF support	Source: AUPF			
		Condoms	24,017	240	
		Pills	79,846	5,703	
		IUDs	3,865	15,460	
TOTAL		21,403	-10%		
67. VENEZUELA Started by PROSALUD in 1992.	Support from commercial sector and local embassies	Source: Prosalud			
		Condoms	1,113,695	11,137	
		Pills	428,450	30,604	
		IUDs	876	3,504	
		Injectables	74,304	18,576	
		EC	1,815,854	201,762	
TOTAL		265,582	44%		
68. VIET NAM Implemented by DKT in 1993.	DIFD, KfW support	Source: DKT			
		Condoms	29,031,214	290,312	
		Pills	4,053,682	289,549	
		IUDs	33,380	133,520	
		Injectables	95,500	23,875	
		Implants	94	282	
		EC	47,058	5,229	
		MA	5,937	10,093	
		MVA Kits	157	7,536	
		TOTAL		760,395	-30%
68.1 VIET NAM II Implemented by PSI in 2005.	USAID, PACT support	Source: PSI			
		Condoms	4,739,398	47,394	
		Free Condoms	4,282,302	21,412	
		Female Condoms	20,715	1,036	
TOTAL		69,841	NA		
69. YEMEN Started by MSI in 2001.	KfW support	Source: MSI			
		Condoms	2,721,325	27,213	
		Pills	374,546	26,753	
		IUDs	28,211	112,844	
		Injectables	127,006	31,752	
TOTAL		198,562	18%		
70. ZAMBIA Started by PSI in 1992.	USAID, UNFPA, WHP, KfW support	Source: PSI			
		Condoms	18,763,980	187,640	
		Free Condoms	340,700	1,704	
		Female Condoms	431,261	21,563	
		Pills	2,439,395	174,243	
		IUDs	11,161	44,644	
		Injectables	4,244	1,061	
		Implants	21,637	64,911	
TOTAL		495,765	23%		

PROGRAM	REMARKS	2009 PRODUCT SALES	CYP	% CHANGE FROM 2008
71. ZIMBABWE Started by SOMARC in 1988; transferred to PSI in 1996.	USAID, DFID and Packard Partnership Funds	Source: PSI		
		Condoms	51,248,760	512,488
		Female Condoms	2,119,480	105,974
		Injectables	16,342	4,086
		Implants	22,126	66,378
		EC	26,852	2,984
		TOTAL		691,909
		GRAND TOTAL	47,541,432	

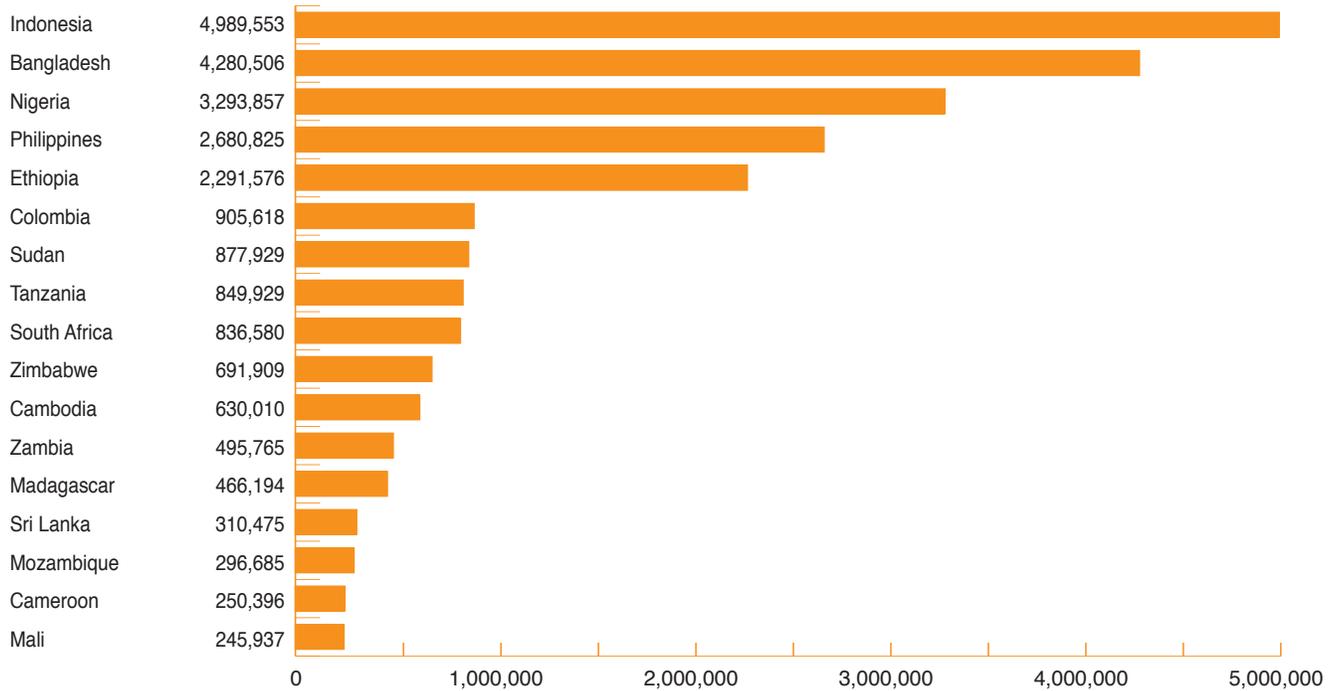
## Best Programs

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

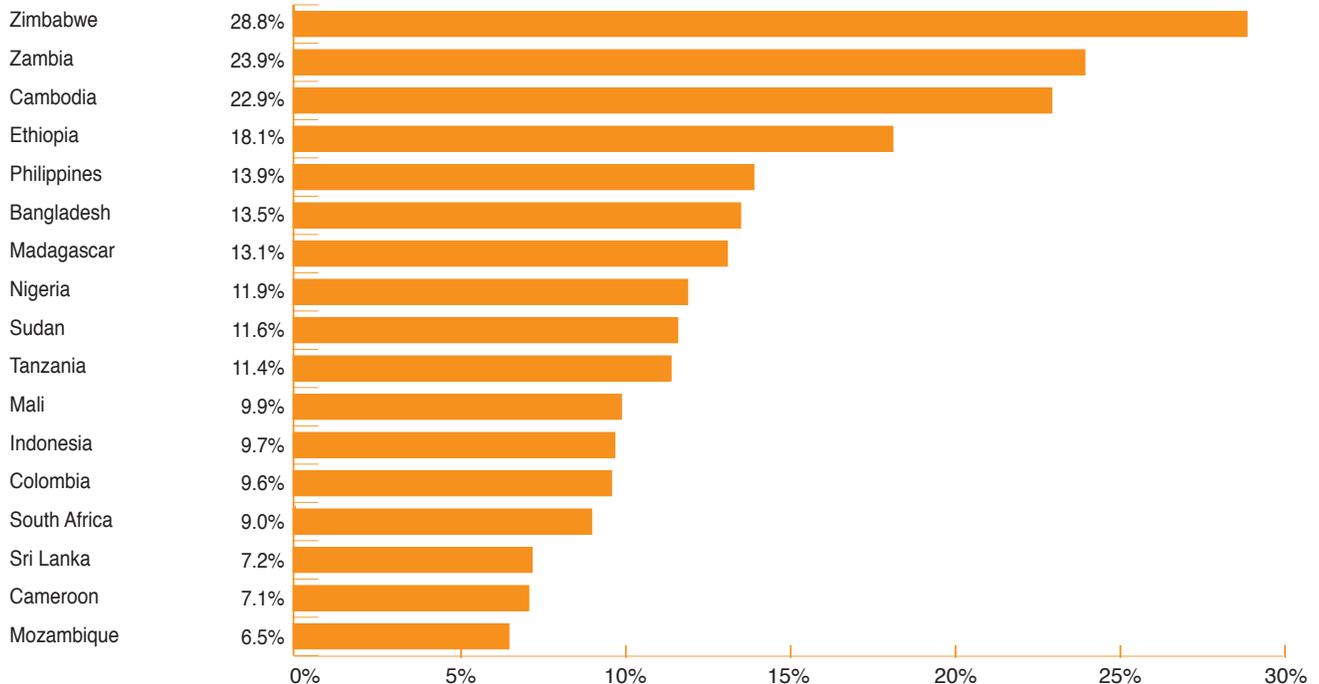
- delivering more than 200,000 CYPs and
- reaching more than 6% of their target markets.

They are arranged first by program size, then by percent of coverage.

### Ranked by Program Size (CYPs)



### Ranked by Percent of Target Market\*



\*Target market calculated as 75% of women aged 15–49.

**2008  
CONTRACEPTIVE SOCIAL MARKETING  
STATISTICS**

Courtesy of  
DKT International  
1701 K Street, NW  
Suite 900  
Washington, DC 20006  
[www.dktinternational.org](http://www.dktinternational.org)

September 2009

# SOCIAL MARKETING STATISTICS 2008

Highlights	2008	2007	2006
CYPs	45.0 million	40.2 million	39.8 million

## Sales – 2008

Condoms .....	2,077,621,039	IUDs .....	1,187,336
Free Condoms .....	89,535,288	Injectables .....	22,733,894
Female Condoms .....	6,566,235	Implants .....	44,299
Pills .....	166,410,111	Emergency Contraception (EC) .....	6,440,208

## Social Marketing Program Sales

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

PROGRAM	REMARKS	2008 PRODUCT SALES	CYP*	% CHANGE FROM 2007
1. AFGHANISTAN Started by Marie Stopes International (MSI) in 2003.	MSI support	Source: MSI		
		Condoms	1,789,905	17,899
		Pills	74,082	5,292
		IUDs	29,870	119,480
		Injectables	30,375	7,594
		TOTAL	150,265	103%
2. ALBANIA Started by Marie Stopes International (MSI) in 1997.	KfW support	Source: MSI		
		Condoms	1,249,050	12,491
		Pills	17,100	1,221
		Injectables	4,301	1,075
		EC	52,775	5,864
		TOTAL	20,651	-42%
3. ANGOLA Started by PSI in 2000.	USAID, DFID and private funding	Source: PSI		
		Condoms	12,022,128	120,221
		Free Condoms	1,386,000	6,930
		TOTAL	127,151	94%
4. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID		
		Condoms	114,325,736	1,143,257
		Pills	46,773,920	3,340,994
		Injectables	907,365	226,841
		TOTAL	4,711,092	17%
5. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID and KfW support	Source: PSI		
		Condoms	9,832,984	98,330
		Female Condoms	2,445	122
		Pills	205,880	14,706
		Injectables	35,578	8,895
		TOTAL	122,053	13%
6. BOTSWANA Started by PSI in 1993.	Government of Botswana, USAID (AIDSMARK), Dutch government support	Source: PSI		
		Condoms	6,832,178	68,322
		Female Condoms	26	1
		TOTAL	68,323	21%
7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Self-sustaining project	Source: DKT		
		Condoms	91,610,551	916,106
		Female Condoms	303,656	15,183
		TOTAL	931,289	1%
8. BURKINA FASO Started by PSI in 1991.	KfW support	Source: PSI		
		Condoms	22,415,712	224,157
		Female Condoms	7,700	385
		TOTAL	224,542	14%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES	CYP*	% CHANGE FROM 2007
9. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF support	Source: PSI		
		Condoms	23,576,464	235,765
		Free Condoms	184,444	922
		Female Condoms	167,597	8,380
		Pills	401,458	28,676
		IUDs	13,842	55,368
		Injectables (3)	665,298	166,325
		Injectables (1)	61,373	5,114
		EC	10,065	1,118
		TOTAL		501,668
9.1 BURMA II (Myanmar) Started by MSI in 2004.	MSI support	Source: MSI		
		Pills	428,237	30,588
		IUDs	16,233	64,932
		Injectables	87,803	21,951
		EC	9,785	1,087
TOTAL		118,558	226%	
10. CAMBODIA Started by PSI in 1994.	USAID, DFID, KfW, UNFPA, government support	Source: PSI		
		Condoms	27,241,051	272,411
		Female Condoms	280	14
		Pills	3,018,270	215,591
		IUDs	5,779	23,116
		Injectables	256,909	64,227
		Implants	9,212	27,636
		TOTAL		602,995
11. CAMEROON Started by PSI and DKT in 1989.	DOD, KfW, Plan, Care, Dutch Fund, MTN, Art Venture and CIDA support	Source: PSI		
		Condoms	29,028,945	290,289
		Female Condoms	149,663	7,483
		Pills	69,730	4,981
		Injectables	6,740	1,685
TOTAL		304,438	1%	
12. CENTRAL AMERICA REGION (Belize, El Salvador)	UNFPA, KfW, World Bank, UNICEF, and private support	Source: PSI		
		Condoms	2,663,906	26,639
		Female Condoms	14,000	700
		Free Female Condoms	2,848	71
		IUDs	35	140
		Implants	75	225
		TOTAL		27,775
13. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	UNFPA, KfW, World Bank and private support	Source: PSI		
		Condoms	8,849,160	88,492
		Female Condoms	85,791	4,290
TOTAL		92,782	129%	
14. CHAD Started by PSI in 1996; now managed by AMASOT.	KfW support	Source: GFA Consulting Group		
		Condoms	3,721,848	37,218
		Female Condoms	3,368	168
TOTAL		37,386	20%	
15. CHINA Started by DKT in 1996.	Private support	Source: DKT		
		Condoms	39,435,205	394,352
		EC	64,112	7,124
TOTAL		401,476	3%	
15.1 CHINA II Started by PSI in 2004.	USAID support	Source: PSI		
		Condoms	1,814,524	18,145
		Female Condoms	2,041	102
TOTAL		18,247	9%	
16. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA		
		Condoms	6,245,433	62,454
		Pills	636,362	45,454
		IUDs	87,965	351,860
		Injectables	1,325,414	331,354
		EC	576,196	64,022
		TOTAL		855,144
17. CONGO (Brazzaville) Started by Projet de Marketing Social in 1992.	Dutch Core and USAID support	Source: PSI		
		Condoms	1,729,620	17,296
TOTAL		17,296	-67%	

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES	CYP*	% CHANGE FROM 2007	
18. CONGO (DRC/Kinshasa) Started by PSI in 1988.	UNDP, Georgetown University (GU), DOD, UNICEF, Proctor & Gamble, World Bank, USAID, and CIDA support	Source: PSI			
		Condoms	21,292,502	212,925	
		Female Condoms	512,995	25,650	
		Pills	561,497	40,107	
		IUDs	1,879	7,516	
		Injectables	101,377	25,344	
		TOTAL		311,542	6%
19. COSTA RICA Started by PSI in 1998.	USAID support	Source: PSI			
		Condoms	977,462	9,775	
		Female Condoms	6,044	302	
TOTAL		10,077	-20%		
20. DOMINICAN REPUBLIC Started by PSI in 2003.	KfW, USAID and private support	Source: PSI			
		Condoms	11,013,408	110,134	
		TOTAL		110,134	-25%
21. ECUADOR Established by SOMARC in 1986; managed by CEMOPLAF.	USAID support	Source: CEMOPLAF			
		Condoms	496,000	4,960	
		IUDs	22,837	91,348	
		Implants	2,500	40,250	
TOTAL		136,558	NA		
22. EGYPT Started by DKT in 2004.	Private support	Source: DKT			
		Condoms	885,105	8,851	
		IUDs	195,559	782,236	
		EC	71,649	7,961	
		TOTAL		799,048	15%
23. EL SALVADOR Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS)	Abt Associates, KfW, and USAID support	Source: ADS			
		Condoms	847,718	8,477	
		Pills	898,842	64,203	
		TOTAL		72,680	41%
24. ETHIOPIA Implemented by DKT in 1990.	Dutch government, Irish, DFID, Packard, and USAID support	Source: DKT			
		Condoms	55,095,085	550,951	
		Female Condoms	28,104	1,401	
		Pills	3,915,652	279,689	
		IUDs	5,258	21,032	
		Injectables	1,743,739	435,935	
		Implants	22,230	38,903	
		EC	212,674	23,630	
		MVA Cannulae	9,995	79,960	
		Medabon	27,100	46,070	
		TOTAL		1,477,571	1%
		25. GHANA Started in 1986 by DANAFCO and SOMARC.	No report since 2006. Program presumed defunct.		
26. GUATEMALA Asociacion Pro-Bienestar de la Familia de Guatemala (APROFAM); started by Juarez and Associates in 1983.	USAID support	Source: APROFAM			
		Condoms	801,163	8,012	
		Pills	565,358	40,383	
		IUDs	3,767	15,068	
		Injectables	223,777	55,944	
		EC	24	3	
TOTAL		119,410	5%		
26.1 GUATEMALA II Started by PSI in 1998.	Abt Associates, KfW, USAID, and private support	Source: PSI			
		Condoms	7,260,227	72,602	
		Female Condoms	6,887	344	
		IUDs	22	88	
		Implants	43	129	
TOTAL		73,163	-2%		
27. GUINEA Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI			
		Condoms	11,744,766	117,448	
		Pills	513,320	36,666	
		Injectables	145,783	36,446	
TOTAL		190,560	55%		
28. HAITI Started by DKT and PSI in 1990.	USAID, UNFPA, Sogebank Foundation, MSH, and World Bank support	Source: PSI			
		Condoms	4,693,514	46,935	
		Female Condoms	139,611	6,981	
		Pills	287,265	20,519	
		Injectables	266,910	66,728	
TOTAL		141,163	34%		

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES	CYP*	% CHANGE FROM 2007
29. HONDURAS Honduras Social Marketing Program; managed by the FPA ASHONPLAFA.	KfW and USAID support	Source: ASHONPLAFA		
		Condoms	1,150,025	11,500
		Pills	1,106,986	79,070
		IUDs	7,359	29,436
		Injectables	136,424	34,106
		EC	12,490	1,388
		TOTAL	155,500	431%
29.1 HONDURAS II Started by PSI in 1998.	KfW, Abt Associates, Summit Foundation and private support	Source: PSI		
		Condoms	2,961,426	29,614
		Female Condoms	1,372	69
		TOTAL	29,683	12%
30. INDIA I Nirodh and Mala-D (Does not include any brands listed for India II – VI.)	Government of India (GOI) Project (figures are for fiscal year ended 3/31/09)	Source: GOI		
		Condoms (Nirodh)	235,750,000	2,357,500
		Pills (Mala-D)	22,630,000	1,616,429
		TOTAL	3,973,929	-9%
30.1 INDIA II Masti and Pearl PSI/India, 1988 (India I totals includes 34 million Nirodh condoms and 2.6 million Mala-D pills sold by PSI/India)	GOI, KfW, DFID, and USAID support (calendar year data, 2008)	Source: PSI		
		Condoms	142,064,636	1,420,646
		Female Condoms	1,934	97
		Pills	4,076,400	291,171
		IUDs	28,300	113,200
		Injectables	28,425	7,106
		EC	96,125	10,681
		TOTAL	1,842,901	15%
30.2 INDIA III (Sawan, Bliss, Milan and Ecroz) Parivar Seva Sanstha, 1988.	(FYE 3/31/08)	Source: GOI		
		Condoms (3 brands)	61,190,000	611,900
		Pills (Ecroz)	3,066,000	219,000
		TOTAL	830,900	38%
30.3 INDIA IV (Zaroor, Choice, XXX) DKT/India (Mumbai); 1992.	DFID, USAID and GOI support (calendar year 2008)	Source: DKT		
		Condoms	108,097,503	1,080,975
		Pills	12,144,476	867,463
		IUDs	176,795	707,180
		Injectables (3)	144,231	36,058
		TOTAL	2,691,676	17%
30.4 INDIA V ( Apsara, Mithun, Plan X) Bihar-based project, managed by Janani; 1996.	Packard and GOI support (calendar year 2008)	Source: DKT		
		Condoms	24,836,433	248,364
		Pills	2,159,675	154,263
		IUDs	9,568	38,272
		Injectables	36,732	9,183
		EC	111,256	12,362
		Mife/Miso	87,439	148,646
		TOTAL	611,090	-8%
30.5 INDIA VI (Ahsas, Thril, Flavoured) Started by MSI/PHS (Population Health Services) in 1999. (India I totals include 3.4 million Mala-D pills and 20 million Nirodh sold by PHS.)	MSI support (calendar year 2008)	Source: MSI		
		Condoms	61,864,816	618,648
		Pills	1,711,050	122,218
		IUDs	32,408	129,632
		Injectables	69,252	17,313
		EC	204,182	22,687
		Mife/Miso	142,815	242,786
		TOTAL	1,153,284	69%
31. INDONESIA Started by DKT in 1996.	KfW, GOI support	Source: DKT		
		Condoms	88,861,120	888,611
		Female Condoms	41,507	2,075
		Pills	12,343,456	881,675
		IUDs	92,586	370,344
		Injectables (3)	8,429,170	2,107,293
		Injectables (1)	1,862,148	155,179
		Implants	5,684	22,736
		EC	18,881	2,098
		MVA Cannulae	6,189	49,512
				TOTAL
32. KAZAKHSTAN Started by PSI in 2002.	USAID support	Source: PSI		
		Condoms	1,427,250	14,273
		TOTAL	14,273	-31%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES		CYP*	% CHANGE FROM 2007
33. KENYA Started by DKT and PSI in 1989.	DFID support	Source: PSI			
		Condoms	32,796,990	327,970	
		Pills	1,531,980	109,427	
		IUDs	718	180	
		Injectables	146,162	36,541	
		TOTAL		474,118	-8%
33.1 KENYA II Started by MSI in 2004.	MSI support	Source: MSI			
		Condoms	2,102,556	21,026	
		EC	27,309	3,034	
		TOTAL		24,060	0%
34. LAOS Started by PSI in 1999.	USAID (AIDSmark), Global Fund, Ministry of Health and UN support	Source: PSI			
		Condoms	14,265,334	142,653	
		Free Condoms	27,796	139	
		TOTAL		142,792	139%
35. LESOTHO Started by PSI in 2001.	USAID and Dutch support	Source: PSI			
		Condoms	3,487,299	34,873	
		Free Condoms	2,403,000	12,015	
		Female Condoms	17,000	850	
		Free Female Condoms	32,590	815	
		TOTAL		48,553	37%
36.MADAGASCAR Started by SOMARC in 1996; now managed by PSI.	USAID, GF, WHP support	Source: PSI			
		Condoms	13,341,120	133,411	
		Free Condoms	3,828,671	19,143	
		Female Condoms	41,258	2,063	
		Pills	2,206,129	157,581	
		IUDs	3,531	14,124	
		Injectables	753,725	188,431	
		Implants	451	1,353	
		TOTAL		516,106	18%
37. MALAWI Started by PSI in 1994.	USAID and KfW support	Source: PSI			
		Condoms	6,538,620	65,386	
		Female Condoms	38,474	1,924	
		Pills	1,540	110	
		Injectables	2,473	618	
		TOTAL		68,038	-25%
37.1 MALAWI II Started by MSI in 2004.	MSI support	Source: MSI			
		Condoms	2,625,188	26,252	
		TOTAL		26,252	64%
38. MALAYSIA Started by DKT in 1991; managed by PHI consultants.	Self-sustaining project	Source: DKT			
		Condoms	5,094,720	50,947	
		TOTAL		50,947	-3%
39. MALI Started by PSI in 2000.	Ministry of Health, Groupe Pivot, KfW, USAID, GU, CIDA, Dutch Fund and private support	Source: PSI			
		Condoms	8,576,980	85,770	
		Female Condoms	59,604	2,980	
		Pills	1,021,275	72,948	
		Injectables	329,487	83,372	
		TOTAL		245,070	7%
40. MEXICO Started by DKT in 2002.	Private support	Source: DKT			
		Condoms	9,822,919	98,229	
		Female Condoms	74,810	3,741	
		Injectables (3)	62,666	15,667	
		EC	1,023	114	
		TOTAL		117,751	7%
41. MONGOLIA Started by MSI in 2000.	UNFPA and MSI support	Source: MSI			
		Condoms	3,260,639	32,606	
		Female Condoms	5,943	297	
		Pills	144,765	10,340	
		EC	19,625	2,181	
		TOTAL		45,424	15%
42. MOZAMBIQUE Started by PSI in 1995.	DFID and GTZ support	Source: PSI			
		Condoms	26,367,112	263,671	
		Free Condoms	2,536,544	12,683	
		Female Condoms	32,675	1,634	
		TOTAL		277,988	24%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES	CYP*	% CHANGE FROM 2007
43. NAMIBIA Started by MSI in 2000.	KfW and GFATM support	Source: MSI		
		Condoms	1,579,610	15,796
		Female Condoms	21,888	1,094
		TOTAL		16,890
44. NEPAL Started in 1976. Nepal Social Marketing and Franchise Project.	USAID support	Source: AED		
		Condoms	24,718,045	247,180
		Female Condoms	48,269	2,413
		Pills	1,202,680	85,906
		IUDs	1,572	6,288
		Injectables	413,172	103,293
		Implants	757	2,271
		EC	66,673	7,408
TOTAL		454,759	NA	
44.1 NEPAL II Started by MSI in 2002.	MSI support	Source: MSI		
		Condoms	1,253,814	12,538
		Pills	71,990	5,142
TOTAL		17,680	-40%	
45. NICARAGUA Started by PROFAMILIA in 1999.	USAID support	Source: PROFAMILIA		
		Condoms	327,666	3,277
		Pills	166,036	11,860
		IUDs	1,547	6,188
		Injectables	14,771	1,231
		Implants	963	4,815
TOTAL		27,371	-16%	
45.1 NICARAGUA II Started by PSI in 1998.	Abt Associates, USAID, KfW, Dutch Embassy and private support	Source: PSI		
		Condoms	5,029,663	50,297
		Female Condoms	5,054	253
		Pills	18,971	1,355
		IUDs	21	84
		Injectables (1)	9,345	779
		Implants	62	186
TOTAL		52,954	-5%	
46. NIGER Started by GFA Medica/ Futures Group in 2004.	KfW support	Source: GFA Consulting Group		
		Condoms	4,111,782	41,118
TOTAL		41,118	5%	
47. NIGERIA Started by PSI and DKT in 1988-90. Now managed by Society for Family Health with technical assistance from PSI.	DFID, USAID, and private support	Source: PSI		
		Condoms	189,799,509	1,897,995
		Free Condoms	8,086,856	40,434
		Pills	5,594,803	399,629
		IUDs	77,687	310,748
		Injectables (3)	1,376,625	344,156
		Injectables (2)	1,008,255	168,043
		Injectables (1)	47,855	3,988
		Implants	1,919	5,757
		EC	861,005	95,667
		TOTAL		3,266,417
48. PAKISTAN Program started by PSI Marketing Associates in 1986. Cooperating agency: PSI and Greenstar Social Marketing.	KfW, USAID, and private support	Source: PSI		
		Condoms	76,195,171	761,952
		Pills	2,155,929	153,995
		IUDs	217,079	868,316
		Injectables (3)	232,991	58,248
		Injectables (2)	476,361	79,394
		Injectables (1)	110,394	9,200
		EC	1,141,768	126,863
		TOTAL		2,057,968
48.1 PAKISTAN II Started by MSI in 2003.	Funded by MSI	Source: MSI		
		Condoms	5,905,273	59,053
TOTAL		59,053	90%	
49. PANAMA Started by PSI in 1996.	USAID and private support	Source: PSI		
		Condoms	2,940,408	29,404
TOTAL		29,404	31%	

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES	CYP*	% CHANGE FROM 2007
50. PARAGUAY Started by PSI in 1996.	Self-sustaining project	Source: PSI Condoms 2,222,400 Pills 383,231 EC 131,498  TOTAL	22,224 27,374 14,611  64,209	7%
51. PERU Apoyo a Programas de Poblacion; program started by SOMARC and APROPO in 1984 .	USAID support	Source: APROPO Condoms 12,206,545 IUDs 27 Injectables 5,328 Foaming Tablets 126,048  TOTAL	122,065 108 1,332 840  124,345	22%
51.1 PERU II Started by APPRENDE in 2002.	Support maintained through commercial activities of FARMAGE	Source: PROSALUD Condoms 532,458 Pills 178,128 EC 374,136  TOTAL	5,325 12,723 41,571  59,619	7%
52. PHILIPPINES Implemented by DKT in 1990; managed by DKT.	KfW support	Source: DKT Condoms 35,482,623 Pills 20,095,411 IUDs 22,947 Injectables 925,822  TOTAL	354,826 1,578,244 91,788 231,456  2,256,314	10%
53. ROMANIA Started by PSI in 1998.	USAID, UNICEF, and Dutch Government/Matra support	Source: PSI Condoms 8,531,673  TOTAL	85,317  85,317	1%
54. RWANDA Started by PSI in 1993.	KfW, USAID (AIDSMark) and private support	Source: PSI Condoms 10,347,816 Pills 39,672 Injectables 12,736  TOTAL	103,478 2,834 3,184  109,496	48%
55. SENEGAL Started by SOMARC in 1996.	USAID support	Source: GSMF International Condoms 14,695,444 Pills 38,280  TOTAL	146,954 2,734  149,688	168%
56. SOUTH AFRICA Started by PSI in 1992.	USAID, Dutch government, EF (PSI), Government of South Africa support	Source: PSI Condoms 42,863,232 Free Condoms 62,271,400 Female Condoms 23,832  TOTAL	428,632 311,357 1,192  741,181	8%
57. SRI LANKA Started by PSI and IPPF in 1973; now managed by Family Planning Association of Sri Lanka.	IPPF support	Source: FPASL Condoms 7,217,784 Pills 1,635,360 IUDs 1,728 Injectables 51,958 EC 934,968  TOTAL	72,178 116,811 6,912 12,990 103,885  312,776	7%
57.1 SRI LANKA II Started by MSI in 1993.	Managed by MSI Sri Lanka.	Source: MSI/SL Condoms 7,040,186 Pills 74,947 EC 41,711  TOTAL	70,402 5,353 4,635  80,390	27%
58. SUDAN Started by DKT in 2004.	Private support	Source: DKT Condoms 216,000 Pills 526,827 IUDs 98,245 Injectables 30,780  TOTAL	2,160 37,631 392,980 7,695  440,466	-8%
59. SWAZILAND Started by PSI in 2001.	USAID (AIDSMark) and Dutch support	Source: PSI Condoms 1,951,271 Free Condoms 1,887,260 Female Condoms 26,768  TOTAL	19,513 9,436 1,338  30,287	97%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES	CYP*	% CHANGE FROM 2007
60. TANZANIA Started by PSI in 1993.	USAID, Global Fund, KfW, and Dutch Government support	Source: PSI Condoms 47,811,024 Female Condoms 325,800 Pills 206,498 TOTAL	478,110 16,290 14,750 509,150	-23%
60.1 TANZANIA II T-MARC Project	USAID support	Source: AED Condoms 11,637,144 Female Condoms 584,880 Pills 1,074,888 TOTAL	116,371 29,244 76,778 222,393	NA
61. TOGO Started by SOMARC in 1992; transferred to PSI in 1998.	USAID and Global Fund	Source: PSI Condoms 12,436,724 Female Condoms 172,863 Pills 98,046 Injectables 15,129 TOTAL	124,367 8,643 7,003 3,783 143,796	42%
62. UGANDA Started by SOMARC in 1991; transferred to CMS in 1998; transferred to AIDSMark in 2003.	CDC and private support Cooperating Agency: PSI	Source: PSI Condoms 4,012,920 Free Condoms 6,923,317 Implants 149 TOTAL	40,129 34,617 447 75,193	24%
62.1 UGANDA II Started by MSI in 1997; managed by MSI.	KfW support	Source: MSI Uganda Condoms 18,832,578 TOTAL	188,326 188,326	19%
63. URUGUAY Started by AUPF (Asociacion Uruguaya de Planificacion Familiar) around 1968.	IPPF support	Source: AUPF Condoms 43,113 Pills 71,056 IUDs 4,565 TOTAL	431 5,075 18,260 23,766	-21%
64. VENEZUELA Started by PROSALUD in 1992.	Support from commercial sector and local embassies	Source: PROSALUD Condoms 419,158 Pills 269,447 IUDs 505 Injectables 14,281 EC 1,397,210 TOTAL	4,192 19,246 2,020 3,570 155,246 184,274	1%
65. VIET NAM Implemented by DKT in 1993.	DFID, KfW support	Source: DKT Condoms 61,970,953 Pills 6,412,500 IUDs 1,571 Injectables 5,071 TOTAL	619,710 458,036 6,284 1,268 1,085,298	2%
66. YEMEN Started by MSI in 2001.	KfW support	Source: MSI Condoms 2,219,634 Pills 347,070 IUDs 25,172 Injectables 79,682 TOTAL	22,196 24,791 100,688 19,921 167,596	-19%
67. ZAMBIA Started by PSI in 1992.	USAID, UNFPA, WHP, KfW support	Source: PSI Condoms 19,619,892 Female Condoms 465,456 Pills 2,552,166 IUDs 359 Implants 254 TOTAL	196,199 23,273 182,298 1,436 762 403,968	52%
68. ZIMBABWE Started by SOMARC in 1988; transferred to PSI in 1996.	USAID, DFID and Packard Partnership Funds	Source: PSI Condoms 68,603,490 Female Condoms 3,146,640 Pills 685,470 Injectables 39,701 EC 3,068 TOTAL	686,035 157,332 48,962 9,925 341 902,595	18%
GRAND TOTAL			44,978,952	

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

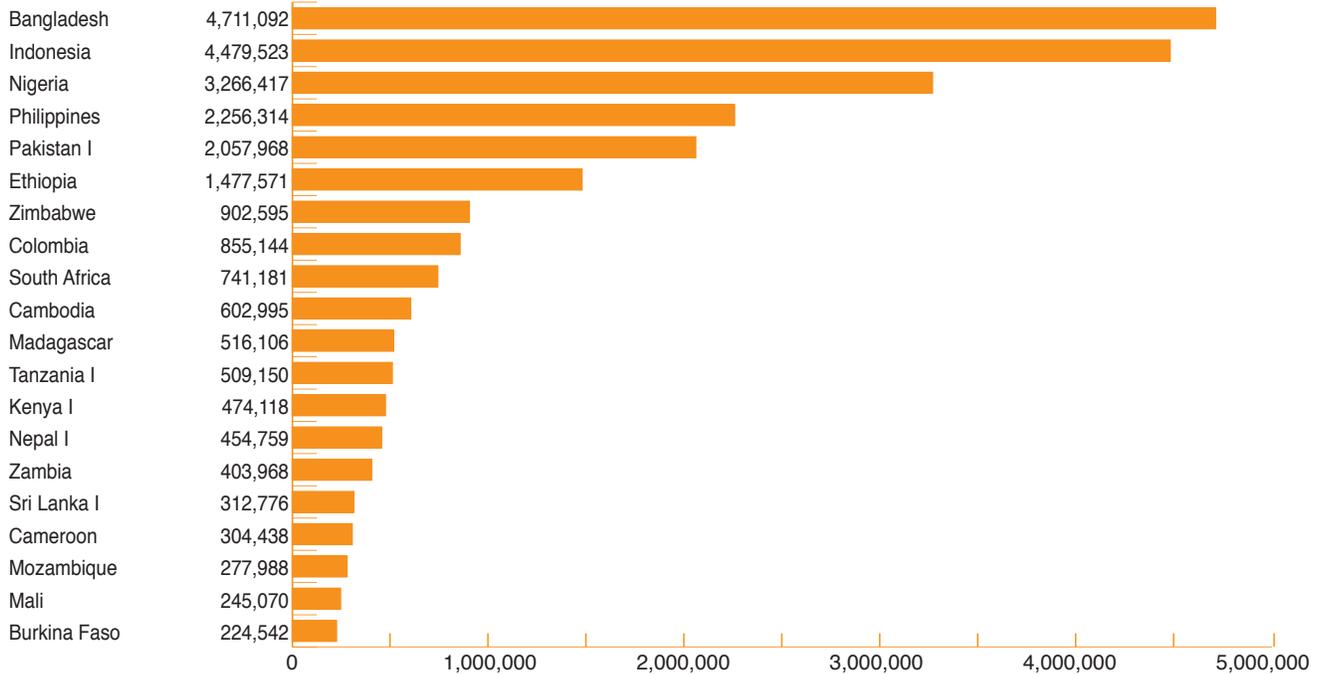
## Best Programs

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

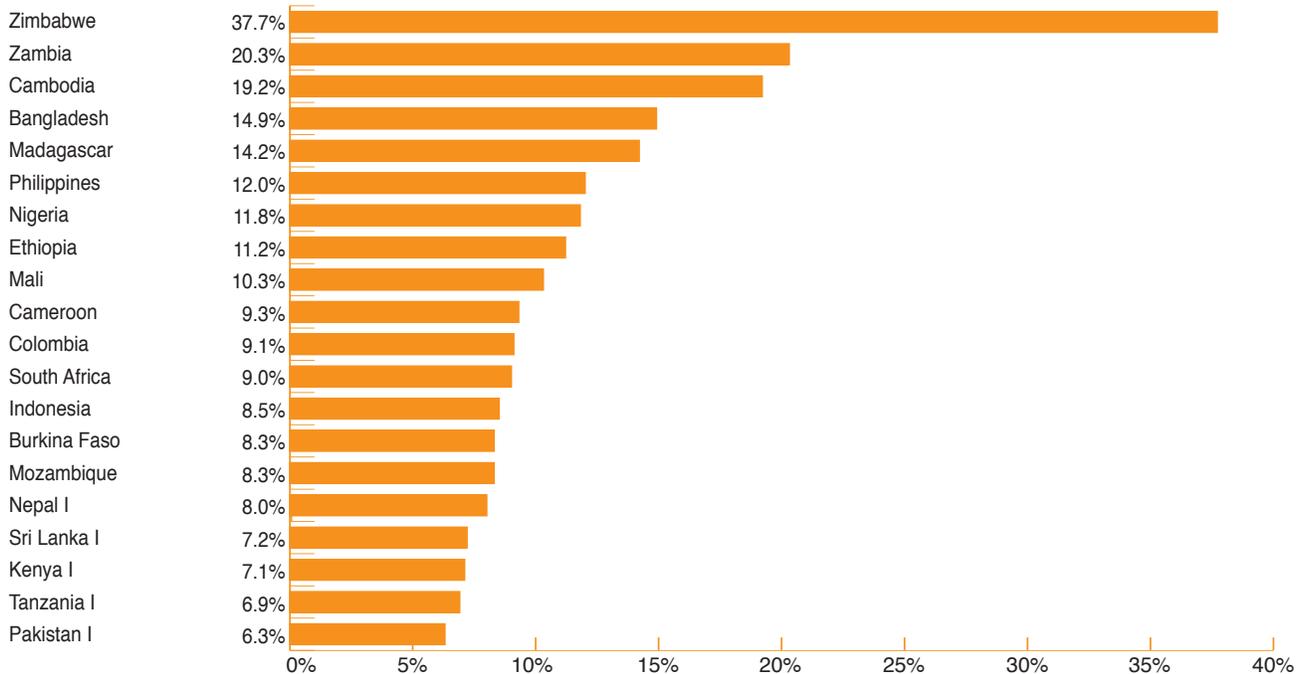
- delivering more than 200,000 CYPs and
- reaching more than 6% of their target markets.

They are arranged first by program size, then by percent of coverage.

### Ranked by Program Size (CYPs)



### Ranked by Percent of Target Market\*



\*Target market calculated as 75% of women aged 15–49.