

2012
CONTRACEPTIVE SOCIAL MARKETING
STATISTICS

Courtesy of
DKT International
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Washington, DC 20006
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SOCIAL MARKETING STATISTICS 2012

Highlights

	2012	2011	2010
CYPs*	65.5 million	62.0 million	53.4 million

Sales – 2012

Condoms.....	2,364,743,882 (87 programs)	IUDs.....	2,228,275..(46 programs)
Free Condoms	841,142,887 (27 programs)	Implants	438,980..(32 programs)
Female Condoms.....	8,625,080 (30 programs)	Emergency Contraception (EC).....	8,910,663..(25 programs)
Free Female Condoms	1,061,987 (7 programs)	Medical Abortion (MA)**.....	1,839,543..(10 programs)
Pills.....	199,490,301 (61 programs)	Manual Vacuum Aspiration (MVA) Kits	24,808.....(6 programs)
Free Pills	37,969,000 (1 program)	MISO Tabs	16,889,709..(12 programs)
Injectables	32,267,203 (55 programs)	VFT	887,148..... (1 program)

Social Marketing Program Sales

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

PROGRAM	REMARKS	2012 PRODUCT SALES	CYP	% CHANGE FROM 2011
1. AFGHANISTAN Started by Marie Stopes International (MSI) in 2003.	MSI support	Source: MSI		
		Condoms	1,507,503	15,075
		Pills	69,141	4,939
		Injectables	51,715	12,929
		IUDs	61,437	245,748
		TOTAL	TOTAL	278,690
1.1 AFGHANISTAN II ASMO under Health Policy Project. Started by USAID in October 2010.	USAID support	Source: Futures Group		
		Condoms	11,291,868	112,919
		Pills	1,903,276	135,948
		Injectables	533,650	133,413
TOTAL	TOTAL	382,279	NA	
2. ANGOLA Started by Population Services International (PSI) in 2000.	USAID, DFID, and private funding	Source: PSI		
		Condoms	7,722,752	77,228
		Free Condoms	590,000	2,950
TOTAL	TOTAL	80,178	-18%	
3. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID		
		Condoms	138,221,769	1,382,218
		Pills	37,957,005	2,711,215
		Injectables	1,188,940	297,235
		IUDs	450	1,800
		Implants	210	630
TOTAL	TOTAL	4,393,097	3%	
4. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID and KfW support	Source: PSI		
		Condoms	9,474,758	94,748
		Free Condoms	1,508,004	7,540
		Female Condoms	6,495	325
		Free Female Condoms	11,230	281
		Pills	84,171	6,012
		Injectables (3)	29	7
		Injectables (2)	46,619	7,770
		IUDs	16,140	64,560
		Implants	20,148	60,444
		TOTAL	TOTAL	241,686
5. BOLIVIA Started by Prosalud in 2003.	Prosalud Interamericana	Source: PROSALUD		
		Condoms	33,048	330
		Pills	33,872	2,419
		Injectables	20,960	5,240
		EC	125,248	10,437
TOTAL	TOTAL	18,427	11%	

* 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; 12 EC; .33 Implants; .25 IUDs; .5882 MA Doses; .0208 MVA Kits.

** Medical abortion drugs are included here only when mifepristone and misoprostol are sold in combination.

PROGRAM	REMARKS	2012 PRODUCT SALES		CYP	% CHANGE FROM 2011
6. BOTSWANA Started by PSI in 1993.	Government of Botswana, USAID (AIDSMark), and Dutch government support	Source: PSI			
		Condoms	3,222,809	32,228	
		Free Condoms	3,338,704	16,694	
		TOTAL		48,922	-26%
7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Self-sustaining project	Source: DKT			
		Condoms	130,136,107	1,301,361	
		Female Condoms	37,678	1,884	
		TOTAL		1,303,245	14%
8. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF support	Source: PSI			
		Condoms	21,993,848	219,938	
		Free Condoms	156,680	783	
		Female Condoms	220,089	11,004	
		Pills	1,377,227	98,373	
		Injectables (3)	849,450	212,363	
		Injectables (1)	15,268	1,272	
		IUDs	11,796	47,184	
		Implants	2,223	6,669	
		EC	31,082	2,590	
		Miso Tabs	3,456	0	
		TOTAL		600,178	-8%
9. BURUNDI Started by PSI in 1990.	USAID, Global Fund, KfW, and DOD support	Source: PSI			
		Condoms	2,434,410	24,344	
		Free Condoms	122,400	612	
		TOTAL		24,956	-13%
10. CAMBODIA Started by PSI in 1994.	USAID, DFID, KfW, UNFPA, and government support	Source: PSI			
		Condoms	19,011,469	190,115	
		Free Condoms	229,032	1,145	
		Pills	4,608,998	329,214	
		Injectables	597,050	149,263	
		IUDs	25,901	103,604	
		Implants	4,912	14,736	
		Medical Abortion (MA)	129,000	219,300	
				TOTAL	
11. CAMEROON Started by PSI and DKT in 1989.	DOD, KfW, Plan, Care, Dutch Fund, MTN, Art Venture, and CIDA support	Source: PSI			
		Condoms	21,427,386	214,274	
		Female Condoms	534,453	26,723	
		Pills	800	57	
		Injectables	40,400	10,100	
		IUDs	16,745	66,980	
		Implants	5,241	15,723	
		TOTAL		333,857	2%
12. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	UNFPA, KfW, World Bank, and private support	Source: PSI			
		Condoms	4,494,528	44,945	
		Female Condoms	17,196	860	
		TOTAL		45,805	-37%
13. CHINA Started by DKT in 1996.	Private support	Source: DKT			
		Condoms	51,036,552	510,366	
		EC	51,125	4,260	
		TOTAL		514,626	5%
14. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	No report this year. Data from 2011.	Condoms	5,990,937	59,909	
		Pills	758,517	54,180	
		Injectables (3)	2,040,226	510,057	
		IUDs	26,610	106,440	
		TOTAL		730,586	NA
15. 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	61,476,182	614,762	
		Free Condoms	3,544,197	17,721	
		Female Condoms	2,325,513	116,276	
		Pills	1,236,571	88,327	
		Injectables (3)	302,191	75,548	
		IUDs	4,219	16,876	
Implants	5,281	15,843			
		TOTAL		945,352	62%

PROGRAM	REMARKS	2012 PRODUCT SALES	CYP	% CHANGE FROM 2011	
15.1 CONGO II (DRC/Kinshasa) Started by DKT in 2009.	Private support, DFID (PUMDUP)	Source: DKT			
		Condoms	10,007,510	100,075	
		Pills	126,172	9,012	
		Injectables (3)	588	147	
		IUDs	7,477	29,908	
		Implants	1,516	4,548	
		TOTAL		143,690	124%
16. COTE D'IVOIRE Started by PSI in 1998; now managed by AIMAS with technical assistance from PSI.	USAID support	Source: PSI			
		Condoms	22,174,988	221,750	
		Female Condoms	38,170	1,909	
		Pills	2,561,212	182,944	
		Injectables (3)	24,824	6,206	
		EC	115,040	9,587	
TOTAL		422,395	4%		
17. DOMINICAN REPUBLIC Started by PSI in 2003.	KfW, USAID, and private support	Source: PSI			
		Condoms	13,427,624	134,276	
		Free Condoms	1,147,790	5,739	
TOTAL		140,015	15%		
18. ECUADOR Established by SOMARC in 1986; managed by CEMOPLAF.	PPFA	Source: CEMOPLAF			
		Condoms	250,000	2,500	
		Pills	14,577	1,041	
		Injectables (3)	20,570	5,143	
		IUDs	7,407	29,628	
		Implants	2,281	6,843	
TOTAL		45,155	NA		
18.1 ECUADOR II Started by Prosalud in 2010.	Prosalud Interamericana Foundation	Source: PROSALUD			
		Condoms	181,800	1,818	
		Pills	6,384	456	
		EC	57,648	135,296	
TOTAL		137,570	NA		
19. EGYPT Started by DKT in 2004.	DKT support	Source: DKT			
		Condoms	602,130	6,021	
		Pills	200	14	
		IUDs	348,260	1,393,040	
		EC	126,297	10,525	
		Miso Tabs	15,150,320	0	
		VFT	887,148	7,393	
		TOTAL		1,416,993	31%
20. EL SALVADOR Founded by PSI/EL Salvador (PASMO) in 1998.	USAID, KfW, DOD, and Dutch support	Source: PSI			
		Condoms	2,904,816	29,048	
		Female Condoms	12,000	600	
		Pills	16,882	1,206	
		IUDs	9,189	36,756	
		Implants	390	1,170	
TOTAL		68,780	4%		
21. ETHIOPIA Implemented by DKT in 1990.	Dutch government, Irish, DFID, and private support	Source: DKT			
		Condoms	64,990,765	637,779	
		Female Condoms	250	13	
		Pills	3,593,023	255,399	
		Injectables	2,304,200	558,853	
		IUDs	201,252	409,192	
		Implants	144,975	256,925	
		EC	1,665,879	135,296	
		MA	135,295	120,262	
		MVA Kits	5,619	139,461	
		Miso Tabs	260,488	0	
		TOTAL		2,513,180	-13%
		21.1 ETHIOPIA II Implemented by PSI in 2003.	Global Fund, USAID, UNICEF, and Proctor & Gamble support	Source: PSI	
Free Condoms	28,473,618			142,368	
TOTAL		142,368	155%		
22. GHANA Started by AED and GSCP in 2005; now managed by EXP SMF.	USAID support	Source: USAID			
		Condoms	3,847,080	38,471	
		Free Condoms	3,847,080	19,235	
		Pills	3,788,904	270,636	
		Injectables	695,296	173,824	
TOTAL		502,166	31%		

PROGRAM	REMARKS	2012 PRODUCT SALES	CYP	% CHANGE FROM 2011
22.1 GHANA II Started by DKT in 2010.	Private and Dutch support	Source: DKT		
		Condoms	2,358,326	23,583
		IUDs	123	492
		Implants	899	2,697
		MA	62,446	106,158
		TOTAL	132,930	NA
23. GUATEMALA Asociacion Pro-Bienestar de la Familia de Guatemala (APROFAM); started by Juarez and Associates in 1983.	USAID support	Source: IPPF		
		Condoms	712,691	7,127
		Pills	518,320	37,023
		Injectables	210,595	52,649
		IUDs	2,749	10,996
		TOTAL	107,795	-64%
23.1 GUATEMALA II Started by PSI in 1998.	Abt Associates, KfW, USAID, and private support	Source: PSI		
		Condoms	10,211,611	102,116
		Pills	68,590	4,899
		Injectables (1)	15,235	1,270
		IUDs	15,742	62,968
		Implants	1,590	4,770
		Miso Tabs	2,033	0
		TOTAL	176,023	5%
24. GUINEA Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI		
		Condoms	9,318,180	93,182
		Pills	478,401	34,172
		Injectables (3)	293,280	73,320
		TOTAL	200,673	47%
25. HAITI Started by DKT and PSI in 1990.	USAID, UNFPA, Sogebank Foundation, MSH, and World Bank support	Source: PSI		
		Condoms	2,124,288	21,243
		Female Condoms	15,498	775
		Pills	538,493	38,464
		Injectables (3)	200,716	50,179
		TOTAL	110,661	7%
26. HONDURAS Honduras Social Marketing Program; managed by the FPAASHONPLAFA.	KfW and USAID support	Source: IPPF		
		Condoms	1,015,476	10,155
		Pills	1,222,138	87,296
		Injectables (3)	140,119	35,030
		IUDs	33,402	133,608
		TOTAL	266,088	49%
26.1 HONDURAS II Started by PSI in 1998.	KfW, Abt Associates, Summit Foundation, and private support	Source: PSI		
		Condoms	3,680,152	36,802
		TOTAL	36,802	-2%
27. INDIA I Nirodh Deluxe, Mala-D, Mala-N (Does not include any brands listed for India II - VII.)	Government of India (GOI) Project (figures are for fiscal year ended 3/31/13)	Source: GOI		
		Condoms (Nirodh D.)	331,180,000	3,311,800
		Free Condoms	643,520,000	3,217,600
		Pills (Mala-D)	20,400,000	1,457,143
		Free Pills (Mala-N)	37,969,000	1,356,036
		TOTAL	9,342,579	106%
27.1 INDIA II Masti and Pearl PSI/India, 1988. (India I totals include 51.7 million Nirodh condoms and 12 million Mala-D pills sold by PSI/India.)	GOI, KfW, DFID, and USAID support (calendar year data, 2012)	Source: PSI		
		Condoms	169,524,335	1,695,243
		Female Condoms	118,830	5,942
		Pills	15,791,604	1,127,972
		Injectables (3)	22,174	5,544
		IUDs	152,093	608,372
		EC	76,890	6,408
		MA	265,877	451,991
				TOTAL
27.2 INDIA III Sawan, Bliss, Milan, and Ecroz Parivar Seva Sanstha, 1988.	(FYE 3/31/12)	Source: GOI		
		Condoms (3 brands)	44,910,000	449,100
		Pills (Ecroz)	1,267,800	90,557
		TOTAL	539,657	11%

PROGRAM	REMARKS	2012 PRODUCT SALES		CYP	% CHANGE FROM 2011
27.3 INDIA IV Zaroor, Choice, XXX Started by DKT/India (Mumbai) in 1992. (India I totals include 218,900 Nirodh sold by DKT.)	GOI and private support (calendar year 2012)	Source: DKT			
		Condoms	90,316,936	903,169	
		Pills	13,984,140	998,867	
		Injectables (3)	88,710	22,178	
		IUDs	106,006	424,024	
		EC	135,056	11,255	
		MA	446,530	669,795	
		TOTAL		3,029,288	5%
27.4 INDIA V Apsara, Mithun, Style Bihar-based project started by DKT in 1996; now managed by Janani.	Packard Foundation and private support (calendar year 2012)	Source: DKT			
		Condoms	16,832,290	168,323	
		Pills	548,076	39,148	
		Injectables (3)	11,827	2,957	
		IUDs	15,202	60,808	
		TOTAL		271,236	-79%
27.5 INDIA VI Ahsas, Thril, Flavoured Started by MSI/PHS (Population Health Services) in 1999. (India I totals include 1.25 million Mala-D pills and more than 13 million Nirodh sold by PHS.)	MSI support (calendar year 2012)	Source: MSI			
		Condoms	114,475,772	1,144,758	
		Pills	2,904,393	207,457	
		Injectables (3)	165,392	41,348	
		IUDs	32,369	129,476	
		EC	274,734	22,895	
		MA	584,745	994,067	
Miso Tabs	120,592	0			
		TOTAL		2,539,999	9%
27.6 INDIA VII Started by World Health Partners in 2009.	Private support	Source: WHP			
		Condoms	1,458,648	14,586	
		Pills	161,175	11,513	
		Injectables (3)	14,783	3,696	
		IUDs	4,435	17,740	
		EC	27,547	2,296	
		TOTAL		49,830	135%
28. INDONESIA Started by DKT in 1996.	Private support	Source: DKT			
		Condoms	133,355,524	1,333,555	
		Female Condoms	6,288	314	
		Pills	22,911,570	1,636,541	
		Injectables (3)	9,339,850	2,334,963	
		Injectables (1)	3,476,160	289,680	
		IUDs	158,732	634,928	
		Implants	8,402	25,206	
		EC	36,444	3,037	
		MVA	1,489	71,472	
		Miso Tabs	211,950	0	
		TOTAL		6,329,696	6%
29. KENYA Started by DKT and PSI in 1989.	DFID support	Source: PSI			
		Condoms	35,538,084	355,381	
		Free Condoms	20,578,497	102,892	
		Pills	236,276	16,877	
		Injectables	480,036	120,009	
		IUDs	14,658	3,665	
		Implants	31,593	94,779	
		EC	271,950	22,663	
		TOTAL		716,265	-29%
30. LAOS Started by PSI in 1999.	USAID (AIDSMARK), Global Fund, Ministry of Health, and UN support	Source: PSI			
		Condoms	4,918,704	49,187	
		Female Condoms	15,898	795	
		Pills	12,187	871	
		Injectables	825	206	
		IUDs	1,974	494	
		TOTAL		51,552	-18%
31. LESOTHO Started by PSI in 2001.	USAID and Dutch support	Source: PSI			
		Condoms	4,323,600	43,236	
		Free Condoms	6,510,000	32,550	
		Female Condoms	624,404	31,220	
		TOTAL		107,006	-19%

PROGRAM	REMARKS	2012 PRODUCT SALES	CYP	% CHANGE FROM 2011	
32. MADAGASCAR Started by SOMARC in 1996; now managed by PSI.	USAID, Global Fund, Women Health Project support, and private foundations	Source: PSI			
		Condoms	9,070,108	90,701	
		Free Condoms	3,581,293	17,906	
		Female Condoms	32,865	1,643	
		Pills	3,639,137	259,938	
		Injectables	1,636,701	409,175	
		IUDs	34,212	136,848	
		Implants	4,224	12,672	
		TOTAL		928,884	18%
		33. MALAWI Started by PSI in 1994.	USAID and KfW support	Source: PSI	
Condoms	6,238,990			62,390	
Female Condoms	68,703			3,435	
Pills	40,413			2,887	
Injectables	182,503			45,626	
IUDs	106			424	
Implants	1,257			3,771	
TOTAL				118,532	26%
34. MALAYSIA Started by DKT in 1991; managed by PHI consultants.	Self-sustaining project	Source: DKT			
		Condoms	4,692,240	46,922	
		TOTAL		46,922	3%
35. MALI Started by PSI in 2000.	Global Fund, USAID, KfW, Netherlands Government, CIDA, and UNFPA	Source: PSI			
		Condoms	18,199,210	181,992	
		Female Condoms	3,210	161	
		Pills	1,516,842	108,346	
		Injectables	642,765	160,691	
		IUDs	21,940	87,760	
		Implants	20,791	62,373	
		TOTAL		601,323	36%
36. MEXICO Started by DKT in 2002.	Private support	Source: DKT			
		Condoms	15,065,187	150,652	
		Female Condoms	24	1	
		Miso Tabs	13,524	0	
TOTAL		150,653	6%		
36.1 MEXICO II Started by PSI in 2003.	USAID, Summit Foundation, CENSIDA, World Bank, and private support	Source: PSI			
		Condoms	25,578	256	
		Free Condoms	34,843,710	174,219	
		Female Condoms	87,900	4,395	
TOTAL		178,869	403%		
37. MONGOLIA Started by MSI in 2000.	UNFPA and MSI support	Source: MSI			
		Condoms	4,580,723	45,807	
		Free Condoms	14,325	72	
		Pills	169,283	12,092	
		Injectables	117	29	
		IUDs	13,943	55,772	
		Implants	90	270	
		EC	96,424	8,035	
		TOTAL		122,077	49%
38. MOZAMBIQUE Started by PSI in 1995.	DFID and GTZ support	Source: PSI			
		Condoms	18,244,756	182,448	
		Free Condoms	572,369	2,862	
		Female Condoms	22,078	1,104	
		Free Female Condoms	39,979	999	
		Pills	89,605	6,400	
TOTAL		193,813	28%		
38.1 MOZAMBIQUE II Started by DKT in 2008.	UNFPA, PSI, and private support	Source: DKT			
		Condoms	5,280,804	52,808	
		Pills	91,427	6,531	
		Injectables	6,550	1,638	
		IUDs	6,613	26,452	
		Implants	16,201	48,603	
		EC	29,139	2,428	
		MVA	288	13,824	
		Miso Tabs	74,580	0	
		TOTAL		152,283	89%

PROGRAM	REMARKS	2012 PRODUCT SALES	CYP	% CHANGE FROM 2011		
39. NEPAL Started in 1976. Nepal Social Marketing and Franchise project.	USAID support	Source: AED				
		Condoms	13,774,080	137,741		
		Pills	1,463,300	104,521		
		Injectables	514,176	128,544		
		IUDs	1,254	5,016		
		Implants	831	2,493		
		EC	392,042	32,670		
		TOTAL	410,985	8%		
39.1 NEPAL II Started by MSI in 2002.	MSI support	Source: MSI				
		Condoms	3,124,955	31,250		
		Pills	262,245	18,732		
		TOTAL	49,981	20%		
39.2 NEPAL III Activated by PSI in 2009.	Global Fund support	Source: PSI				
		IUDs	43,539	174,156		
		Implants	1,205	3,615		
		MA	39,750	67,575		
		TOTAL	245,346	64%		
40. NICARAGUA Started by PSI in 1998.	Abt Associates, USAID, KfW, Dutch Embassy, and private support	Source: PSI				
		Condoms	5,159,547	51,595		
		Female Condoms	1,530	77		
		IUDs	8,147	32,588		
		Implants	191	573		
		TOTAL	84,833	-38%		
41. NIGER The Association Nigerienne de Marketing Social, 2006.	KfW support	Source: ANIMAS Sutura				
		Condoms	8,212,328	82,123		
		Pills	335,415	23,958		
		TOTAL	106,081	NA		
42. 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	213,739,536	2,137,395		
		Free Condoms	4,685,040	23,425		
		Female Condoms	1,114,272	55,714		
		Pills	5,407,622	386,259		
		Injectables (3)	1,399,836	349,959		
		Injectables (2)	1,182,420	197,070		
		Injectables (1)	58,320	4,860		
		IUDs	85,342	341,368		
		Implants	9,734	29,202		
		EC	535,834	44,653		
				TOTAL	3,569,905	4%
		43. PAKISTAN Program started by PSI Marketing Associates in 1986. Cooperating agency: PSI and Greenstar Social Marketing.	KfW, USAID, and private support	Source: PSI		
Condoms	103,110,124			1,031,101		
Pills	1,264,133			90,295		
Injectables (3)	315,212			78,803		
Injectables (2)	503,125			83,854		
Injectables (1)	185,395			15,450		
IUDs	272,772			1,091,088		
Implants	5,586			16,758		
EC	1,584,570			132,048		
				TOTAL	2,539,397	-12%
43.1 PAKISTAN II Started by MSI in 2003.	Funded by MSI	Source: MSI				
		Condoms	6,256,941	62,569		
		Implants	24,737	74,211		
		TOTAL	136,780	32%		
43.2 PAKISTAN III Started by DKT in 2012.	Packard Foundation and private support	Source: DKT				
		Condoms	1,310,592	13,106		
		IUDs	2,860	11,440		
		TOTAL	24,546	NA		
44. PANAMA Started by PSI in 1996.	USAID and private support	Source: PSI				
		Condoms	3,201,440	32,014		
		TOTAL	32,014	18%		
45. PAPUA NEW GUINEA Started by PSI in 2007.	Global Fund, ADB, USAID, and NZAID	Source: PSI				
		Condoms	942,383	9,424		
		Female Condoms	29,011	1,451		
		TOTAL	10,874	-72%		

PROGRAM	REMARKS	2012 PRODUCT SALES	CYP	% CHANGE FROM 2011	
46. PARAGUAY Started by PSI in 1996.	Self sustaining project	Source: PSI			
		Condoms	2,268,148	22,681	
		Pills	679,726	48,552	
		EC	249,311	20,776	
		TOTAL		92,009	9%
47. PERU Apoyo a Programas de Poblacion; started by SOMARC and APROPO in 1984.	USAID support	Source: APROPO			
		Condoms	21,191,331	211,913	
		TOTAL		211,913	11%
47.1 PERU II Started by APPRENDE in 2002.	Support maintained through commercial activities of FARMAGE	Source: PROSALUD			
		Condoms	187,632	1,876	
		Pills	125,964	8,997	
		EC	292,956	24,413	
		TOTAL		35,287	-1%
48. PHILIPPINES Implemented by DKT in 1990; managed by DKT.	Self sustaining program	Source: DKT			
		Condoms	34,434,110	344,341	
		Pills	29,942,843	2,138,775	
		Injectables (3)	1,460,530	365,133	
		IUDs	21,968	87,872	
		TOTAL		2,936,120	3%
49. ROMANIA Started by PSI in 1998.	USAID, UNICEF, and Dutch government/Matra support	Source: PSI			
		Condoms	4,335,875	43,359	
		Free Condoms	124,362	622	
		TOTAL		43,981	-25%
50. RWANDA Started by PSI in 1993.	DFID, Netherlands government, KfW, USAID, and Global Fund support	Source: PSI			
		Condoms	11,093,987	110,940	
		Pills	101,342	7,239	
		Injectables	23,517	5,879	
		Implants	3,221	9,663	
		TOTAL		133,721	-6%
51. SENEGAL Started by USAID in 1994, then spun off into (ADEMAS) and partnered with PSI in 2011.	KfW and USAID support	Source: PSI			
		Condoms	1,970,913	19,709	
		Pills	465,696	33,264	
		Injectables	14,477	3,619	
		TOTAL		56,592	
52. SOUTH AFRICA Started by PSI in 1992.	USAID, Dutch government, EF (PSI), and GOSF support	Source: PSI			
		Condoms	70,367,916	703,679	
		Free Condoms	72,432,000	362,160	
		Free Female Condoms	429,500	10,738	
		TOTAL		1,076,577	7%
53. SRI LANKA Started by PSI and IPPF in 1973, now managed by Family Planning Association of Sri Lanka.	MSI support	Source: MSI/SL			
		Condoms	3,981,915	39,819	
		Pills	61,641	4,403	
		Injectables	536	134	
		EC	7,831	653	
		TOTAL		45,009	-30%
54. SUDAN Started by DKT in 2004.	Private support	Source: DKT			
		Condoms	1,111,392	11,114	
		Pills	367,723	26,266	
		IUDs	178,600	714,400	
		Implants	7,156	21,468	
		MVA	17,189	825,072	
		Miso Tabs	412,400	0	
		TOTAL		1,598,320	22%
54.1 SUDAN II South Sudan started by PSI in 2005.	USAID, Global Fund, MSH, and FHI support	Source: PSI			
		Condoms	1,288,580	12,886	
		Free Condoms	3,463,032	17,315	
		TOTAL		30,201	83%
55. SWAZILAND Started by PSI in 2001.	USAID (AIDSMark) and Dutch government support	Source: PSI			
		Condoms	1,642,992	16,430	
		Free Condoms	5,111,900	25,560	
		Female Condoms	219,509	10,975	
		TOTAL		52,965	42%

PROGRAM	REMARKS	2012 PRODUCT SALES		CYP	% CHANGE FROM 2011
56. TANZANIA Started by PSI in 1993.	USAID, Global Fund, KfW, and Dutch government support	Source: PSI			
		Condoms	68,724,288	687,243	
		Female Condoms	728,100	36,405	
		Pills	3,213,648	229,546	
		Injectables (3)	203,020	50,755	
		IUDs	58,711	234,844	
		Implants	37,768	113,304	
		EC	1,680	140	
		Miso Tabs	310,408	0	
			TOTAL		1,352,237
56.1 TANZANIA II T-MARC Project.	USAID support	Source: AED			
		Condoms	13,791,168	137,912	
		Pills	1,787,328	127,666	
		Female Condoms	589,680	29,484	
		Free Female Condoms	147,420	3,686	
	TOTAL		298,747	22%	
57. THAILAND Started by DKT in 2008.	DKT support	Source: DKT			
		Condoms	1,033,510	10,335	
		Pills	249,576	17,827	
		IUDs	5,367	21,468	
	TOTAL		49,630	33%	
58. TOGO Started by SOMARC in 1992; transferred to PSI in 1998.	USAID and Global Fund	Source: PSI			
		Condoms	3,678,968	36,790	
		Free Condoms	1,300,435	6,502	
		Female Condoms	52,091	2,605	
		Pills	105,589	7,542	
		Injectables	60,216	15,054	
		IUDs	7,439	29,756	
		Implants	17,971	53,913	
	TOTAL		152,161	-9%	
59. TURKEY Started by DKT in 2008.	DKT support	Source: DKT			
		Condoms	3,544,234	35,442	
	TOTAL		35,442	-72%	
60. 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	4,636,300	46,363	
		Free Condoms	622,140	3,111	
		Free Female Condoms	342,438	8,561	
		Pills	28,431	2,031	
		Injectables	22,110	5,528	
		IUDs	88,552	354,208	
		Implants	27,876	83,628	
		Miso Tabs	316,535	0	
			TOTAL		503,429
60.1 UGANDA II Started by MSI in 1997; managed by MSI.	KfW support	Source: MSI Uganda			
		Condoms	4,556,400	45,564	
		MA	58,587	99,598	
	TOTAL		145,162	22%	
61. VENEZUELA Started by PROSALUD in 1992.	Support from commercial sector and local embassies	Source: Prosalud			
		Condoms	604,467	6,045	
		Pills	638,897	45,636	
		Injectables	256,734	64,184	
		EC	2,570,981	214,248	
	TOTAL		330,112	18%	
62. VIET NAM Implemented by MSI in 1989.	DFID, EC, and IPPF support	Source: MSI			
		MA	58,587	99,598	
	TOTAL		99,598	-23%	
62.1 VIET NAM II Implemented by DKT in 1993.	DKT support	Source: DKT			
		Condoms	19,150,330	191,503	
		Pills	4,433,040	316,646	
		Injectables	775	194	
		IUDs	43,699	174,796	
		EC	78,145	6,512	
		MA	58,726	99,834	
		MVA Kits	134	6,432	
		Miso Tabs	13,423	0	
			TOTAL		795,917

PROGRAM	REMARKS	2012 PRODUCT SALES	CYP	% CHANGE FROM 2011		
62.2 VIET NAM III Implemented by PSI in 2005.	USAID and PACT support	Source: PSI				
		Condoms	8,139,675	81,397		
		Free Condoms	669,138	3,346		
		Female Condoms	4,120	206		
		Free Female Condoms	720	18		
		TOTAL		84,966	-5%	
63. YEMEN Started by MSI in 2001.	KfW support	Source: MSI				
		Condoms	2,867,428	28,674		
		Free Condoms	54,093	270		
		Pills	670,688	47,906		
		Injectables (3)	386,927	96,732		
		IUDs	45,944	183,776		
		TOTAL	357,359	45%		
64. ZAMBIA Started by PSI in 1992.	USAID, UNFPA, WHP, and KfW support	Source: PSI				
		Condoms	27,870,255	278,703		
		Free Condoms	103,048	515		
		Female Condoms	289,625	14,481		
		Free Female Condoms	90,700	2,268		
		Pills	1,842,282	131,592		
		Injectables	387	97		
		IUDs	12,699	50,796		
		Implants	27,680	83,040		
				TOTAL	561,491	0%
		65. ZIMBABWE Started by SOMARC in 1988.	USAID, DFID, and Packard Partnership Funds	Source: PSI		
Condoms	27,925,290			279,253		
Female Condoms	1,409,600			70,480		
Pills	64,020			4,573		
Injectables	19,176			4,794		
IUDs	200			800		
Implants	2,800			8,400		
EC	76,810			6,401		
		TOTAL	374,701	-12%		
GRAND TOTAL			65,548,872			

* 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; 12 EC; .33 Implants; .25 IUDs; .5882 MA Doses; .0208 MVA Kits.

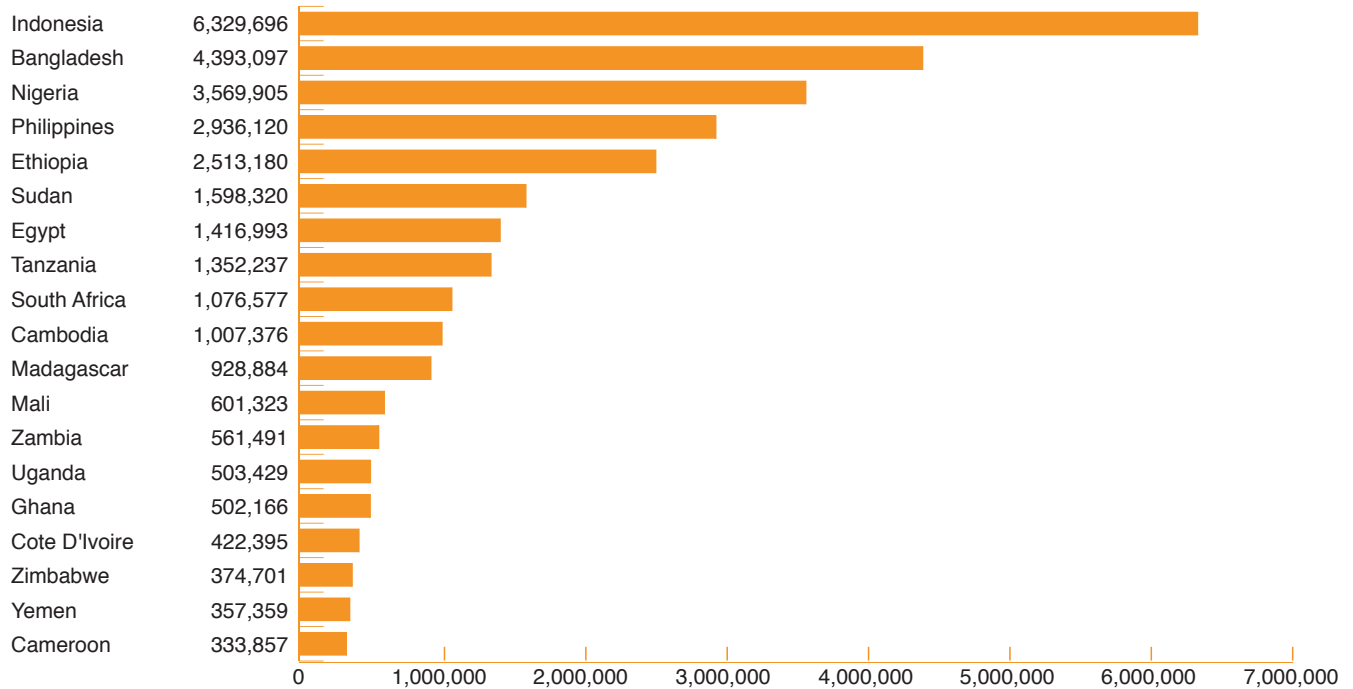
** Medical abortion drugs are included here only when mifepristone and misoprostol are sold in combination.

Best Programs

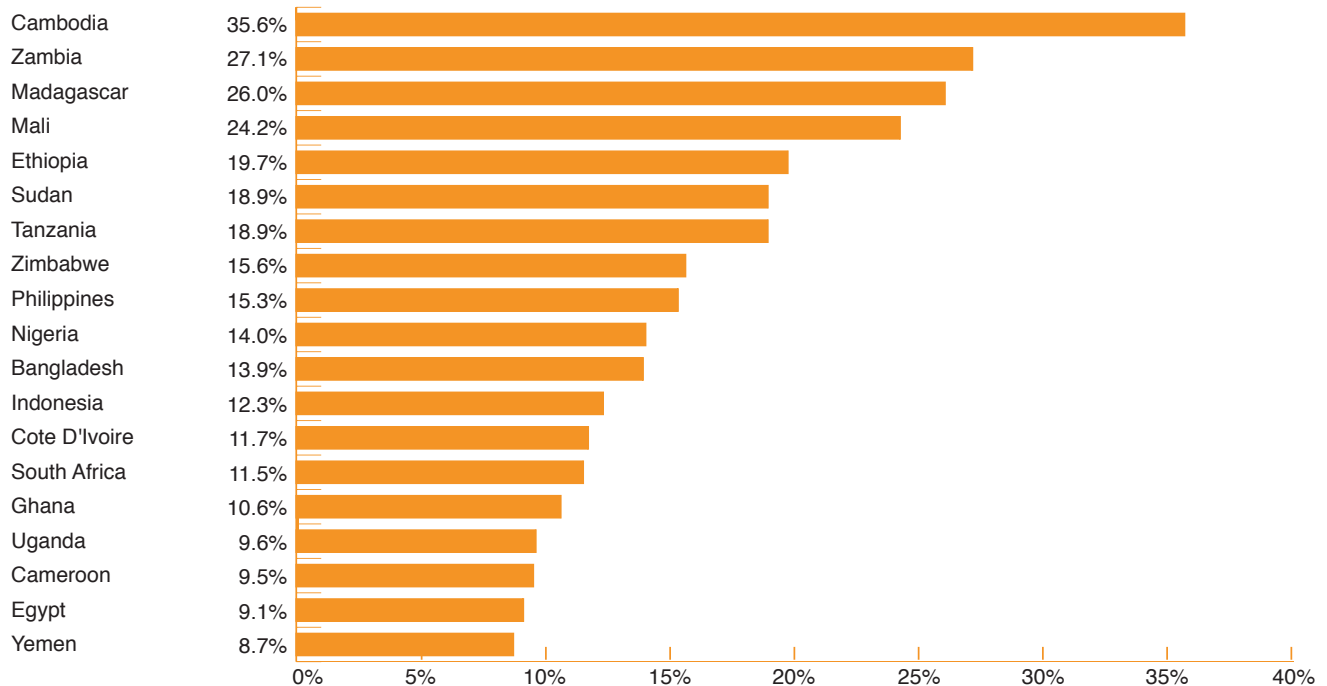
The following programs qualify for the “Best Programs” list by

- delivering more than 300,000 CYPs, and
- reaching more than 8% of their target markets.

Ranked by Program Size



Ranked by Percent of Target Market*



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