

2015 CONTRACEPTIVE SOCIAL MARKETING STATISTICS

November 2016

CONNECT WITH US



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

SOCIAL MARKETING STATISTICS 2015

Highlights	2015	2014	2013
CYPs*	67.8 million	69.1 million	69.9 million

Sales – 2015

Condoms.....	2,021,519,118	(83 programs)	Implants.....	613,011	(45 programs)
Free Condoms.....	280,759,503	(33 programs)	Emergency Contraception (EC).....	9,909,276	(32 programs)
Female Condoms.....	7,779,517	(22 programs)	Medical Abortion (MA)**.....	4,592,297	(19 programs)
Free Female Condoms.....	3,163,782	(10 programs)	Manual Vacuum Aspiration (MVA) Kits.....	25,456	(8 programs)
Pills.....	181,022,855	(63 programs)	Misoprostal (Miso) Tabs.....	6,761,324	(17 programs)
Injectables.....	39,989,621	(61 programs)	VFT.....	927,996	(1 program)
IUDs.....	3,030,317	(56 programs)			

Social Marketing Program Sales

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

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES	CYP	% CHANGE FROM 2014			
1. AFGHANISTAN Started by Marie Stopes International (MSI) in 2003.	MSI	Condoms	1,381,362	13,814			
		Pills	104,396	7,457			
		Injectables	28,035	7,009			
		IUDs	38,705	170,302			
		TOTAL		198,581	88%		
1.1 AFGHANISTAN II ASMO under Health Policy Project. Started by USAID October 2010.	USAID	Source: Futures Group					
		Condoms	2,358,180	23,582			
		Pills	393,444	28,103			
		Injectables	171,130	42,783			
		TOTAL		94,467	-66%		
2. ANGOLA Started by Population Services International (PSI) in 2000.	USAID, DFID, and private funding	Source: PSI					
		Condoms	6,607,983	66,080			
		Free Condoms	266,400	1,332			
		Free Female Condoms	99,000	2,475			
		TOTAL		69,887	39%		
3. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: SMC					
		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	8,700			
		TOTAL		4,839,763	9%		
4. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID and KfW support	Source: PSI					
		Condoms	7,290,230	72,902			
		Free Condoms	415,504	2,078			
		Female Condoms	12,916	646			
		Free Female Condoms	1,193	30			
		Pills	204,559	14,611			
		Injectables (2)	40,909	6,818			
		IUDs	18,230	80,212			
		Implants	22,782	103,555			
		Miso Tabs	15,194	950			
		TOTAL		281,801	2%		
		5. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Self-sustaining project	Source: DKT			
				Condoms	114,550,042	1,145,500	
Female Condoms	240,476			12,024			
MVA Kits	1,674			80,352			
TOTAL				1,237,876	12%		

* 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; .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

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

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES	CYP	% CHANGE FROM 2014
6. BURKINA FASO Started by MSI in 2009.	MSI	Source: MSI		
		Condoms	670,424	6,704
		Pills	210,036	15,003
		Injectables (3)	550	138
		TOTAL		21,844
7. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF	Source: PSI		
		Condoms	17,202,590	172,026
		Female Condoms	100,969	5,048
		Pills	3,052,676	218,048
		Injectables (3)	724,961	181,240
		Injectables (1)	225	19
		IUDs	6,506	28,626
		EC	28,409	2,029
TOTAL		607,037	0%	
7.1 BURMA (Myanmar) II Started by MSI in 1998.	DFID and MSI	Source: MSI		
		Condoms	103,391	1,034
		Pills	2,384,090	170,292
		Injectables (3)	8,070	2,018
		IUDs	340	1,496
		Implants	139	632
		EC	31,762	2,269
TOTAL		177,740	-26%	
7.2 BURMA (Myanmar) III Started by DKT in 2015.	Packard and DKT	Source: DKT		
		Condoms	691,757	6,918
		Injectables (3)	10,345	2,586
		IUDs	4,077	17,939
TOTAL		27,443	NA	
8. BURUNDI Started by PSI in 1990.	USAID, Global Fund, KfW, and DoD	Source: PSI		
		Condoms	3,343,769	33,438
		Free Condoms	768,840	3,844
		Female Condoms	9,654	483
		Pills	28,968	2,069
		Injectables	24,419	6,105
		IUDs	471	2,072
		Implants	866	3,936
TOTAL		51,947	1%	
9. CAMBODIA Started by PSI in 1994.	USAID, DFID, KfW, UNFPA, and government	Source: PSI		
		Condoms	12,381,228	123,812
		Pills	4,492,121	320,866
		Injectables	419,080	104,770
		IUDs	29,415	129,426
		Implants	4,996	22,709
		EC	46,270	3,305
		Medical Abortion (MA)	224,238	381,205
		TOTAL		1,086,093
10. CAMEROON Started by PSI and DKT in 1989.	DoD, KfW, Plan, Care, Dutch Fund, MTN, Art Venture, and CIDA	Source: PSI		
		Condoms	23,736,856	237,369
		Female Condoms	1,051,162	52,558
		Pills	158,627	11,331
		Injectables	48,025	12,006
		IUDs	23,898	105,151
		Implants	16,960	77,091
		Miso Tabs	149,709	9,357
		TOTAL		504,862
11. CHILE Started by DKT in 2010.	Self-sustaining project	Source: DKT		
		Condoms	1,701,792	17,018
TOTAL		17,018	9%	
12. CHINA Started by DKT in 1996.	DKT	Source: DKT		
		Condoms	24,011,366	240,114
		EC	5,518	394
TOTAL		240,508	-76%	
13. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA		
		Condoms	40,916,047	409,160
		Pills	175,044	12,503
		IUDs	96,256	423,526
TOTAL		845,190	NA	

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES	CYP	% CHANGE FROM 2014			
14. CONGO (DRC/Kinshasa) Started by PSI in 1988.	UNDP, Georgetown University (GU), DoD, UNICEF, Proctor & Gamble	Source: PSI					
		Condoms	24,283,179	242,832			
		Free Condoms	8,133,000	40,665			
		Female Condoms	544,720	27,236			
		Free Female Condoms	700,000	17,500			
		Pills	507,435	36,245			
		Injectables	216,849	54,212			
		IUDs	4,931	21,696			
		Implants	17,549	79,768			
		EC	16,956	1,211			
			TOTAL		521,366	116%	
14.1 CONGO II (DRC/Kinshasa) Started by DKT in 2009.	Private, DFID, and DKT	Source: DKT					
		Condoms	12,030,520	120,305			
		Pills	291,241	20,803			
		Injectables	34,435	8,609			
		IUDs	23,134	101,790			
		Implants	18,072	82,145			
		EC	7,984	570			
		MVA Kits	299	14,352			
		Miso Tabs	222,466	13,904			
			TOTAL		362,478	-3%	
15. COSTA RICA Started by PSI in 2002.	KfW, Global Fund, USAID, Bergstorm, the Netherlands, Managua, and Summit	Source: PSI					
		Condoms	1,475,808	14,758			
		TOTAL		14,758	29%		
16. COTE D'IVOIRE Started by PSI in 1998. Now managed by AIMAS.	KfW, AFD, UNFPA , GFA and Global Fund	Source: AIMAS					
		Condoms	26,878,572	268,786			
		Pills	2,857,026	204,073			
		Injectables	97,463	24,366			
		EC	635,576	45,398			
		TOTAL		542,623	25%		
17. DOMINICAN REPUBLIC Started by PSI in 2003.	KfW, USAID, and private	Source: PSI					
		Condoms	10,752,048	107,520			
		Free Condoms	1,483,458	7,417			
		Pills	2,479	177			
		Injectables (2)	76	13			
		Injectables (3)	268	67			
		IUDs	57	251			
		Implants (3)	933	2,666			
		EC	51	4			
				TOTAL		118,115	-33%
18. EGYPT Started by DKT in 2004.	DKT	Source: DKT					
		Condoms	5,510,349	55,103			
		IUDs	440,959	1,940,220			
		EC	2,453	175			
		VFT	927,996	7,733			
		TOTAL		2,003,232	-10%		
19. EL SALVADOR Founded by PSI/EL Salvador (PASMO) in 1998.	USAID, KfW, DoD, and Dutch	Source: PSI					
		Condoms	2,707,336	27,073			
		Pills	47,004	3,357			
		IUDs	9,572	42,117			
		Implants	983	4,468			
		Miso Tabs	1,370	86			
				TOTAL		77,101	26%
20. ETHIOPIA Implemented by DKT in 1990. DKT discounts some CYPs attributed to sales to the public and not-for-profit sector.	Dutch government, DKT, and private	Source: DKT					
		Condoms	59,434,226	37,901			
		Free Condoms		37,901			
		Pills	4,030,152				
		Injectables	3,724,990				
		IUDs	510,199				
		Implants	88,141				
		EC	2,523,806				
		MA	340,753				
		MVA Kits	6,558				
		Miso Tabs	1,807,356				
				TOTAL		3,594,895	-19%

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES	CYP	% CHANGE FROM 2014		
20.1 ETHIOPIA II Implemented by PSI in 2003.	Global Fund, USAID, UNICEF, and Proctor and Gamble	Source: PSI				
		Condoms	14,432,875	144,329		
		Free Condoms	15,819,074	79,095		
		Free Female Condoms	32,592	815		
		Pills	9,776	698		
		Injectables	13,537	3,384		
		IUDs	3	13		
		Implants (3)	824	2,354		
		Implants	282	1,282		
		EC	834	60		
		TOTAL	232,030	37%		
21. GHANA Started by DKT in 2010.	USAID, private, and Dutch	Source: DKT				
		Condoms	22,320,489	223,205		
		Pills	1,031,028	73,645		
		Injectables	593,600	148,400		
		IUDs	10,230	45,012		
		Implants	2,350	10,682		
		EC	879,188	62,799		
		MA	273,885	465,605		
				TOTAL	1,029,347	-5%
		22. GUATEMALA Started by PSI in 1998.	Abt Associates, KfW, USAID, and private	Source: PSI		
Condoms	11,476,713			114,767		
Pills	88,816			6,344		
Injectables (2)	7,731			1,289		
Injectables (1)	44,527			3,711		
Injectables	28,126			7,032		
IUDs	22,845			100,518		
Implants	7,302			33,191		
Miso Tabs	100,160			6,260		
				TOTAL	273,111	37%
23. GUINEA Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI				
		Condoms	8,234,191	82,342		
		Pills	261,001	18,643		
		Injectables	180,221	45,055		
		TOTAL	146,040	4%		
24. HAITI Started by DKT and PSI 1990.	USAID, UNFPA, Sogebank Foundation, MSH, and World Bank	Source: PSI				
		Condoms	2,079,396	20,794		
		Pills	594,905	42,493		
		Injectables	178,900	44,725		
		IUDs	52	229		
		TOTAL	108,241	-19%		
25. HONDURAS Started by PSI in 1998.	KfW, Abt Associates, Summit Foundation, and private	Source: PSI				
		Condoms	3,701,192	37,012		
		TOTAL	37,012	5%		
25.1 HONDURAS II Honduras Social Marketing Program; Managed by the FPA ASHONPLAFA.	KfW and USAID	Source: IPPF				
		Condoms	17,000	170		
		Pills	226,100	16,150		
		IUDs	1,300	5,720		
		Implants	2,600	11,818		
		TOTAL	33,858	0%		
26. INDIA I Nirodh, Mala-D, and Mala-N.	Government of India (GOI) Project (figures are for fiscal year ended 3/31/16)	Source: GOI				
		Condoms (Nirodh D.)	143,818,715	1,438,187		
		Pills (Mala-D)	7,687,450	549,104		
		TOTAL	1,987,291	-67%		
26.1 INDIA II MAsti and Pearl PSI/India, 1988.	GOI, KfW, DFID, and USAID (calendar year data, 2015)	Source: PSI				
		Condoms	109,768,291	1,097,683		
		Pills	2,930,551	209,325		
		Injectables	35,797	8,949		
		IUDs	114,540	503,976		
		Medical Abortion (MA)	220,800	375,360		
		TOTAL	2,195,293	-2%		
26.2 INDIA III (Zaroor, Choice, XXX) DKT/India (Mumbai), 1992.	Private (calendar year 2015)	Source: DKT				
		Condoms	58,206,236	582,062		
		Pills	12,692,483	906,606		
		Injectables (3)	137,009	34,252		
		IUDs	155,122	682,537		
		EC	56,070	4,005		
		MA	1,119,390	1,902,963		
		MVA Kits	1,256	60,288		
				TOTAL	4,172,713	44%

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES	CYP	% CHANGE FROM 2014
26.3 INDIA IV (Apsara, Mithun, Style) Bihar-based project started by DKT in 1996; now managed by Janani.	Packard private (calendar year 2015)	Source: DKT		
		Condoms	21,251,761	212,518
		Pills	1,460,659	104,333
		Injectables	189,176	47,294
		IUDs	31,447	138,367
		EC	30,636	2,188
		MA	464,105	788,979
		MVA Kits	478	22,944
		Miso Tabs	143,772	8,986
		TOTAL		1,325,608
26.4 INDIA V (Ahsas, Thril, Flavoured) Started by MSI/PHS (Population Health Services) in 1999. (India I totals include 3 million Mala-D pills and 10 million Nirodh condoms sold by PHS.)	MSI (calendar year 2015)	Source: MSI		
		Condoms	108,434,348	1,084,343
		Pills	7,400,336	528,595
		Injectables	328,570	82,143
		IUDs	75,106	330,466
		EC	283,402	20,243
		MA	1,184,112	2,012,990
TOTAL		4,058,781	21%	
26.5 INDIA VI Started by World Health Partners in 2009.	Private	Source: WHP		
		Condoms	2,676,378	26,764
		Pills	560,034	40,002
		Injectables	21,323	5,331
		IUDs	19,187	84,423
MA	24,570	41,769		
TOTAL		198,289	-12%	
26.6 INDIA VII Started by MSI/India in 2013. (Separate from India V.)	MSI	Source: MSI		
		Condoms	2,499,840	24,998
		Pills	160	11
		Injectables (3)	2,000	500
		IUDs	100	440
		EC	19,500	1,393
MA	72,230	122,791		
TOTAL		150,134	87%	
27. INDONESIA Started by DKT in 1996.	Gates Foundation and private	Source: DKT		
		Condoms	154,049,252	1,540,493
		Female Condoms	20,404	1,020
		Pills	20,859,690	1,489,978
		Injectables (3)	14,021,840	3,505,460
		Injectables (1)	5,913,920	492,827
		IUDs	146,130	642,972
		Implants	6,428	29,218
		EC	20,303	1,450
		Miso Tabs	50,900	3,181
TOTAL		7,706,599	11%	
28. KENYA Started by DKT and PSI in 1989.	DFID	Source: PSI		
		Condoms	27,799,668	277,997
		Free Condoms	23,809,600	119,048
		Pills	3,069,480	219,249
		Injectables	298,833	74,708
		IUDs	13,641	60,020
		Implants (3)	100,234	286,383
		Implants	23,160	105,273
		TOTAL		1,142,677
28.1 KENYA II Started by MSI in March 1986.		Source: MSI		
		EC	52,529	3,752
		MA	51,583	87,691
TOTAL		91,443	NA	
29. LAOS Started by PSI in 1999.	USAID (AIDSMARK), Global Fund, Ministry of Health, and UN	Source: PSI		
		Condoms	3,366,144	33,661
		Pills	4,102	293
		Injectables	3,058	765
		IUDs	11,160	49,104
		Implants	276	1,255
		Miso Tabs	27,400	1,713
TOTAL		86,790	18%	
30. LESOTHO Started by PSI in 2001.	USAID and Dutch	Source: PSI		
		Condoms	1,286,856	12,869
		Free Condoms	28,536,000	142,680
		Female Condoms	831,480	41,574
TOTAL		197,123	0%	

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES	CYP	% CHANGE FROM 2014
31. MADAGASCAR Started by SOMARC in 1996; now managed by PSI.	USAID, Global Fund, Women's Health Project, and private foundations	Source: PSI		
		Condoms	7,943,508	79,435
		Free Condoms	616,499	3,082
		Female Condoms	35,667	1,783
		Pills	3,630,903	259,350
		Injectables	2,563,022	640,756
		IUDs	24,733	108,825
		Implants (3)	4,915	14,043
		Implants	1,870	8,500
			TOTAL	
32. MALAWI Started by PSI in 1994.	USAID and KfW	Source: PSI		
		Condoms	16,996,668	169,967
		Free Condoms	1,399,957	7,000
		Female Condoms	72,872	3,644
		Free Female Condoms	86,984	2,175
		Pills	146,272	10,448
		Injectables	94,175	23,544
		IUDs	1,662	7,313
		Implants (3)	18,662	53,320
		Implants	10,449	47,495
	EC	29,153	2,082	
	TOTAL		326,987	40%
32.1 MALAWI II Started by MSI in 1989.	MSI, Norwegian government, DFID, PFPS Grants, and WellSpring	Source: MSI		
		Condoms	1,034,151	10,342
		Pills	1,050	75
		Injectables	48	12
		MA	851	1,447
	TOTAL		11,875	-48%
33. MALI Started by PSI in 2000.	Global Fund, USAID, KfW, Netherlands Government, CIDA, and UNFPA	Source: PSI		
		Condoms	11,443,110	114,431
		Free Condoms	640,160	3,201
		Female Condoms	2,775	139
		Pills	670,562	47,897
		Injectables	75,439	18,860
		IUDs	8,781	38,636
		Implants	12,800	58,182
			TOTAL	
33.1 MALI II Started by Palladium in 2015.	USAID	Source: Palladium		
		Condoms	9,420,852	94,209
		Female Condoms	810	41
		Pills	254,550	18,182
		Injectables	189,412	47,353
		IUDs	30	132
		Implants	11,031	31,517
	TOTAL		191,433	NA
34. MEXICO Started by DKT in 2002.	DKT	Source: DKT		
		Condoms	40,815,319	408,153
		Female Condoms	8,817	441
		IUDs	96,256	423,526
		EC	175,044	12,503
		Miso Tabs	280	18
	TOTAL		844,641	116%
35. MONGOLIA Started by MSI in 2000.	UNFPA and MSI	Source: MSI		
		Condoms	4,614,208	46,142
		Female Condoms	234	12
		Pills	145,972	10,427
		IUDs	22,085	97,174
		Implants	1,204	5,473
		EC	78,520	5,609
		MA	19,227	32,686
			TOTAL	
36. MOZAMBIQUE Started by PSI in 1995.	DFID and GTZ	Source: PSI		
		Condoms	19,286,124	192,861
		Free Condoms	1,895,858	9,479
		Female Condoms	33,640	1,682
		Free Female Condoms	13,472	337
		Pills	106,896	7,635
		Injectables	47,715	11,929
		IUDs	2,448	10,771
		Implants	7,615	34,614
			TOTAL	

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES	CYP	% CHANGE FROM 2014
36.1 MOZAMBIQUE II Started by DKT in 2008.	UNFPA, PSI, private, and DKT	Source: DKT		
		Condoms	6,328,566	63,286
		Pills	117,024	8,359
		Injectables	50,497	12,624
		IUDs	2,448	10,771
		Implants	17,777	80,805
		EC	55,012	3,929
		MA	8,624	14,661
		Miso Tabs	206,690	12,918
		TOTAL		207,353
37. NAMIBIA Started by PSI in 1997; managed by Society for Family Health, a member of PSI's global network	USAID, The Global Fund, and DoD	Source: PSI		
		Free Condoms	1,956,654	9,783
		Free Female Condoms	64,241	1,606
TOTAL		11,389	-31%	
38. NEPAL Started in 1973. Nepal Contraceptive Retail Sales (CRS).	USAID and KfW	Source: FHI360		
		Condoms	14,142,460	141,425
		Pills	1,388,088	99,149
		Injectables	629,040	157,260
		IUDs	1,255	5,522
		Implants	1,047	4,759
		EC	490,108	35,008
TOTAL		443,123	26%	
38.1 NEPAL II Started by MSI in 2002.	MSI	Source: MSI		
		Condoms	1,682,060	16,821
		Pills	83,726	5,980
		MA	47,878	81,393
TOTAL		104,194	503%	
38.2 NEPAL III Activated by PSI in 2009.	Global Fund	Source: PSI		
		Pills	100,540	7,181
		Injectables	25	6
		IUDs	24,494	107,774
		Implants	31	141
		MA	53,028	90,148
		TOTAL		205,250
39. NICARAGUA Started by PSI in 1998.	Abt Associates, USAID, KfW, Dutch Embassy, and private	Source: PSI		
		Condoms	4,901,687	49,017
		Pills	30,885	2,206
		IUDs	3,051	13,424
		Implants	500	2,273
		TOTAL		66,920
40. NIGER Association Nigerienne de Marketing Social 2006.	KfW and technical support from GFA	Source: Animas Sutura		
		Condoms	10,506,528	105,065
		Pills	355,800	25,414
		Injectables (3)	4,769	1,192
		TOTAL		131,672
41. 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	Source: PSI		
		Condoms	134,964,972	1,349,650
		Free Condoms	7,881,600	39,408
		Female Condoms	1,009,976	50,499
		Pills	6,645,600	474,686
		Injectables (3)	1,190,302	297,576
		Injectables (2)	1,194,317	199,053
		IUDs	86,843	382,109
		Implants	30,939	140,632
		EC	1,202,250	85,875
		Miso Tabs	594,950	37,184
		TOTAL		3,056,671
41.1 NIGERIA II Started by DKT in 2013.	CIFF, Gates, and DKT	Source: DKT		
		Condoms	35,592,477	355,925
		Pills	298,845	21,346
		Injectables (3)	252,100	63,025
		IUDs	87,600	385,440
		Implants	15,967	72,577
		EC	550,780	39,341
		MVA Kits	12,507	600,336
		Miso Tabs	837,864	52,367
		TOTAL		1,590,357

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES	CYP	% CHANGE FROM 2014	
42. PAKISTAN Program started by PSI Marketing Associates 1986. Cooperating agency: PSI and Greenstar Social Marketing.	KfW, USAID, and private	Source: PSI			
		Condoms	121,832,683	1,218,327	
		Pills	1,469,214	104,944	
		Injectables (3)	320,492	80,123	
		Injectables (2)	323,440	53,907	
		Injectables (1)	122,100	10,175	
		IUDs	166,719	733,564	
		Implants	3,298	14,991	
		EC	1,956,080	139,720	
		TOTAL		2,355,750	2%
42.1 PAKISTAN II Started by MSI in 2003.	Funded by MSI	Source: MSI			
		Condoms	6,820,497	68,205	
		Implants	6,297	28,623	
TOTAL		96,828	18%		
42.2 PAKISTAN III Started by DKT in 2012.	Private and DFID	Source: DKT			
		Condoms	25,714,101	257,141	
		Pills	957,467	68,391	
		Injectables (3)	95,257	23,814	
		Injectables (1)	24,774	2,065	
		IUDs	142,482	626,921	
		Implants	3,298	14,991	
		EC	202,841	14,489	
		Miso Tabs	1,526,900	95,431	
		TOTAL		1,103,242	360%
43. PANAMA Started by PSI in 1996.	USAID and private	Source: PSI			
		Condoms	4,047,721	40,477	
		TOTAL		40,477	1%
44. PARAGUAY Started by PSI in 1996.	Self sustaining project	Source: PSI			
		Condoms	2,797,892	27,979	
		Pills	718,351	51,311	
		EC	273,948	19,568	
TOTAL		98,857	0%		
45. PHILIPPINES Started by DKT in 1990; managed by DKT.	Self sustaining program	Source: DKT			
		Condoms	30,847,583	308,476	
		Pills	26,781,315	1,912,951	
		Injectables	743,541	185,885	
		IUDs	74,528	327,923	
TOTAL		2,735,235	2%		
45.1 PHILIPPINES II Implemented by MSI in January 1989.		Source: MSI			
		IUDs	15,672	68,957	
		MA	3,128	5,318	
TOTAL		74,274	NA		
46. RWANDA Started by PSI in 1993. PSI Rwanda & SFH Rwanda.	DFID, Netherlands government, KfW, USAID, and Global Fund	Source: PSI			
		Condoms	11,695,431	116,954	
		Free Condoms	1,090,205	5,451	
		Pills	13,155	940	
		Injectables	3,544	886	
		Implants (3)	10	29	
		TOTAL		124,260	-6%
47. SENEGAL Started by USAID in 1994, then spun off into ADEMAs and partnered with PSI in 2011.	KfW and USAID	Source: PSI			
		Condoms	4,912,056	49,121	
		Pills	509,883	36,420	
		Injectables	4,572	1,143	
TOTAL		86,684	15%		
48. SOUTH AFRICA Started by PSI in 1992.	USAID, Dutch government, EF (PSI), and Government of South Africa	Source: PSI			
		Condoms	67,993,681	679,937	
		Free Condoms	134,211,327	671,057	
		Female Condoms	523,656	26,183	
		Free Female Condoms	1,831,300	45,783	
TOTAL		1,422,959	12%		
49. SRI LANKA Now managed by Family Planning Association of Sri Lanka. Figures from 2014.	Private	Source: FPASL			
		Condoms	9,112,854	91,129	
		Pills	2,338,497	167,036	
		Injectables	237,157	59,289	
		IUDs	76	334	
		EC	263		
TOTAL		317,788	0%		

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES	CYP	% CHANGE FROM 2014	
49.1 SRI LANKA II Started by MSI in 1983; managed by Population Services Lanka.		Source: MSI/SL			
		Condoms	6,016,613	60,166	
		Pills	58,142	4,153	
		TOTAL		64,319	12%
50. SWAZILAND Started by PSI in 2001.	USAID and Dutch	Source: PSI			
		Condoms	5,793,956	57,940	
		Free Condoms	7,476,600	37,383	
		Female Condoms	149,432	7,472	
		TOTAL		102,794	81%
51. TANZANIA Started by PSI in 1993.	USAID, Global Fund, KfW, and Dutch government	Source: PSI			
		Condoms	99,420,292	994,203	
		Free Condoms	35,822,016	179,110	
		Female Condoms	1,457,140	72,857	
		Pills	3,650,678	260,763	
		Injectables	115,009	28,752	
		IUDs	49,273	216,801	
		Implants	10,876	49,436	
		EC	60,002	4,286	
		Miso Tabs	127,736	7,984	
				TOTAL	
51.1 TANZANIA II Started by DKT in 2015.	UNFPA, DKT, and private	Source: DKT			
		Condoms	425,338	4,253	
		Injectables	4,800	1,200	
		IUDs	17,152	75,469	
		Implants	10,876	49,436	
		EC	8,200	586	
		MVA Kits	2,496	119,808	
		Miso Tabs	12,127	758	
				TOTAL	
52. THAILAND Started by PSI in 2003.	USAID	Source: PSI			
		Free Condoms	2,808,000	14,040	
		TOTAL		14,040	NA
52.1 THAILAND II Started by DKT in 2008.	DKT	Source: DKT			
		Condoms	1,234,105	12,341	
		Pills	76,826	5,488	
		IUDs	8,916	39,230	
		TOTAL		57,059	24%
53. TOGO Started by SOMARC in 1992; transferred to PSI in 1998.	USAID and Global Fund	Source: PSI			
		Condoms	1,983,444	19,834	
		Free Condoms	1,550,881	7,754	
		Female Condoms	15,607	780	
		Pills	83,250	5,946	
		Injectables	36,965	9,241	
		IUDs	2	9	
		TOTAL		43,566	-51%
54. TURKEY Started by DKT in 2008.	DKT	Source: DKT			
		Condoms	4,227,069	42,271	
		IUDs	19,450	85,580	
		TOTAL		127,851	-13%
55. UGANDA Started by SOMARC in 1991; transferred to CMS in 1998; transferred to AIDSMark in 2003.	CDC and private Cooperating Agency: PSI	Source: PSI			
		Condoms	923,562	9,236	
		Free Condoms	2,135,760	10,679	
		Free Female Condoms	199,000	4,975	
		Pills	160,143	11,439	
		Injectables	34,425	8,606	
		IUDs	100,527	442,319	
		Implants (3)	54,337	155,249	
		Implants	32,873	149,423	
		Miso Tabs	936,450	58,528	
		TOTAL		850,453	-10%
55.1 UGANDA II Started by MSI in 1997; managed by MSI.	KfW	Source: MSI			
		Condoms	11,938,672	119,387	
		TOTAL		119,387	71%
55.2 UGANDA III Founded through a USAID project in 2005; now managed by UHMG.	USAID, UNFPA, Civil society fund, and Global Fund	Source: UHMG			
		Condoms	12,869,796	128,698	
		Pills	2,250,424	160,745	
		Injectables	2,235,909	558,977	
		TOTAL		848,420	NA

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES	CYP	% CHANGE FROM 2014
56. VIET NAM Implemented by MSI in 1989.	DFID, EC, and IPPF	Source: MSI		
		Condoms	4,320	43
		Pills	450	32
		IUDs	115,367	507,615
		Implants	4,226	19,209
		MA	478,693	813,778
		TOTAL		1,340,677
56.1 VIET NAM II Implemented by DKT in 1993.	DKT	Source: DKT		
		Condoms	3,522,672	35,227
		Pills	5,228,150	373,439
		IUDs	120,000	528,000
		EC	740	53
		MA	480	816
		MVA Kits	188	9,024
TOTAL		946,559	29%	
57. YEMEN Started by MSI in 2001.	KfW	Source: MSI		
		Condoms	1,699,422	16,994
		Pills	999,575	71,398
		Injectables	76,190	19,048
		IUDs	23,680	104,192
		Implants (3)	2,440	6,971
		MA	4,722	8,027
TOTAL		226,631	-42%	
58. ZAMBIA Started by PSI in 1992.	USAID, UNFPA, and KfW	Source: PSI		
		Condoms	6,220,368	62,204
		Free Condoms	2,004,209	10,021
		Female Condoms	3,600	180
		Pills	1,085,004	77,500
		Implants	520	2,364
TOTAL		152,269	-61%	
59. ZIMBABWE Started by SOMARC in 1988.	USAID, DFID, and Packard	Source: PSI		
		Condoms	28,177,518	281,775
		Female Condoms	1,653,510	82,676
		Free Female Condoms	136,000	3,400
		Pills	490,591	35,042
		Injectables	86,308	21,577
		IUDs	2,157	9,491
		Implants (3)	4,612	13,177
		Implants	27,750	126,136
		EC	185,088	13,221
TOTAL		586,495	3%	
		GRAND TOTAL	67,767,397	

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

* 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; .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

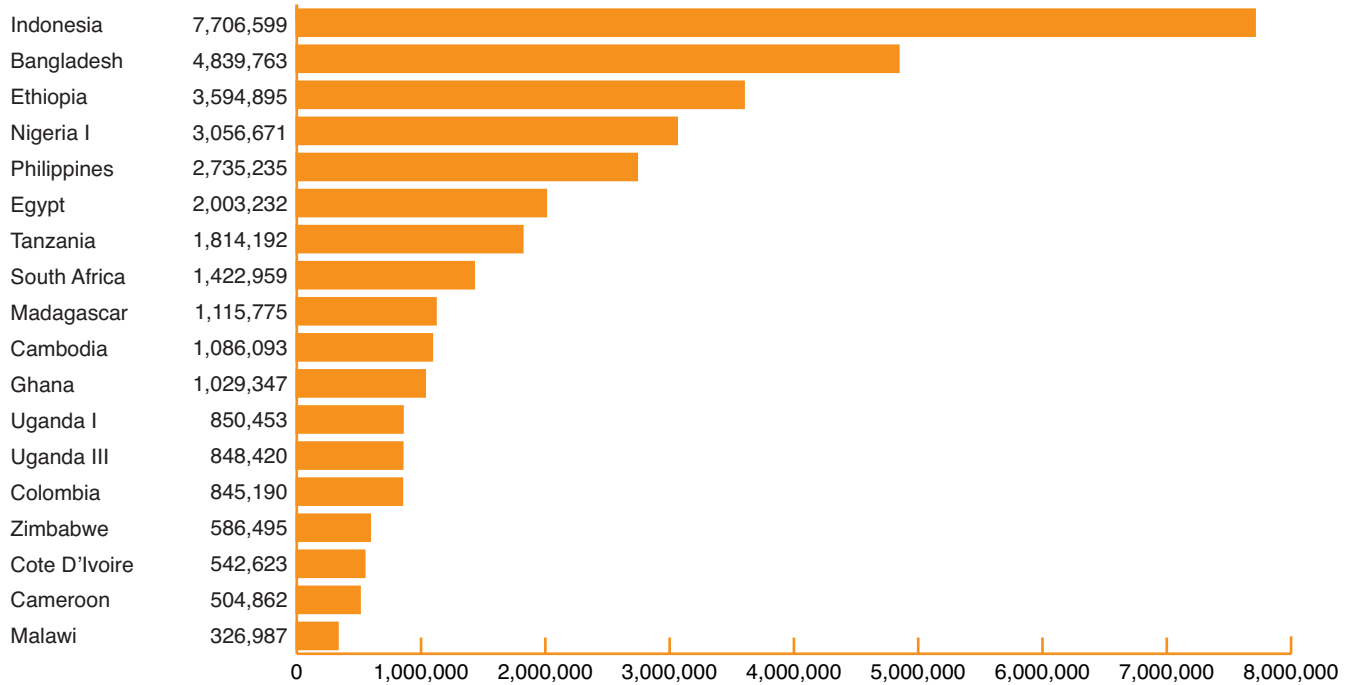
** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Best Programs

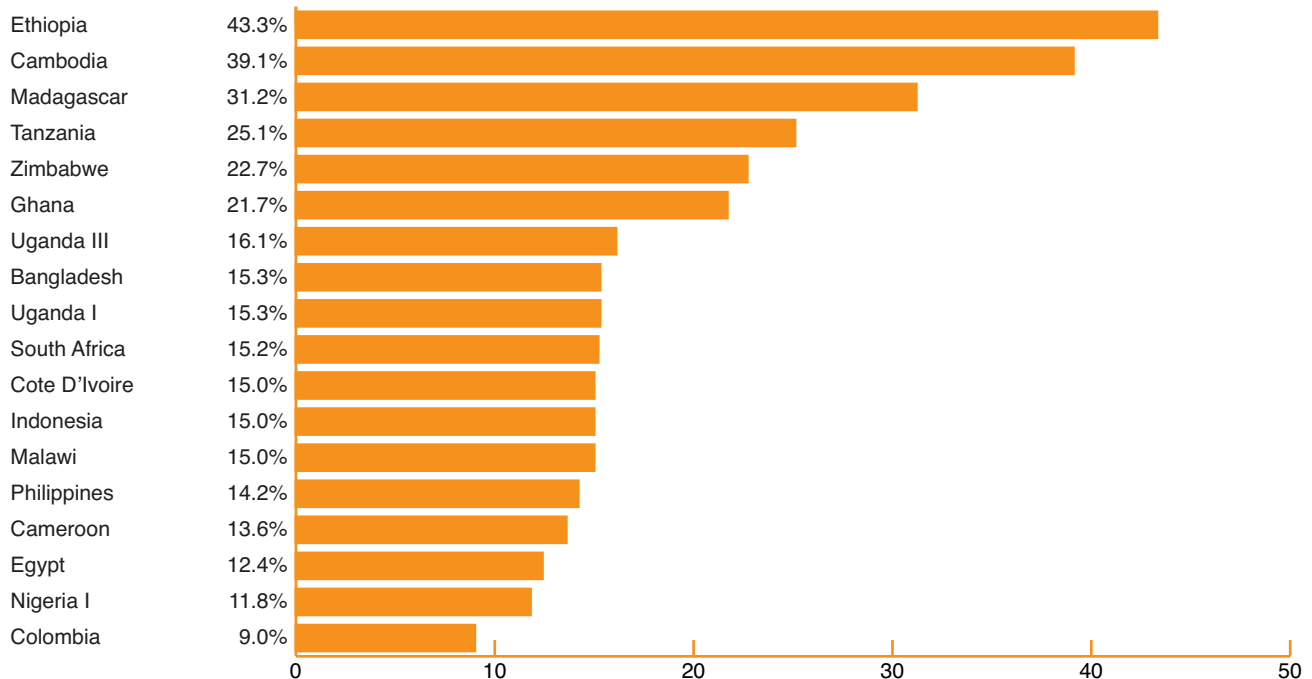
The following programs qualify for the “Best Programs” list by

- delivering more than 300,000 CYPs, and
- reaching more than 9% of their target markets.

Ranked by Program Size (CYPs)



Ranked by Percent of Target Market*



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