



## **First Condom/Contraceptive Sales for DKT International in Pakistan**

**Washington D.C., December 19, 2012:** [DKT International](#) has just launched a new birth control and safe sex project in Pakistan. DKT is one of the world's largest private providers of contraceptives in developing countries and brings 23 years of social marketing experience to the Pakistan effort. Early work has included hiring key staff, registering with the Government of Pakistan, and building partnerships with the Ministry of Health and with the Maternal, Neonatal and Child Health Program in the province of Sindh. In November 2012 [DKT Pakistan](#) made its first sales of nearly 700,000 condoms and 1,000 IUDs to eight distributors in three Pakistani administrative districts.

Pakistan is the world's sixth most populous country and its population could double by 2050, if the current rate of growth continues. Although its birth rate has been falling, Pakistan's total fertility rate is still 4.1 children per woman and has remained even higher for women living in rural areas. Maternal mortality remains very high at approximately 276 deaths per 100,000 live births.

[DKT Pakistan](#) and its local partners are working together to reach Pakistani couples and more than 6 million women with unmet needs for contraception. The goal is to provide customers and health providers with more contraceptive choices, combined with regular access to family planning training and education.

[DKT Pakistan's](#) program, called *JANNAT* (heaven), offers high quality, affordable contraceptives for Pakistani women and families, and training for reproductive health service providers. It addresses problems of supply and demand that have kept Pakistan's contraceptive prevalence rate lower than its neighbors, with a focus on underserved populations. Supply-side barriers, especially in rural areas, include such challenges as the limited number of providers and outlets for family planning products, and the lack of trained mid-level providers of reproductive health services, such as community midwives, lady health workers and lady health visitors.

[DKT Pakistan](#) will overcome these barriers by using social marketing to drive contraception demand through mass media and non-traditional communication and by improving reproductive health service availability via regular contact with the country's primary providers of family planning and OBGYN health services.

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[DKT International](#) promotes family planning and HIV/AIDS prevention through 21 social marketing programs in 19 countries.

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