

## DKT International Releases 2014 Impact Data for Family Planning and HIV Prevention

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Washington, D.C., (February 23, 2015): [DKT International](#), one of the largest private providers of family planning and reproductive health products and services in the developing world, proudly releases its 2014 annual impact data for family planning and HIV prevention. In 2014, while operating across 20 countries that account for more than 60 percent of the world's population, it served 28 million couples, helping prevent over 6.5 million unwanted pregnancies, 12,527 maternal deaths and 3.6 million unsafe abortions.

DKT provided over 552 million condoms, 86 million cycles of oral contraceptives, over 20 million injectable contraceptives, 2.4 million IUDs, and 9.3 million misoprostol pills.

DKT spreads its safety messages via innovative social media and marketing initiatives in countries where modern family planning and disease prevention methods were once inaccessible. A wide range of high quality contraceptives are distributed through midwives, clinics, and pharmacies at reasonable prices. For example:

- In Ethiopia, where DKT sold its billionth condom, DKT's Young Marketers program provides employment for youth who sell condoms through nearly 200 clubs in 150 cities.
- DKT Nigeria launched Sayana Press, a new formulation and presentation of Depo-Provera, marking the first time the pre-filled, three-month injectable contraceptive was offered commercially.
- The "Fiesta" condom brand in Indonesia successfully used Facebook, Twitter and YouTube to discuss safe sex and condom use.

"The daily challenge is finding new and effective strategies to address the country's family planning needs, and leverage mass media and non-traditional communication to overcome traditional biases," says Sandra Gass, who began her career in Ethiopia as the first female country director and currently serves as the Democratic Republic of Congo Director for DKT.

With more than 2,300 employees worldwide, Washington D.C.-headquartered DKT added operations in Iran, Tanzania and Myanmar.

"2015 is off to a good start for family planning," says Chris Purdy, President and CEO of DKT International. We expect that the total number of couples using socially marketed contraceptives will increase by 6 million in 2015, contributing significantly to the FP2020 goals."

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