

1993
CONTRACEPTIVE SOCIAL MARKETING
STATISTICS

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Courtesy of
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Highlights

The good news first: Nine new social marketing programs made the 10,000 Couple Year of Protection (CYP) minimum in 1993. These were programs in Benin, Botswana, Central African Republic, India IV, Kenya, Mali, Rwanda, Viet Nam and Zambia. These new-comers added just under 200,000 CYP's to the world-wide total, not a lot, but not bad for new programs. The most dramatic increase in performance in 1993 was Nigeria with 530,000 CYP's delivered by a consolidated USAID-financed PSI program, representing an increase of more than 300,000 CYP's over both predecessor programs in Nigeria. Significant gains were also recorded in Colombia, Brazil, Ethiopia, and Morocco.

The bad news: One of the world's best-established and most successful social marketing programs is apparently collapsing. The Egyptian program delivered nearly 1,000,000 CYP's in 1992, and less than a quarter of that amount in 1993. Also seemingly headed toward oblivion is 1992's Mexico I project whose sales in 1993 dropped below the 10,000 CYP equivalent level, so it is no longer listed. Ecuador also suffered a serious decline in sales. Thailand has apparently stopped social marketing altogether. Zaire suffered another steep decline.

This year's data sheet lists 46 projects in 43 countries. The total service delivery of these projects is 10,854,704 CYP's, up by 13% from 1992. Social marketing services will have to increase faster than this if they are to make an appropriate contribution to meeting unmet family planning needs in the year 2000.

Social Marketing Program Sales

The following Table presents sales statistics and Couple Years of Protection (CYP's) for all contraceptive social marketing projects which provided more than 10,000 CYP's in 1993.*

PROGRAM NAME	REMARKS		1993 PRODUCT SALES	CYP*	% CHANGE FROM 1992
BANGLADESH Social Marketing Company (formerly SMP) implemented by Population Services International (PSI) in 1975.	USAID funded Cooperating agency: PSI	Source: PSI			
		Condoms	138,248,234	1,382,482	
		Pills	10,049,582	773,045	
		TOTAL		2,155,527	+10%
BENIN Implemented by DKT and PSI in December 1989.	Private support USAID-supplied contraceptives Cooperating agency: PSI	Source: PSI			
		Condoms	1,347,748	13,477	
			TOTAL	13,477	n/a
BOLIVIA Implemented by SOMARC in 1988; managed through Prosalud.	USAID support Cooperating agency: SOMARC	Source: SOMARC			
		Condoms	684,294	6,843	
		Pills	210,132	16,164	
		TOTAL	23,007	+26%	
BOTSWANA Started by PSI in mid 1993.	USAID & private support Cooperating agency: PSI	Source: PSI			
		Condoms	1,016,311	10,163	
			TOTAL	10,163	n/a
BRAZIL Started by DKT International in November 1991. Managed by DKT do Brasil.	Private and AIDSCAP support	Source: DKT			
		Condoms	6,758,319	67,583	
			TOTAL	67,583	+119%
BURKINA FASO Started by PSI in 1991.	USAID funding to phase out in 1994 Cooperating agency: PSI	Source: PSI			
		Condoms	3,175,590	31,756	
			TOTAL	31,756	+41%
BURUNDI Started by PSI in Mid 1990.	USAID funded Cooperating agency: PSI	Source: PSI			
		Condoms	1,141,632	11,416	
			TOTAL	11,416	-9%

*One CYP equals 100 condoms or foaming tablets; 13 cycles of pills; 0.33 IUD's; 4 injectables; 0.20 Norplant.

CAMEROON Started by PSI and DKT in October 1989.	USAID funded Cooperating agency: PSI	Source: PSI Condoms	5,755,784	57,558	
		TOTAL		57,558	+13%
CENTRAL AFRICAN REPUBLIC Started by PSI in November 1991.	USAID and private support Cooperating agency: PSI	Source: PSI Condoms	1,380,672	13,807	
		TOTAL		13,807	n/a
COLOMBIA PROFAMILIA project, started in 1974 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA Condoms Pills Foaming Tablets IUD's Injectables	5,976,254 7,362,226 1,115,744 168,350 11,790	59,763 566,325 11,157 510,152 2,948	
		TOTAL		1,150,345	+25%
COSTA RICA For-profit company, ASDECOSTA, SA., created in 1983 and owned by the Demographic Association of Costa Rica.	USAID support to phase out in 1994	Source: ASDECOSTA (PROFAMILIA) Condoms	4,289,048	42,890	
		TOTAL		42,890	+13%
COTE D'IVOIRE Implemented by PSI in 1990.	USAID support Cooperating agency: PSI	Source: PSI Condoms	5,856,511	58,565	
		TOTAL		58,565	-8%
DOMINICAN REPUBLIC PROFAMILIA nonprofit organization; Implemented by SOMARC in 1986.	USAID funded Cooperating agency: SOMARC	Source: SOMARC Condoms Pills IUD's Norplant	1,810,269 752,896 2,897 134	18,103 57,915 8,779 670	
		TOTAL		85,467	+24%
ECUADOR Sponsored by FUTURE Foundation, established by SOMARC, 1988.	USAID support	Source: SOMARC Condoms Pills	243,674 312,654	2,437 24,050	
		TOTAL		26,487	-51%
EGYPT Family of the Future, implemented by Egyptian Family Planning Association, Cairo branch, in 1979.	Received IPPF & USAID financial & technical help. Triton contract ended 8/86.	Source: FOF Condoms Pills IUD's	1,091,874 492,471 57,789	10,919 37,882 175,118	
		TOTAL		223,919	-77%
EL SALVADOR Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS).	USAID support	Source: ADS Condoms Pills IUD's Injectables	2,171,866 375,113 82 73	21,719 28,855 248 18	
		TOTAL		50,840	+5%
ETHIOPIA Implemented by DKT in 1990.	Support from ODA, SIDA, USAID	Source: DKT Condoms	11,787,562	117,876	
		TOTAL		117,876	+67%
GHANA Implemented by Ghanaian firm DANAFCO in 1986; SOMARC technical assistance.	USAID support Cooperating agency: SOMARC	Source: SOMARC Condoms Pills Foaming Tablets	4,289,465 413,263 2,580,776	42,895 31,789 25,808	
		TOTAL		100,492	+9%
GUATEMALA Importadora de Productos Farmaceuticos, S.A., implemented by Juarez and Associates in 1983.	USAID support. Technical assistance from SOMARC	Source: IPROFASA Condoms Pills Foaming Tablets	2,464,200 200,184 626,400	24,642 15,399 6,264	
		TOTAL		46,305	-6%
GUINEA Started by PSI in mid 1991.	USAID funded Cooperating agency: PSI	Source: PSI Condoms	1,987,772	19,878	
		TOTAL		19,878	-21%
HAITI Started by DKT in January 1990. Turned over to PSI in 1991.	AIDSCAP and Private Support Cooperating agency: PSI	Source: PSI Condoms	3,978,912	39,789	
		TOTAL		39,789	+123%

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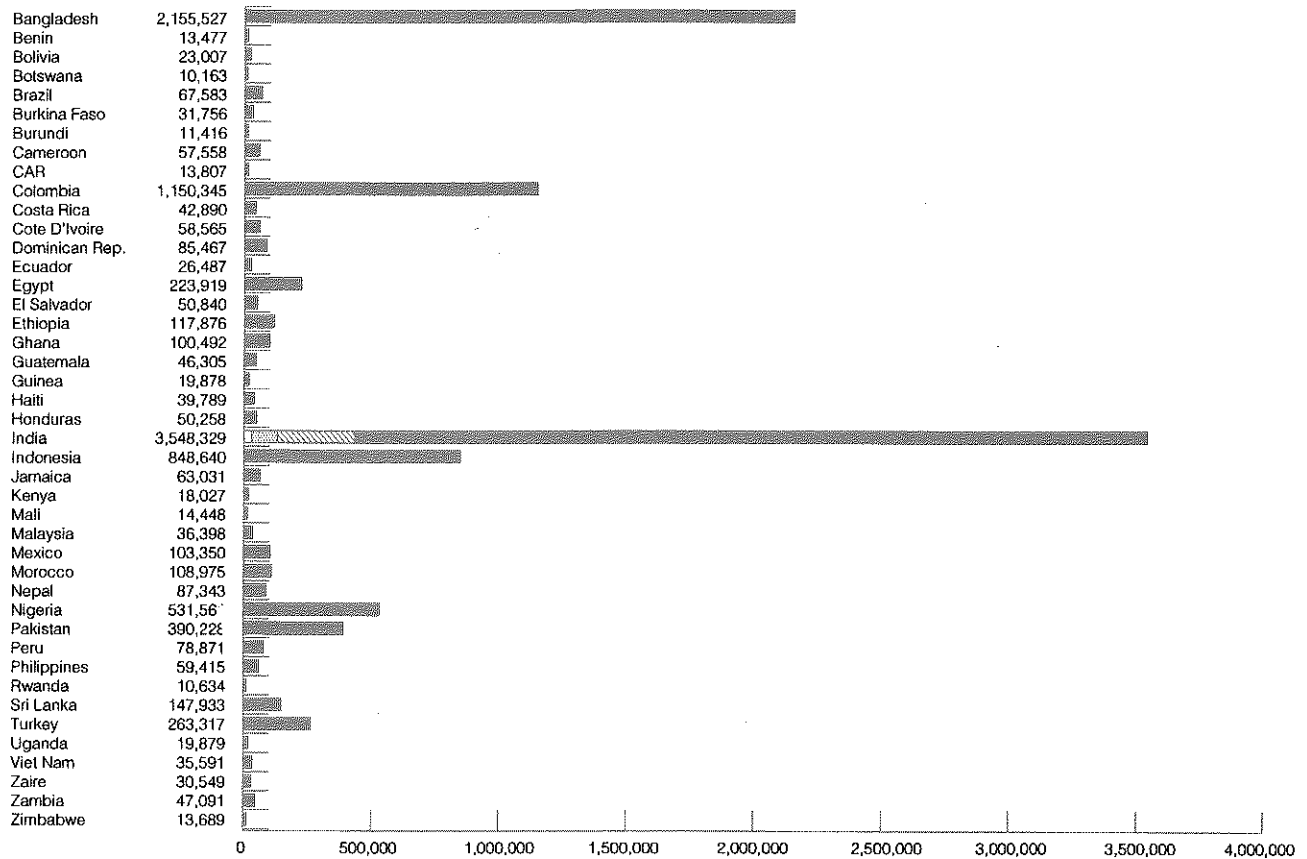
HONDURAS Honduras Social Marketing Program now implemented by ASHONPLAFA; initiated by Triton Corporation in 1981.	USAID support	Source: ASHONPLAFA Condoms Pills IUD's TOTAL	920,796 269,676 6,701 50,258	9,208 20,744 20,306 84%	
INDIA I Nirodh/Mala (Does not include Masti, Sawan, Pearl, or Ecroz).	Government of India (GOI) Project	Source: GOI Condoms Pills TOTAL	248,170,000 8,157,000 3,109,162	2,481,700 627,462 30%	
INDIA II (Masti & Pearl) PSI/India; implemented in 1988. (India I total includes 35,177,840 Nirodh condoms sold by PSI/India.)	GOI and private donor support	Source: PSI/India Condoms Pills TOTAL	28,823,974 236,600 306,440	288,240 18,200 11%	
INDIA III (Sawan, Bliss, and Ecroz) Parivar Seva Sanstha. Implemented with Ford Foundation support in 1988.	Private donor and ODA support	Source: PSS Condoms Pills TOTAL	8,878,482 190,964 103,475	88,785 14,690 3%	
INDIA IV Started by DKT in December 1992.	Private support	Source: DKT Condoms: Pills TOTAL	746,630 283,220 29,252	7,466 21,786 n/a	
INDONESIA Blue Circle Project, implemented by BKKBN, various dates. SOMARC technical assistance.	USAID & government support Cooperating agency: URC & SOMARC	Source: BKKBN/SOMARC Condoms Pills IUD's Injectables TOTAL	2,979,350 1,920,730 64,012 1,908,487 848,640	29,794 147,748 193,976 477,122 4%	
JAMAICA Jamaica National Family Planning Board, implemented by government and Westinghouse Health Systems in 1974.	Contraceptives supplied by USAID	Source: NFPB Condoms Pills TOTAL	2,055,528 552,194 63,031	20,555 42,476 -0.3%	
KENYA Started by DKT and PSI in 1989.	USAID support Cooperating agency: PSI	Source: PSI Condoms Pills TOTAL	1,768,768 4,406 18,027	17,688 339 n/a	
MALI Started by SOMARC in 1992.	USAID support Cooperating agency: SOMARC	Source: SOMARC Condoms Pills TOTAL	958,919 63,166 14,448	9,589 4,859 n/a	
MALAYSIA Started by DKT in mid 1991.	Private, Government of Malaysia, and UNFPA support	Source: DKT Condoms TOTAL	3,639,816 36,398	36,398 189%	
MEXICO SCHMID, formerly PROFAM - Started by PROFAM and PSI with USAID support in 1978.	No Subsidy	Source: SCHMID Condoms Vaginal Gel Capsules TOTAL	10,200,000 135,000 103,350	102,000 1,350 -19%	
MOROCCO Started by SOMARC in mid 1989	USAID support Cooperating agency: SOMARC	Source: SOMARC Condoms Pills TOTAL	2,144,653 1,137,870 108,975	21,447 87,528 417%	
NEPAL Nepal Contraceptive Retail Sales Corp., started by Westinghouse Health Systems and government in 1976; program now private company.	USAID support	Source: CRS Condoms Pills Foaming Tablets TOTAL	5,687,856 295,821 770,904 87,343	56,879 22,755 7,709 19%	

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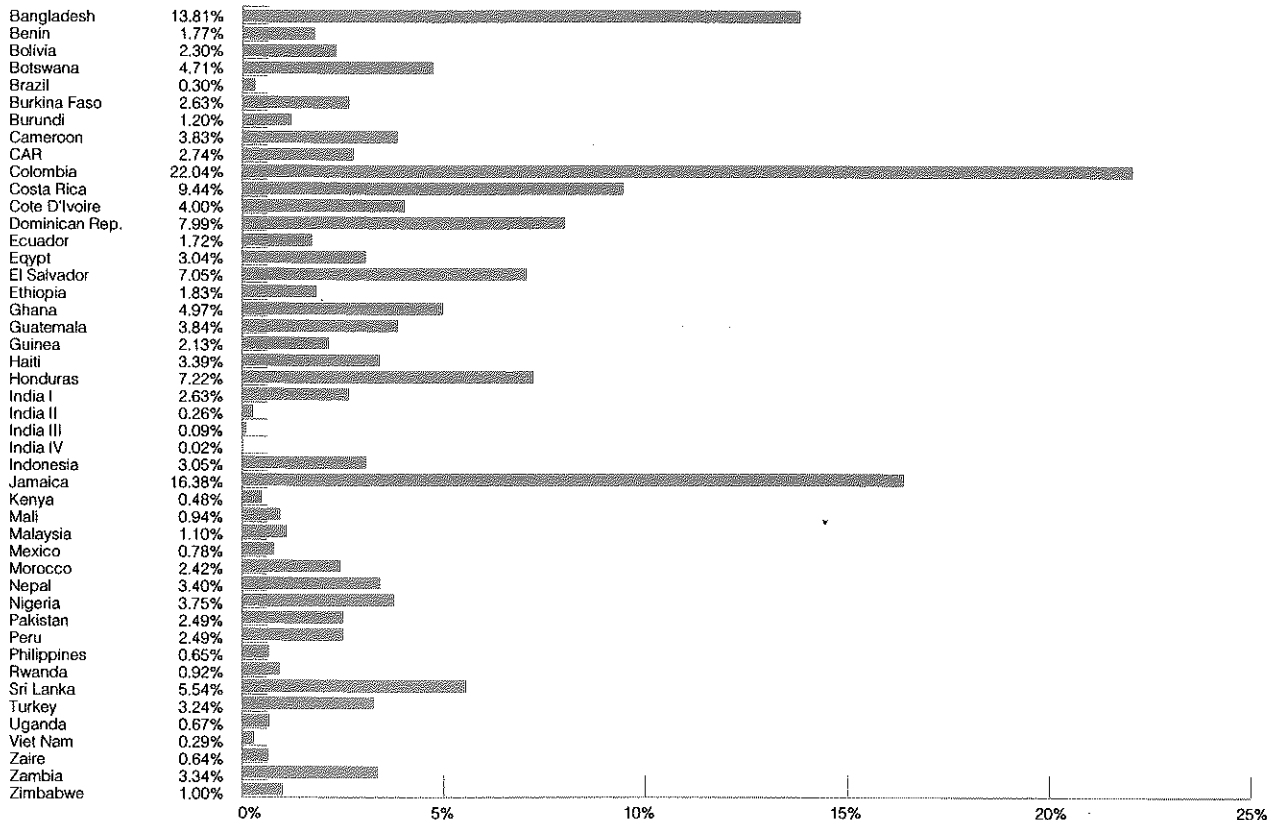
NIGERIA Started by PSI and DKT, 1988-90. Parallel program started by FPIA in 1985. Consolidated project now supervised by PSI.	USAID support Cooperating agency: PSI	Source: PSI Condoms Pills Foaming Tablets IUD's	23,613,947 3,250,180 867,500 12,122	236,139 250,014 8,675 36,733	
			TOTAL	531,561	+161%
PAKISTAN SMC program implemented by W. Woodward (Pakistan) Ltd. and PSI Marketing Associates, 1986.	USAID support phased out in 1993 Cooperating Agency: PSI	Source: PSI Condoms	39,022,800	390,228	
			TOTAL	390,228	+15%
PERU Apoyo a Programas de Poblacion, SOMARC technical assistance, 1984	USAID support Implementing Agency: APROPO	Source: SOMARC Pills Foaming Tablets Injectables	647,740 1,286,304 64,729	49,826 12,863 16,182	
			TOTAL	78,871	+9%
PHILIPPINES Implemented by DKT in 1990.	Implemented through DKT Philippines Private support	Source: DKT Condoms Pills	5,576,107 47,508	55,761 3,654	
			TOTAL	59,415	+101%
RWANDA Started by PSI in 1993.	USAID and private support	Source: PSI Condoms	1,063,376	10,634	
			TOTAL	10,634	n/a
SRI LANKA Sri Lanka Contraceptive Social Marketing Program, implemented by PSI and IPPF in 1973; now managed by Sri Lanka Family Planning Association	IPPF support	Source: FPASL Condoms Pills Foaming Tablets IUD's Injectables	7,365,816 777,683 29,991 766 47,329	73,658 59,822 300 2,321 11,832	
			TOTAL	147,933	+14%
TURKEY Started by SOMARC in 1991.	USAID supported Implemented through Eczacibasi Ilac Cooperating Agency: SOMARC	Source: SOMARC Condoms Pills	6,325,514 2,600,801	63,255 200,062	
			TOTAL	263,317	+14%
UGANDA Started by SOMARC in mid 1991.	USAID support Cooperating Agency: SOMARC	Source: SOMARC Condoms Pills	1,812,488 22,797	18,125 1,754	
			TOTAL	19,879	+51%
VIET NAM Implemented by DKT in 1993.	Private support	Source: DKT Condoms:	3,559,068	35,591	
			TOTAL	35,591	n/a
ZAIRE Project de Marketing Social started by PSI in 1988 with USAID support.	Active: Support curtailed due to political upheaval.	Source: PSI Condoms Pills Foaming Tablets	2,384,872 87,100	23,849 6,700	
			TOTAL	30,549	-72%
ZAMBIA Started by PSI in December 1992.	USAID support Cooperating agency: PSI	Source: PSI Condoms	4,709,066	47,091	
			TOTAL	47,091	n/a
ZIMBABWE Started by SOMARC in 1988.	USAID support Cooperating agency: SOMARC	Source: SOMARC Condoms Pills IUD's	1,062,240 15,752 612	10,622 1,212 1,855	
			TOTAL	13,689	-31%
GRAND TOTAL				10,854,704	+13%

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Comparison of Program CYP



CYPs As Percentage of Target Market*



*Target market calculated as 80% of women in union, ages 15 - 44.