

1995
CONTRACEPTIVE SOCIAL MARKETING
STATISTICS

Courtesy of
DKT International
1120 19th Street, NW
Suite 610
Washington, DC 20036

August 1996

SOCIAL MARKETING STATISTICS 1995

Highlights

The good news: A total of eight new projects got underway (or crossed through the 10,000 Couple Year of Protection (CYP) minimum) in 1995. Brand new programs in Cambodia, Kazakhstan, Malawi, Mozambique, and Niger got started and three programs, those in Burundi, Rwanda (Refugee), and Ecuador revived after dropping below the 10,000 CYP level in 1994. Another impressive statistic for 1995: Eleven programs served more than 5% of their target markets, up from only six such successful programs in 1994.

None of 1994's programs dropped out, so 1995 saw an impressive total of 54 projects in 50 countries. The near ubiquitousness of contraceptive social marketing in the developing world is beginning to reach United Nations-like proportions.

The not so good news: Despite the addition of the new programs, the total number of couples served increased by only 9%, to 13.9 million. Good progress in many countries was largely offset by a sharp drop in the Egyptian program.

Impressive gains were made in:

- Ecuador which has come back with a strong showing in IUD's;
- Indonesia where good gains in oral contraceptives, injectables and condoms offset a decline in IUD sales;
- Nigeria which increased by over 200,000 CYP's;
- Viet Nam which added nearly 200,000 CYP's to a 1994 base of only 72,000.

Gains of 100,000+ CYP's were also recorded in Pakistan and in the Indian government program where OC sales particularly showed improvement. India's project, however, is still well below levels achieved in the late 1980's. Bangladesh remains the biggest CSM program.

The big drop occurred in Egypt which attained an unsustainable level (1.9 million CYP's) in 1994 as a result of refilling an empty pipeline. Another large program, Colombia, also decreased somewhat in 1995.

The silver lining is that virtually all the of largest programs are now at a realistic level. Indeed several of them, particularly India, Egypt, and Colombia, are low by historical standards. Significant increases between now and the end of the century therefore appear entirely feasible.

Philip D. Harvey

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 1995.*

PROGRAM NAME	REMARKS	1995		CYP*	% CHANGE FROM 1994
		PRODUCT SALES			
1. BANGLADESH Social Marketing Company (formerly SMP) implemented by Population Services International (PSI) in 1975.	USAID and EC funded Cooperating agency: PSI	Source: PSI			
		Condoms	161,538,341	1,615,383	
		Pills	13,704,418	1,054,186	
		TOTAL		2,669,569	11%
2. BENIN Implemented by DKT International and PSI in December 1989.	Private, Dutch, French, and Danish support. USAID-supplied contraceptives Cooperating agency: PSI	Source: PSI			
		Condoms	2,662,672	22,755	
		TOTAL		22,755	35%
3. BOLIVIA Implemented by SOMARC in 1988; managed through Prosalud; project transferred to PSI in 1995.	USAID support Cooperating agency: PSI	Source: PSI			
		Condoms	1,338,249	13,382	
		Pills	214,443	16,495	
		TOTAL		29,877	10%

*One CYP equals 100 condoms; 13 cycles of pills; 0.33 IUD's; 4 injectables; 0.20 Norplant; 120 foaming tablets.

4. BOTSWANA Started by PSI in mid 1993.	Government of Botswana and private support USAID funding phased out in 1996 Cooperating agency: PSI	Source: PSI Condoms	2,232,783	22,328	
		TOTAL		22,328	74%
5. BRAZIL Started by DKT in November 1991. Management by DKT do Brazil.	Private and AIDSCAP support	Source: DKT Condoms	18,272,172	182,722	
		TOTAL		182,722	58%
6. BURKINA FASO Started by PSI in 1991.	KfW support Cooperating agency: PSI	Source: PSI Condoms	6,583,472	65,835	
		TOTAL		65,835	27%
7. BURUNDI Started by PSI in mid 1990.	USAID funding phased out in 1996 Cooperating agency: PSI	Source: PSI Condoms	1,272,960	12,730	
		TOTAL		12,730	N/A
8. CAMBODIA Started by PSI in 1994.	USAID support	Source: PSI Condoms	5,031,828	50,318	
		TOTAL		50,318	N/A
9. CAMEROON Started by PSI and DKT in October 1989.	USAID funded Cooperating agency: PSI	Source: PSI Condoms Pills	7,562,971 6,016	75,630 463	
		TOTAL		76,093	5%
10. CENTRAL AFRICAN REPUBLIC Started by PSI in November 1991.	USAID and private support Cooperating agency: PSI	Source: PSI Condoms	2,392,336	23,923	
		TOTAL		23,923	26%
11. COLOMBIA PROFAMILIA project, started in 1974 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILA Condoms Pills Foaming Tablets IUDs Injectables Norplant	5,310,082 4,946,691 1,143,746 99,315 8,721 25,025	53,101 380,515 11,437 297,945 2,180 125,125	
		TOTAL		870,303	-12%
12. COSTA RICA For-profit company, ASDECOSTA/ PROFAMILIA created in 1993.	USAID support phased out in 1994 Project self-sustaining	Source: SOMARC Condoms Pills	5,808,086 58,300	58,081 4,485	
		TOTAL		62,566	9%
13. COTE D'IVOIRE Implemented by PSI in 1990.	USAID support Cooperating agency: PSI	Source: PSI Condoms	10,806,761	108,068	
		TOTAL		108,068	21%
14. DOMINICAN REPUBLIC PROFAMILIA nonprofit organization; implemented by SOMARC in 1986.	Self-sustaining project SOMARC T.A.	Source: SOMARC Condoms Pills IUDs Norplant Injectables	757,633 839,337 3,944 169 4,641	7,576 64,564 11,832 845 1,160	
		TOTAL		85,977	15%
15. ECUADOR Sponsored by FUTURE Foundation; established by SOMARC in 1986.	USAID support Cooperating agency: SOMARC	Source: SOMARC Condoms Pills Foaming Tablets Injectables IUDs	694,536 190,999 50,675 1,040 52,388	6,945 14,692 507 260 157,164	
		TOTAL		179,568	N/A
16. EGYPT Implemented by Family of the Future in 1979. Transferred to MEDTEC in 1994.	Received IPPF & USAID financial & technical help SOMARC T.A.	Source: SOMARC Condoms Pills IUDs Injectables	10,352,518 290,817 115,813 378,351	103,525 22,371 347,439 94,588	
		TOTAL		567,923	-66%

*One CYP equals 100 condoms; 13 cycles of pills; 0.33 IUD's; 4 injectables; 0.20 Norplant; 120 foaming tablets.

17. EL SALVADOR Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS).	USAID support	Source: ADS Condoms Pills TOTAL	1,584,574 351,881 42,914	15,846 27,068 9%
18. ETHIOPIA Implemented by DKT in 1990.	Support from Dutch, ODA, SIDA, USAID	Source: DKT Condoms TOTAL	19,832,861 198,329	15%
19. GHANA Implemented by Ghanaian firm DANAFCO in 1986; SOMARC T.A.	USAID support Cooperating agency: SOMARC	Source: SOMARC Condoms Pills Foaming Tablets Injectables IUDs TOTAL	3,410,604 779,120 1,914,460 4,920 1,700 119,513	34,106 59,932 19,145 1,230 5,100 10%
20. 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 Injectables TOTAL	2,902,376 187,776 364,224 4,251 48,173	29,024 14,444 3,642 1,063 0%
21. GUINEA Started by PSI in 1991.	USAID funded Cooperating agency: PSI	Source: PSI Condoms Injectables Pills TOTAL	2,777,493 1,302 1,620 28,226	27,775 326 125 102%
22. HAITI Started by DKT in 1990; turned over to PSI in 1991.	AIDSCAP, UNFPA and private support Cooperating agency: PSI	Source: PSI Condoms TOTAL	5,047,300 50,473	35%
23. HONDURAS Honduras Social Marketing Program now implemented by ASHONPLAFA; initiated by Triton Corporation in 1981.	USAID support	Source: USAID Condoms Pills IUDs TOTAL	890,400 300,104 8,047 56,130	8,904 23,085 24,141 115%
24. INDIA I Nirodh/Mala-D (Does not include any brands listed for India II, III, or IV.)	Government of India (GOI) Project (figures are for fiscal year ended 3/31/96)	Source: GOI Condoms Pills TOTAL	134,054,000 14,175,000 2,430,925	1,340,540 1,090,385 12%
24.1 INDIA II (Masti and Pearl only) PSI/India; implemented in 1988 (India I total includes 37.6 million Nirodh condoms sold by PSI/India).	GOI, ODA, USAID, private support (Calendar year)	Source: PSI Condoms Pills TOTAL	34,843,585 283,844 370,270	348,436 21,834 65%
24.2 INDIA III (Sawan, Bliss, and Ecroz) Parivar Seva Sanstha. Implemented with Ford Foundation support in 1988.	Private donor support (Calendar year)	Source: PSS Condoms Pills TOTAL	3,361,990 98,090 41,165	33,620 7,545 -66%
24.3 INDIA IV (Zaroor and Choice) Started by DKT in December 1992.	Private support (Calendar Year)	Source: DKT Condoms Pills TOTAL	6,149,764 689,363 114,526	61,498 53,028 62%
25. INDONESIA Blue/Gold Circle Project, implemented by BKKBN, various dates. SOMARC, URC T.A.	Project largely self-sustaining	Source: BKKBN Condoms Pills IUDs Injectables Norplant TOTAL	5,996,304 3,326,708 56,156 2,736,695 6,074 1,198,876	59,963 255,901 168,468 684,174 30,370 33%

*One CYP equals 100 condoms; 13 cycles of pills; 0.33 IUD's; 4 injectables; 0.20 Norplant; 120 foaming tablets.

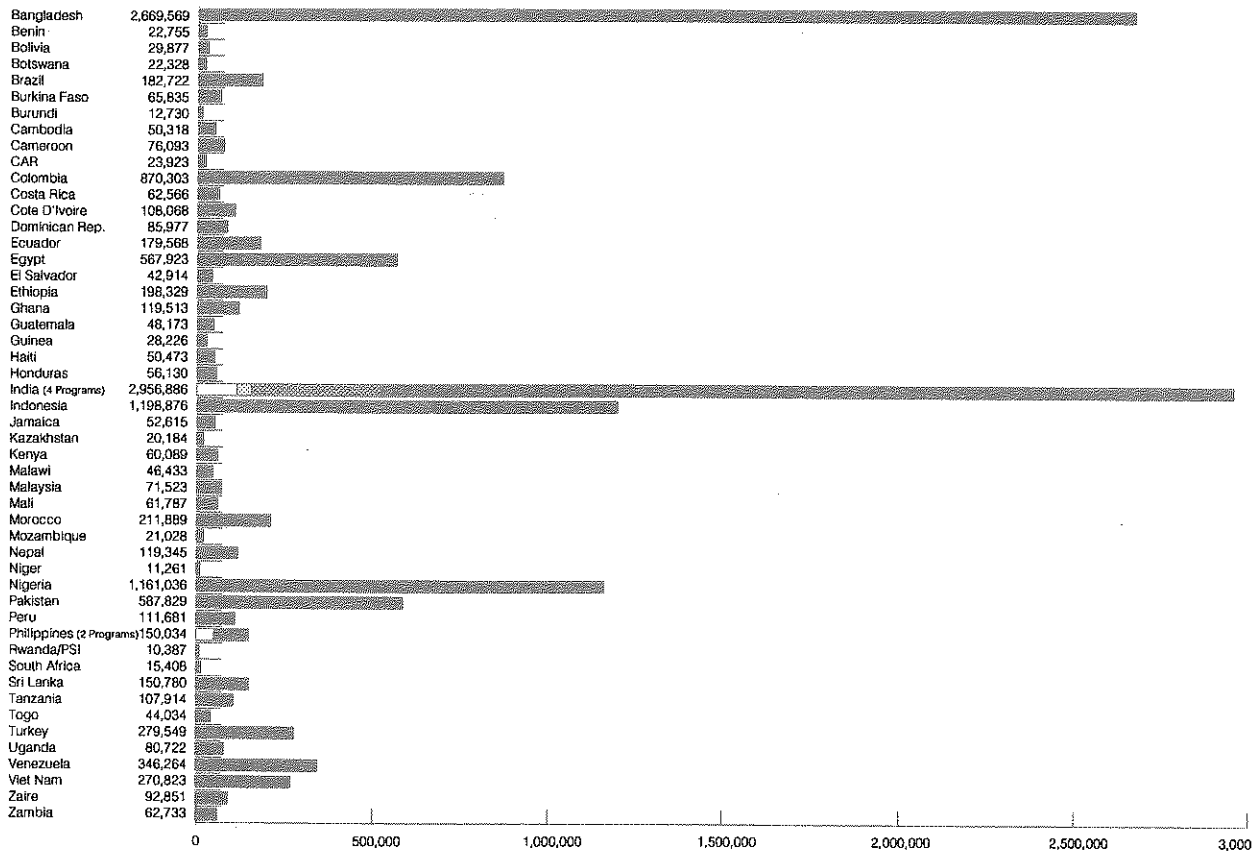
26. JAMAICA Jamica National Family Planning Board, implemented by government and Westinghouse Health Systems in 1974.	Advertising support from USAID	Source: USAID Condoms Pills Injectables	2,167,920 390,571 3,569	21,679 30,044 892	
			TOTAL	52,615	-2%
27. KAZAKHSTAN Started by SOMARC in 1995.	Cooperating agency: SOMARC	Source: SOMARC Pills Injectables	262,141 74	20,165 19	
			TOTAL	20,184	N/A
28. KENYA Started by DKT and PSI in 1989.	USAID and ODA support Cooperating agency: PSI	Source: PSI Condoms	6,008,904	60,089	
			TOTAL	60,089	19%
29. MALAWI Started by PSI in 1994.	Cooperating agency: PSI	Source: PSI Condoms	4,643,295	46,433	
			TOTAL	46,433	N/A
30. MALAYSIA Started by DKT in mid 1991.	Private, Government of Malaysia and UNFPA support	Source: DKT Condoms	7,152,268	71,523	
			TOTAL	71,523	27%
31. MALI Started by SOMARC in 1992.	USAID support Cooperating agency: SOMARC	Source: SOMARC Condoms Pills	3,050,572 406,656	30,506 31,281	
			TOTAL	61,787	65%
32. MOROCCO Started by SOMARC in 1989.	USAID support Cooperating agency: SOMARC	Source: SOMARC Condoms Pills	2,496,651 2,429,988	24,967 186,922	
			TOTAL	211,889	46%
33. MOZAMBIQUE Started by PSI in 1995.	Cooperating agency: PSI	Source: PSI Condoms	2,102,800	21,028	
			TOTAL	21,028	N/A
34. NEPAL Nepal Contraceptive Retail Sales Corp., started by Westinghouse Health Systems and government in 1976; program now private company.	USAID support	Source: SOMARC Condoms Pills Foaming Tablets Injectables	8,146,218 381,249 575,136 11,221	81,462 29,327 5,751 2,805	
			TOTAL	119,345	7%
35. NIGER Started by SOMARC in 1994.	Cooperating agency: SOMARC	Source: SOMARC Condoms	1,126,140	11,261	
			TOTAL	11,261	N/A
36. NIGERIA Started by PSI and DKT in 1988-90. Parallel program started by FPIA in 1985. Consolidated project now supervised by PSI.	USAID and ODA support Cooperating agency: PSI	Source: PSI Condoms Pills Foaming Tablets IUDs Injectables	55,654,030 3,265,600 1,398,300 104,412 104,306	556,540 251,200 13,983 313,236 26,077	
			TOTAL	1,161,036	18%
37. PAKISTAN SMC program implemented by W. Woodward (Pakistan) Ltd. and PSI Marketing Associates, 1986.	USAID support phased out in 1993 Now funded by KiW Cooperating agency: PSI/SMP	Source: PSI Condoms IUDs	58,758,912 80	587,589 240	
			TOTAL	587,829	21%
38. PERU Apoyo a Programas de Poblacion SOMARC technical assistance. Program started in 1984.	USAID support	Source: SOMARC Condoms Pills Foaming Tablets Injectables	4,294,455 584,915 1,045,745 53,143	42,945 44,993 10,457 13,286	
			TOTAL	111,681	20%

*One CYP equals 100 condoms; 13 cycles of pills; 0.33 IUD's; 4 injectables; 0.20 Norplant; 120 foaming tablets.

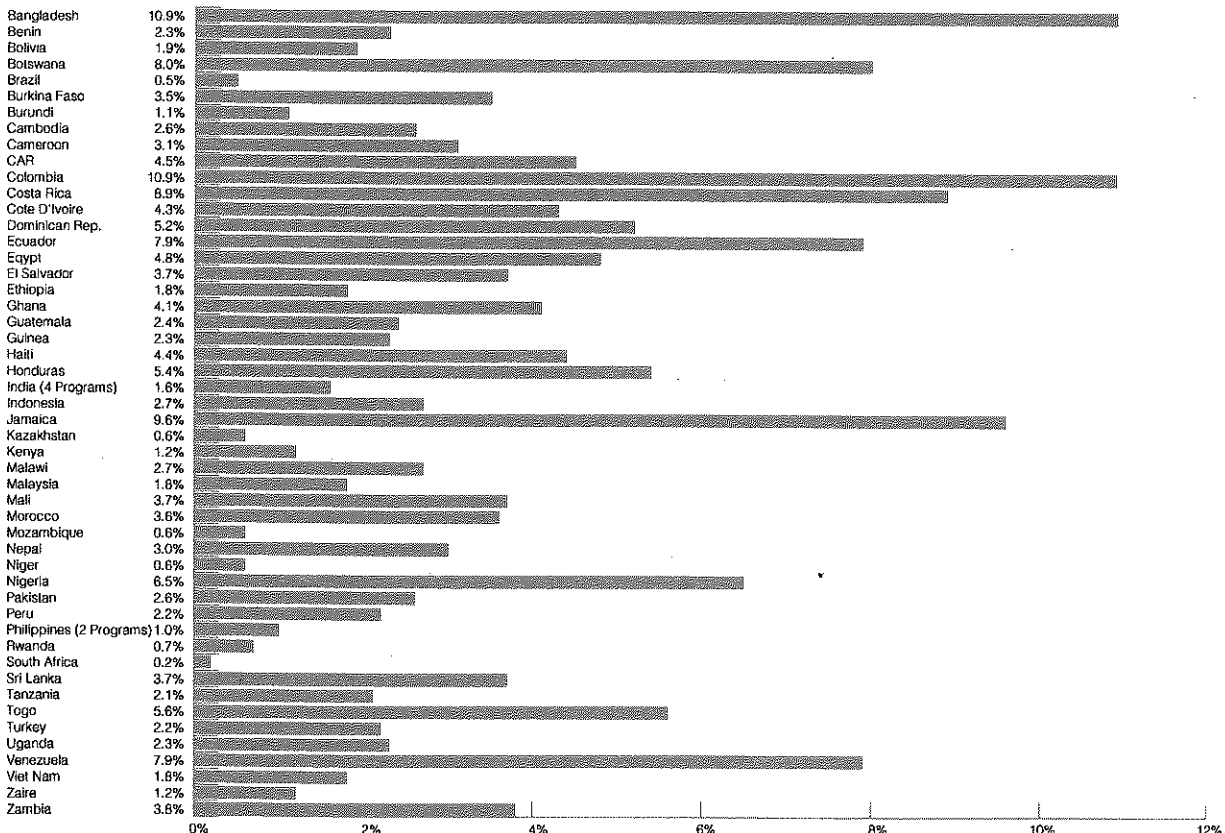
39. PHILIPPINES I Started by DKT in 1990.	KfW support	Source: DKT Condoms Pills	9,015,847 125,232	90,158 9,633	
		TOTAL		99,791	14%
39.1 PHILIPPINES II Started by SOMARC in 1992.	USAID support	Source: SOMARC Condoms Pills Injectables	1,583,899 390,192 17,557	15,839 30,015 4,389	
		TOTAL		50,243	-62%
40. RWANDA/PSI Refugee Project. Started by PSI in 1993.	USAID, KfW, and private support	Source: PSI Condoms	1,038,722	10,387	
		TOTAL		10,387	N/A
41. SOUTH AFRICA Started in 1992 by PSI.	ODA, AIDSCAP, and private support	Source: PSI Condoms	1,540,754	15,408	
		TOTAL		15,408	13%
42. 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 IUDs Foaming tablets Injectables	7,851,744 764,055 1,026 17,160 40,959	78,517 58,773 3,078 172 10,240	
		TOTAL		150,780	4%
43. TANZANIA Started in 1993 by PSI.	USAID support Cooperating agency: PSI	Source: PSI Condoms	10,791,420	107,914	
		TOTAL		107,914	187%
44. TOGO Started by SOMARC in 1992.	USAID support Cooperating agency: SOMARC	Source: SOMARC Condoms	4,403,367	44,034	
		TOTAL		44,034	94%
45. TURKEY Started by SOMARC in 1991.	USAID support Implemented through Eczacibasi Ilac Cooperating agency: SOMARC	Source: SOMARC Condoms Pills	9,694,490 2,373,857	96,945 182,604	
		TOTAL		279,549	19%
46. UGANDA Started by SOMARC in mid 1991.	Cooperating agency: SOMARC	Source: SOMARC Condoms Pills	5,980,285 271,943	59,803 20,919	
		TOTAL		80,722	35%
47. VENEZUELA Started by PROSALUD in 1992.	Support from commercial sector	Source: PROSALUD Condoms Pills IUDs Injectables	424,950 1,867,995 62,524 43,000	4,250 143,692 187,572 10,750	
		TOTAL		346,264	177%
48. VIET NAM Implemented by DKT in 1993.	Private and government of Viet Nam/UNFPA support	Source: DKT Condoms Pills	20,148,264 901,425	201,483 69,340	
		TOTAL		270,823	276%
49. ZAIRE Project de Marketing Social started by PSI in 1988 with USAID support.	USAID support curtailed in 1992 Private support	SOURCE: PSI Condoms Pills	8,572,044 92,708	85,720 7,131	
		TOTAL		92,851	164%
50. ZAMBIA Started by PSI in December 1992.	USAID support Cooperating agency: PSI	Source: PSI Condoms	6,273,264	62,733	
		TOTAL		62,733	-5%
		GRAND TOTAL		13,878,274	9%

*One CYP equals 100 condoms; 13 cycles of pills; 0.33 IUD's; 4 injectables; 0.20 Norplant; 120 foaming tablets.

Comparison of Program CYP



CYPs As Percentage of Target Market*



*Target market calculated as 80% of women in union, ages 15 - 49.