

1997
CONTRACEPTIVE SOCIAL MARKETING
STATISTICS

Courtesy of
DKT International
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SOCIAL MARKETING STATISTICS 1997

Highlights

The best news is this year's 13% increase in couples served by social marketing programs. Over 16 million couples in 55 countries benefited from social marketing in 1997, versus 14.4 million in 1996.

The big increases came from the big programs. The India Government program (India I) added nearly 900,000 CYPs, bringing it to 3.8 million. The GOI project now seems firmly re-entrenched as the world's largest program, a superlative it gave up to Bangladesh in 1994 and 1995.

Another big gain in 1997 came in Indonesia which increased nearly a half-million CYPs over 1996. Other projects which increased by 100,000 CYPs or more were Pakistan (+184 M), and PSI's India II project (+133 M).

For 1997 there are 60 programs qualifying for inclusion in this report (by delivering more than 10,000 CYPs). Five programs were added to the 1996 list; two were dropped. The five new projects are in Burma, Chad, Madagascar, Uganda (MSI) and Zimbabwe. The Zimbabwe project is a bring-back, having last appeared on our charts in 1993.

Projects in Kazakhstan and Uzbekistan fell below the 10,000 CYP mark and dropped off this list.

The net result: 60 projects, 55 countries.

A total of 937 million condoms and 54.5 million cycles of pills were sold by social marketing programs in 1997. The pill increase is 5% over the prior year, the condom increase a more substantial 20%. The sale of more than 900 million condoms dramatizes the importance of social marketing for the delivery of condoms in the age of AIDS. The tragic dimensions of this disease have been recently documented again by the UN, and some countries in Southern Africa have HIV positivity rates, almost incredibly, over 20%. What is social marketing doing about this? In addition to dozens of media programs, the sale of 937 million condoms probably prevents somewhere in the range of 150-400,000 HIV transmissions annually, a big number but not as big as the problem: There are several million new infections each year.

Fourteen programs served more than 5% of their target markets in 1997, with the best percent-of-market performances in a very eclectic group: Bangladesh, Botswana, Colombia, and Haiti. Ten programs made the 5% performance level in 1996, eleven in 1995, so we're improving.

Philip D. Harvey

Social Marketing Program Sales

Statistics listed for all programs with 10,000 or more CYP's. Note: The ratio for oral contraceptives has been changed from 13 to 14/CYP; for foaming tablets, from 100 to 150/CYP.

PROGRAM NAME	REMARKS	1997		CYP*	% CHANGE FROM 1996
		PRODUCT SALES			
1. BANGLADESH Social Marketing Company (formerly SMP) started by Population Services International (PSI) in 1975; PSI withdrew from project in mid-1997.	USAID and EC funded Managed by SMC	Source: PSI			
		Condoms	140,000,000	1,400,000	
		Pills	7,000,000	500,000	
		TOTAL		1,900,000	-17%
2. BENIN Started by DKT International and PSI in 1989.	USAID and Danish support Cooperating agency: PSI	Source: PSI			
		Condoms	3,081,656	30,817	
		TOTAL		30,817	23%
3. BOLIVIA Started by SOMARC in 1988; managed through Prosalud; project transferred to PSI in 1995.	USAID and UNAIDS support Cooperating agency: PSI	Source: PSI			
		Condoms	4,860,000	48,600	
		Female Condoms	10,393	520	
		Pills	609,651	43,547	
		TOTAL		92,667	79%

1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; 2 Implants; .33 IUDs

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	2,299,727	22,997	
		TOTAL		22,997	41%
5. BRAZIL Started by DKT in 1991; management by DKT do Brazil.	Private and AIDSCAP support	Source: DKT Condoms	33,599,799	335,998	
		TOTAL		335,998	25%
5.1 BRAZIL II Started by PROFIT in 1995.	Contraceptives sold through CEPEO (commercial company)	Source: CEPEO Condoms IUDs	1,170,450 47,101	11,705 141,303	
		TOTAL		153,008	-14%
6. BURKINA FASO Started by PSI in 1991.	KFW support Cooperating agency: PSI	Source: PSI Condoms	9,529,512	95,295	
		TOTAL		95,295	26%
7. BURMA (Myanmar) Started by PSI in 1996.	Private and UNAIDS support Cooperating agency: PSI	Source: PSI Condoms	1,766,200	17,662	
		TOTAL		17,662	N/A
8. CAMBODIA Started by PSI in 1994.	USAID, DFID, Dutch, AusAID, and Finnish support	Source: PSI Condoms Pills	10,496,000 35,071	104,960 2,505	
		TOTAL		107,465	13%
9. CAMEROON Started by PSI and DKT in 1989.	USAID and Japanese funded Cooperating agency: PSI	Source: PSI Condoms Pills	11,905,145 71,638	119,051 5,117	
		TOTAL		124,168	32%
10. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	USAID and private support Cooperating agency: PSI	Source: PSI Condoms	1,546,560	15,466	
		TOTAL		15,466	-23%
11. CHAD Started by PSI in November 1996.	KfW funding	Source: PSI Condoms	3,218,569	32,186	
		TOTAL		32,186	N/A
12. CHINA Started by DKT in 1996.	Private support	Source: DKT Condoms IUDs	16,518,146 74,800	165,181 224,400	
		TOTAL		389,581	18%
13. COLOMBIA PROFAMILIA project; started in 1974 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA Condoms Pills Foaming Tablets IUDs Injectables	7,279,019 506,359 1,098,655 226,041 31,997	72,790 36,169 7,324 678,123 7,999	
		TOTAL		802,405	-4%
14. COSTA RICA For-profit company ASDECOSTA/ PROFAMILIA created in 1993.	USAID support phased out in 1994; project self-sustaining	Source: PROFAMILIA Condoms Pills	3,223,340 64,062	32,233 4,575	
		TOTAL		36,808	-4%
15. COTE D'IVOIRE Started by PSI in 1990.	KfW, UNICEF, and UNHCR support Cooperating agency: PSI	Source: PSI Condoms Pills	16,362,750 45,984	163,628 3,285	
		TOTAL		166,913	33%
16. DOMINICAN REPUBLIC PROFAMILIA nonprofit organization; started by SOMARC in 1986.	Self-sustaining project SOMARC T.A.	Source: PROFAMILIA Condoms Pills IUDs Norplant Injectables	1,957,098 923,359 3,927 164 7,431	19,571 65,954 11,781 820 1,858	
		TOTAL		99,984	15%

1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; 2 Implants; .33 IUDs

PROGRAM NAME	REMARKS	1997 PRODUCT SALES		CYP*	% CHANGE FROM 1996
17. ECUADOR Sponsored by FUTURE Foundation; established by SOMARC in 1986.	USAID support Cooperating agency: The Futures Group (TFG)/SOMARC	Source: SOMARC			
		Pills	629,800	44,986	
		Injectables	172,400	43,100	
		IUDs	1,700	5,100	
		TOTAL		93,186	-47%
18. EGYPT Implemented by Family of the Future in 1979; transferred to MEDTEC in 1994.	Project fully commercialized in 1996 Pill and condom sales continue but no data is available for those methods	Source: SOMARC			
		Injectables	44,900	11,225	
		TOTAL		11,225	N/A
19. EL SALVADOR Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS).	USAID support	Source: ADS			
		Condoms	1,949,577	19,496	
		Pills	431,628	30,831	
		IUDs	10	30	
		Norplant	45	225	
TOTAL		50,582	17%		
20. ETHIOPIA Implemented by DKT in 1990.	Support from Dutch government and USAID	Source: DKT			
		Condoms	28,087,679	280,877	
		Pills	278,760	19,911	
		TOTAL		300,788	45%
21. GHANA Implemented by Ghanaian firm DANAFCO in 1986; SOMARC T.A.	USAID support Cooperating agency: TFG/SOMARC	Source: SOMARC			
		Condoms	5,079,264	50,793	
		Pills	820,520	58,609	
		Foaming Tablets	2,716,350	18,109	
		Injectables	24,830	6,208	
		IUDs	700	2,100	
TOTAL		135,819	3%		
22. GUATEMALA Importadora de Productos Farmaceuticos, S.A., started by Juarez and Associates in 1983.	USAID support Technical assistance from SOMARC	Source: SOMARC			
		Condoms	1,476,022	14,760	
		Pills	565,983	40,427	
		Foaming Tablets	22,085	147	
TOTAL		55,334	72%		
23. GUINEA Started by PSI in 1990.	USAID funded Cooperating agency: PSI	Source: PSI			
		Condoms	3,404,313	34,034	
		Pills	46,997	3,357	
		Injectables	12,741	3,185	
		TOTAL		40,576	20%
24. HAITI Started by DKT in 1990; turned over to PSI in 1991.	USAID, UNFPA, Dutch government, World Bank, and UNAIDS support Cooperating agency: PSI	Source: PSI			
		Condoms	7,969,820	79,698	
		Female Condoms	7,081	354	
		Pills	65,689	4,692	
		Injectables	21,071	5,268	
TOTAL		90,012	102%		
25. HONDURAS Honduras Social Marketing Program now implemented by ASHONPLAFA; initiated by Triton Corporation in 1981.	USAID support	Source: USAID			
		Condoms	729,706	7,297	
		Pills	218,263	15,590	
		IUDs	7,328	21,984	
TOTAL		44,871	17%		
26. INDIA I Nirodh/Mala-D/Misc. (Does not include any brands listed for India II, III, IV or V).	Government of India (GOI) Project (Figures are for fiscal year ended 3/31/98)	Source: GOI			
		Condoms	244,260,000	2,442,600	
		Pills	19,260,000	1,375,714	
TOTAL		3,818,314	30%		
26.1 INDIA II (Masti and Pearl only) PSI/India; implemented in 1988. (India I total includes 30 million Nirodh condoms sold by PSI/India).	GOI, KfW, and USAID support (Calendar year data)	Source: PSI			
		Condoms	25,930,122	259,301	
		Pills	552,106	39,436	
TOTAL		298,737	81%		
26.2 INDIA III (Sawan, Bliss, and Ecroz) Parivar Seva Sanstha; implemented with Ford Foundation support in 1988.	Private and GOI support (Calendar year data)	Source: PSS			
		Condoms	15,072,810	150,728	
		Pills	283,246	20,232	
TOTAL		170,960	62%		

1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; 2 Implants; 33 IUDs

26.3 INDIA IV (Zaroor and Choice) Started by DKT in 1992.	Private and GOI support (Calendar year data)	Source: DKT Condoms Pills Injectables	9,395,000 1,718,000 5,300	93,950 122,714 1,325	
			TOTAL	217,989	41%
26.4 INDIA V (Apsara) Bihar-based project; started by DKT in 1996.	Packard, DKT, and GOI support (Calendar year data)	Source: DKT Condoms Pills	4,912,500 1,070,385	49,125 76,456	
			TOTAL	125,581	192%
27. INDONESIA Blue Circle Project; implemented by BKKBN, various dates; SOMARC, URC, T.A.	Project largely self-sustaining	Source: BKKBN Condoms Pills IUDs Injectables Norplant	3,503,520 3,990,582 47,623 4,524,001 26,878	35,035 285,042 142,869 1,131,000 134,390	
			TOTAL	1,728,336	42%
27.1 INDONESIA II Started by DKT in 1996.	KfW, GOI, and DKT support	Source: DKT Condoms	10,101,813	101,018	
			TOTAL	101,018	595%
28. JAMAICA Jamica National Family Planning Board; implemented by government and Westinghouse Health Systems in 1974.	Project largely self-sustaining Condoms sales were commercialized in 1996	Source: USAID Pills Injectables	437,373 7,506	31,241 1,877	
			TOTAL	33,118	-31%
29. JORDAN Started by SOMARC in 1996.	USAID support Cooperating agency: SOMARC	Source: SOMARC Pills Injectables IUDs	95,151 5,084 815	6,797 1,271 2,445	
			TOTAL	10,513	-60%
30. KENYA Started by DKT and PSI in 1989.	USAID and ODA support Cooperating agency: PSI	Source: PSI Condoms	7,852,132	78,521	
			TOTAL	78,521	65%
31. MADAGASCAR Started by SOMARC in 1996.	USAID support Cooperating agency: TFG/ SOMARC	Source: SOMARC Condoms	2,949,978	29,500	
			TOTAL	29,500	N/A
32. MALAWI Started by PSI in 1994.	USAID and KfW support Cooperating agency: PSI	Source: PSI Condoms	5,748,954	57,490	
			TOTAL	57,490	-1%
33. MALAYSIA Started by DKT in mid-1991.	DKT support	Source: DKT Condoms	5,795,272	57,953	
			TOTAL	57,953	-32%
34. MALI Started by SOMARC in 1992.	USAID support Cooperating agency: TFG/SOMARC	Source: SOMARC Condoms Pills Foaming Tablets Injectables	4,467,570 519,517 62,824 53,727	44,676 37,108 419 13,432	
			TOTAL	95,635	65%
35. MOROCCO Started by SOMARC in 1989.	USAID support Cooperating agency: TFG/SOMARC	Source: SOMARC Pills IUDs Injectables	2,025,491 1,016 15,830	144,678 3,048 3,958	
			TOTAL	151,684	3%
36. MOZAMBIQUE Started by PSI in 1995.	USAID and Dutch government support Cooperating agency: PSI	Source: PSI Condoms	10,412,328	104,123	
			TOTAL	104,123	155%
MYANMAR	See Burma, No. 7				

1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; 2 Implants; .33 IUDs

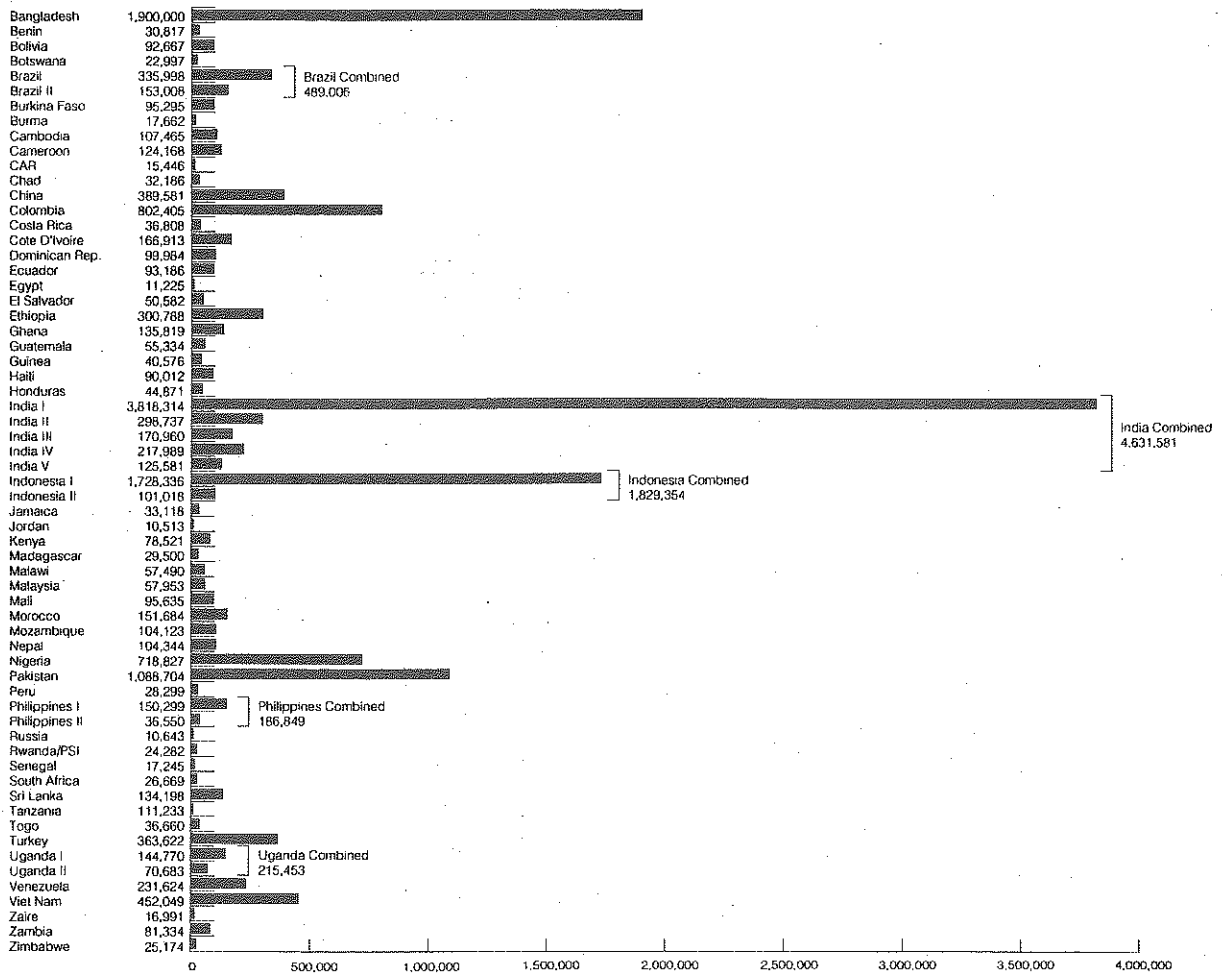
PROGRAM NAME	REMARKS	1997		CYP*	% CHANGE FROM 1996
		PRODUCT SALES			
37. NEPAL Nepal Contraceptive Retail Sales Corp. (CRS); started by Westinghouse Health Systems and government in 1976; program now private company.	USAID support, SOMARC T.A.	Source: CRS			
		Condoms	6,783,384	67,834	
		Pills	263,208	11,801	
		IUDs	2,094	6,282	
		Injectables	42,066	10,517	
		Norplant	182	910	
		TOTAL		104,344	1%
38. NIGERIA Started by PSI and DKT in 1988-90; parallel program started by FPIA in 1985; consolidated project now supervised by PSI.	USAID, DFID and private support Cooperating agency: PSI	Source: PSI			
		Condoms	36,966,208	369,662	
		Pills	2,280,161	162,869	
		Foaming Tablets	39,816	265	
		IUDs	35,371	106,113	
		Injectables	319,672	79,918	
		TOTAL		718,827	-3%
39. PAKISTAN SMC program implemented by W. Woodward (Pakistan) Ltd. and PSI Marketing Associates in 1986.	USAID support phased out in 1993, now funded by KfW Cooperating agency: PSI/SMP (Social Marketing Pakistan)	Source: PSI			
		Condoms	102,866,996	1,028,670	
		Pills	139,369	9,955	
		IUDs	16,693	50,079	
		Injectables	55,866	13,967	
				TOTAL	
40. PERU Apoyo a Programas de Poblacion; SOMARC technical assistance; program started in 1984.	USAID support	Source: SOMARC			
		Pills	382,600	27,329	
		Injectables	3,600	900	
				TOTAL	
41. PHILIPPINES I Implemented by DKT in 1990.	KfW support	Source: DKT			
		Condoms	12,533,218	125,332	
		Pills	349,533	24,967	
				TOTAL	
41.1 PHILIPPINES II Started by SOMARC in 1992.	USAID support	Source: SOMARC			
		Pills	408,783	29,199	
		Injectables	29,405	7,351	
				TOTAL	
42. RUSSIA Started by PSI in 1996.	USAID, DFID, and UNAIDS support	Source: PSI			
		Condoms	1,064,283	10,643	
				TOTAL	
43. RWANDA Started by PSI in 1993.	USAID, KfW, UNFPA, and private support	Source: PSI			
		Condoms	2,428,224	24,282	
				TOTAL	
44. SENEGAL Started by SOMARC in 1996.	USAID support	Source: SOMARC			
		Condoms	1,724,547	17,245	
				TOTAL	
45. SOUTH AFRICA Started in 1992 by PSI.	DFID, USAID, UNFPA, GOSA and private support	Source: PSI			
		Condoms	2,642,273	26,423	
		Female Condoms	4,919	246	
				TOTAL	
46. 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	7,459,479	74,595	
		Pills	632,597	45,186	
		IUDs	2,217	6,651	
		Injectables	31,062	7,766	
				TOTAL	
47. TANZANIA Started in 1993 by PSI.	USAID and Dutch government support Cooperating agency: PSI	Source: PSI			
		Condoms	11,123,339	111,233	
				TOTAL	

1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; 2 Implants; .33 IUDs

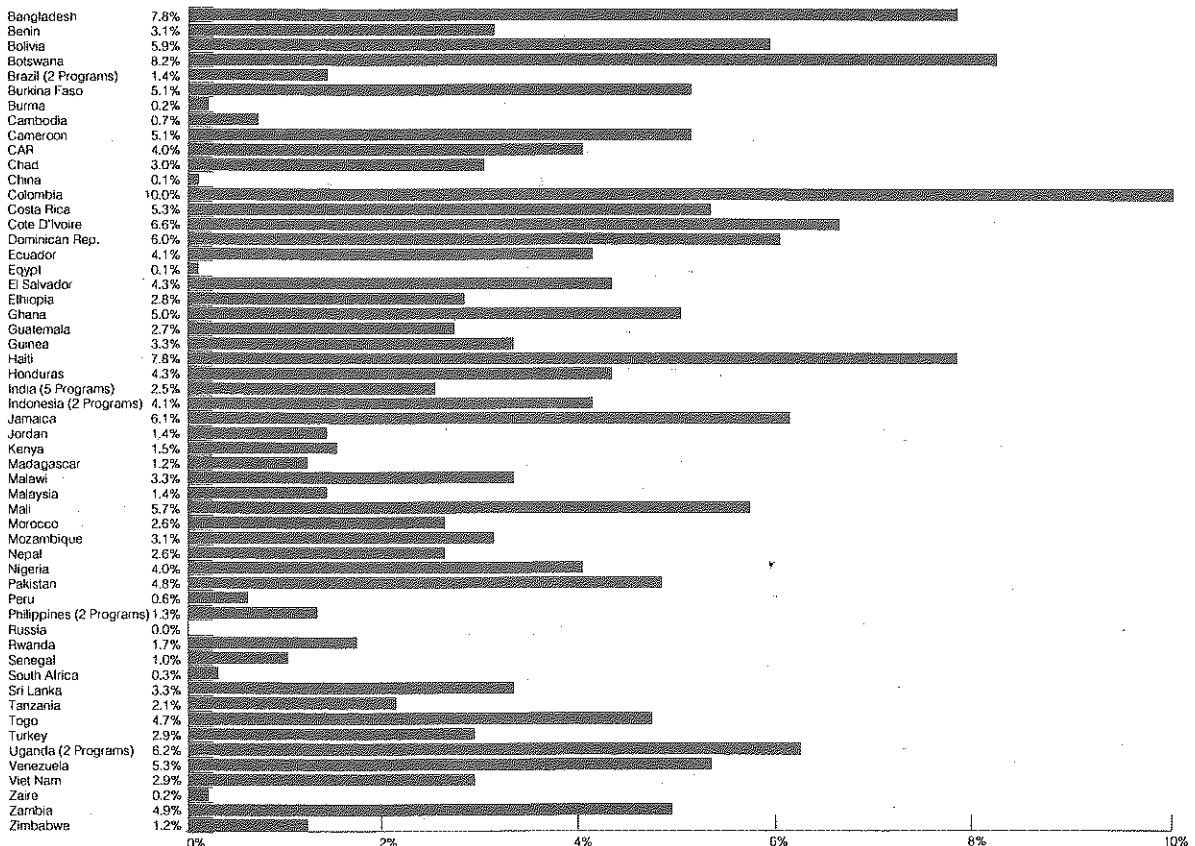
48. TOGO Started by SOMARC in 1992.	USAID support Cooperating agency: PSI	Source: PSI Condoms	3,665,956	36,660	
		TOTAL		36,660	23%
49. TURKEY Started by SOMARC in 1991.	USAID support Implemented through Eczacibasi Ilac Cooperating agency: TFG/SOMARC	Source: SOMARC Condoms Pills Injectables	16,305,260 2,552,810 72,900	163,053 182,344 18,225	
		TOTAL		363,622	23%
50. UGANDA Started by SOMARC in mid-1991.	Cooperating agency: TFG/SOMARC	Source: SOMARC Condoms Pills Injectables	9,521,700 540,120 43,890	95,217 38,580 10,973	
		TOTAL		144,770	12%
50.1 UGANDA II Started by Marie Stopes Int'l. (MSI) in 1997.	KfW support; managed by MSI	Source: MSI Uganda Condoms Female Condoms	7,050,072 3,637	70,501 182	
		TOTAL		70,683	N/A
51. VENEZUELA Started by PROSALUD in 1992.	Commercial sector support	Source: PSI Condoms Female Condoms Pills IUDs Injectables	140,635 3,874 2,768,632 7,800 35,460	1,406 194 197,759 23,400 8,865	
		TOTAL		231,624	53%
52. VIET NAM Implemented by DKT in 1993.	Packard, DKT, and government of Viet Nam/UNFPA support	Source: DKT Condoms Pills	32,594,472 1,765,450	325,945 126,104	
		TOTAL		452,049	-4%
53. ZAIRE Project de marketing Social; started by PSI in 1988 with USAID support.	USAID support curtailed in 1992 Private funding; PSI managed	SOURCE: PSI Condoms	1,699,060	16,991	
		TOTAL		16,991	-44%
54. ZAMBIA Started by PSI in December 1992.	USAID and UNAIDS support Cooperating agency: PSI	Source: PSI Condoms Female Condoms Pills VFT	6,665,515 15,240 182,808 128,832	66,655 762 13,058 859	
		TOTAL		81,334	8%
55. ZIMBABWE Started by SOMARC in 1988; transferred to PSI in 1996.	USAID and DFID support Cooperating agency: PSI	Source: PSI Condoms Female Condoms	1,913,840 120,720	19,138 6,036	
		TOTAL		25,174	N/A
		GRAND TOTAL		16,199,415	13%

1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; 2 Implants; .33 IUDs

Comparison of Program CYP



CYPs As Percentage of Target Market*



* Target market calculated as 80% of all women ages 15 - 49.