

2013 CONTRACEPTIVE SOCIAL MARKETING STATISTICS

August 2014

CONNECT WITH US



Courtesy of
DKT International
1701 K Street, NW
Suite 900
Washington, DC 20006

SOCIAL MARKETING STATISTICS 2013

Highlights	2013	2012	2011
CYPs*	70.0 million	65.5 million	62.0 million

Sales – 2013

Condoms.....	2,189,127,050	(85 programs)	IUDs.....	2,790,988	(53 programs)
Free Condoms.....	634,130,839	(26 programs)	Implants.....	576,342	(32 programs)
Female Condoms.....	9,960,574	(29 programs)	Emergency Contraception (EC).....	11,519,695	(30 programs)
Free Female Condoms.....	2,658,611	(10 programs)	Medical Abortion (MA)**.....	3,326,064	(12 programs)
Pills.....	206,595,373	(63 programs)	Manual Vacuum Aspiration (MVA) Kits.....	6,879	(4 programs)
Free Pills.....	2,070,000	(1 program)	Misoprostal (Miso) Tabs.....	15,948,643	(18 programs)
Injectables.....	33,149,624	(55 programs)	VFT.....	568,897	(3 programs)

Social Marketing Program Sales

Statistics listed for all programs with 10,000 or more CYPs (Couple Years of Protection).*

PROGRAM	REMARKS	2013 PRODUCT SALES	CYP	% CHANGE FROM 2012
1. AFGHANISTAN Started by Marie Stopes International (MSI) in 2003.	MSI support	Source: MSI		
		Condoms	2,152,938	21,529
		Pills	100,030	7,145
		Injectables	3,410	853
		IUDs	52,822	232,417
		TOTAL	261,944	-6%
1.1 AFGHANISTAN II ASMO under Health Policy Project. Started by USAID in October 2010.	USAID support	Source: Futures Group		
		Condoms	8,946,936	89,469
		Pills	1,100,160	78,583
		Injectables	376,650	94,163
		TOTAL	262,215	-31%
2. ANGOLA Started by Population Services International (PSI) in 2000.	USAID, DFID and private funding	Source: PSI		
		Condoms	3,180,567	31,806
		Free Condoms	750,000	3,750
		TOTAL	35,556	-56%
3. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID		
		Condoms	141,752,512	1,417,525
		Pills	37,300,591	2,664,328
		Injectables	1,383,145	345,786
		IUD	1,861	8,188
		Implants	1,026	3,078
		TOTAL	4,438,906	1%
4. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID and KfW support	Source: PSI		
		Condoms	8,017,123	80,171
		Free Condoms	136,252	681
		Female Condoms	10,215	511
		Pills	183,873	13,134
		Injectables (2)	30,559	5,093
		IUDs	18,802	82,729
		Implants	25,027	75,081
		Miso Tabs	16,292	1,018
				TOTAL
5. BOLIVIA Started by Prosalud in 2003.	Prosalud Interamericana support	Source: PROSALUD		
		Condoms	25,776	258
		Pills	31,241	2,232
		Injectables	21,231	5,308
		EC	100,664	7,190
		VFT	568	5
		TOTAL	14,992	-19%

* 1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 14 EC; .33 Implants; .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

PROGRAM	REMARKS	2013 PRODUCT SALES	CYP	% CHANGE FROM 2012
6. BOTSWANA Started by PSI in 1993.	Government of Botswana, USAID (AIDSMARK), and Dutch government support	Source: PSI Condoms 3,393,176 Free Condoms 1,339,708 TOTAL 40,630	33,932 6,699 40,630	-17%
7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Self-sustaining project	Source: DKT Condoms 123,642,379 Female Condoms 66,352 TOTAL 1,239,741	1,236,424 3,318 1,239,741	-5%
8. BURKINA FASO Started by MSI in 2009.	Supported by MSI	Source: MSI Condoms 810,576 Female Condoms 3,015 Pills 92,374 Injectables (3) 719 EC 1,508 TOTAL 15,142	8,106 151 6,598 180 108 15,142	NA
9. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF support	Source: PSI Condoms 26,070,321 Free Condoms 208,348 Female Condoms 255,040 Pills 1,676,302 Injectables (3) 860,540 Injectables (1) 946 IUDs 51,534 Implants 10,090 EC 27,407 Miso Tabs 16,560 TOTAL 869,459	260,703 1,042 12,752 119,736 215,135 79 226,750 30,270 1,958 1,035 869,459	45%
9.1 BURMA (Myanmar) II Started by MSI in 2004.	DFID and MSI support	Source: MSI Pills 938,065 Injectables (3) 500 EC 9,000 TOTAL 67,773	67,005 125 643 67,773	NA
10. BURUNDI Started by PSI in 1990.	USAID, Global Fund, KfW, DOD support	Source: PSI Condoms 3,273,228 Free Condoms 1,596,608 Free Female Condoms 11,000 TOTAL 40,990	32,732 7,983 275 40,990	64%
11. CAMBODIA Started by PSI in 1994.	USAID, DFID, KfW, UNFPA, government support	Source: PSI Condoms 13,021,590 Free Condoms 10,008 Pills 4,917,968 Injectables 692,470 IUDs 28,072 Implants 8,196 EC 39,010 MA 174,375 TOTAL 1,101,996	130,216 50 351,283 173,118 123,517 24,588 2,786 296,438 1,101,996	9%
12. CAMEROON Started by PSI and DKT in 1989.	DOD, KfW, Plan, Care, Dutch Fund, MTN, Art Venture, and CIDA support	Source: PSI Condoms 26,757,957 Female Condoms 1,555,174 Injectables 50 IUDs 18,619 Implants 4,340 Miso Tabs 61,540 TOTAL 444,141	267,580 77,759 13 81,924 13,020 3,846 444,141	33%
13. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	UNFPA, KfW, World Bank, and private support	Source: PSI Condoms 1,892,700 Female Condoms 14,804 TOTAL 19,667	18,927 740 19,667	-57%
14. CHINA Started by DKT in 1996.	Private support	Source: DKT Condoms 40,946,190 IUDs 142,552 EC 29,246 TOTAL 1,038,780	409,462 627,229 2,089 1,038,780	102%
14.1 CHINA II Started by DKT in 2011.	Private support	Source: DKT Condoms 1,967,472 TOTAL 19,675	19,675 19,675	NA

PROGRAM	REMARKS	2013 PRODUCT SALES	CYP	% CHANGE FROM 2012
15. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA		
		Condoms	9,024,839	90,248
		Pills	16,178,502	1,155,607
		Injectables	3,690,801	922,700
		IUDs	55,266	243,170
		Implants	152,742	458,226
		TOTAL		2,869,952
16. CONGO (DRC/Kinshasa) Started by PSI in 1988.	UNDP, Georgetown University (GU), DOD, UNICEF, Proctor & Gamble, World Bank, USAID, CIDA support	Source: PSI		
		Condoms	34,284,264	342,843
		Free Condoms	6,156,179	30,781
		Female Condoms	1,071,109	53,555
		Free Female Condoms	675,475	16,887
		Pills	864,489	61,749
		Injectables	218,591	54,648
		IUDs	2,461	10,828
		Implants	10,232	30,696
TOTAL		601,987	-36%	
16.1 CONGO II (DRC/Kinshasa) Started by DKT in 2009.	Private support, DFID (PUMDUP)	Source: DKT		
		Condoms	14,403,576	144,036
		Pills	163,776	11,698
		Injectables	4,147	1,037
		IUDs	13,601	59,844
		Implants	4,702	14,106
		Miso Tabs	29,233	1,827
TOTAL		232,548	62%	
17. COTE D'IVOIRE Started by PSI in 1998. Now managed by AIMAS with technical assistance from PSI.	USAID support	Source: PSI		
		Condoms	24,098,056	240,981
		Free Condoms	2,439,414	12,197
		Female Condoms	1,437	72
		Pills	2,562,275	183,020
		Injectables	138,244	34,561
		EC	289,319	20,666
TOTAL		491,496	16%	
18. COSTA RICA Started by PSI in 2002.	KfW, Global Fund, USAID, The Bergstorm Foundation, Royal Embassy of the Netherlands, Managua, The Summit Foundation	Source: PSI		
		Condoms	1,286,450	12,865
TOTAL		12,865	NA	
19. CURACAO-ARUBA-ST. MARTIN Started by PROSALUD in 2011.	Prosalud Interamericana	Source: PROSALUD		
		Pills	13,654	975
		EC	267,037	19,074
TOTAL		20,049	NA	
20. DOMINICAN REPUBLIC Started by PSI in 2003.	KfW, USAID, and private support	Source: PSI		
		Condoms	15,016,738	150,167
		Free Condoms	1,127,669	5,638
		IUDs	17	75
		Implants	58	174
TOTAL		156,055	11%	
21. EGYPT Started by DKT in 2004.	DKT support	Source: DKT		
		Condoms	1,464,228	14,642
		Pills	95	7
		IUDs	390,774	1,719,406
		EC	134,699	104,588
		Miso Tabs	11,933,000	745,813
		VFT	544,884	4,541
TOTAL		2,588,996	83%	
22. EL SALVADOR Founded by PSI/EI Salvador (PASMO) in 1998.	USAID, KfW, DOD, Dutch support	Source: PSI		
		Condoms	2,348,472	23,485
		Female Condoms	2,000	100
		IUDs	6,506	28,626
		Implants	130	390
		Miso Tabs	7,000	438
TOTAL		53,039	-23%	

PROGRAM	REMARKS	2013 PRODUCT SALES	CYP	% CHANGE FROM 2012
23. ETHIOPIA Implemented by DKT in 1990.	Dutch government, Irish, DFID, and private support	Source: DKT		
		Condoms	58,237,073	582,371
		Female Condoms	7,085	354
		Pills	3,391,720	242,266
		Injectables	2,525,730	631,433
		IUDs	195,007	858,031
		Implants	51,134	153,402
		EC	1,741,656	124,404
		MA	185,222	314,877
		MVA Kits	4,420	212,160
		Miso Tabs	328,500	20,531
	TOTAL		3,139,829	25%
23.1 ETHIOPIA II Implemented by PSI in 2003.	Global Fund, USAID, UNICEF, Proctor and Gamble support	Source: PSI		
		Free Condoms	33,856,905	169,285
	TOTAL		169,285	19%
24. GHANA Started by DKT in 2010.	Private and Dutch support	Source: DKT		
		Condoms	6,093,076	60,931
		Pills	57,194	4,085
		IUDs	850	3,740
		Implants	4,382	13,146
		MA	133,063	226,207
	TOTAL		308,109	132%
25. GUATEMALA Asociacion Pro-Bienestar de la Familia de Guatemala (APROFAM); started by Juarez and Associates in 1983.	USAID support	Source: IPPF		
		Condoms	507,106	5,071
		Pills	435,008	31,072
		Injectables	157,403	39,351
		IUDs	2,504	11,018
	Implants	9,662	28,986	
	TOTAL		115,497	7%
25.1 GUATEMALA II Started by PSI in 1998.	Abt Associates, KfW, USAID, and private support	Source: PSI		
		Condoms	10,396,420	103,964
		Pills	123,945	8,853
		Injectables (1)	49,430	4,119
		IUDs	16,649	73,256
		Implants	4,268	12,804
		Miso Tabs	7,000	438
	TOTAL		203,434	16%
26. GUINEA Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI		
		Condoms	8,347,940	83,479
		Pills	273,969	19,569
		Injectables	130,208	32,552
	TOTAL		135,601	-32%
27. HAITI Started by DKT and PSI in 1990.	USAID, UNFPA, Sogebank Foundation, MSH, and World Bank support	Source: PSI		
		Condoms	2,714,004	27,140
		Female Condoms	1,704	85
		Pills	679,690	48,549
		Injectables	234,090	58,523
		IUDs	410	1,804
	TOTAL		136,101	23%
28. HONDURAS Honduras Social Marketing Program; Managed by the FPA ASHONPLAFA.	KfW and USAID support	Source: IPPF		
		Condoms	658,819	6,588
		Pills	1,102,438	78,746
		Injectables (1)	77,682	6,474
		Injectables	87,389	21,847
	IUDs	14,028	61,723	
	TOTAL		175,378	-34%
28.1 HONDURAS II Started by PSI in 1998.	KfW, Abt Associates, Summit Foundation and private support	Source: PSI		
		Condoms	3,601,104	36,011
	TOTAL		36,011	-2%
29. INDIA I Nirodh Deluxe and Mala-D, Mala-N. (Does not include any brands listed for India II - VII.)	Government of India (GOI) Project (figures are for fiscal year ended 3/31/14)	Source: GOI		
		Condoms (Nirodh D.)	259,563,681	2,595,637
		Free Condoms	414,000,000	2,070,000
		Pills (Mala-D)	12,186,792	870,485
		Free Pills	2,070,000	295,714
	TOTAL		5,831,836	-38%

PROGRAM	REMARKS	2013 PRODUCT SALES		CYP	% CHANGE FROM 2012
29.1 INDIA II (Masti and Pearl) PSI/India, 1988.	GOI, KfW, DFID, USAID support (calendar year data, 2013)	Source: PSI			
		Condoms	134,371,272	1,343,713	
		Female Condoms	4,009	200	
		Pills	15,646,267	1,117,591	
		Injectables	34,247	8,562	
		IUDs	192,015	844,866	
		MA	286,589	487,201	
		TOTAL		3,802,133	-3%
29.2 INDIA III (Sawan, Bliss, Milan and Ecroz) Parivar Seva Sanstha, 1988.	No report this year; data from 2012	Source: GOI			
		Condoms (3 brands)	44,919,000	449,190	
		Pills (Ecroz)	1,267,800	90,557	
		TOTAL		539,747	NA
29.3 INDIA IV (Zaroor, Choice, XXX) DKT/India (Mumbai), 1992.	USAID, GOI, and private support (calendar year 2014)	Source: DKT			
		Condoms	46,258,982	462,590	
		Pills	11,123,203	794,515	
		Injectables (3)	105,735	26,434	
		IUDs	73,790	324,676	
		EC	93,630	6,688	
		MA	735,465	1,250,291	
		MVA Kits	517	24,816	
		TOTAL		2,890,008	-4%
29.4 INDIA V (Apsara, Mithun, Style) Bihar-based project started by DKT in 1996; now managed by Janani.	Packard and private support (calendar year 2013)	Source: DKT			
		Condoms	14,463,721	144,637	
		Pills	1,526,406	109,029	
		Injectables	127,650	31,913	
		IUDs	23,243	102,269	
		EC	49,632	3,545	
		MA	170,850	290,445	
		TOTAL		681,838	151%
29.5 INDIA VI (Ahsas, Thril, Flavoured) Started by MSI/PHS (Population Health Services) in 1999. (India I totals include 3.0 million Mala-D pills and 10.0 million Nirodh sold by PHS.)	MSI support (calendar year 2013)	Source: MSI			
		Condoms	94,959,784	949,598	
		Pills	6,940,066	495,719	
		Injectables	268,777	67,194	
		IUDs	34,275	150,810	
		EC	383,428	27,388	
		MA	971,393	1,651,368	
		TOTAL		3,342,077	32%
29.6 INDIA VII Started by World Health Partners in 2009.	Private support	Source: WHP			
		Condoms	3,482,866	34,829	
		Pills	519,358	37,097	
		IUDs	28,118	123,719	
		EC	390	28	
		MA	147,215	250,266	
		TOTAL		445,938	795%
29.7 INDIA VIII Started by MSI in 2013. (separate from India VI.)	MSI support	Source: MSI			
		Condoms	1,880,640	18,806	
		Pills	21,000	1,500	
		EC	500	36	
		MA	35,386	60,156	
		TOTAL		80,498	NA
30. INDONESIA Started by DKT in 1996.	Private support	Source: DKT			
		Condoms	144,523,936	1,445,239	
		Female Condoms	8,785	439	
		Pills	25,855,706	1,846,836	
		Injectables (3)	8,468,223	2,117,056	
		Injectables (1)	4,689,418	390,785	
		IUDs	184,661	812,508	
		Implants	7,069	21,207	
		EC	21,357	1,526	
		Other		23,239	
		TOTAL		6,658,835	5%
31. KENYA Started by DKT and PSI in 1989.	DFID support	Source: PSI			
		Condoms	35,522,352	355,224	
		Free Condoms	21,464,696	107,323	
		Pills	2,897,040	206,931	
		Injectables	498,189	124,547	
		IUDs	28,269	124,384	
		Implants	40,799	122,397	
		TOTAL		1,040,806	45%

PROGRAM	REMARKS	2013 PRODUCT SALES	CYP	% CHANGE FROM 2012
32. LAOS Started by PSI in 1999.	USAID (AIDSMARK), Global Fund, Ministry of Health and UN support	Source: PSI		
		Condoms	4,677,569	46,776
		Female Condoms	1,007	50
		Pills	15,853	1,132
		Injectables	5,475	1,369
		IUDs	821	3,612
		Miso Tabs	20,000	1,250
		TOTAL		54,190
33. LESOTHO Started by PSI in 2001.	USAID and Dutch support	Source: PSI		
		Condoms	3,270,060	32,701
		Free Condoms	13,818,600	69,093
		Female Condoms	1,140,660	57,033
TOTAL		158,827	48%	
34. MADAGASCAR Started by SOMARC in 1996; now managed by PSI.	USAID, Global Fund, Women Health Project support, and private foundations	Source: PSI		
		Condoms	10,668,052	106,681
		Free Condoms	2,928,652	14,643
		Female Condoms	42,144	2,107
		Pills	3,121,428	222,959
		Injectables	1,791,016	447,754
		IUDs	28,395	124,938
		Implants	6,053	18,159
TOTAL		937,241	1%	
35. MALAWI Started by PSI in 1994.	USAID and KfW support	Source: PSI		
		Condoms	10,552,000	105,520
		Free Condoms	5,001,479	25,007
		Female Condoms	99,707	4,985
		Free Female Condoms	506,330	12,658
		Pills	47,228	3,373
		Injectables	22,929	5,732
		IUDs	375	1,650
Implants	7,267	21,801		
TOTAL		180,728	52%	
35.1 MALAWI II Started by MSI in 2004.	MSI, Norwegian government, DFID PFPS Grants, Wellspring Grants	Source: MSI		
		Condoms	3,444,260	34,443
		Pills	210	15
		Injectables	40	10
TOTAL		34,468	NA	
36. MALI Started by PSI in 2000.	Global Fund, USAID, KfW, Netherlands Government, CIDA and UNFPA	Source: PSI		
		Condoms	19,220,910	192,209
		Female Condoms	3,524	176
		Pills	1,482,567	105,898
		Injectables	501,016	125,254
		IUDs	17,531	77,136
		Implants	31,170	93,510
		TOTAL		594,183
37. MEXICO Started by DKT in 2002.	Private support	Source: DKT		
		Condoms	20,724,320	207,243
		IUDs	41,160	181,104
		EC	27,678	1,977
		Miso Tabs	10,248	641
TOTAL		390,965	160%	
38. MONGOLIA Started by MSI in 2000.	UNFPA and MSI support	Source: MSI		
		Condoms	5,051,087	50,511
		Female Condoms	1,528	76
		Pills	188,270	13,448
		Injectables	12	3
		IUDs	18,187	80,023
		EC	108,885	7,778
TOTAL		151,838	24%	
39. MOROCCO Started by DKT in 2010.	Private support	Source: DKT		
		Condoms	125,502	1,255
		IUDs	10,233	45,025
TOTAL		46,280	NA	
40. MOZAMBIQUE Started by PSI in 1995.	DFID and GTZ support	Source: PSI		
		Condoms	19,470,308	194,703
		Free Condoms	1,139,875	5,699
		Female Condoms	26,384	1,319
		Free Female Condoms	6,199	155
		IUDs	189	832
		Implants	188	564
		TOTAL		203,272

PROGRAM	REMARKS	2013 PRODUCT SALES	CYP	% CHANGE FROM 2012	
40.1 MOZAMBIQUE Started by DKT in 2008.	UNFPA, PSI, and private support	Source: DKT			
		Condoms	2,619,368	26,194	
		Pills	140,937	10,067	
		Injectables	8,510	2,128	
		IUDs	2,487	10,943	
		Implants	8,362	25,086	
		EC	52,292	3,735	
		MVA Kits	166	7,968	
		Miso Tabs	61,470	3,842	
		TOTAL		89,962	-41%
41. NAMIBIA Started by PSI in 1997; managed by Society for Family Health, a member of PSI's global network.	USAID, The Global Fund, UD Department of Defense	Source: PSI			
		Free Condoms	9,064,577	45,323	
		Free Female Condoms	51,545	1,289	
TOTAL		46,612	NA		
42. NEPAL Started in 1976. Nepal Social Marketing and Franchise project.	No report this year; data from 2012	Source: AED			
		Condoms	13,774,080	137,741	
		Pills	1,463,300	104,521	
		Injectables	514,176	116,858	
		IUDs	1,254	5,518	
		Implants	831	2,493	
		EC	392,042	28,003	
TOTAL		395,134	NA		
42.1 NEPAL II Started by MSI in 2002.	MSI support	Source: MSI			
		Condoms	1,842,058	18,421	
		Pills	33,206	2,372	
TOTAL		20,792	-58%		
42.2 NEPAL III Activated by PSI in 2009.	Global Fund support	Source: PSI			
		IUDs	38,720	154,880	
		Implants	797	2,391	
		MA	45,470	77,299	
TOTAL		234,570	-4%		
43. NICARAGUA Started by PSI in 1998.	Abt Associates, USAID, KfW, Dutch Embassy, and private support	Source: PSI			
		Condoms	4,270,954	42,710	
		Pills	47,915	3,423	
		IUDs	4,489	19,752	
		Implants	1,083	3,249	
TOTAL		69,133	-19%		
44. NIGER The Association Nigerienne de Marketing Social 2006.	KfW	Source: Animas Sutura			
		Condoms	10,055,196	100,552	
		Pills	446,778	31,913	
TOTAL		132,465	25%		
45. NIGERIA Started by PSI and DKT in 1988-90. Now managed by Society for Family Health with technical assistance from PSI.	DFID, USAID, and private support	Source: PSI			
		Condoms	178,105,703	1,781,057	
		Free Condoms	9,597,456	47,987	
		Female Condoms	526,534	26,327	
		Pills	6,525,858	466,133	
		Injectables (3)	1,093,003	273,251	
		Injectables (2)	964,530	160,755	
		Injectables (1)	44,523	3,710	
		IUDs	112,222	493,777	
		Implants	39,467	118,401	
		EC	646,279	46,163	
		Miso Tabs	56,210	3,513	
		TOTAL		3,421,073	-4%
		46. PAKISTAN Program started by PSI Marketing Associates in 1986. Cooperating agency: PSI and Greenstar Social Marketing.	KfW, USAID, and private support	Source: PSI	
Condoms	123,326,610			1,233,266	
Pills	1,391,935			99,424	
Injectables (3)	520,496			130,124	
Injectables (2)	533,775			88,963	
Injectables (1)	145,040			12,087	
IUDs	619,085			2,723,974	
EC	1,827,252			130,518	
Implants	773			2,319	
TOTAL				4,420,674	74%

PROGRAM	REMARKS	2013 PRODUCT SALES	CYP	% CHANGE FROM 2012
46.1 PAKISTAN II Started by MSI in 2003.	Funded by MSI	Source: MSI		
		Condoms	8,213,332	82,133
		TOTAL		82,133
46.2 PAKISTAN III Started by DKT in 2012.	Funded by DKT	Source: DKT		
		Condoms	4,545,204	45,452
		Pills	158,448	11,318
		Injectables (1)	6,143	512
		Injectables (3)	10,375	2,594
		IUDs	28,680	126,192
		EC	43,373	3,098
		Miso Tabs	810,795	50,675
TOTAL		239,840	877%	
47. PANAMA Started by PSI in 1996.	USAID and private support	Source: PSI		
		Condoms	2,997,960	29,980
		TOTAL		29,980
48. PARAGUAY Started by PSI in 1996.	Self sustaining project	Source: PSI		
		Condoms	2,477,291	24,773
		Pills	683,416	48,815
		EC	269,267	19,233
TOTAL		92,822	1%	
49. PERU Apoyo a Programas de Poblacion; started by SOMARC and APROPO in 1984.	USAID support	Source: APROPO		
		Condoms	23,609,595	236,096
		TOTAL		236,096
49.1 PERU II Started by APPRENDE in 2002.	Support maintained through commercial activities of FARMAGE	Source: PROSALUD		
		Pills	116,151	8,297
		EC	272,294	19,450
		VFT	23,445	195
TOTAL		27,941	-21%	
50. PHILIPPINES Implemented by DKT in 1990; managed by DKT.	Self sustaining program	Source: DKT		
		Condoms	34,075,028	340,750
		Pills	26,532,624	1,895,187
		Injectables	1,270,208	317,552
		IUDs	15,533	68,345
TOTAL		2,621,835	-11%	
51. RWANDA Started by PSI in 1993. PSI Rwanda and SFH Rwanda.	DFID, Netherlands Government KfW, USAID, and Global Fund support	Source: PSI		
		Condoms	12,308,141	123,081
		Free Condoms	1,308,000	6,540
		Pills	56,622	4,044
		Injectables	20,700	5,175
		Implants	320	960
TOTAL		139,801	5%	
52. SENEGAL Started by USAID in 1994, then spun off into (ADEMAS) and partnered with PSI in 2011.	KfW and USAID support	Source: PSI		
		Condoms	7,046,800	70,468
		Pills	500,256	35,733
		Injectables	13,196	3,299
TOTAL		109,500	93%	
53. SOUTH AFRICA Started by PSI in 1992.	USAID, Dutch government, EF (PSI), Government of South Africa support	Source: PSI		
		Condoms	68,851,774	688,518
		Free Condoms	82,302,000	411,510
		Female Condoms	203,308	10,165
		Free Female Condoms	1,014,000	25,350
TOTAL		1,135,543	5%	
54. SRI LANKA Started by PSI and IPPF in 1973; now managed by Family Planning Association of Sri Lanka.	IPPF	Source: FPA Sri Lanka		
		Condoms	11,037,748	110,377
		Pills	2,086,050	149,004
		Injectables	197,416	49,354
		IUDs	431	1,896
		EC	1,563,768	111,698
TOTAL		422,329	NA	
54.1 SRI LANKA II Started by MSI in 1993.	Managed by Population Services Lanka	Source: MSI/SL		
		Condoms	4,264,547	42,645
		Pills	22,363	1,597
		EC	2,803	200
TOTAL		44,443	-1%	

PROGRAM	REMARKS	2013 PRODUCT SALES	CYP	% CHANGE FROM 2012
55. SUDAN Started by DKT in 2004.	Private support	Source: DKT		
		Condoms	1,354,400	13,544
		Pills	270,361	19,312
		IUDs	13,864	61,002
		Implants	4,633	13,899
		MVA Kits	1,453	69,744
		Miso Tabs	360,000	22,500
		TOTAL	200,001	-87%
55.1 SOUTH SUDAN II Started by PSI in 2005.	USAID, Global Fund, MSH, and FHI support	Source: PSI		
		Condoms	1,256,596	12,566
		Free Condoms	1,506,900	7,535
		TOTAL	20,101	-33%
56. SWAZILAND Started by PSI in 2001.	USAID (AIDSMARK) and Dutch government support	Source: PSI		
		Condoms	996,936	9,969
		Free Condoms	4,791,984	23,960
		Female Condoms	120,000	6,000
		TOTAL	39,929	-25%
57. TANZANIA Started by PSI in 1993.	USAID, Global Fund, KfW, and Dutch government support	Source: PSI		
		Condoms	99,897,115	998,971
		Free Condoms	9,540,680	47,703
		Female Condoms	1,717,560	85,878
		Pills	3,469,392	247,814
		Injectables	412,770	103,193
		IUDs	57,137	251,403
		Implants	24,195	72,585
		EC	37,920	2,709
		Miso Tabs	1,075,928	67,246
		TOTAL	1,877,501	39%
57.1 TANZANIA II T-MARC Project.	USAID support	Source: FHI 360		
		Condoms	12,131,856	121,319
		Female Condoms	1,139,400	56,970
		Pills	2,087,712	149,122
		TOTAL	327,411	10%
58. THAILAND Started by DKT in 2008.	DKT support	Source: DKT		
		Condoms	1,296,576	12,966
		Pills	239,224	17,087
		IUDs	7,220	31,768
		TOTAL	61,821	25%
59. TOGO Started by SOMARC in 1992, transferred to PSI in 1998.	USAID and Global Fund support	Source: PSI		
		Condoms	2,382,800	23,828
		Free Condoms	1,414,735	7,074
		Female Condoms	23,193	1,160
		Pills	114,409	8,172
		Injectables	46,326	11,582
		IUDs	3,813	16,777
		Implants	26,091	78,273
		TOTAL	146,865	-3%
60. TURKEY Started by DKT in 2008.	DKT support	Source: DKT		
		Condoms	5,075,914	50,759
		IUDs	21,745	95,678
		TOTAL	146,437	313%
61. UGANDA Started by SOMARC in 1991; transferred to CMS in 1998; transferred to AIDSMARK in 2003.	CDC and private support Cooperating agency: PSI	Source: PSI		
		Condoms	2,497,914	24,979
		Free Condoms	4,110,196	20,551
		Free Female Condoms	254,000	6,350
		Pills	32,574	2,327
		Injectables	22,590	5,648
		IUDs	94,029	413,728
		Implants	52,776	158,328
		Miso Tabs	299,414	18,713
				TOTAL
61.1 UGANDA II Started by MSI in 1997; managed by MSI.	KfW support	Source: MSI Uganda		
		Condoms	7,000,620	70,006
		TOTAL	70,006	-52%

PROGRAM	REMARKS	2013 PRODUCT SALES	CYP	% CHANGE FROM 2012
62. VENEZUELA Started by PROSALUD in 1992.	Support from commercial sector and local embassies	Source: Prosalud		
		Condoms	862,092	8,621
		Pills	615,260	43,947
		Injectables	415,814	103,954
		EC	3,351,885	279,324
		TOTAL	435,845	32%
63. VIET NAM Implemented by MSI in 1989.	DFID, EC, and IPPF support	Source: MSI		
		IUDs	6,847	27,388
		MA	440,932	749,584
		TOTAL	776,972	680%
63.1 VIET NAM II Implemented by DKT in 1993.	DKT support	Source: DKT		
		Condoms	7,714,856	77,149
		Pills	2,502,375	178,741
		IUDs	5	22
		EC	4,184	349
		MA	104	177
		MVA Kits	323	15,504
		TOTAL	271,941	-66%
63.2 VIET NAM III Implemented by PSI in 2005.	USAID, PACT support	Source: PSI		
		Condoms	7,084,622	70,846
		Free Condoms	4,362,418	21,812
		Female Condoms	27,400	1,370
		Free Female Condoms	7,062	177
		TOTAL	94,205	11%
64. YEMEN Started by MSI in 2001.	KfW support	Source: MSI		
		Condoms	3,556,704	35,567
		Pills	947,748	67,696
		Injectables	200,539	50,135
		IUDs	54,674	240,566
		TOTAL	393,964	10%
65. ZAMBIA Started by PSI in 1992.	USAID, UNFPA, WHP, KfW support	Source: PSI		
		Condoms	32,809,792	328,098
		Female Condoms	297,776	14,889
		Free Condoms	157,500	788
		Free Female Condoms	96,000	2,400
		Pills	2,477,306	176,950
		Injectables	2,172	543
		IUDs	15,310	67,364
		Implants	30,910	92,730
		Miso Tabs	119,988	7,499
				TOTAL
66. ZIMBABWE Started by SOMARC in 1988.	USAID, DFID, and Packard Partnership Funds support	Source: PSI		
		Condoms	28,077,040	280,770
		Female Condoms	1,589,720	79,486
		Free Female Condoms	37,000	925
		Pills	69,900	4,993
		Injectables	24,836	6,209
		IUDs	1,100	4,840
		Implants	8,400	25,200
		EC	123,332	10,278
		TOTAL	412,701	14%
GRAND TOTAL			69,917,089	

[To view reports dating back to 1991, visit our website.]

* 1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 14 EC; .33 Implants; .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

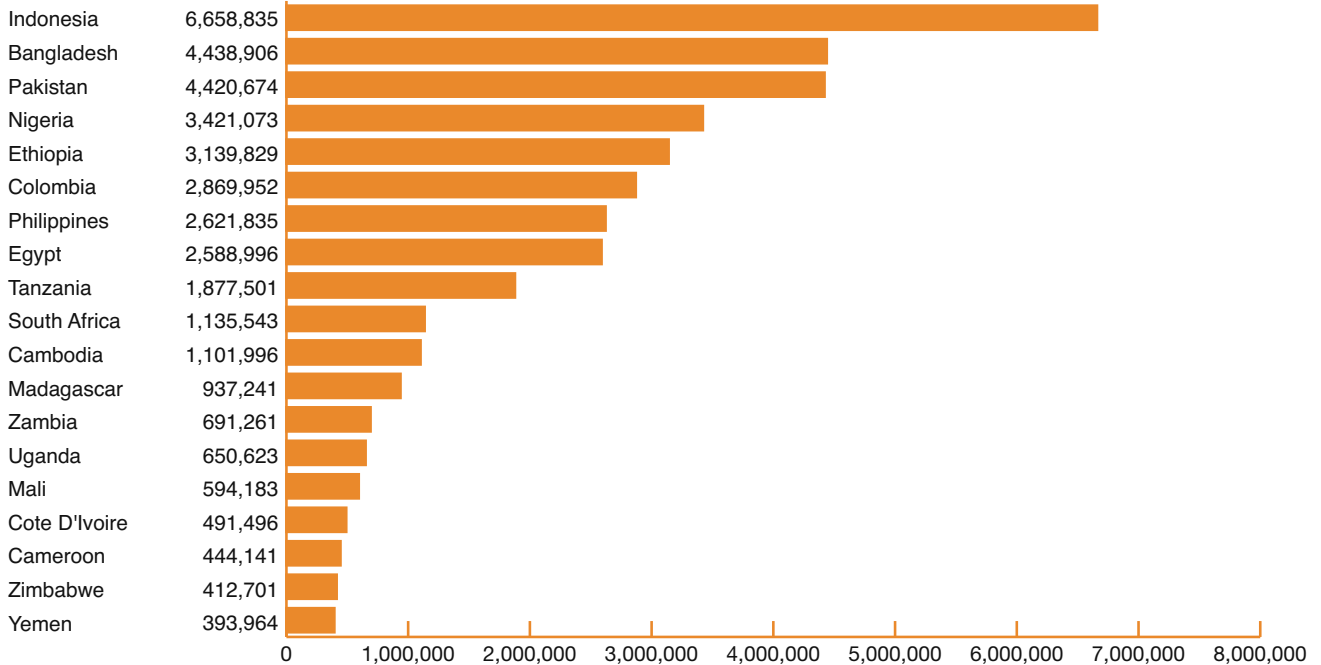
** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Best Programs

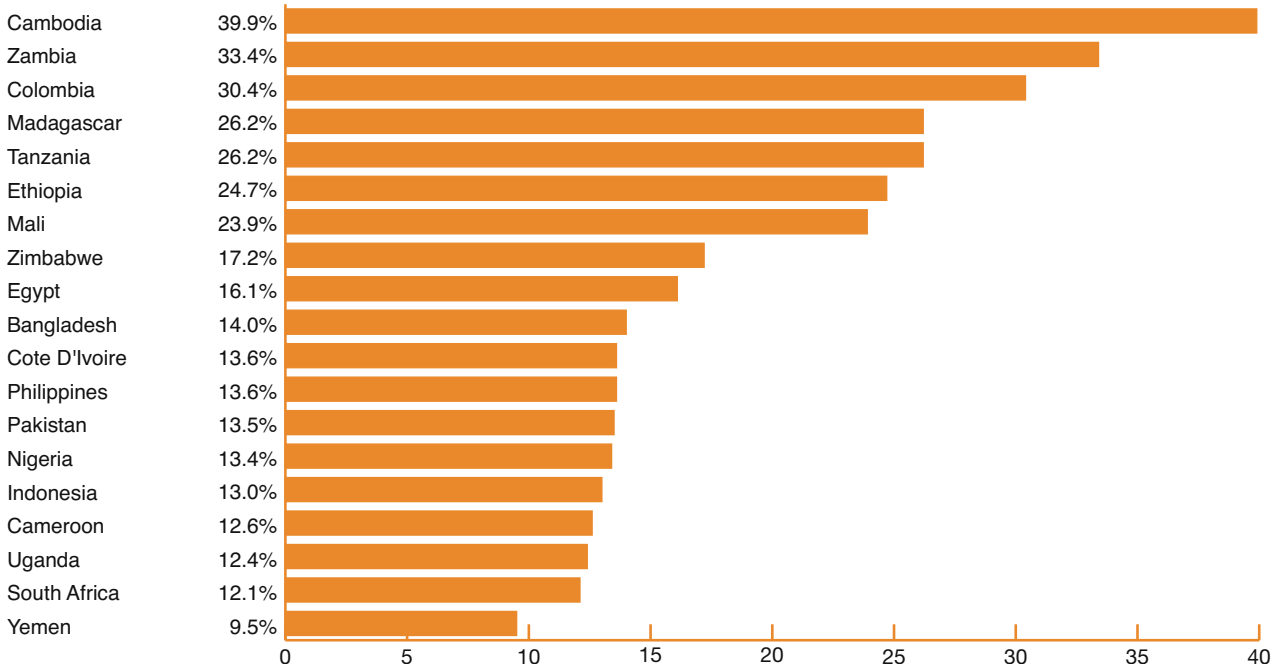
The following programs qualify for the “Best Programs” list by

- delivering more than 300,000 CYPs, and
- reaching more than 9% of their target markets.

Ranked by Program Size



Ranked by Percent of Target Market*



* Target market calculated as 75% of women aged 15–49.