2011
CONTRACEPTIVE SOCIAL MARKETING STATISTICS

Courtesy of
DKT International
1701 K Street, NW
Suite 900
Washington, DC 20006
www.dktinternational.org

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SOCIAL MARKETING STATISTICS 2011

Highlights	2011	2010	2009
CYPs*	59.0 million	53.4 million	47.5 million

Sales – 2011

Condoms ..... 2,277,233,124 (83 programs)
Free Condoms ..... 1,135,002,902 (12 programs)
Female Condoms ..... 8,254,986 (38 programs)
Free Female Condoms ..... 744,330 (6 programs)
Pills ..... 183,583,585 (63 programs)
Injectables ..... 28,136,417 (48 programs)
IUDs ..... 1,954,817 (44 programs)
Implants ..... 269,575 (27 programs)
Emergency Contraception (EC) ..... 10,078,906 (27 programs)
Medical Abortions (MA)** ..... 1,915,373 (10 programs)
Manual Vacuum Aspiration (MVA) Kits ..... 29,921 (6 programs)
Miso Tabs ..... 13,224,403 (14 programs)
VFT ..... 472,272 (2 programs)

Social Marketing Program Sales

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

PROGRAM	REMARKS	2011 PRODUCT SALES		CYP	% CHANGE FROM 2010
1. AFGHANISTAN Started by Marie Stopes International (MSI) in 2003.	MSI support	Source: MSI			
		Condoms	521,544	5,215	
		Pills	110,146	7,868	
		Injectables	46,416	11,604	
		IUDs	61,323	245,292	
		TOTAL		269,979	146%
2. ANGOLA Started by Population Services International (PSI) in 2000.	USAID, DFID and private funding	Source: PSI			
		Condoms	9,468,036	94,680	
		Free Condoms	732,000	3,660	
		TOTAL		98,340	29%
3. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID			
		Condoms	126,943,272	1,269,433	
		Pills	37,122,823	2,651,630	
		Injectables	1,337,095	334,274	
		TOTAL		4,255,337	3%
4. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID and KfW support	Source: PSI			
		Condoms	10,160,155	101,602	
		Free Condoms	3,017,444	15,087	
		Female Condoms	2,684	134	
		Pills	167,890	11,992	
		Injectables	15,707	3,927	
		IUDs	8,689	34,756	
		Implants	11,410	34,230	
		TOTAL		201,728	62%
5. BOLIVIA Started by APPRENDE in 2002.	PSIA support	Source: FARMAGE			
		Condoms	51,552	516	
		Pills	35,129	2,509	
		Injectables	20,824	5,206	
		EC	101,020	8,418	
		TOTAL		16,649	-11%
6. BOTSWANA Started by PSI in 1993.	Government of Botswana, USAID (AIDSMark), Dutch government support	Source: PSI			
		Condoms	2,942,934	29,429	
		Free Condoms	7,378,388	36,892	
		Free Female Condoms	500	13	
		TOTAL		66,334	25%
7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Self-sustaining project	Source: DKT			
		Condoms	114,577,321	1,145,773	
		Female Condoms	96	5	
		TOTAL		1,145,778	24%

* 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; 12 EC; .33 Implants; .25 IUDs; .5882 MA Doses; .0208 MVA Kits.

** Medical abortion drugs are included here only when mifepristone and misoprostol are sold in combination.

PROGRAM	REMARKS	2011 PRODUCT SALES		CYP	% CHANGE FROM 2010
8. BURKINA FASO Started by PSI in 1991.	KfW support	Source: PSI			
		Condoms	19,577,536	195,775	
		Female Condoms	24,704	1,235	
		Pills	252,865	18,062	
			TOTAL	215,072	5%
9. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF support	Source: PSI			
		Condoms	22,970,254	229,703	
		Free Condoms	346,640	1,733	
		Female Condoms	276,238	13,812	
		Pills	1,123,601	80,257	
		Injectables (3)	767,718	191,930	
		Injectables (1)	111,227	9,269	
		IUDs	30,182	120,728	
		Implants	1,571	4,713	
		EC	29,191	2,433	
		Miso	2,199	0	
			TOTAL	654,577	20%
9.1 BURMA II (Myanmar) Started by MSI in 2004.	MSI support	Source: MSI			
		Pills	2,639,039	188,503	
		Injectables	11,710	2,928	
		EC	24,811	2,068	
			TOTAL	193,498	73%
10. BURUNDI Started by PSI in 1990.	USAID, Global Fund, KfW, DOD	Source: PSI			
		Condoms	2,146,140	21,461	
		Free Condoms	1,202,392	6,012	
		Free Female Condoms	44,930	1,123	
			TOTAL	28,597	93%
11. CAMBODIA Started by PSI in 1994.	USAID, DFID, KfW, UNFPA, government support	Source: PSI			
		Condoms	13,185,606	131,856	
		Free Condoms	6,000,000	30,000	
		Pills	4,123,908	294,565	
		Injectables	554,880	138,720	
		IUDs	17,411	69,644	
		Implants	5,378	16,134	
		MAs	102,605	153,908	
			TOTAL	834,826	16%
12. CAMEROON Started by PSI and DKT in 1989.	DOD, KfW, Plan, Care, Dutch Fund, MTN, Art Venture and CIDA support	Source: PSI			
		Condoms	21,362,850	213,629	
		Female Condoms	667,846	33,392	
		Pills	49,340	3,524	
		Injectables	16,480	4,120	
		IUDs	13,525	54,100	
		Implants	6,704	20,112	
			TOTAL	328,877	34%
13. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	UNFPA, KfW, World Bank and private support	Source: PSI			
		Condoms	6,810,012	68,100	
		Free Condoms	27,240	136	
		Female Condoms	85,650	4,283	
		Pills	3,703	265	
			TOTAL	72,783	39%
14. CHINA Started by DKT in 1996.	Private support	Source: DKT			
		Condoms	48,595,508	485,955	
		EC	64,055	5,338	
			TOTAL	491,293	4%
14.1 CHINA II Started by PSI in 2004.	USAID support	Source: PSI			
		Condoms	5,247,567	52,476	
		Free Condoms	304,856	1,524	
		Female Condoms	1,765	88	
			TOTAL	54,088	245%
15. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA			
		Condoms	5,990,937	59,909	
		Pills	758,517	54,180	
		Injectables	2,040,226	510,057	
		IUDs	26,610	106,440	
			TOTAL	730,586	-19%

PROGRAM	REMARKS	2011 PRODUCT SALES		CYP	% CHANGE FROM 2010
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	35,213,938	352,139	
		Free Condoms	1,152	6	
		Female Condoms	1,633,378	81,669	
		Pills	376,872	26,919	
		Injectables	320,684	80,171	
		IUDs	4,229	16,916	
		Implants	8,564	25,692	
		TOTAL		583,512	43%
16.1 CONGO II (DRC/Kinshasa) Started by DKT in 2009.	Private support	Source: DKT			
		Condoms	5,672,716	56,727	
		Pills	24,465	1,748	
		IUDs	1,408	5,632	
		TOTAL		64,107	149%
17. COTE D'IVOIRE Started by PSI in 1998. Now managed by AIMAS with technical assistance from PSI.	USAID support	Source: PSI			
		Condoms	24,395,295	243,953	
		Female Condoms	26,441	1,322	
		Pills	2,040,743	145,767	
		Injectables	28,235	7,059	
		EC	77,470	6,456	
		TOTAL		404,557	6%
18. DOMINICAN REPUBLIC Started by PSI in 2003.	KfW, USAID and private support	Source: PSI			
		Condoms	12,043,588	120,436	
		Free Condoms	357,100	1,786	
		TOTAL		122,221	-17%
19. EGYPT Started by DKT in 2004.	Private support	Source: DKT			
		Condoms	881,734	8,817	
		Pills	755,355	53,954	
		Injectables (3)	29,877	7,469	
		IUDs	250,051	1,000,204	
		EC	104,465	8,705	
		Miso	11,666,720	0	
		VFT	415,716	3,464	
		TOTAL		1,082,614	87%
20. EL SALVADOR Founded by PSI/EL Salvador (PASMO) in 1998.	USAID, KfW,DOD, Dutch support	Source: PSI			
		Condoms	2,865,312	28,653	
		Female Condoms	12,000	600	
		Pills	23,166	1,655	
		IUDs	8,726	34,904	
		Implants	44	132	
		TOTAL		65,944	-11%
21. ETHIOPIA Implemented by DKT in 1990.	Dutch government, Irish, DFID, Packard, and USAID support	Source: DKT			
		Condoms	80,396,608	803,966	
		Pills	3,217,571	229,827	
		Injectables	1,309,586	327,397	
		IUDs	140,105	560,420	
		Implants	70,272	210,816	
		EC	900,714	75,060	
		MAs	236,319	354,479	
		MVA Kits	6,955	333,840	
		Miso	245,488	0	
		TOTAL		2,895,803	17%
21.1 ETHIOPIA II Implemented by PSI in 2003.	Global Fund, USAID, UNICEF, Procter and Gamble support	Source: PSI			
		Free Condoms	11,156,872	55,784	
		TOTAL		55,784	-59%
22. GHANA Program managed by EXP Social Marketing Foundation.	USAID support	Source: EXP Ghana			
		Condoms	6,580,700	65,807	
		Free Condoms	189,722	949	
		Pills	3,483,560	248,826	
		Injectables	825,757	206,439	
		TOTAL		522,021	36%
23. GUATEMALA Asocicion Pro-Bienestar de la Familia de Guatemala (APROFAM); started by Juarez and Associates in 1983.	USAID support	Source: APROFAM			
		Condoms	1,292,436	12,924	
		Pills	1,878,626	134,188	
		Injectables	366,591	91,648	
		IUDs	14,264	57,056	
		TOTAL		295,816	104%

PROGRAM	REMARKS	2011 PRODUCT SALES		CYP	% CHANGE FROM 2010
23.I GUATEMALA II Started by PSI in 1998.	Abt Associates, KfW, USAID and private support	Source: PSI			
		Condoms	10,115,726	101,157	
		Pills	16,593	1,185	
		Injectables (1)	538	45	
		IUDs	15,898	63,592	
		Implants	474	1,422	
		Miso	321	0	
		TOTAL		167,401	8%
24. GUINEA Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI			
		Condoms	7,232,900	72,329	
		Free Condoms	502,500	2,513	
		Pills	404,867	28,919	
		Injectables	130,005	32,501	
		TOTAL		136,262	-10%
25. HAITI Started by DKT and PSI in 1990.	USAID, UNFPA, Sogebank Foundation, MSH, and World Bank support	Source: PSI			
		Condoms	2,359,224	23,592	
		Female Condoms	51,990	2,600	
		Pills	432,081	30,863	
		Injectables	183,823	45,956	
		TOTAL		103,010	48%
26. HONDURAS Honduras Social Marketing Program; Managed by the FPA ASHONPLAFA.	KfW and USAID support	Source: ASHONPLAFA			
		Condoms	943,388	9,434	
		Pills	1,294,859	92,490	
		Injectables	134,824	33,706	
		IUDs	10,717	42,868	
		TOTAL		178,498	13%
26.1 HONDURAS II Started by PSI in 1998.	KfW, Abt Associates, Summit Foundation and private support	Source: PSI			
		Condoms	3,737,244	37,372	
		TOTAL		37,372	-21%
27. INDIA I Nirodh Deluxe and Mala-D. (Does not include any brands listed for India II - VII.)	Government of India (GOI) Project (Figures are for fiscal year ended 3/31/11. Mala-D figures are from 2009-10.)	Source: GOI			
		Condoms (Nirodh D.)	310,000,000	3,100,000	
		Free Condoms	313,450,000	1,567,250	
		Pills (Mala-D)	16,490,000	1,177,857	
		TOTAL		5,845,107	71%
27.1 INDIA II Masti and Pearl PSI/India, 1988. (India I totals include 77.1 million Nirodh condoms and 4.4 million Mala-D pills sold by PSI/India.)	GOI, KfW, DFID, USAID support (calendar year data, 2011)	Source: PSI			
		Condoms	122,525,131	1,225,251	
		Female Condoms	138,204	6,910	
		Pills	2,935,270	209,662	
		Injectables	122,184	30,546	
		IUDs	143,325	573,300	
		EC	12,800	1,067	
		MAs	197,661	296,492	
		TOTAL		2,343,228	40%
27.2 INDIA III (Sawan, Bliss, Milan and Ecroz) Parivar Seva Sanstha, 1988.	(FYE 3/31/12)	Source: GOI			
		Condoms (3 brands)	40,470,000	404,700	
		Pills (Ecroz)	2,150,000	153,571	
		TOTAL		558,271	15%
27.3 INDIA IV (Zaroor, Choice, XXX) DKT/India (Mumbai), 1992. (India 1 totals include 15 million Nirodh condoms sold by DKT.)	DFID, USAID and GOI support (calendar year 2011)	Source: DKT			
		Condoms	110,307,523	1,103,075	
		Pills	11,614,035	829,574	
		Injectables (3)	87,151	21,788	
		IUDs	105,618	422,472	
		EC	82,910	6,909	
		MAs	333,517	500,276	
		Miso	23,170	0	
		TOTAL		2,884,094	-16%
27.4 INDIA V (Apsara, Mithun, Plan X) Bihar-based project, managed by Janani; 1996.	Packard and GOI support (calendar year 2010)	Source: DKT			
		Condoms	18,102,885	181,029	
		Pills	2,014,200	143,871	
		Injectables	191,662	47,916	
		IUDs	108,743	434,972	
		EC	520,222	43,352	
		MAs	286,964	430,446	
		MVA Kits	1,301	62,448	
		TOTAL		1,310,542	28%

PROGRAM	REMARKS	2011 PRODUCT SALES		CYP	% CHANGE FROM 2010
27.5 INDIA VI (Ahsas, Thril, Flavoured) Started by MSI/PHS (Population Health Services) in 1999. (India I totals include .30 million Mala-D pills and 10 million Nirodh condoms sold by PHS.)	MSI support (calendar year 2010)	Source: MSI			
		Condoms	88,014,516	880,145	
		Pills	6,648,180	474,870	
		Injectables	122,007	30,502	
		IUDs	30,018	120,072	
		EC	362,628	30,219	
		MAs	527,018	790,527	
		TOTAL		2,326,335	21%
27.5 INDIA VII Started by World Health Partners in 2009.	Private support	Source: WHP			
		Condoms	326,384	3,264	
		Pills	14,760	1,054	
		Injectables	4,675	1,169	
		IUDs	3,920	15,680	
		EC	490	41	
		TOTAL		21,208	-63%
28. INDONESIA Started by DKT in 1996.	KfW, GOI support	Source: DKT			
		Condoms	132,788,727	1,327,887	
		Female Condoms	4,759	238	
		Pills	21,071,338	1,505,096	
		Injectables (3)	8,447,630	2,111,908	
		Injectables (1)	3,076,220	256,352	
		IUDs	172,037	688,148	
		Implants	16,047	48,141	
		EC	57,628	4,802	
		MVA Kits	1,189	57,072	
		Miso	196,410	0	
		TOTAL		5,999,643	12%
29. KAZAKHSTAN Started by PSI in 2002.	USAID support	Source: PSI			
		Free Condoms	67,860	339	
		IUDs	6,496	25,984	
		TOTAL		26,323	-17%
30. KENYA Started by DKT and PSI in 1989.	DFID support	Source: PSI			
		Condoms	27,436,713	274,367	
		Free Condoms	68,764,249	343,821	
		Pills	2,086,440	149,031	
		Injectables	442,850	110,713	
		IUDs	16,398	4,100	
		Implants	18,256	54,768	
		EC	886,200	73,850	
		TOTAL		1,010,650	41%
31. LAOS Started by PSI in 1999.	USAID (AIDSmark), Global Fund, Ministry of Health and UN support	Source: PSI			
		Condoms	6,304,559	63,046	
		Female Condoms	871	44	
		Pills	40	3	
		Injectables	25	6	
		IUDs	225	56	
		TOTAL		63,154	39%
32. LESOTHO Started by PSI in 2001.	USAID and Dutch support	Source: PSI			
		Condoms	6,917,745	69,177	
		Free Condoms	6,900,000	34,500	
		Female Condoms	579,768	28,988	
		TOTAL		132,666	50%
33. MADAGASCAR Started by SOMARC in 1996, managed now by PSI.	USAID, GF, WHP support	Source: PSI			
		Condoms	10,405,582	104,056	
		Free Condoms	9,426,970	47,135	
		Female Condoms	41,181	2,059	
		Pills	2,868,637	204,903	
		Injectables	1,324,521	331,130	
		IUDs	17,407	69,628	
		Implants	10,084	30,252	
		TOTAL		789,163	21%
34. MALAWI Started by PSI in 1994.	USAID and KfW support	Source: PSI			
		Condoms	6,208,139	62,081	
		Female Condoms	80,472	4,024	
		Pills	32,175	2,298	
		Injectables	102,440	25,610	
		TOTAL		94,013	4%

PROGRAM	REMARKS	2011 PRODUCT SALES		CYP	% CHANGE FROM 2010
35. MALAYSIA Started by DKT in 1991. Managed by PHI consultants.	Self-sustaining project	Source: DKT			
		Condoms	4,577,360	45,774	
		TOTAL		45,774	-10%
36. MALI Started by PSI in 2000.	Ministry of Health, Groupe Pivot, KfW, USAID, GU, CIDA, Dutch Fund and private support	Source: PSI			
		Condoms	12,404,294	124,043	
		Female Condoms	14,304	715	
		Pills	1,439,744	102,839	
		Injectables	453,877	113,469	
		IUDs	6,217	24,868	
		Implants	24,943	74,829	
		TOTAL		440,763	79%
37. MEXICO Started by DKT in 2002.	Private support	Source: DKT			
		Condoms	14,263,933	142,639	
		Female Condoms	2,800	140	
		EC	6	1	
		TOTAL		142,780	31%
37.1 MEXICO II Started by PSI in 2003.	USAID, Summit Foundation CENSIDA, World Bank, Innovation funding from PSI	Source: PSI			
		Condoms	46,761	468	
		Free Condoms	6,941,883	34,709	
		Female Condoms	7,500	375	
		TOTAL		35,552	NA
38. MONGOLIA Started by MSI in 2000.	UNFPA and MSI support	Source: MSI			
		Condoms	4,770,254	47,703	
		Female Condoms	200	10	
		Pills	139,392	9,957	
		IUDs	4,734	18,936	
		Implants	2	6	
		EC	64,321	5,360	
		TOTAL		81,971	31%
39. MOROCCO Started by DKT in 2010.	Private support	Source: DKT			
		IUDs	12,558	50,232	
		TOTAL		50,232	245%
40. MOZAMBIQUE Started by PSI in 1995.	DFID and GTZ support	Source: PSI			
		Condoms	14,034,331	140,343	
		Free Condoms	1,362,977	6,815	
		Female Condoms	2,000	100	
		Free Female Condoms	95,369	2,384	
		Pills	23,462	1,676	
		Miso	100,000	0	
		TOTAL		151,318	-41%
40.1 MOZAMBIQUE Started by DKT in 2008.	Private support	Source: DKT			
		Condoms	5,047,656	50,477	
		Free Condoms	104,266	521	
		Pills	58,477	4,177	
		IUDs	3,961	15,844	
		Implants	2,820	8,460	
		EC	8,461	705	
		MVA Kits	12	576	
		Miso	55,410	0	
		TOTAL		80,760	161%
41. NAMIBIA Started by PSI in 1997.	USAID, Global Fund and UNAID support	Source: PSI			
		Free Condoms	2,688,973	13,445	
		Free Female Condoms	22,342	559	
		TOTAL		14,003	-55%
42. NEPAL Started in 1976. Nepal Social Marketing and Franchise project.	USAID support	Source: AED			
		Condoms	12,445,150	124,452	
		Pills	1,931,189	137,942	
		Injectables	445,734	111,434	
		IUDs	973	3,892	
		Implants	879	2,637	
		EC	371	31	
		Miso	371	0	
		TOTAL		380,387	-8%

PROGRAM	REMARKS	2011 PRODUCT SALES		CYP	% CHANGE FROM 2010
42.1 NEPAL II Started by MSI in 2002.	MSI support	Source: MSI			
		Condoms	3,317,941	33,179	
		Free Condoms	253,046	1,265	
		Pills	102,911	7,351	
		TOTAL		41,795	31%
42.2 NEPAL III Activated by PSI in 2009.	Global Fund support	Source: PSI			
		IUDs	23,688	94,752	
		Implants	485	1,455	
		MAs	35,751	53,627	
		TOTAL		149,834	6%
43. NICARAGUA Started by PSI in 1998.	Abt Associates, USAID, KfW, Dutch Embassy and private support	Source: PSI			
		Condoms	4,534,627	45,346	
		Female Condoms	5,633	282	
		Pills	65,408	4,672	
		Injectables (3)	4,932	1,233	
		Injectables (1)	33,811	2,818	
		IUDs	19,841	79,364	
		Implants	779	2,337	
		TOTAL		136,052	-8%
44. 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	209,390,408	2,093,904	
		Free Condoms	7,427,968	37,140	
		Female Condoms	1,495,244	74,762	
		Pills	5,740,588	410,042	
		Injectables (3)	1,091,016	272,754	
		Injectables (2)	1,019,666	169,944	
		Injectables (1)	20,271	1,689	
		IUDs	68,511	274,044	
		Implants	3,516	10,548	
		EC	1,104,241	92,020	
		TOTAL		3,436,848	0%
45. PAKISTAN Program started by PSI Marketing Associates in 1986. Cooperating agency: PSI and Greenstar Social Marketing.	KfW, USAID, and private support	Source: PSI			
		Condoms	116,261,109	1,162,611	
		Pills	3,674,322	262,452	
		Injectables (3)	350,265	87,566	
		Injectables (2)	502,885	83,814	
		Injectables (1)	140,570	11,714	
		IUDs	288,552	1,154,208	
		Implants	604	1,812	
		EC	1,387,152	115,596	
		TOTAL		2,879,773	-4%
45.1 PAKISTAN II Started by MSI in 2003.	Funded by MSI	Source: MSI			
		Condoms	7,074,669	70,747	
		Implants	10,870	32,610	
		TOTAL		103,357	119%
46. PANAMA Started by PSI in 1996.	USAID and private support	Source: PSI			
		Condoms	2,719,826	27,198	
		TOTAL		27,198	16%
47. PAPUA NEW GUINEA Started by PSI in 2007.	Global Fund, ADB, AUSAID, NZAID	Source: PSI			
		Condoms	3,715,039	37,150	
		Free Condoms	6,098	30	
		Female Condoms	20,454	1,023	
		Free Female Condoms	327	8	
		TOTAL		38,212	NA
48. PARAGUAY Started by PSI in 1996.	Self sustaining project	Source: PSI			
		Condoms	2,356,080	23,561	
		Pills	616,551	44,039	
		EC	205,804	17,150	
		TOTAL		84,750	6%
49. PERU Apoyo a Programas de Poblacion; Program started by SOMARC and APROPO in 1984.	USAID support	Source: APROPO			
		Condoms	19,091,185	190,912	
		Foaming Tablets	56,556	471	
		TOTAL		191,383	23%

PROGRAM	REMARKS	2011 PRODUCT SALES		CYP	% CHANGE FROM 2010
49. PERU II Started by APPRENDE in 2002.	Support maintained through commercial activities of FARMAGE	Source: PROSALUD			
		Condoms	123,408	1,234	
		Pills	141,524	10,109	
		EC	292,036	24,336	
		TOTAL		35,679	-3%
50. PHILIPPINES Implemented by DKT in 1990; managed by DKT.	Self sustaining program	Source: DKT			
		Condoms	34,103,070	341,031	
		Pills	28,608,230	2,043,445	
		Injectables	1,492,481	373,120	
		IUDs	22,322	89,288	
		TOTAL		2,846,884	2%
51. ROMANIA Started by PSI in 1998.	USAID, UNICEF, and Dutch Government/Matra support	Source: PSI			
		Condoms	5,823,734	58,237	
		Free Condoms	151,488	757	
		TOTAL		58,995	192%
52. RWANDA Started by PSI in 1993.	KfW, USAID (AIDSMark) and private support	Source: PSI			
		Condoms	13,233,068	132,331	
		Pills	47,386	3,385	
		Injectables	13,787	3,447	
		Implants	1,011	3,033	
		TOTAL		142,195	3%
53. SOUTH AFRICA Started by PSI in 1992.	USAID, Dutch government, EF (PSI), Government of South Africa support	Source: PSI			
		Condoms	68,171,391	681,714	
		Free Condoms	65,043,000	325,215	
		Free Female Condoms	29,500	738	
		TOTAL		1,007,666	-26%
54. SRI LANKA Started by PSI and IPPF in 1973; now managed by Family Planning Association of Sri Lanka.	Estimated data by MSI	Source: MSI			
		Condoms	6,500,000	65,000	
		Pills	500,000	35,714	
		Injectables	30,000	7,500	
		IUDs	4,500	18,000	
		EC	1,200,000	100,000	
		TOTAL		226,214	NA
54.I SRI LANKA II Started by MSI in 1993.	Managed by MSI Sri Lanka	Source: MSI/SL			
		Condoms	5,908,911	59,089	
		Pills	63,782	4,556	
		Injectables	3,907	977	
		EC	962	80	
		TOTAL		64,702	0%
55. SUDAN Started by DKT in 2004.	Private support	Source: DKT			
		Condoms	926,208	9,262	
		Pills	365,875	26,134	
		IUDs	119,400	477,600	
		Implants	4,487	13,461	
		MVA Kits	16,320	783,360	
		Miso	454,880	0	
		TOTAL		1,309,817	56%
55.1 SUDAN II Started by PSI in 2005.	USAID, Global Fund, MSH and FHI support	Source: PSI			
		Condoms	640,220	6,402	
		Free Condoms	2,013,592	10,068	
		TOTAL		16,470	8%
56. SWAZILAND Started by PSI in 2001.	USAID (AIDSMark) and Dutch support	Source: PSI			
		Condoms	2,139,666	21,397	
		Free Condoms	2,624,500	13,123	
		Female Condoms	57,852	2,893	
		TOTAL		37,412	1%
57. TANZANIA Started by PSI in 1993.	USAID, Global Fund, KfW, and Dutch Government support	Source: PSI			
		Condoms	82,849,248	828,492	
		Female Condoms	969,480	48,474	
		Pills	2,738,016	195,573	
		Injectables	18,090	4,523	
		IUDs	29,666	118,664	
		Implants	12,458	37,374	
		Miso	177,960	0	
		TOTAL		1,233,100	33%

PROGRAM	REMARKS	2011 PRODUCT SALES		CYP	% CHANGE FROM 2010
57.1 TANZANIA II T-MARC Project.	USAID support	Source: AED			
		Condoms	12,699,432	126,994	
		Female Condoms	508,770	25,439	
		Pills	1,294,646	92,475	
			TOTAL	244,908	-39%
58.THAILAND Started by DKT in 2008.	DKT support	Source: DKT			
		Condoms	1,631,892	16,319	
		Pills	112,230	8,016	
		IUDs	3,263	13,052	
			TOTAL	37,387	227%
59.TOGO Started by SOMARC in 1992; transferred to PSI in 1998.	USAID and Global Fund	Source: PSI			
		Condoms	7,765,484	77,655	
		Free Condoms	2,870,607	14,353	
		Female Condoms	65,657	3,283	
		Pills	53,684	3,835	
		Injectables	52,090	13,023	
		IUDs	5,372	21,488	
		Impants	11,272	33,816	
			TOTAL	167,452	1%
60.TURKEY Started by DKT in 2008.	DKT support	Source: DKT			
		Condoms	4,824,448	48,244	
		Female Condoms	1,805	90	
		Pills	76,720	5,480	
		IUDs	18,200	72,800	
			TOTAL	126,615	158%
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	7,594,585	75,946	
		Free Condoms	1,333,917	6,670	
		Free Female Condoms	507,482	12,687	
		Pills	3,900	279	
		Injectables	1,900	475	
		IUDs	44,148	176,592	
		Implants	5,498	16,494	
		Miso	185,256	0	
			TOTAL	289,142	44%
61.1 UGANDA II Started by MSI in 1997; managed by MSI.	KfW support	Source: MSI Uganda			
		Condoms	11,923,260	119,233	
			TOTAL	119,233	36%
62. VENEZUELA Started by PROSALUD in 1992.	Support from commerical sector and local embassies	Source: Prosalud			
		Condoms	801,773	8,018	
		Pills	455,656	32,547	
		Injectables	169,138	42,285	
		EC	2,362,425	196,869	
			TOTAL	279,718	-10%
63. VIET NAM Implemented by DKT in 1993.	DIFD, KfW support	Source: DKT			
		Condoms	26,989,712	269,897	
		Pills	3,976,725	284,052	
		Injectables	1,408	352	
		IUDs	14,567	58,268	
		Implants	659	1,977	
		EC	164,559	13,713	
		MAs	109,763	164,645	
		MVA Kits	4,144	198,912	
		Miso	7,928	0	
			TOTAL	991,816	31%
63.1 VIET NAM II Implemented by PSI in 2005.	USAID, PACT support	Source: PSI			
		Condoms	7,624,600	76,246	
		Free Condoms	2,584,010	12,920	
		Free Female Condoms	15,880	397	
			TOTAL	89,563	-3%
63.2 VIET NAM III Implemented by MSI in 1989.	DFID, EC, and IPPF support	Source: MSI			
		MAs	85,775	128,663	
			TOTAL	128,663	NA

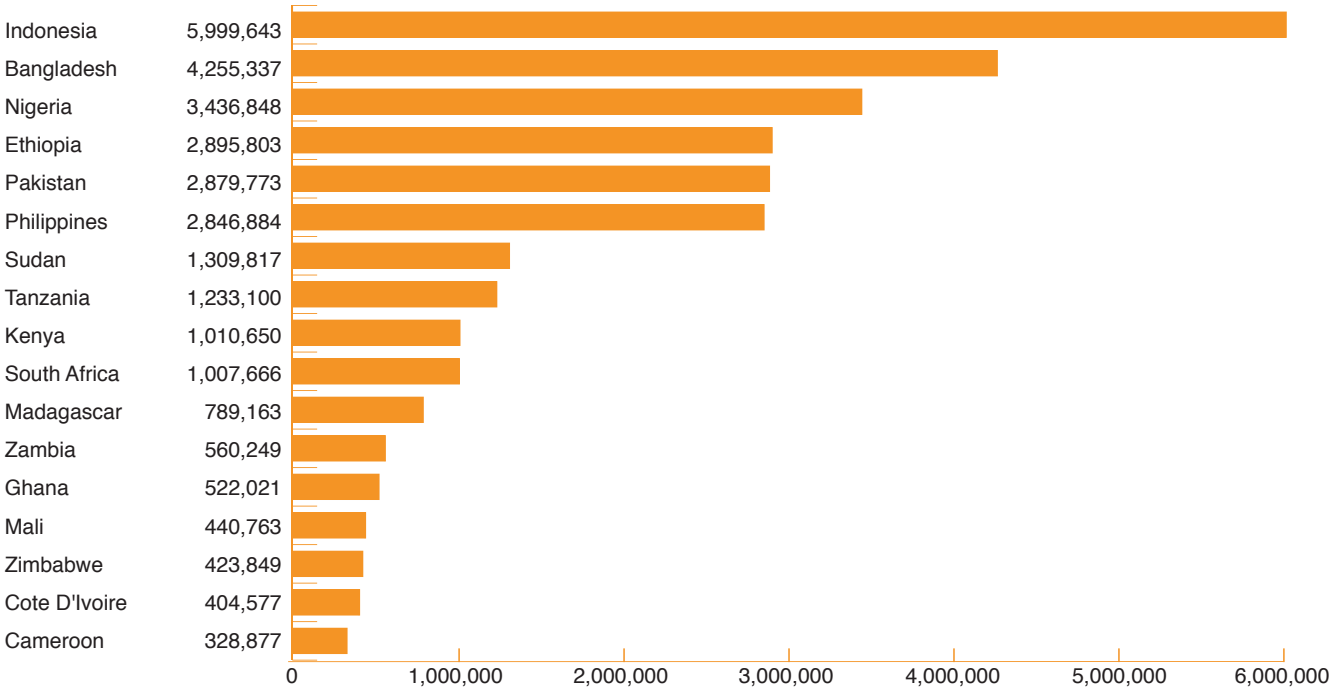
PROGRAM	REMARKS	2011 PRODUCT SALES		CYP	% CHANGE FROM 2010
64. YEMEN	KfW support	Source: MSI			
Started by MSI in 2001.		Condoms	2,117,826	21,178	
		Free Condoms	73,800	369	
		Pills	607,071	43,362	
		Injectables	88,390	22,098	
		IUDs	40,039	160,156	
			TOTAL	247,163	11%
65. ZAMBIA	USAID, UNFPA,WHP, KfW support	Source: PSI			
Started by PSI in 1992.		Condoms	22,860,828	228,608	
		Free Condoms	647,052	3,235	
		Female Condoms	208,560	10,428	
		Pills	2,485,302	177,522	
		Injectables	342	86	
		IUDs	16,980	67,920	
		Implants	24,150	72,450	
		Miso	108,290	0	
			TOTAL	560,249	8%
66. ZIMBABWE	USAID, DFID and Packard	Source: PSI			
Started by SOMARC in 1988.	Partnership Funds	Condoms	29,839,800	298,398	
		Female Condoms	1,266,680	63,334	
		Free Female Condoms	28,000	700	
		Injectables	28,289	7,072	
		Implants	16,338	49,014	
		EC	63,964	5,330	
			TOTAL	423,849	-5%
			GRAND TOTAL	58,975,294	

Best Programs

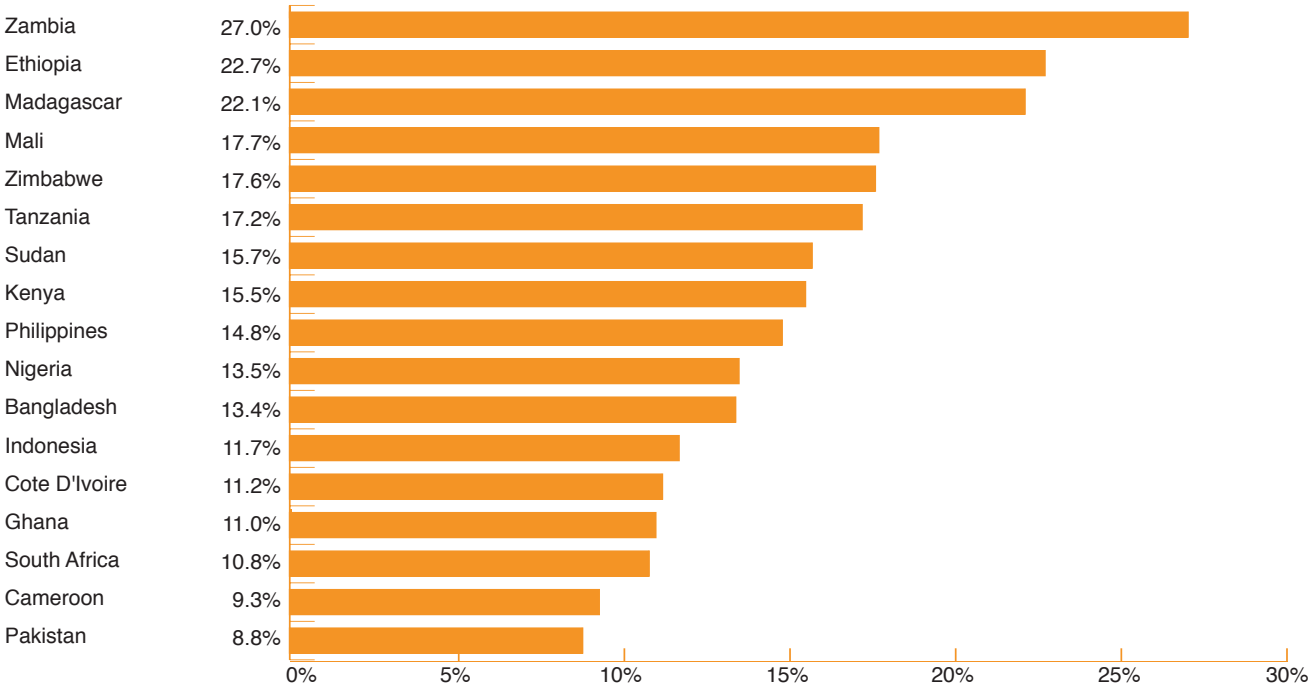
The following programs qualify for the "Best Programs" list by

- delivering more than 300,000 CYPs, and
- reaching more than 8% of their target markets.

Ranked by Program Size



Ranked by Percent of Target Market*



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