2015
CONTRACEPTIVE SOCIAL MARKETING STATISTICS

November 2016

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

CONNECT WITH US

SOCIAL MARKETING STATISTICS 2015

Highlights	2015	2014	2013
CYPs*	68 million	69.1 million	69.9 million

Sales – 2015

Condoms	2,021,519,118	(83 programs)	Implants	613,011	(45 programs)
Free Condoms	280,759,503	(33 programs)	Emergency Contraception (EC)	9,909,276	(32 programs)
Female Condoms	7,779,517	(22 programs)	Medical Abortion (MA)**	4,592,297	(19 programs)
Free Female Condoms	3,163,782	(10 programs)	Manual Vacuum Aspiration (MVA) Kits	27,767	(8 programs)
Pills	181,022,855	(63 programs)	Misoprostal (Miso) Tabs	6,761,324	(17 programs)
Injectables	39,989,621	(61 programs)	VFT	927,996	(1 program)
IUDs	3,030,317	(56 programs)			

Social Marketing Program Sales

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

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES		CYP	% CHANGE FROM 2014
1. AFGHANISTAN Started by Marie Stopes International (MSI) in 2003.	MSI	Condoms	1,381,362	13,814	
		Pills	104,396	7,457	
		Injectables	28,035	7,009	
		IUDs	38,705	170,302	
		TOTAL		198,581	88%
1.1 AFGHANISTAN II ASMO under Health Policy Project. Started by USAID October 2010.	USAID	Source: Futures Group			
		Condoms	2,358,180	23,582	
		Pills	393,444	28,103	
		Injectables	171,130	42,783	
		TOTAL		94,467	-66%
2. ANGOLA Started by Population Services International (PSI) in 2000.	USAID, DFID, and private funding	Source: PSI			
		Condoms	6,607,983	66,080	
		Free Condoms	266,400	1,332	
		Free Female Condoms	99,000	2,475	
		TOTAL		69,887	39%
3. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source:SMC			
		Condoms	136,176,382	1,361,764	
		Pills	42,359,158	3,025,654	
		Injectables	1,686,279	421,570	
		IUDs	5,017	22,075	
		Implants	1,914	8,700	
		TOTAL		4,839,763	9%
4. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID and KfW support	Source: PSI			
		Condoms	7,290,230	72,902	
		Free Condoms	415,504	2,078	
		Female Condoms	12,916	646	
		Free Female Condoms	1,193	30	
		Pills	204,559	14,611	
		Injectables (2)	40,909	6,818	
		IUDs	18,230	80,212	
		Implants	22,782	103,555	
		Miso Tabs	15,194	950	
		TOTAL		281,801	2%
5. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Self-sustaining project	Source: DKT			
		Condoms	114,550,042	1,145,500	
		Female Condoms	240,476	12,024	
		MVA Kits	3,985	191,280	
		TOTAL		1,348,804	22%

* 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	SUPPORT FROM	2015 PRODUCT SALES		CYP	% CHANGE FROM 2014
6. BURKINA FASO Started by MSI in 2009.	MSI	Source: MSI			
		Condoms	670,424	6,704	
		Pills	210,036	15,003	
		Injectables (3)	550	138	
			TOTAL	21,844	-1%
7. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF	Source: PSI			
		Condoms	17,202,590	172,026	
		Female Condoms	100,969	5,048	
		Pills	3,052,676	218,048	
		Injectables (3)	724,961	181,240	
		Injectables (1)	225	19	
		IUDs	6,506	28,626	
		EC	28,409	2,029	
			TOTAL	607,037	0%
7.1 BURMA (Myanmar) II Started by MSI in 1998.	DFID and MSI	Source: MSI			
		Condoms	103,391	1,034	
		Pills	2,384,090	170,292	
		Injectables (3)	8,070	2,018	
		IUDs	340	1,496	
		Implants	139	632	
		EC	31,762	2,269	
			TOTAL	177,740	-26%
7.2 BURMA (Myanmar) III Started by DKT in 2015.	Packard and DKT	Source: DKT			
		Condoms	691,757	6,918	
		Injectables (3)	10,345	2,586	
		IUDs	4,077	17,939	
			TOTAL	27,443	NA
8. BURUNDI Started by PSI in 1990.	USAID, Global Fund, KfW, and DoD	Source: PSI			
		Condoms	3,343,769	33,438	
		Free Condoms	768,840	3,844	
		Female Condoms	9,654	483	
		Pills	28,968	2,069	
		Injectables	24,419	6,105	
		IUDs	471	2,072	
		Implants	866	3,936	
			TOTAL	51,947	1%
9. CAMBODIA Started by PSI in 1994.	USAID, DFID, KfW, UNFPA, and government	Source: PSI			
		Condoms	12,381,228	123,812	
		Pills	4,492,121	320,866	
		Injectables	419,080	104,770	
		IUDs	29,415	129,426	
		Implants	4,996	22,709	
		EC	46,270	3,305	
		Medical Abortion (MA)	224,238	381,205	
			TOTAL	1,086,093	15%
10. CAMEROON Started by PSI and DKT in 1989.	DoD, KfW, Plan, Care, Dutch Fund, MTN, Art Venture, and CIDA	Source: PSI			
		Condoms	23,736,856	237,369	
		Female Condoms	1,051,162	52,558	
		Pills	158,627	11,331	
		Injectables	48,025	12,006	
		IUDs	23,898	105,151	
		Implants	16,960	77,091	
		Miso Tabs	149,709	9,357	
			TOTAL	504,862	14%
11. CHILE Started by DKT in 2010.	Self-sustaining project	Source: DKT			
		Condoms	1,701,792	17,018	
			TOTAL	17,018	9%
12. CHINA Started by DKT in 1996.	DKT	Source: DKT			
		Condoms	24,011,366	240,114	
		EC	5,518	394	
			TOTAL	240,508	-76%
13. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA			
		Condoms	40,916,047	409,160	
		Pills	175,044	12,503	
		IUDs	96,256	423,526	
			TOTAL	845,190	NA

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES		CYP	% CHANGE FROM 2014
14. CONGO (DRC/Kinshasa) Started by PSI in 1988.	UNDP, Georgetown University (GU), DoD, UNICEF, Proctor & Gamble	Source: PSI			
		Condoms	24,283,179	242,832	
		Free Condoms	8,133,000	40,665	
		Female Condoms	544,720	27,236	
		Free Female Condoms	700,000	17,500	
		Pills	507,435	36,245	
		Injectables	216,849	54,212	
		IUDs	4,931	21,696	
		Implants	17,549	79,768	
		EC	16,956	1,211	
		TOTAL		521,366	116%
14.1 CONGO II (DRC/Kinshasa) Started by DKT in 2009.	Private, DFID, and DKT	Source: DKT			
		Condoms	12,030,520	120,305	
		Pills	291,241	20,803	
		Injectables	34,435	8,609	
		IUDs	23,134	101,790	
		Implants	18,072	82,145	
		EC	7,984	570	
		MVA Kits	299	14,352	
		Miso Tabs	222,466	13,904	
		TOTAL		362,478	-3%
15. COSTA RICA Started by PSI in 2002.	KfW, Global Fund, USAID, Bergstorm, the Netherlands, Managua, and Summit	Source: PSI			
		Condoms	1,475,808	14,758	
		TOTAL		14,758	29%
16. COTE D'IVOIRE Started by PSI in 1998. Now managed by AIMAS.	KFW, AFD, UNFPA , GFA and Global Fund	Source: AIMAS			
		Condoms	26,878,572	268,786	
		Pills	2,857,026	204,073	
		Injectables	97,463	24,366	
		EC	635,576	45,398	
		TOTAL		542,623	25%
17. DOMINICAN REPUBLIC Started by PSI in 2003.	KfW, USAID, and private	Source: PSI			
		Condoms	10,752,048	107,520	
		Free Condoms	1,483,458	7,417	
		Pills	2,479	177	
		Injectables (2)	76	13	
		Injectables (3)	268	67	
		IUDs	57	251	
		Implants (3)	933	2,666	
		EC	51	4	
		TOTAL		118,115	-33%
18. EGYPT Started by DKT in 2004.	DKT	Source: DKT			
		Condoms	5,510,349	55,103	
		IUDs	440,959	1,940,220	
		EC	2,453	175	
		VFT	927,996	7,733	
		TOTAL		2,003,232	-10%
19. EL SALVADOR Founded by PSI/EL Salvador (PASMO) in 1998.	USAID, KfW, DoD, and Dutch	Source: PSI			
		Condoms	2,707,336	27,073	
		Pills	47,004	3,357	
		IUDs	9,572	42,117	
		Implants	983	4,468	
		Miso Tabs	1,370	86	
		TOTAL		77,101	26%
20. ETHIOPIA Implemented by DKT in 1990. DKT discounts some CYPs attributed to sales to the public and not-for-profit sector.	Dutch government, DKT, and private	Source: DKT			
		Condoms	59,434,226		
		Free Condoms	37,901		
		Pills	4,030,152		
		Injectables	3,724,990		
		IUDs	510,199		
		Implants	88,141		
		EC	2,523,806		
		MA	340,753		
		MVA Kits	6,558		
		Miso Tabs	1,807,356		
		TOTAL		3,594,895	-19%

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES		CYP	% CHANGE FROM 2014
20.1 ETHIOPIA II Implemented by PSI in 2003.	Global Fund, USAID, UNICEF, and Proctor and Gamble	Source: PSI			
		Condoms	14,432,875	144,329	
		Free Condoms	15,819,074	79,095	
		Free Female Condoms	32,592	815	
		Pills	9,776	698	
		Injectables	13,537	3,384	
		IUDs	3	13	
		Implants (3)	824	2,354	
		Implants	282	1,282	
		EC	834	60	
		TOTAL		232,030	37%
21. GHANA Started by DKT in 2010.	USAID, private, and Dutch	Source: DKT			
		Condoms	22,320,489	223,205	
		Pills	1,031,028	73,645	
		Injectables	593,600	148,400	
		IUDs	10,230	45,012	
		Implants	2,350	10,682	
		EC	879,188	62,799	
		MA	273,885	465,605	
		TOTAL		1,029,347	-5%
22. GUATEMALA Started by PSI in 1998.	Abt Associates, KfW, USAID, and private	Source: PSI			
		Condoms	11,476,713	114,767	
		Pills	88,816	6,344	
		Injectables (2)	7,731	1,289	
		Injectables (1)	44,527	3,711	
		Injectables	28,126	7,032	
		IUDs	22,845	100,518	
		Implants	7,302	33,191	
		Miso Tabs	100,160	6,260	
		TOTAL		273,111	37%
23. GUINEA Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI			
		Condoms	8,234,191	82,342	
		Pills	261,001	18,643	
		Injectables	180,221	45,055	
		TOTAL		146,040	4%
24. HAITI Started by DKT and PSI 1990.	USAID, UNFPA, Sogebank Foundation, MSH, and World Bank	Source: PSI			
		Condoms	2,079,396	20,794	
		Pills	594,905	42,493	
		Injectables	178,900	44,725	
		IUDs	52	229	
		TOTAL		108,241	-19%
25. HONDURAS Started by PSI in 1998.	KfW, Abt Associates, Summit Foundation, and private	Source: PSI			
		Condoms	3,701,192	37,012	
		TOTAL		37,012	5%
25.1 HONDURAS II Honduras Social Marketing Program; Managed by the FPA ASHONPLAFA.	KfW and USAID	Source: IPPF			
		Condoms	17,000	170	
		Pills	226,100	16,150	
		IUDs	1,300	5,720	
		Implants	2,600	11,818	
		TOTAL		33,858	0%
26. INDIA I Nirodh, Mala-D, and Mala-N.	Government of India (GOI) Project (figures are for fiscal year ended 3/31/16)	Source: GOI			
		Condoms (Nirodh D.)	143,818,715	1,438,187	
		Pills (Mala-D)	7,687,450	549,104	
		TOTAL		1,987,291	-67%
26.1 INDIA II MAsti and Pearl PSI/India, 1988.	GOI, KfW, DFID, and USAID (calendar year data, 2015)	Source: PSI			
		Condoms	109,768,291	1,097,683	
		Pills	2,930,551	209,325	
		Injectables	35,797	8,949	
		IUDs	114,540	503,976	
		Medical Abortion (MA)	220,800	375,360	
		TOTAL		2,195,293	-2%
26.2 INDIA III (Zaroor, Choice, XXX) DKT/India (Mumbai), 1992.	Private (calendar year 2015)	Source: DKT			
		Condoms	58,206,236	582,062	
		Pills	12,692,483	906,606	
		Injectables (3)	137,009	34,252	
		IUDs	155,122	682,537	
		EC	56,070	4,005	
		MA	1,119,390	1,902,963	
		MVA Kits	1,256	60,288	
		TOTAL		4,172,713	44%

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES		CYP	% CHANGE FROM 2014
26.3 INDIA IV (Apsara, Mithun, Style) Bihar-based project started by DKT in 1996; now managed by Janani.	Packard private (calendar year 2015)	Source: DKT			
		Condoms	21,251,761	212,518	
		Pills	1,460,659	104,333	
		Injectables	189,176	47,294	
		IUDs	31,447	138,367	
		EC	30,636	2,188	
		MA	464,105	788,979	
		MVA Kits	478	22,944	
		Miso Tabs	143,772	8,986	
			TOTAL	1,325,608	30%
26.4 INDIA V (Ahsas, Thril, Flavoured) Started by MSI/PHS (Population Health Services) in 1999. (India I totals include 3 million Mala-D pills and 10 million Nirodh condoms sold by PHS.)	MSI (calendar year 2015)	Source: MSI			
		Condoms	108,434,348	1,084,343	
		Pills	7,400,336	528,595	
		Injectables	328,570	82,143	
		IUDs	75,106	330,466	
		EC	283,402	20,243	
		MA	1,184,112	2,012,990	
			TOTAL	4,058,781	21%
26.5 INDIA VI Started by World Health Partners in 2009.	Private	Source: WHP			
		Condoms	2,676,378	26,764	
		Pills	560,034	40,002	
		Injectables	21,323	5,331	
		IUDs	19,187	84,423	
		MA	24,570	41,769	
			TOTAL	198,289	-12%
26.6 INDIA VII Started by MSI/India in 2013. (Separate from India V.)	MSI	Source: MSI			
		Condoms	2,499,840	24,998	
		Pills	160	11	
		Injectables (3)	2,000	500	
		IUDs	100	440	
		EC	19,500	1,393	
		MA	72,230	122,791	
			TOTAL	150,134	87%
27. INDONESIA Started by DKT in 1996.	Gates Foundation and private	Source: DKT			
		Condoms	154,049,252	1,540,493	
		Female Condoms	20,404	1,020	
		Pills	20,859,690	1,489,978	
		Injectables (3)	14,021,840	3,505,460	
		Injectables (1)	5,913,920	492,827	
		IUDs	146,130	642,972	
		Implants	6,428	29,218	
		EC	20,303	1,450	
		Miso Tabs	50,900	3,181	
			TOTAL	7,706,599	11%
28. KENYA Started by DKT and PSI in 1989.	DFID	Source: PSI			
		Condoms	27,799,668	277,997	
		Free Condoms	23,809,600	119,048	
		Pills	3,069,480	219,249	
		Injectables	298,833	74,708	
		IUDs	13,641	60,020	
		Implants (3)	100,234	286,383	
		Implants	23,160	105,273	
			TOTAL	1,142,677	-50%
28.1 KENYA II Started by MSI in March 1986.		Source: MSI			
		EC	52,529	3,752	
		MA	51,583	87,691	
			TOTAL	91,443	NA
29. LAOS Started by PSI in 1999.	USAID (AIDSMark), Global Fund, Ministry of Health, and UN	Source: PSI			
		Condoms	3,366,144	33,661	
		Pills	4,102	293	
		Injectables	3,058	765	
		IUDs	11,160	49,104	
		Implants	276	1,255	
		Miso Tabs	27,400	1,713	
			TOTAL	86,790	18%
30. LESOTHO Started by PSI in 2001.	USAID and Dutch	Source: PSI			
		Condoms	1,286,856	12,869	
		Free Condoms	28,536,000	142,680	
		Female Condoms	831,480	41,574	
			TOTAL	197,123	0%

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES		CYP	% CHANGE FROM 2014
31. MADAGASCAR Started by SOMARC in 1996; now managed by PSI.	USAID, Global Fund, Women's Health Project, and private foundations	Source: PSI			
		Condoms	7,943,508	79,435	
		Free Condoms	616,499	3,082	
		Female Condoms	35,667	1,783	
		Pills	3,630,903	259,350	
		Injectables	2,563,022	640,756	
		IUDs	24,733	108,825	
		Implants (3)	4,915	14,043	
		Implants	1,870	8,500	
			TOTAL	1,115,775	12%
32. MALAWI Started by PSI in 1994.	USAID and KfW	Source: PSI			
		Condoms	16,996,668	169,967	
		Free Condoms	1,399,957	7,000	
		Female Condoms	72,872	3,644	
		Free Female Condoms	86,984	2,175	
		Pills	146,272	10,448	
		Injectables	94,175	23,544	
		IUDs	1,662	7,313	
		Implants (3)	18,662	53,320	
		Implants	10,449	47,495	
		EC	29,153	2,082	
			TOTAL	326,987	40%
32.1 MALAWI II Started by MSI in 1989.	MSI, Norwegian government, DFID, PFPS Grants, and Wellspring	Source: MSI			
		Condoms	1,034,151	10,342	
		Pills	1,050	75	
		Injectables	48	12	
		MA	851	1,447	
			TOTAL	11,875	-48%
33. MALI Started by PSI in 2000.	Global Fund, USAID, KfW, Netherlands Government, CIDA, and UNFPA	Source: PSI			
		Condoms	11,443,110	114,431	
		Free Condoms	640,160	3,201	
		Female Condoms	2,775	139	
		Pills	670,562	47,897	
		Injectables	75,439	18,860	
		IUDs	8,781	38,636	
		Implants	12,800	58,182	
			TOTAL	281,346	-39%
33.1 MALI II Started by Palladium in 2015.	USAID	Source: Palladium			
		Condoms	9,420,852	94,209	
		Female Condoms	810	41	
		Pills	254,550	18,182	
		Injectables	189,412	47,353	
		IUDs	30	132	
		Implants	11,031	31,517	
			TOTAL	191,433	NA
34. MEXICO Started by DKT in 2002.	DKT	Source: DKT			
		Condoms	40,815,319	408,153	
		Female Condoms	8,817	441	
		IUDs	96,256	423,526	
		EC	175,044	12,503	
		Miso Tabs	280	18	
			TOTAL	844,641	116%
35. MONGOLIA Started by MSI in 2000.	UNFPA and MSI	Source: MSI			
		Condoms	4,614,208	46,142	
		Female Condoms	234	12	
		Pills	145,972	10,427	
		IUDs	22,085	97,174	
		Implants	1,204	5,473	
		EC	78,520	5,609	
		MA	19,227	32,686	
			TOTAL	197,522	12%
36. MOZAMBIQUE Started by PSI in 1995.	DFID and GTZ	Source: PSI			
		Condoms	19,286,124	192,861	
		Free Condoms	1,895,858	9,479	
		Female Condoms	33,640	1,682	
		Free Female Condoms	13,472	337	
		Pills	106,896	7,635	
		Injectables	47,715	11,929	
		IUDs	2,448	10,771	
		Implants	7,615	34,614	
			TOTAL	269,308	12%

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES		CYP	% CHANGE FROM 2014
36.1 MOZAMBIQUE II Started by DKT in 2008.	UNFPA, PSI, private, and DKT	Source: DKT			
		Condoms	6,328,566	63,286	
		Pills	117,024	8,359	
		Injectables	50,497	12,624	
		IUDs	2,448	10,771	
		Implants	17,777	80,805	
		EC	55,012	3,929	
		MA	8,624	14,661	
		Miso Tabs	206,690	12,918	
			TOTAL	207,353	99%
37. NAMIBIA Started by PSI in 1997; managed by Society for Family Health, a member of PSI's global network	USAID, The Global Fund, and DoD	Source: PSI			
		Free Condoms	1,956,654	9,783	
		Free Female Condoms	64,241	1,606	
			TOTAL	11,389	-31%
38. NEPAL Started in 1973. Nepal Contraceptive Retail Sales (CRS).	USAID and KfW	Source: FHI360			
		Condoms	14,142,460	141,425	
		Pills	1,388,088	99,149	
		Injectables	629,040	157,260	
		IUDs	1,255	5,522	
		Implants	1,047	4,759	
		EC	490,108	35,008	
			TOTAL	443,123	26%
38.1 NEPAL II Started by MSI in 2002.	MSI	Source: MSI			
		Condoms	1,682,060	16,821	
		Pills	83,726	5,980	
		MA	47,878	81,393	
			TOTAL	104,194	503%
38.2 NEPAL III Activated by PSI in 2009.	Global Fund	Source: PSI			
		Pills	100,540	7,181	
		Injectables	25	6	
		IUDs	24,494	107,774	
		Implants	31	141	
		MA	53,028	90,148	
			TOTAL	205,250	66%
39. NICARAGUA Started by PSI in 1998.	Abt Associates, USAID, KfW, Dutch Embassy, and private	Source: PSI			
		Condoms	4,901,687	49,017	
		Pills	30,885	2,206	
		IUDs	3,051	13,424	
		Implants	500	2,273	
			TOTAL	66,920	-22%
40. NIGER Association Nigerienne de Marketing Social 2006.	KfW and technical support from GFA	Source: Animas Sutura			
		Condoms	10,506,528	105,065	
		Pills	355,800	25,414	
		Injectables (3)	4,769	1,192	
			TOTAL	131,672	-11%
41. 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	Source: PSI			
		Condoms	134,964,972	1,349,650	
		Free Condoms	7,881,600	39,408	
		Female Condoms	1,009,976	50,499	
		Pills	6,645,600	474,686	
		Injectables (3)	1,190,302	297,576	
		Injectables (2)	1,194,317	199,053	
		IUDs	86,843	382,109	
		Implants	30,939	140,632	
		EC	1,202,250	85,875	
		Miso Tabs	594,950	37,184	
			TOTAL	3,056,671	-18%
41.1 NIGERIA II Started by DKT in 2013.	CIFF, Gates, and DKT	Source: DKT			
		Condoms	35,592,477	355,925	
		Pills	298,845	21,346	
		Injectables (3)	252,100	63,025	
		IUDs	87,600	385,440	
		Implants	15,967	72,577	
		EC	550,780	39,341	
		MVA Kits	12,507	600,336	
		Miso Tabs	837,864	52,367	
			TOTAL	1,590,357	241%

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES		CYP	% CHANGE FROM 2014
42. PAKISTAN Program started by PSI Marketing Associates 1986. Cooperating agency: PSI and Greenstar Social Marketing.	KfW, USAID, and private	Source: PSI			
		Condoms	121,832,683	1,218,327	
		Pills	1,469,214	104,944	
		Injectables (3)	320,492	80,123	
		Injectables (2)	323,440	53,907	
		Injectables (1)	122,100	10,175	
		IUDs	166,719	733,564	
		Implants	3,298	14,991	
		EC	1,956,080	139,720	
		TOTAL		2,355,750	2%
42.1 PAKISTAN II Started by MSI in 2003.	Funded by MSI	Source: MSI			
		Condoms	6,820,497	68,205	
		Implants	6,297	28,623	
		TOTAL		96,828	18%
42.2 PAKISTAN III Started by DKT in 2012.	Private and DFID	Source: DKT			
		Condoms	25,714,101	257,141	
		Pills	957,467	68,391	
		Injectables (3)	95,257	23,814	
		Injectables (1)	24,774	2,065	
		IUDs	142,482	626,921	
		Implants	3,298	14,991	
		EC	202,841	14,489	
		Miso Tabs	1,526,900	95,431	
		TOTAL		1,103,242	360%
43. PANAMA Started by PSI in 1996.	USAID and private	Source: PSI			
		Condoms	4,047,721	40,477	
		TOTAL		40,477	1%
44. PARAGUAY Started by PSI in 1996.	Self sustaining project	Source: PSI			
		Condoms	2,797,892	27,979	
		Pills	718,351	51,311	
		EC	273,948	19,568	
		TOTAL		98,857	0%
45. PHILIPPINES Started by DKT in 1990; managed by DKT.	Self sustaining program	Source: DKT			
		Condoms	30,847,583	308,476	
		Pills	26,781,315	1,912,951	
		Injectables	743,541	185,885	
		IUDs	74,528	327,923	
		TOTAL		2,735,235	2%
45.1 PHILIPPINES II Implemented by MSI in January 1989.		Source: MSI			
		IUDs	15,672	68,957	
		MA	3,128	5,318	
		TOTAL		74,274	NA
46. RWANDA Started by PSI in 1993. PSI Rwanda & SFH Rwanda.	DFID, Netherlands government, KfW, USAID, and Global Fund	Source: PSI			
		Condoms	11,695,431	116,954	
		Free Condoms	1,090,205	5,451	
		Pills	13,155	940	
		Injectables	3,544	886	
		Implants (3)	10	29	
		TOTAL		124,260	-6%
47. SENEGAL Started by USAID in 1994, then spun off into ADEMAS and partnered with PSI in 2011.	KfW and USAID	Source: PSI			
		Condoms	4,912,056	49,121	
		Pills	509,883	36,420	
		Injectables	4,572	1,143	
		TOTAL		86,684	15%
48. SOUTH AFRICA Started by PSI in 1992.	USAID, Dutch government, EF (PSI), and Government of South Africa	Source: PSI			
		Condoms	67,993,681	679,937	
		Free Condoms	134,211,327	671,057	
		Female Condoms	523,656	26,183	
		Free Female Condoms	1,831,300	45,783	
		TOTAL		1,422,959	12%
49. SRI LANKA Now managed by Family Planning Association of Sri Lanka. Figures from 2014.	Private	Source: FPASL			
		Condoms	9,112,854	91,129	
		Pills	2,338,497	167,036	
		Injectables	237,157	59,289	
		IUDs	76	334	
		EC	263		
		TOTAL		317,788	0%

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES		CYP	% CHANGE FROM 2014
49.1 SRI LANKA II Started by MSI in 1983; managed by Population Services Lanka.		Source: MSI/SL Condoms Pills	 6,016,613 58,142	 60,166 4,153	
			TOTAL	64,319	12%
50. SWAZILAND Started by PSI in 2001.	USAID and Dutch	Source: PSI Condoms Free Condoms Female Condoms	 5,793,956 7,476,600 149,432	 57,940 37,383 7,472	
			TOTAL	102,794	81%
51. TANZANIA Started by PSI in 1993.	USAID, Global Fund, KfW, and Dutch government	Source: PSI Condoms Free Condoms Female Condoms Pills Injectables IUDs Implants EC Miso Tabs	 99,420,292 35,822,016 1,457,140 3,650,678 115,009 49,273 10,876 60,002 127,736	 994,203 179,110 72,857 260,763 28,752 216,801 49,436 4,286 7,984	
			TOTAL	1,814,192	2%
51.1 TANZANIA II Started by DKT in 2015.	UNFPA, DKT, and private	Source: DKT Condoms Injectables IUDs Implants EC MVA Kits Miso Tabs	 425,338 4,800 17,152 10,876 8,200 2,496 12,127	 4,253 1,200 75,469 49,436 586 119,808 758	
			TOTAL	251,510	NA
52. THAILAND Started by PSI in 2003.	USAID	Source: PSI Free Condoms	 2,808,000	 14,040	
			TOTAL	14,040	NA
52.1 THAILAND II Started by DKT in 2008.	DKT	Source: DKT Condoms Pills IUDs	 1,234,105 76,826 8,916	 12,341 5,488 39,230	
			TOTAL	57,059	24%
53. TOGO Started by SOMARC in 1992; transferred to PSI in 1998.	USAID and Global Fund	Source: PSI Condoms Free Condoms Female Condoms Pills Injectables IUDs	 1,983,444 1,550,881 15,607 83,250 36,965 2	 19,834 7,754 780 5,946 9,241 9	
			TOTAL	43,566	-51%
54. TURKEY Started by DKT in 2008.	DKT	Source: DKT Condoms IUDs	 4,227,069 19,450	 42,271 85,580	
			TOTAL	127,851	-13%
55. UGANDA Started by SOMARC in 1991; transferred to CMS in 1998; transferred to AIDSMark in 2003.	CDC and private Cooperating Agency: PSI	Source: PSI Condoms Free Condoms Free Female Condoms Pills Injectables IUDs Implants (3) Implants Miso Tabs	 923,562 2,135,760 199,000 160,143 34,425 100,527 54,337 32,873 936,450	 9,236 10,679 4,975 11,439 8,606 442,319 155,249 149,423 58,528	
			TOTAL	850,453	-10%
55.1 UGANDA II Started by MSI in 1997; managed by MSI.	KfW	Source: MSI Condoms	 11,938,672	 119,387	
			TOTAL	119,387	71%
55.2 UGANDA III Founded through a USAID project in 2005; now managed by UHMG.	USAID, UNFPA, Civil society fund, and Global Fund	Source: UHMG Condoms Pills Injectables	 12,869,796 2,250,424 2,235,909	 128,698 160,745 558,977	
			TOTAL	848,420	NA

PROGRAM	SUPPORT FROM	2015 PRODUCT SALES		CYP	% CHANGE FROM 2014
56. VIET NAM Implemented by MSI in 1989.	DFID, EC, and IPPF	Source: MSI			
		Condoms	4,320	43	
		Pills	450	32	
		IUDs	115,367	507,615	
		Implants	4,226	19,209	
		MA	478,693	813,778	
			TOTAL	1,340,677	0%
56.1 VIET NAM II Implemented by DKT in 1993.	DKT	Source: DKT			
		Condoms	3,522,672	35,227	
		Pills	5,228,150	373,439	
		IUDs	120,000	528,000	
		EC	740	53	
		MA	480	816	
		MVA Kits	188	9,024	
			TOTAL	946,559	29%
57. YEMEN Started by MSI in 2001.	KfW	Source: MSI			
		Condoms	1,699,422	16,994	
		Pills	999,575	71,398	
		Injectables	76,190	19,048	
		IUDs	23,680	104,192	
		Implants (3)	2,440	6,971	
		MA	4,722	8,027	
			TOTAL	226,631	-42%
58. ZAMBIA Started by PSI in 1992.	USAID, UNFPA, and KfW	Source: PSI			
		Condoms	6,220,368	62,204	
		Free Condoms	2,004,209	10,021	
		Female Condoms	3,600	180	
		Pills	1,085,004	77,500	
		Implants	520	2,364	
			TOTAL	152,269	-61%
59. ZIMBABWE Started by SOMARC in 1988.	USAID, DFID, and Packard	Source: PSI			
		Condoms	28,177,518	281,775	
		Female Condoms	1,653,510	82,676	
		Free Female Condoms	136,000	3,400	
		Pills	490,591	35,042	
		Injectables	86,308	21,577	
		IUDs	2,157	9,491	
		Implants (3)	4,612	13,177	
		Implants	27,750	126,136	
		EC	185,088	13,221	
			TOTAL	586,495	3%
			GRAND TOTAL	68,001,675	

[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.

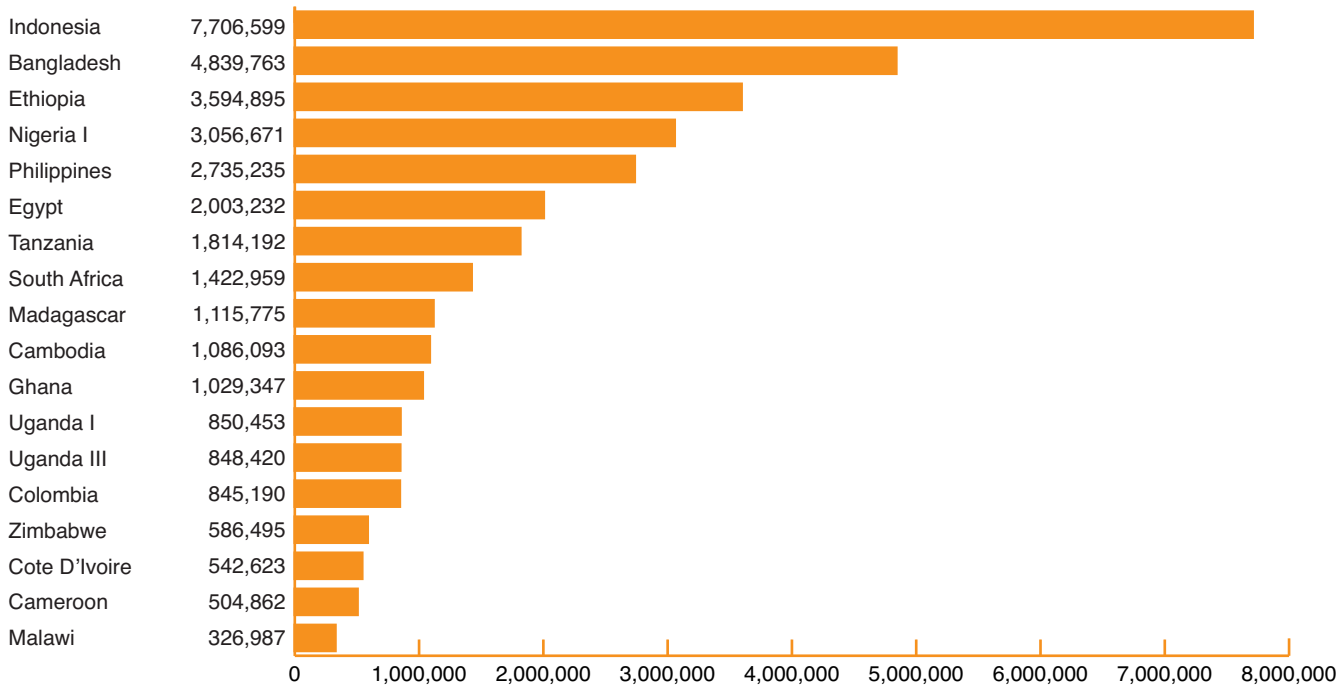
** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Best Programs

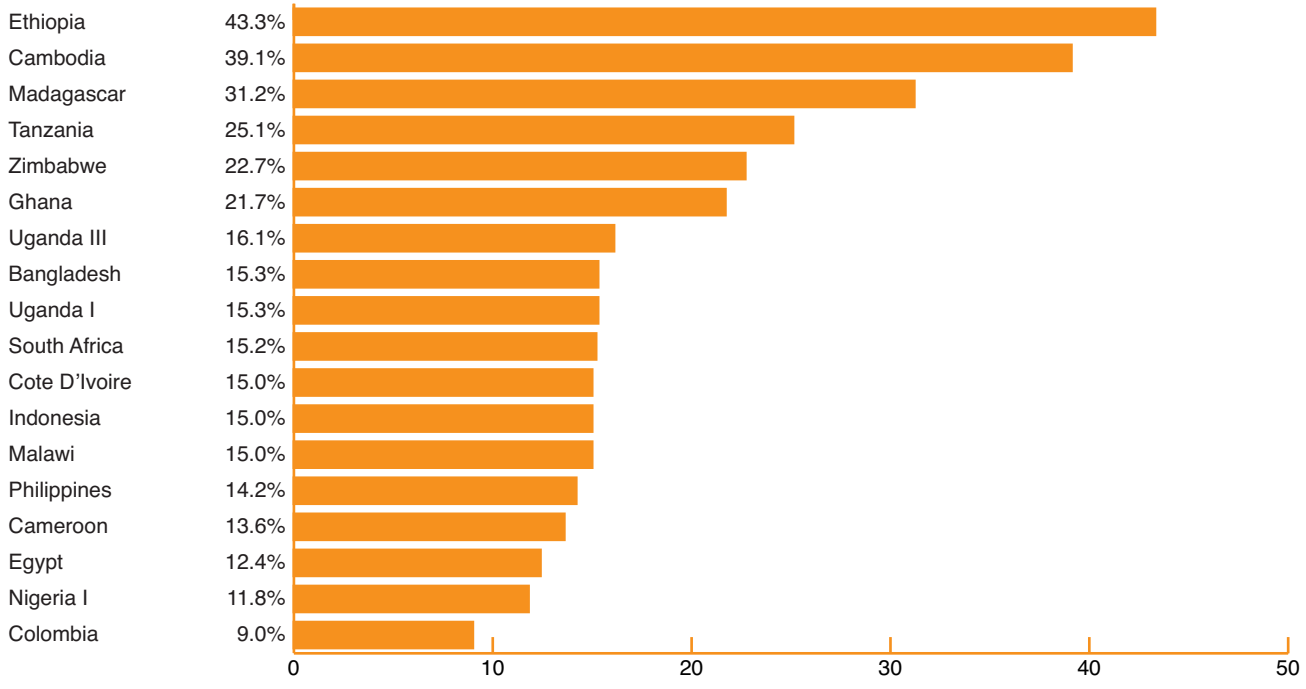
The following programs qualify for the "Best Programs" list by

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

Ranked by Program Size (CYPs)



Ranked by Percent of Target Market*



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