

# 2017

## CONTRACEPTIVE SOCIAL MARKETING STATISTICS

September 2018

CONNECT WITH US



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

# SOCIAL MARKETING STATISTICS 2017

Highlights	2017	2016	2015
Couple Years of Protection (CYPs)	80.0 million	74.9 million	67.8 million

## Sales – 2017

Condoms.....	1,788,617,628	(82 programs)	Implants .....	1,393,247	(74 programs)
Free Condoms.....	196,160,692	(20 programs)	Emergency Contraception (EC) .....	17,361,364	(44 programs)
Female Condoms .....	1,941,832	(23 programs)	Medical Abortion (MA)** .....	6,674,562	(36 programs)
Free Female Condoms.....	14,165,589	(12 programs)	Manual Vacuum Aspiration (MVA) Kits.....	87,638	(28 programs)
Pills .....	220,992,996	(66 programs)	Misoprostal (Miso) Tabs .....	16,414,744	(12 programs)
Injectables .....	43,967,953	(80 programs)	Vaginal Foaming Tablets.....	1,975,044	(1 program)
IUDs.....	5,137,744	(71 programs)			

## Social Marketing Program Sales

Statistics listed for all programs with 10,000 or more CYPs.

Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
<b>1. AFGHANISTAN</b>	MSI support	Source: MSI		
Started by Marie Stopes International (MSI) in 2003.		Condoms 1,971,288	19,713	
		Pills 179,680	12,834	
		Injectables (3) 75,184	18,796	
		IUD Tender 20,922	46,028	
		Implants (5) 471	1,413	
		<b>TOTAL</b>	<b>98,785</b>	<b>-31%</b>
<b>1.1 AFGHANISTAN II</b>		Source: ASMO		
ASMO under Health Policy Project.		Condoms 6,054,840	60,548	
Started by USAID in October 2010.		Pills 1,883,578	134,541	
		Injectable (3) 467,375	116,844	
		<b>TOTAL</b>	<b>311,933</b>	<b>147%</b>
<b>2. ANGOLA</b>	USAID, DFID, and private funding	Source: PSI		
Started by Population Services International (PSI) in 2000.		Condoms 3,506,220	35,062	
		Pills 21,651	1,547	
		IUDs 8,367	36,815	
		Implants 500	1,500	
		<b>TOTAL</b>	<b>74,924</b>	<b>0%</b>
<b>3. BANGLADESH</b>	USAID and EC funding	Source: SMC		
Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).		Condoms 108,283,999	1,082,840	
		Pills 44,112,980	3,150,927	
		Injectables (3) 2,188,595	547,149	
		IUDs 6,596	29,022	
		Implants (5) 3,059	9,177	
		EC 830,774	59,341	
		<b>TOTAL</b>	<b>4,878,456</b>	<b>1%</b>
<b>3.1 BANGLADESH</b>	MSI support	Source: MSI		
Started by MSI in 1988.		MA 105,051	178,587	
		<b>TOTAL</b>	<b>178,587</b>	<b>-7%</b>
<b>4. BENIN</b>	USAID, anonymous donor, Netherlands government, and Global Fund	Source: PSI		
Started by DKT International (DKT) and PSI in 1989.		Condoms 6,678,634	66,786	
		Free Condoms 1,357,528	6,788	
		Female Condoms 56,683	2,834	
		Pills 230,358	16,454	
		Injectables (2) 61,146	10,191	
		IUDs 29,369	129,224	
		Implants (5) 66,626	199,878	
		<b>TOTAL</b>	<b>432,155</b>	<b>13%</b>

\* 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 (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

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

Program	Remarks	2017 Product Sales		CYP	% Chance from 2016
<b>5. BOTSWANA</b>	Government of Botswana, USAID, DFID	Source: PSI			
Started by PSI in 1993.	Dutch government, and private support	Condoms	1,570,920	15,709	
		<b>TOTAL</b>		<b>15,709</b>	<b>NA</b>
<b>6. BRAZIL</b>	Self-sustaining project, BMGF	Source: DKT			
Started by DKT in 1991; managed by DKT do Brasil.		Condoms	122,516,120	1,225,161	
		Female Condoms	160	8	
		IUDs	11,400	50,160	
		MVA Kits	3,372	84,300	
		<b>TOTAL</b>		<b>1,359,629</b>	<b>21%</b>
<b>7. BURKINA FASO</b>	MSI support	Source: MSI			
Started by MSI in 2009.		Condoms	460,439	4,604	
		Female Condoms	116	6	
		Pills	153,268	10,948	
		Injectables (3)	852	213	
		Implants (3)	143	429	
		EC	2,774	198	
		MA	19,720	33,524	
		<b>TOTAL</b>		<b>49,922</b>	<b>25%</b>
<b>8. BURMA (Myanmar)</b>	Private, UNOPS, USAID	Source: PSI			
Started by PSI in 1996.		Condoms	16,611,972	166,120	
		Female Condoms	71,234	3,562	
		Pills	4,618,758	329,911	
		Injectables (3)	557,444	139,361	
		IUDs	3,958	17,415	
		Implants	10,977	32,931	
		EC	42	3	
		<b>TOTAL</b>		<b>689,303</b>	<b>8%</b>
<b>8.1 BURMA (Myanmar) II</b>	DFID and MSI support	Source: MSI			
Started by MSI in 1998.		Condoms	1,252,982	12,530	
		Female Condoms	3,024	151	
		Pills	4,593,234	328,088	
		Injectables (3)	7,321	1,830	
		IUDs	1,355	5,962	
		Implants	271	813	
		Implants (5)	722	2,166	
		EC	16,757	1,197	
		MA	3,261	5,544	
		<b>TOTAL</b>		<b>358,281</b>	<b>-8%</b>
<b>8.2 BURMA (Myanmar) III</b>	Packard, DKT, and Gates Foundation	Source: DKT			
Started by DKT in 2014.		Condoms	2,921,091	29,211	
		Pills	823,456	58,818	
		Injectables (3)	352,458	88,115	
		IUDs	30,051	132,224	
		EC	804,117	57,437	
		MVA Kits	63	1,575	
		MVA Kits 50%	145	1,813	
		<b>TOTAL</b>		<b>369,193</b>	<b>86%</b>
<b>9. BURUNDI</b>	Netherlands government and	Source: PSI			
Started by PSI in 1990.	DOD support	Condoms	3,576,960	35,770	
		Free Condoms	2,498,400	12,492	
		Free Female Condoms	43,000	1,075	
		Pills	13,842	989	
		Injectables (3)	18,498	4,625	
		IUDs	740	3,256	
		Implants (5)	1,571	4,713	
		EC	459	33	
		<b>TOTAL</b>		<b>62,952</b>	<b>-3%</b>
<b>10. CAMBODIA</b>	Private support	Source: PSI			
Started by PSI in 1994.		Condoms	11,569,716	115,697	
		Pills	5,290,432	377,888	
		Injectables (3)	377,175	94,294	
		IUDs	32,845	144,518	
		Implants (5)	7,159	21,477	
		EC	65,730	4,695	
		MA	283,725	482,333	
		<b>TOTAL</b>		<b>1,240,901</b>	<b>10%</b>

\* 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 (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

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

Program	Remarks	2017 Product Sales		CYP	% Chance from 2016
<b>11. CAMEROON</b>	USAID, UAFC (Oxfam/i+solutions), UNFPA, Dutch Government, and PPSAC (OCEAC/Kfw)	Source: PSI			
Started by PSI and DKT in 1989.		Condoms	11,374,019	113,740	
		Free Condoms	192,485	962	
		Female Condoms	425,708	21,285	
		Free Female Condoms	2,100	53	
		Pills	155,218	11,087	
		Injectables (3)	101,299	25,325	
		IUDs	33,188	146,027	
		Implants (3)	18,431	55,293	
		Implants (5)	8,860	26,580	
		EC	24,077	1,720	
		MA	25	43	
		<b>TOTAL</b>		<b>402,115</b>	<b>-32%</b>
<b>11.1 CAMEROON</b>	LAD, BMGF, and DKT support	Source: DKT			
Started by DKT in 2016.		Condoms	2,453,688	24,537	
		IUDs	9,050	39,820	
		MVA Kits	1,632	40,800	
		<b>TOTAL</b>		<b>105,157</b>	<b>NA</b>
<b>12. CHINA</b>	Private support	Source: DKT			
Started by DKT in 1996.		Condoms	19,018,861	190,189	
		<b>TOTAL</b>		<b>190,189</b>	<b>-28%</b>
<b>12.1 CHINA MSI</b>	MSI support	Source: MSI			
Started by MSI in 2003.		MVA/single valve	44,855	76,254	
		<b>TOTAL</b>		<b>76,254</b>	<b>43%</b>
<b>13. COLOMBIA</b>	Self-sustaining project	Source: PROFAMILIA			
PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	No data available for 2017				
<b>14. CONGO (DRC/Kinshasa)</b>	USAID, Georgetown University's Institute for Reproductive Health (IRH), MCSP, Dutch Government, and UNFPA	Source: PSI			
Started by PSI in 1988.		Condoms	13,341,338	133,413	
		Free Condoms	10,926,990	54,635	
		Female Condoms	107,875	5,394	
		Free Female Condoms	772,157	19,304	
		Pills	1,281,050	91,504	
		Injectables (3)	481,142	120,286	
		IUDs	8,304	36,538	
		Implants (3)	19,543	58,629	
		Implants (5)	76,198	228,594	
		EC	29,264	2,090	
		<b>TOTAL</b>		<b>750,386</b>	<b>100%</b>
<b>14.1 CONGO II (DRC/Kinshasa)</b>	Private and DFID support	Source: DKT			
Started by DKT in 2009.		Condoms	6,884,125		
		Pills	294,656		
		Injectables (3)	149,399		
		IUDs	101,233		
		Implants (3)	35,052		
		Implants (5)	112,507		
		EC	453,267		
		MVA Kits	1,382		
		Miso tabs	985,462		
		<b>TOTAL</b>		<b>1,194,704</b>	<b>93%</b>
<b>15. COSTA RICA</b>	PSI support	Source: PSI			
Started by PSI in 2002.		Condoms	1,672,308	16,723	
		<b>TOTAL</b>		<b>16,723</b>	<b>10%</b>
<b>16. COTE D'IVOIRE</b>	KFW, AFD, UNFPA, GFA, and Global Fund support	Source: AIMAS			
Started by PSI in 1998; now managed by AIMAS.		Condoms	25,400,562	254,006	
		Pills	3,215,380	229,670	
		Injectables (3)	116,483	29,121	
		IUDs	2,552	11,229	
		EC	909,065	64,933	
		<b>TOTAL</b>		<b>588,958</b>	<b>8%</b>
<b>16.1 COTE D'IVOIRE II</b>	LAD, BMGF, DKT	Source: DKT			
Started by DKT in 2017.		Condoms	919,944	9,199	
		IUDs	4,127	18,159	
		MVA Kits	315	7,875	
		<b>TOTAL</b>		<b>35,233</b>	<b>NA</b>

\* 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 (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

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

Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
<b>17. DOMINICAN REPUBLIC</b>	USAID support	Source: PSI		
Started by PSI in 2003.		Condoms 9,313,124	93,131	
		Free Condoms 1,952,000	9,760	
		Pills 61	4	
		Injectables (2) 82	14	
		Injectables (3) 91	23	
		IUDs 16	70	
		Implants 100	300	
		<b>TOTAL</b>	<b>103,302</b>	<b>17%</b>
<b>18. EGYPT</b>	DKT support	Source: DKT		
Started by DKT in 2004.		Condoms 846,810		
		Injectables (3) 17		
		IUDs 690,602		
		EC 198,074		
		VFT 1,975,044		
		<b>TOTAL</b>	<b>1,732,589</b>	<b>-29%</b>
<b>19. EL SALVADOR</b>	PSI and private support	Source: PSI		
Founded by PSI/EL Salvador (PASMO) in 1998.		Condoms 3,232,320	32,323	
		Pills 38,308	2,736	
		Injectables (1) 33	3	
		IUDs 6,022	26,497	
		Implants (5) 978		
		<b>TOTAL</b>	<b>61,559</b>	<b>-48%</b>
<b>20. ETHIOPIA</b>	Dutch government, Irish, DFID, and private support	Source: DKT		
Implemented by DKT in 1990.		Condoms 47,593,617		
		Female Condoms 54,059		
		Pills 4,657,860		
		Injectables 3,664,240		
		IUDs 732,891		
		Implants (4) 80		
		Implants (3) 27,654		
		EC 3,602,492		
		MA 565,291		
		MVA Kits 8,788		
		Miso tabs 343,632		
		<b>TOTAL</b>	<b>3,459,638</b>	<b>10%</b>
<b>20.1 ETHIOPIA II</b>	USAID, MOH, Gates Foundation, CIFF	Source: PSI		
Implemented by PSI in 2003.		Free Condoms 19,290,321	96,452	
		Free Female Condoms 702,487	17,562	
		<b>TOTAL</b>	<b>114,014</b>	<b>-28%</b>
<b>20.2 ETHIOPIA MSI</b>		Source: MSI		
Started by MSI in 1991.		Injectables (3) 2,837	709	
		IUDs 110	484	
		Implants (3) 1,411	4,233	
		Implants (4) 10	3	
		Implants (5) 80	240	
		EC 1,920	137	
		MA 29,253	49,730	
		<b>TOTAL</b>	<b>55,536</b>	<b>84%</b>
<b>21. GHANA</b>	LAD	Source: DKT		
Started by DKT in 2010.		Condoms 9,934,140	99,341	
		Pills 781,302	55,807	
		Injectables (1) 500	42	
		Injectables (3) 266,517	66,629	
		IUDs 11,080	48,752	
		Implants (3) 1,508	4,524	
		Implants (4) 2,470	9,880	
		EC 1,183,585	84,542	
		MA at 50% 26,368	22,413	
		MVA Kits 1,098	27,450	
		<b>TOTAL</b>	<b>419,380</b>	<b>-42%</b>
<b>21.1 GHANA II</b>	MSI support	Source: MSI		
Started by MSI in 2006.		MA 17,620	29,954	
		<b>TOTAL</b>	<b>29,954</b>	<b>-83%</b>

\* 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 (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

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

Program	Remarks	2017 Product Sales		CYP	% Chance from 2016
<b>21.2 GHANA III</b>	USAID support	Source: PSI			
Started by PSI in 2016.		Condoms	710,956	7,110	
		Pills	2,248,560	160,611	
		Injectables (3)	1,759,791	439,948	
		<b>TOTAL</b>		<b>607,669</b>	<b>99%</b>
<b>22. GUATEMALA</b>	PSI and private support	Source: PSI			
Started by PSI in 1998.		Condoms	11,905,520	119,055	
		Pills	95,166	6,798	
		Injectables (1)	61,318	5,110	
		Injectables (2)	7,110	1,185	
		Injectables (3)	70,477	17,619	
		IUDs	12,087	53,183	
		Implants (5)	5,014	15,042	
		<b>TOTAL</b>		<b>217,992</b>	<b>-28%</b>
<b>22.1 GUATEMALA II</b>	Private support	Source: DKT			
Started by DKT in 2014.		Condoms	1,115,964	11,160	
		IUDs	1,000	4,400	
		MVA Kits	500	12,500	
		<b>TOTAL</b>		<b>28,060</b>	<b>10%</b>
<b>23. GUINEA</b>	USAID and KfW co-funded	Source: PSI			
Started by PSI in 1990.		Free Condoms	21,413,106	107,066	
		Free Female Condoms	185,660	4,642	
		<b>TOTAL</b>		<b>111,707</b>	<b>85%</b>
<b>24. HAITI</b>	USAID, UNFPA, Sogebank Foundation, MSH, and World Bank support	Source: PSI			
Started by DKT and PSI 1990.		Condoms	428,544	4,285	
		Pills	342	24	
		Injectables	188	47	
		IUDs	1,072	4,717	
		Implants (3)	2,238	6,714	
		<b>TOTAL</b>		<b>15,788</b>	<b>NA</b>
<b>25. HONDURAS</b>	KfW, Abt Associates, Summit Foundation, and private support	Source: PSI			
Started by PSI in 1998.		Condoms	3,863,296	38,633	
		Injectables (1)	30	3	
		Injectables (3)	38	10	
		IUDs	22	97	
		Implants (3)	34	102	
		<b>TOTAL</b>		<b>38,844</b>	<b>-6%</b>
<b>26. INDIA I</b>	Government of India (GOI) Project (figures are for fiscal year ended 3/31/18)	Source: GOI			
Deluxe and Mala-D		Condoms (Deluxe)	234,773,820	2,347,738	
		Pills (Mala-D)	17,789,440	1,270,674	
		<b>TOTAL</b>		<b>3,618,412</b>	<b>5%</b>
<b>26.1 INDIA II</b>	The Bill and Melinda Gates Foundation, private (calendar year 2017)	Source: PSI			
Masti and Pearl		Condoms	91,337,007	913,370	
Started by PSI in 1988; now India Pvt Ltd.		Pills	3,263,032	233,074	
		Injectables	87,429	21,857	
		IUDs	140,096	616,422	
		MA	513,678	873,253	
		<b>TOTAL</b>		<b>2,657,976</b>	<b>157%</b>
<b>26.2 INDIA III</b>	Private support (calendar year 2017)	Source: DKT			
Zaroor, Choice		Condoms	82,905,911	829,059	
DKT/India (Mumbai), 1992.		Pills	13,369,185	954,942	
		Injectables (3)	184,534	46,134	
		IUDs	184,567	812,095	
		EC	6,732	481	
		MA	1,296,288	2,203,690	
		MVA Kits	762	19,050	
		Miso tabs	992,400	62,025	
		<b>TOTAL</b>		<b>4,927,475</b>	<b>11%</b>

\* 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 (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

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

Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
<b>26.3 INDIA IV</b>	Packard and other private support	Source: DKT		
Apsara, Mithun, Style	(calendar year 2017)	Condoms	24,687,693	246,877
Bihar-based project started by DKT		Pills	2,201,533	157,252
in 1996; Janani.		Injectables	220,228	55,057
		IUDs	46,844	206,114
		IUDs at 50%	7,525	16,555
		EC	61,592	4,399
		MA	451,688	767,870
		MVA Kits	420	10,500
		Miso tabs	398,876	24,930
		<b>TOTAL</b>	<b>1,489,554</b>	<b>69%</b>
<b>26.4 INDIA V</b>	MSI support	Source: MSI		
Ahsas, Thril, Flavoured	(calendar year 2017)	Condoms	87,260,191	872,602
Started by MSI/PHS (Population		Pills	10,265,737	733,267
Health Services) in 1999.		Injectables	391,338	97,835
		IUDs	274,894	1,209,534
		EC	220,868	15,776
		MA	1,957,892	3,328,416
		<b>TOTAL</b>	<b>6,257,430</b>	<b>57%</b>
<b>26.5 INDIA VI</b>	MSI support	Source: MSI		
Started by MSI/India in 2013.		Condoms	969,600	9,696
		Pills	11,500	821
		MA	82,276	139,869
		<b>TOTAL</b>	<b>150,387</b>	<b>88%</b>
<b>26.6 INDIA VII</b>	Private support	Source: WHP		
Started by World Health Partners		Condoms	410,205	4,102
(WHP) in 2009.		Pills	68,019	4,859
		Injectables	16,250	4,063
		IUDs	1,864	8,202
		MA	62,240	105,808
		<b>TOTAL</b>	<b>127,033</b>	<b>-50%</b>
<b>27. INDONESIA</b>	Private support, LAD, BMGF	Source: DKT		
Started by DKT in 1996.		Condoms	173,125,341	
		Female Condoms	505	
		Pills	34,601,540	
		Injectables (3)	14,364,299	
		Injectables (1)	7,254,620	
		IUDs	581,937	
		Implants (4)	6,596	
		EC	41,541	
		MVA Kits	224	
		Miso tabs	230,800	
		<b>TOTAL</b>	<b>9,187,947</b>	<b>10%</b>
<b>28. IRAN</b>	DKT support	Source: DKT		
Started by DKT in 2014.		Condoms	3,897,461	38,975
		IUDs	15,202	66,889
		<b>TOTAL</b>	<b>105,863</b>	<b>126%</b>
<b>29. KENYA</b>	MSI support	Source: MSI		
Started by MSI in 1986.		EC	50,609	3,615
		MA	68,096	115,763
		<b>TOTAL</b>	<b>119,378</b>	<b>8%</b>
<b>29.1 KENYA II</b>	DFID support	Source: PSI		
Started by DKT and PSI in 1989.		Condoms	30,275,882	302,759
		Free Condoms	18,691,200	93,456
		Pills	3,362,730	240,195
		Injectables (3)	327,672	81,918
		IUDs	22,760	100,144
		Implants (3)	267,484	802,452
		Implants (5)	148,339	445,017
		<b>TOTAL</b>	<b>2,065,941</b>	<b>17%</b>

\* 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 (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

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

Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
<b>29.2 KENYA III</b>	BMGF, CIFI, Hewlett	Source: DKT		
Started by DKT in 2016.		Condoms 2,268,096	22,681	
		Injectables (3) 7,395	1,849	
		IUDs 4,554	20,038	
		EC 25,307	1,808	
		MA 1,878	3,193	
		MA at 50% 500	425	
		MVA Kits 161	4,025	
		MVA Kits at 50% 300	3,750	
		Miso tabs 23,374	1,461	
		Miso tabs at 50% 10,200	319	
		<b>TOTAL</b>	<b>59,547</b>	<b>NA</b>
<b>30. LAOS</b>	USAID (AIDSMARK), Global Fund, Ministry of Health, and UN support	Source: PSI		
Started by PSI in 1999.		Condoms 2,146,335	21,463	
		Pills 19,945	1,425	
		Injectables (3) 14,976	3,744	
		IUDs 14,315	62,986	
		Implants 8,435	25,305	
		<b>TOTAL</b>	<b>114,923</b>	<b>18%</b>
<b>31. LESOTHO</b>	USAID, DOD, Lesotho government support	Source: PSI		
Started by PSI in 2001.		Condoms 1,419,840	14,198	
		Free Condoms 6,199,186	30,996	
		Female Condoms 21,256	1,063	
		Pills 18,442	1,317	
		Injectables (1) 8	1	
		Injectables (2) 1,372	229	
		Injectables (3) 8,880	2,220	
		Implants (3) 6	18	
		Implants (5) 99	297	
		EC 130	9	
		<b>TOTAL</b>	<b>50,348</b>	<b>-67%</b>
<b>32. LIBERIA</b>	Global fund support	Source: PSI		
Started by PSI in 2008.		Condoms 1,143,360	11,434	
		Free Condoms 149,141	746	
		Free Female Condoms 21,000	525	
		<b>TOTAL</b>	<b>12,704</b>	<b>-50%</b>
<b>33. MADAGASCAR</b>	USAID, Global Fund, and private funding	Source: PSI		
Started by SOMARC in 1996, now managed by PSI.		Condoms 2,968,800	29,688	
		Free Condoms 7,066,561	35,333	
		Female Condoms 16,668	833	
		Pills 3,525,185	251,799	
		Injectables (3) 1,857,941	464,485	
		IUDs 16,074	70,726	
		Implants 8,340	25,020	
		Implants (4) 17	68	
		Implants (5) 410	1,230	
		EC 600	43	
		<b>TOTAL</b>	<b>879,225</b>	<b>-10%</b>
<b>34. MALAWI</b>	USAID and KfW support	Source: PSI		
Started by PSI in 1994.		Condoms 18,268,960	182,690	
		Free Condoms 13,642,502	68,213	
		Female Condoms 34,586	1,729	
		Free Female Condoms 133,482	3,337	
		Pills 260,396	18,600	
		Injectables (3) 959,504	239,876	
		IUDs (10) 5,528	24,323	
		Implants 23,242	69,726	
		Implants (5) 43,472	130,416	
		EC 10,469	748	
		<b>TOTAL</b>	<b>739,657</b>	<b>45%</b>
<b>35. MALI</b>	MSI support	Source: MSI		
Started by MSI in 2008.		MA 24,713	42,012	
		<b>TOTAL</b>	<b>42,012</b>	<b>-31%</b>

\* 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 (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

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



Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
<b>35.1 MALI II</b>	Dutch government, Orange, KfW, USAID, and anonymous donor support	Source: PSI		
Started by PSI in 2000.		Pills 174,284	12,449	
		Injectables (3) 789	197	
		IUDs 10 22,396	98,542	
		Implants 13,367	40,101	
		Implants (5) 29,334	88,002	
		MVA Kits 209	5,225	
		<b>TOTAL</b>	<b>244,517</b>	<b>-23%</b>
<b>35.2 MALI III</b>	USAID support	Source: KJK		
Started by Palladium in 2015; Keneya Jemu Kan (KJK) Social Marketing.		Condoms 16,819,940	168,199	
		Female Condoms 4,080	204	
		Pills 1,480,336	105,738	
		Injectables (3) 614,348	153,587	
		IUDs 4,345	19,118	
		Implants 2,966	8,898	
		<b>TOTAL</b>	<b>455,745</b>	<b>-29%</b>
<b>36. MAURITANIA</b>	LAD, BMGF, DKT support	Source: DKT		
Started by DKT in 2017.		Condoms 230,000	2,300	
		IUDs 160	704	
		MVA Kits 300	7,500	
		<b>TOTAL</b>	<b>10,504</b>	<b>NA</b>
<b>37. MEXICO</b>	Private support	Source: DKT		
Started by DKT in 2002.		Condoms 48,723,720	487,237	
		Female Condoms 6,447	322	
		Pills 29,297	2,093	
		Injectables (1) 22,067	1,839	
		IUDs 188,071	827,512	
		Implants (5) 532	2,660	
		EC 391,237	27,946	
		MA 213	362	
		MVA Kits 2,281	57,025	
		MVA Kits at 50% 1,034	12,925	
		Miso tabs 1,104,816	69,051	
		Mife 32,426	6,518	
		<b>TOTAL</b>	<b>1,495,490</b>	<b>38%</b>
<b>37.1 MEXICO II</b>	MSI support	Source: MSI		
Started by MSI.		Condoms 15,491	155	
		Pills 249	18	
		Injectables (1) 1,037	86	
		Injectables (2) 86	14	
		IUDs 10 318	1,399	
		EC 836	60	
		MA 8,971	15,251	
		<b>TOTAL</b>	<b>16,983</b>	<b>NA</b>
<b>38. MONGOLIA</b>	UNFPA and MSI support	Source: MSI		
Started by MSI in 2000.		Condoms 5,408,173	54,082	
		Female Condoms 53	3	
		Pills 193,529	13,824	
		IUDs 18,502	81,409	
		Implants (4) 1,371	5,484	
		EC 87,591	6,257	
		MA 23,191	39,425	
		MVA Kits 128	3,200	
		<b>TOTAL</b>	<b>203,682</b>	<b>0%</b>
<b>39. MOZAMBIQUE</b>	USAID, Dutch, private funding	Source: PSI		
Started by PSI in 1995.		Condoms 20,194,632	201,946	
		Free Condoms 70,833	354	
		Free Female Condoms 3,281	82	
		Pills 179,764	12,840	
		Injectables 112,334	28,084	
		IUDs 10 25,072	110,317	
		Implants (5) 15,724	78,620	
		EC 152	11	
		<b>TOTAL</b>	<b>432,254</b>	<b>168%</b>

\* 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 (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

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

Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
<b>39.1 MOZAMBIQUE II</b>	UNFPA, PSI, and private support	Source: DKT		
Started by DKT in 2008.		Condoms 4,750,003		
		Pills 296,739		
		Injectables 11,100		
		IUDs 6,761		
		Implants (5) 16,677		
		Implants (4) 2,086		
		EC 61,243		
		MA 100,135		
		MVA Kits 1,551		
		Miso tabs 289,230		
		<b>TOTAL</b>	<b>333,369</b>	<b>29%</b>
<b>40. NEPAL</b>	USAID and KfW support	Source: CRS		
Started in 1973 by Nepal Contraceptive Retail Sales (CRS).		Condoms 12,558,113	125,581	
		Pills 1,471,948	105,139	
		Injectables 868,911	217,228	
		IUDs 1,440	6,336	
		Implants (5) 1,524	7,620	
		EC 299,590	21,399	
		<b>TOTAL</b>	<b>483,303</b>	<b>-2%</b>
<b>40.1 NEPAL II</b>	MSI support	Source: MSI		
Started by MSI in 2002.		Condoms 2,861,096	28,611	
		EC 244,006	17,429	
		MA 92,674	157,546	
		<b>TOTAL</b>	<b>203,586</b>	<b>78%</b>
<b>40.2 NEPAL III</b>	Private support	Source: PSI		
Activated by PSI in 2009.		Free Condoms 530,200	2,651	
		Pills 42,624	3,045	
		IUDs 26,055	114,642	
		Implants (5) 99	495	
		EC 14,464	1,033	
		MA 65,988	112,180	
		<b>TOTAL</b>	<b>234,045</b>	<b>-25%</b>
<b>41. NICARAGUA</b>	PSI and private support	Source: PSI		
Started by PSI in 1998.		Condoms 4,813,626	48,136	
		Pills 14,575	1,041	
		Injectables (1) 213	18	
		Injectables (3) 32	8	
		IUDs 4,624	20,346	
		Implants 85	255	
		Implants (5) 1,808	9,040	
		<b>TOTAL</b>	<b>78,844</b>	<b>-18%</b>
<b>42. NIGER PSI</b>	US Department of Defense anonymous donor support	Source: PSI		
Started by PSI in 2013.		Free Condoms 289,400	1,447	
		Pills 59,884	4,277	
		Injectables (3) 19,953	4,988	
		IUDs 1,496	6,582	
		Implants 5,294	15,882	
		Implants (5) 1,207	6,035	
		<b>TOTAL</b>	<b>39,212</b>	<b>NA</b>
<b>42.1 NIGER</b>	No data available for 2017			
Association Nigerienne de Marketing Social, 2006.				
<b>43. NIGERIA</b>	BMGF, CIFF, USAID, and anonymous donor support	Source: PSI		
Started by PSI and DKT in 1988-90; now managed by Society for Family Health with technical assistance from PSI.		Condoms 87,477,082	874,771	
		Free Condoms 14,047,868	70,239	
		Female Condoms 55,150	2,758	
		Pills 3,775,956	269,711	
		Injectables (3) 808,506	202,127	
		Injectables (2) 934,306	155,718	
		IUDs 94,512	415,853	
		Implants (5) 33,185	165,925	
		EC 1,780,998	127,214	
		<b>TOTAL</b>	<b>2,284,315</b>	<b>-37%</b>

\* 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 (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

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

Program	Remarks	2017 Product Sales		CYP	% Chance from 2016
<b>43.1 NIGERIA II</b>	Cliff, Gates Foundation, DKT, and private support	Source: DKT			
Started by DKT in 2013.		Condoms	43,142,250	431,423	
		Female Condoms	50,000	2,500	
		Pills	1,375,560	98,254	
		Injectables (3)	418,740	104,685	
		IUDs	48,546	213,602	
		Implants	17,362	52,086	
		Implants (5)	4,380	21,900	
		EC	796,980	56,927	
		MA	63,450	107,865	
		MVA Kits	11,746	293,650	
		Miso tabs	8,860,624	553,789	
		<b>TOTAL</b>		<b>1,936,681</b>	<b>16%</b>
<b>43.2 NIGERIA III</b>		Source: MSI			
Started by MSI in 2009.		Injectables (3)	4,351	1,088	
		MA	187,804	319,267	
		<b>TOTAL</b>		<b>320,355</b>	<b>94%</b>
<b>44. PAKISTAN</b>	DFID and private support	Source: PSI			
Started by PSI Marketing Associates in 1986; Cooperating agency: Greenstar		Condoms	93,374,502	933,745	
		Pills	1,471,468	105,105	
		Injectables (3)	826,286	206,572	
		Injectables (2)	298,540	49,757	
		Injectables (1)	118,960	9,913	
		IUDs	371,583	1,634,965	
		Implants (5)	1,172	5,860	
		EC	2,274,657	162,476	
		<b>TOTAL</b>		<b>3,108,392</b>	<b>-3%</b>
<b>44.1 PAKISTAN II</b>	Private and DFID support	Source: DKT			
Started by DKT in 2012.		Condoms	19,302,765	193,028	
		Pills	969,896	69,278	
		Injectables (1)	18,884	1,574	
		Injectables (3)	181,637	45,409	
		IUDs	333,277	1,466,419	
		Implants	3,000	9,000	
		EC	91,934	6,567	
		MVA Kits	758	18,950	
		Miso tabs	2,758,110	172,382	
		<b>TOTAL</b>		<b>1,982,606</b>	<b>24%</b>
<b>45. PANAMA</b>	PSI	Source: PSI			
Started by PSI in 1996.		Condoms	3,759,225	37,592	
		<b>TOTAL</b>		<b>37,592</b>	<b>3%</b>
<b>46. PARAGUAY</b>	Self-sustaining program	Source: PSI			
Started by PSI in 1996.		Condoms	3,527,686	35,277	
		Pills	678,800	48,486	
		EC	298,962	21,354	
		<b>TOTAL</b>		<b>105,117</b>	<b>-1%</b>
<b>47. PHILIPPINES</b>	Self-sustaining program	Source: DKT			
Implemented by DKT in 1990; managed by DKT.		Condoms	30,927,665	309,277	
		Pills	25,810,115	1,843,580	
		Injectables	906,582	226,646	
		IUDs	219,291	964,880	
		MVA Kits	821	20,525	
		<b>TOTAL</b>		<b>3,364,907</b>	<b>16%</b>
<b>48. RWANDA</b>	DFID, Netherlands Government, KfW, USAID, and Global Fund support	Source: PSI			
Started by PSI in 1993; PSI Rwanda and SFH Rwanda.		Condoms	11,495,344	114,953	
		Free Condoms	283,641	1,418	
		Pills	129,840	9,274	
		Injectables	22,790	5,698	
		<b>TOTAL</b>		<b>131,343</b>	<b>-30%</b>

\* 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 (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

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

Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
<b>49. SENEGAL</b>	USAID, private donor	Source: PSI		
Started by USAID in 1994, then spun off into (ADEMAS) and partnered with PSI in 2011.		Condoms	3,698,522	36,985
		Pills	234,172	16,727
		Injectables	2,716	679
		IUDs	19	84
		Implants	67	201
		Implants (4)	18	72
		Implants (5)	79	395
		<b>TOTAL</b>	<b>55,142</b>	<b>-30%</b>
<b>49.1 SENEGAL II</b>	MSI support	Source: MSI		
		MA	14,464	24,589
		<b>TOTAL</b>	<b>24,589</b>	<b>-1%</b>
<b>49.2 SENEGAL III</b>	LAD, BMGF, DKT	Source: DKT		
Started by DKT in 2016.		Condoms	2,833,240	28,332
		IUDs	2,015	8,866
		MVA Kits	400	10,000
		<b>TOTAL</b>	<b>47,198</b>	<b>85%</b>
<b>50. SIERRA LEONE</b>		Source: MSI		
Implemented by MSI in 1986.		EC	1,160	83
		MA	14,134	24,028
		<b>TOTAL</b>	<b>24,111</b>	<b>31%</b>
<b>51. SOUTH AFRICA</b>	USAID, SIDA, CDC, and DOD support	Source: PSI		
Started by PSI in 1992.		Condoms	40,500,889	405,009
		Free Condoms	62,638,800	313,194
		Free Female Condoms	569,000	14,225
		<b>TOTAL</b>	<b>732,428</b>	<b>-13%</b>
<b>52. SRI LANKA</b>	Managed by Population Services Lanka	Source: MSI		
Started by MSI in 1983.		Condoms	6,588,775	65,888
		Pills	87,177	6,227
		Injectables	141,520	35,380
		IUDs	176	774
		Implants (5)	78	390
		MA	126	214
		<b>TOTAL</b>	<b>102,432</b>	<b>-8%</b>
<b>52.1 SRI LANKA II</b>	Private support	Source: FPASL		
Started by PSI and IPPF in 1973; now managed by Family Planning Association of Sri Lanka (FPASL).		Condoms	8,848,050	88,481
		Pills	1,992,462	142,319
		Injectables	169,483	42,371
		IUDs	752	3,309
		Implants (5)	389	1,945
		EC	2,112,243	150,875
		<b>TOTAL</b>	<b>429,298</b>	<b>-1%</b>
<b>53. SWAZILAND</b>	CDC, UNITAID	Source: PSI		
Started by PSI in 2001.		Condoms	1,087,056	10,871
		Free Condoms	11,526,274	57,631
		Female Condoms	113,000	5,650
		Pills	887	63
		Injectables (1)	1,087	91
		Injectables (3)	1,179	295
		<b>TOTAL</b>	<b>74,601</b>	<b>-14%</b>
<b>54. TANZANIA</b>	Global Fund, DFID, anonymous donor	Source: PSI		
Started by PSI in 1993.	KfW support	Condoms	55,963,991	559,640
		Free Condoms	4,985,280	24,926
		Female Condoms	357,160	17,858
		Pills	2,821,003	201,500
		Injectables	865,397	216,349
		IUDs	93,036	409,358
		Implants	54,072	162,216
		Implants (5)	39,318	196,590
		EC	102,573	7,327
		<b>TOTAL</b>	<b>1,795,765</b>	<b>-9%</b>
<b>54.1 TANZANIA II</b>	MSI support	Source: MSI		
Started by MSI in 2004.		MA	42,145	71,647
		<b>TOTAL</b>	<b>71,647</b>	<b>0%</b>

\* 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 (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

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

Program	Remarks	2017 Product Sales	CYP	% Chance from 2016
<b>54.2 TANZANIA III</b>	UNFPA, DKT, private, SIDA	Source: DKT		
Started by DKT in 2015.	and Gates	Condoms 2,242,161		
		Female Condoms 16,276		
		Pills 43,563		
		Injectables 1,199		
		IUDs 21,585		
		Implants (3) 2,469		
		Implants (5) 384		
		EC 163,659		
		MVA Kits 349		
		Miso tabs 417,220		
		<b>TOTAL</b>	<b>110,464</b>	<b>-53%</b>
<b>55. THAILAND</b>	DKT support	Source: DKT		
Started by DKT in 2008.		Condoms 472,032	4,720	
		IUDs 7,951	34,984	
		MVA Kits 961	24,025	
		<b>TOTAL</b>	<b>63,730</b>	<b>-15%</b>
<b>56. TURKEY</b>	DKT support	Source: DKT		
Started by DKT in 2008.		Condoms 4,326,063	43,261	
		IUDs 24,410	107,404	
		<b>TOTAL</b>	<b>150,665</b>	<b>7%</b>
<b>57. UGANDA</b>	Private anonymous donor	Source: PSI		
Started by SOMARC in 1991; transferred to CMS in 1998; transferred to AIDSMARK in 2003.		Condoms 805,824	8,058	
		Free Condoms 9,923,826	49,619	
		Free Female Condoms 204,000	5,100	
		Pills 93,189	6,656	
		Injectables 51,295	12,824	
		IUDs 162,064	713,082	
		Implants (5) 35,052	175,260	
		Implants 149,356	448,068	
		EC 14,834	1,060	
		MA 11,632	19,774	
		<b>TOTAL</b>	<b>1,439,501</b>	<b>39%</b>
<b>58. VENEZUELA</b>	DKT support	Source: DKT		
Started by DKT in 2016.		Condoms 419,636	4,196	
		Pills 17,500	1,250	
		Injectables (1) 175,000	14,583	
		IUDs 96,460	424,424	
		<b>TOTAL</b>	<b>440,257</b>	<b>NA</b>
<b>59. VIET NAM</b>	DFID, EC, and IPPF support	Source: MSI		
Implemented by MSI in 1989.		IUDs 143,216	630,150	
		Implants (4) 3,942	15,768	
		MA 516,924	878,771	
		<b>TOTAL</b>	<b>1,524,689</b>	<b>-10%</b>
<b>59.1 VIET NAM II</b>	DKT support	Source: DKT		
Implemented by DKT in 1993.		Condoms 5,566,299	55,663	
		Pills 11,552,972	825,212	
		IUDs 101,403	446,173	
		EC 39,550	2,825	
		MA 2,880	4,896	
		MVA Kits 3,083	77,075	
		<b>TOTAL</b>	<b>1,411,844</b>	<b>38%</b>
<b>60. YEMEN</b>	KfW support	Source: MSI		
Started by MSI in 2001.		Condoms 3,982,554	39,826	
		Pills 1,029,044	73,503	
		Injectables 151,135	37,784	
		IUDs 34,998	153,991	
		Implants 19,661	58,983	
		MA 423	719	
		<b>TOTAL</b>	<b>364,806</b>	<b>-23%</b>

\* 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 (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

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

Program	Remarks	2017 Product Sales		CYP	% Chance from 2016
<b>61. ZAMBIA</b>	USAID, UNFPA, UNITAID,	Source: PSI			
Started by PSI in 1992.	Women Care Global, SIDA	Female Condoms	32,232	1,612	
		Free Female Condoms	2,480	62	
		Pills	33,324	2,380	
		Injectables	81,842	20,461	
		Injectables (2)	9,586	1,598	
		IUDs	5,978	26,303	
		Implants	896	2,688	
		Implants (5)	20,719	103,595	
		<b>TOTAL</b>		<b>158,698</b>	<b>566%</b>
<b>61.1 ZAMBIA II</b>	KfW support	Source: MSI			
Started by MSI in 2007.		Condoms	1,640	16	
		EC	3,430	245	
		MA	19,845	33,737	
		<b>TOTAL</b>		<b>33,998</b>	<b>9%</b>
<b>61.2 ZAMBIA III</b>		Source: USAID			
Started by USAID DISCOVER Health Project		Condoms	7,720,272	77,203	
John Snow, Inc. (JSI) and Palladium.		Free Condoms	11,424	57	
		Free Female Condoms	668	17	
		Pills	1,361,376	97,241	
		<b>TOTAL</b>		<b>142,804</b>	<b>NA</b>
<b>62. ZIMBABWE</b>	USAID, DFID, and UNITAID	Source: PSI			
Started by SOMARC in 1988.		Condoms	15,996,240	159,962	
		Female Condoms	515,560	25,778	
		Pills	125,639	8,974	
		Injectables	67,066	16,767	
		IUDs	2,113	9,297	
		Implants	1,409	4,227	
		Implants (5)	5,536	27,680	
		EC	57,777	4,127	
		<b>TOTAL</b>		<b>256,812</b>	<b>-45%</b>
		<b>GRAND TOTAL</b>		<b>80,085,896</b>	

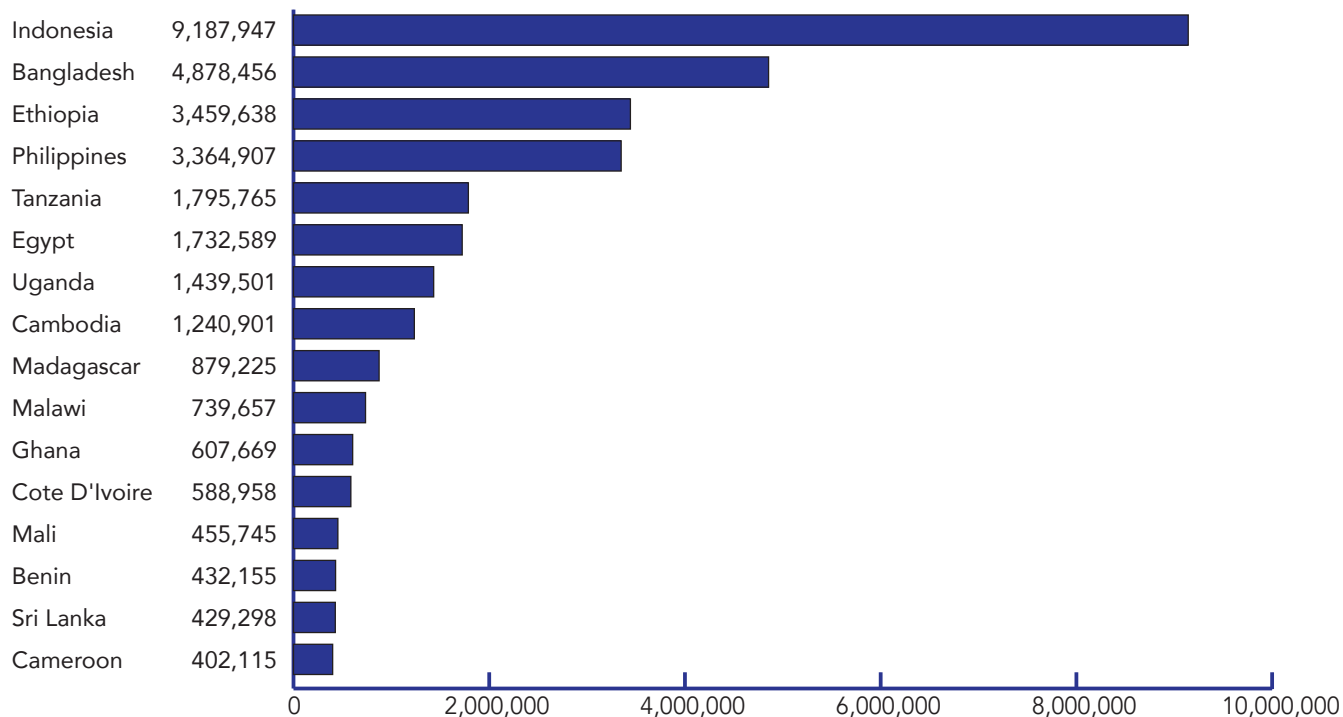
[To view reports dating back to 1991, visit our website.]

# Best Programs

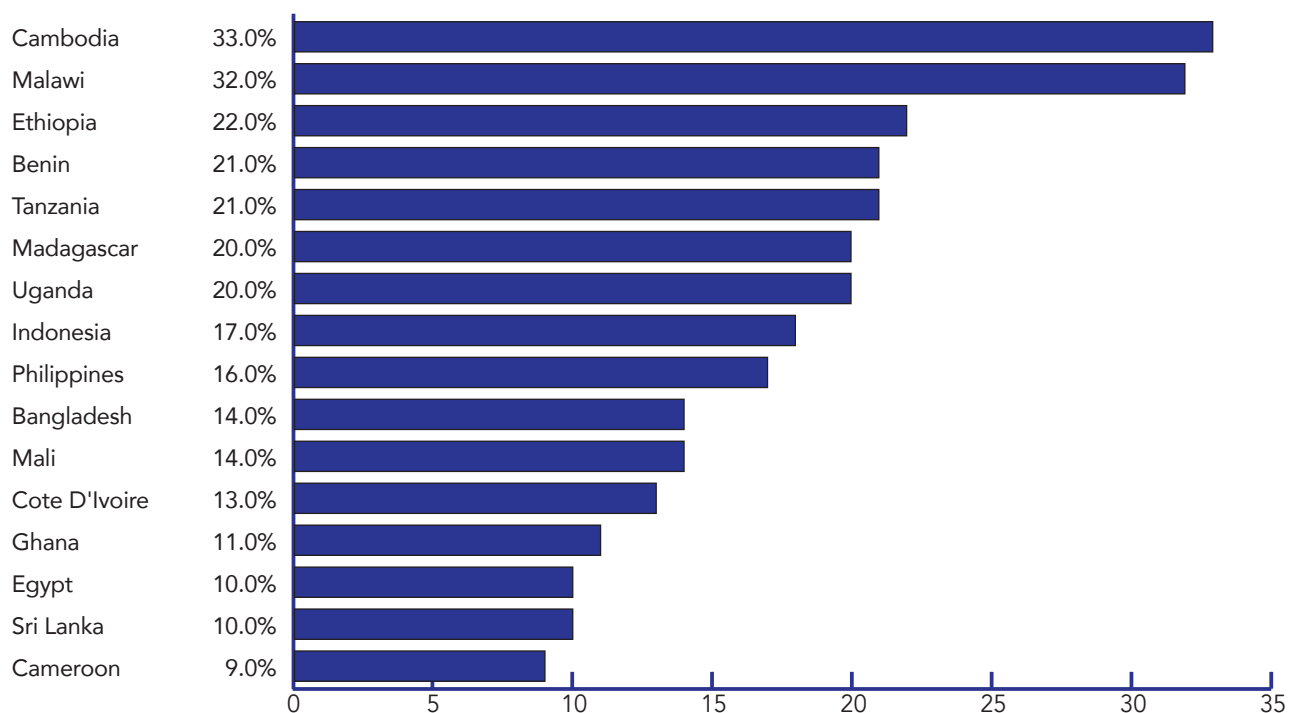
The following programs qualify for the “Best Programs” list by

- 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.