

The social marketing statistics in these reports use the following Couple Year of Protection (CYP) conversion factors:

1 CYP equals:

100 condoms

14 oral contraceptive cycles

4 three month injectables

12 one month injectables

20 female condoms

9 emergency contraceptive doses

1 IUD = 4 CYPs (5.5 for clinic services)

1 implant = 3 or 4 CYPs

1 Manual Vacuum Aspiration kit = 8 CYPs per cannula

mifepristone/misoprostol combination = 1.7 CYPs

1 sterilization = 12.5 CYPs (India) or 10.0 CYPs (Africa)

**2009**  
**CONTRACEPTIVE SOCIAL MARKETING**  
**STATISTICS**

Courtesy of  
DKT International  
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# SOCIAL MARKETING STATISTICS 2009

Highlights	2009	2008	2007
CYPs*	47.5 million	45.0 million	40.2 million

## Sales – 2009

Condoms .....	2,092,917,631	Injectables .....	24,952,856
Free Condoms .....	155,950,935	Implants .....	176,402
Female Condoms .....	7,139,877	Emergency Contraception (EC) .....	8,278,942
Pills .....	150,967,809	Medical Abortion (MA)** .....	310,216
IUDs .....	1,527,550	Manual Vacuum Aspiration (MVA) Kits .....	37,885

## Social Marketing Program Sales

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

PROGRAM	REMARKS	2009 PRODUCT SALES		CYP	% CHANGE FROM 2008
1. AFGHANISTAN Started by Marie Stopes International (MSI) in 2003.	MSI support	Source: MSI			
		Condoms	1,231,488	12,315	
		Pills	93,212	6,658	
		IUDs	33,395	133,580	
		Injectables	22,190	5,548	
		TOTAL		158,100	5%
2. ALBANIA Started by MSI in 1997.	KfW support	Source: MSI			
		Condoms	896,192	8,962	
		Pills	13,222	944	
		Injectables	1,599	400	
		EC	44,011	4,890	
		TOTAL		15,196	-26%
3. ANGOLA Started by Population Services International (PSI) in 2000.	USAID, DFID and private funding	Source: PSI			
		Condoms	6,959,319	69,593	
		Free Condoms	831,000	4,155	
		TOTAL		73,748	-42%
4. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID			
		Condoms	134,949,971	1,349,500	
		Pills	37,395,675	2,671,120	
		Injectables	1,039,545	259,886	
		TOTAL		4,280,506	-9%
5. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID and KfW support	Source: PSI			
		Condoms	9,408,092	94,081	
		Female Condoms	27,552	1,378	
		Pills	202,536	14,467	
		IUDs	1,283	5,132	
		Injectables	37,045	9,261	
		TOTAL		124,319	2%
6. BOLIVIA Started by APPRENDE in 2002.	PSIA support	Source: FARMAGE			
		Condoms	118,296	1,183	
		Pills	4,188	299	
		Injectables	8,879	2,220	
		EC	762,000	84,667	
		TOTAL		88,369	NA
7. BOTSWANA Started by PSI in 1993.	Government of Botswana, USAID (AIDSMARK), Dutch government support	Source: PSI			
		Condoms	3,712,246	37,122	
		Free Condoms	6,029,100	30,146	
		TOTAL		67,268	-2%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .59 MA Doses; .021 MVA Kits

\*\* Medical abortion drugs are included here only when mifepristone and misoprostal are sold in combination. Misoprostal by itself is not included.

PROGRAM	REMARKS	2009 PRODUCT SALES		CYP	% CHANGE FROM 2008
8. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Self-sustaining project	Source: DKT			
		Condoms	78,930,058	789,301	
		Female Condoms	98,161	4,908	
		TOTAL		794,209	-15%
9. BURKINA FASO Started by PSI in 1991.	KfW support	Source: PSI			
		Condoms	19,225,360	192,254	
		Female Condoms	46,643	2,332	
		Pills	37,233	2,660	
		TOTAL		197,245	-12%
10. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF support	Source: PSI			
		Condoms	26,829,282	268,293	
		Free Condoms	310,636	1,553	
		Female Condoms	214,030	10,702	
		Pills	496,930	35,495	
		IUDs	24,865	99,460	
		Injectables (3)	396,379	99,095	
		Injectables (1)	212,595	17,716	
		Implants	3,562	10,686	
		EC	16,834	1,870	
		TOTAL		544,870	9%
10.1 BURMA II (Myanmar) Started by MSI in 2004.	MSI support	Source: MSI			
		Pills	758,014	54,144	
		IUDs	23,545	94,180	
		Injectables	143,885	35,971	
		EC	14,948	1,661	
		TOTAL		185,956	57%
11. BURUNDI Started by PSI in 1990.	USAID, Global Fund, KfW, and DFID support	Source: PSI			
		Condoms	1,425,528	14,255	
		TOTAL		14,255	NA
12. CAMBODIA Started by PSI in 1994.	USAID, DFID, KfW, UNFPA, government support	Source: PSI			
		Condoms	18,181,437	181,814	
		Pills	3,458,485	247,035	
		IUDs	13,968	55,872	
		Injectables	425,780	106,445	
		Implants	7,665	22,995	
		MA	9,323	15,849	
		TOTAL		630,010	5%
13. CAMEROON Started by PSI and DKT in 1989.	DOD, KfW, Plan, Care, Dutch Fund, MTN, Art Venture and CIDA support	Source: PSI			
		Condoms	22,294,367	222,944	
		Female Condoms	382,276	19,114	
		Pills	23,686	1,692	
		IUDs	310	1,240	
		Injectables	5,200	1,300	
		Implants	1,369	4,107	
		TOTAL		250,396	-18%
14. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	UNFPA, KfW, World Bank and private support	Source: PSI			
		Condoms	4,244,200	42,442	
		Female Condoms	226,689	11,334	
		TOTAL		53,776	-42%
15. CHAD Started by PSI in 1996; now managed by AMASOT.	Data are rounded from 2008 figures, no report this year	Condoms	3,700,000	37,000	
		Female Condoms	3,400	170	
		TOTAL		37,170	NA
16. CHINA Started by DKT in 1996.	Private support	Source: DKT			
		Condoms	43,804,377	438,044	
		EC	63,544	7,060	
		TOTAL		445,104	11%
16.1 CHINA II Started by PSI in 2004.	USAID support	Source: PSI			
		Condoms	1,434,883	14,349	
		Female Condoms	2,760	138	
		TOTAL		14,487	-21%

PROGRAM	REMARKS	2009 PRODUCT SALES		CYP	% CHANGE FROM 2008
17. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA			
		Condoms	6,099,645	60,996	
		Pills	547,351	39,097	
		IUDs	67,713	270,852	
		Injectables	1,913,705	478,426	
		EC	506,217	56,246	
		TOTAL		905,618	6%
18. CONGO (DRC/Kinshasa) Started by PSI in 1988.	UNDP, Georgetown University (GU), DoD, UNICEF, Procter & Gamble, World Bank, USAID, CIDA support	Source: PSI			
		Condoms	31,882,115	318,821	
		Free Condoms	2,100,058	10,500	
		Female Condoms	151,167	7,558	
		Free Female Condoms	3,600	90	
		Pills	411,281	29,377	
		IUDs	2,107	8,428	
		Injectables	132,055	33,014	
		TOTAL		407,789	31%
19. COSTA RICA Started by PSI in 1998.	USAID support	Source: PSI			
		Condoms	1,089,162	10,892	
		Female Condoms	5,847	292	
		TOTAL		11,184	11%
20. COTE d'IVOIRE Started by PSI in 1998.	USAID support	Source: PSI			
		Condoms	864,460	8,645	
		Free Condoms	491,272	2,456	
		TOTAL		11,101	NA
21. DOMINICAN REPUBLIC Started by PSI in 2003.	KfW, USAID and private support	Source: PSI			
		Condoms	14,135,390	141,354	
		TOTAL		141,354	28%
22. ECUADOR Established by SOMARC in 1986; managed by CEMOPLAF.	Data are rounded from 2008; no report this year	Condoms	496,000	4,960	
		IUDs	23,000	92,000	
		Implants	2,500	7,500	
		TOTAL		104,460	NA
23. EGYPT Started by DKT in 2004.	Private support	Source: DKT			
		Condoms	1,032,147	10,321	
		IUDs	138,196	552,784	
		EC	114,160	12,684	
		MVA	23	1,104	
		VFT	153,431	1,279	
		TOTAL		578,173	-28%
24. EL SALVADOR Founded by PSI/El Salvador (PASMO) in 1998.	USAID, KfW, DoD, Dutch support	Source: PSI			
		Condoms	2,090,688	20,907	
		Female Condoms	12,000	600	
		IUDs	7,135	28,540	
		Implants	1,716	5,148	
		TOTAL		55,195	NA
24.1 EL SALVADOR II Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS)	No data provided; program presumed defunct				
25. ETHIOPIA Implemented by DKT in 1990.	Dutch government, Irish, DFID, Packard, and USAID support	Source: DKT			
		Condoms	77,051,634	770,516	
		Female Condoms	26,986	1,349	
		Pills	3,888,249	277,732	
		IUDs	24,619	98,476	
		Injectables	2,522,468	630,617	
		Implants	32,173	96,519	
		EC	595,475	66,164	
		MA	72,900	123,930	
		MVA Kits	4,714	226,272	
		TOTAL		2,291,576	55%
25.1 ETHIOPIA II Implemented by PSI in 2003.	Global Fund, USAID, UNICEF, Procter & Gamble support	Source: PSI			
		Free Condoms	27,842,700	139,214	
		TOTAL		139,214	NA

PROGRAM	REMARKS	2009 PRODUCT SALES		CYP	% CHANGE FROM 2008
26. GUATEMALA Asociacion Pro-Bienestar de la Familia de Guatemala (APROFAM); started by Juarez and Associates in 1983.	USAID support	Source: APROFAM			
		Condoms	702,526	7,025	
		Pills	571,854	40,847	
		IUDs	4,274	17,096	
		Injectables	206,284	51,571	
		EC	22	2	
		TOTAL		116,541	-2%
26.I GUATEMALA II Started by PSI in 1998.	Abt Associates, KfW, USAID and private support	Source: PSI			
		Condoms	9,030,720	90,307	
		Female Condoms	22,800	1,140	
		IUDs	12,080	48,320	
		Injectables	40,000	10,000	
		Implants	5,458	16,374	
		TOTAL		166,141	127%
27. GUINEA Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI			
		Condoms	6,462,510	64,625	
		Pills	348,508	24,893	
		Injectables	65,665	16,416	
		TOTAL		105,935	-44%
28. HAITI Started by DKT and PSI in 1990.	USAID, UNFPA, Sogebank Foundation, MSH, and World Bank support	Source: PSI			
		Condoms	4,012,896	40,129	
		Female Condoms	178,770	8,939	
		Pills	616,330	44,024	
		Injectables	202,670	50,668	
		TOTAL		143,759	2%
29. HONDURAS Honduras Social Marketing Program; managed by the FPA ASHONPLAFA.	KfW and USAID support	Source: ASHONPLAFA			
		Condoms	1,074,633	10,746	
		Pills	1,145,198	81,800	
		IUDs	6,724	26,896	
		Injectables	131,203	32,801	
		EC	16,857	1,873	
		TOTAL		154,116	-1%
29.1 HONDURAS II Started by PSI in 1998.	KfW, Abt Associates, Summit Foundation and private support	Source: PSI			
		Condoms	3,483,216	34,832	
		Female Condoms	2,703	135	
		TOTAL		34,967	18%
30. INDIA I Nirodh Deluxe condoms and Mala D pills. (Does not include any brands listed for India II - VI.)	Government of India (GOI) project (figures are for fiscal year ended 3/31/09)	Source: GOI			
		Condoms (Nirodh D.)	236,220,000	2,362,200	
		Pills (Mala-D)	14,797,000	1,056,929	
		TOTAL		3,419,129	-14%
30.1 INDIA II Masti and Pearl. PSI/India, 1988 (India I totals includes 32 million Nirodh condoms and 2.4 million Mala D pills sold by PSI/India)	GOI, KfW, DFID, USAID support (calendar year data, 2009)	Source: PSI			
		Condoms	158,792,556	1,587,926	
		Female Condoms	178,120	8,906	
		Free Female Condoms	25,290	632	
		Pills	3,705,363	264,669	
		IUDs	116,500	466,000	
		Injectables	32,764	8,191	
		EC	250,550	27,839	
		MA	16,340	27,778	
		TOTAL		2,391,940	30%
30.2 INDIA III Sawan, Bliss, Milan condoms and Ecroz pills. Parivar Seva Sanstha, 1988.	(FYE 3/31/09)	Source: GOI			
		Condoms	34,320,000	343,200	
		Pills	1,996,000	142,571	
		TOTAL		485,771	-42%
30.3 INDIA IV Zaroor, Choice, XXX. DKT/India (Mumbai), 1992. (India I totals include 720,000 Nirodh condoms and 35,000 Mala D pills sold by DKT.)	DFID, USAID and GOI support (calendar year 2009)	Source: DKT			
		Condoms	111,980,787	1,119,808	
		Pills	12,965,590	926,114	
		IUDs	114,720	458,880	
		Injectables (3)	155,038	38,760	
		MA	97,431	165,633	
		TOTAL		2,709,194	1%

PROGRAM	REMARKS	2009 PRODUCT SALES		CYP	% CHANGE FROM 2008
30.4 INDIA V Apsara, Mithun, Plan X. Bihar-based project, managed by Janani, 1996 (India I totals include 10.0 million Nirodh condoms and 504,000 Mala D pills sold by Janani.)	Packard and GOI support (calendar year 2009)	Source: DKT			
		Condoms	27,079,814	270,798	
		Pills	1,726,365	123,312	
		IUDs	33,284	133,136	
		Injectables	14,520	3,630	
		EC	95,786	10,643	
		MA	102,902	174,933	
		MVA	208	9,984	
		TOTAL		726,436	19%
30.5 INDIA VI Ahsas, Thril, Flavoured. Started by MSI/PHS (Population Health Services) in 1999. (India I totals include 3.8 million Mala D pills and 20.8 million Nirodh condoms sold by PHS.)	MSI support (calendar year 2009)	Source: MSI			
		Condoms	85,967,820	859,678	
		Female condoms	51,490	2,575	
		Pills	2,197,470	156,962	
		IUDs	65,076	260,304	
		Injectables	136,331	34,083	
		EC	149,100	16,567	
		TOTAL		1,330,168	95%
30.5 INDIA VII Started by World Health Partner's in 2009.	Private support	Source: WHP			
		Condoms	660,000	6,600	
		Pills	50,400	3,600	
		IUDs	5,569	22,276	
		Injectables	4,720	1,180	
		EC	2,000	222	
		MA	3,906	6,640	
		TOTAL		40,518	NA
31. INDONESIA Started by DKT in 1996.	KfW, GOI support	Source: DKT			
		Condoms	93,560,624	935,606	
		Female Condoms	46,560	2,328	
		Pills	16,888,102	1,206,293	
		IUDs	129,904	519,616	
		Injectables (3)	7,930,707	1,982,677	
		Injectables (1)	2,169,481	180,790	
		Implants	18,857	56,571	
		EC	27,864	3,096	
		MVA	2,137	102,576	
		TOTAL		4,989,553	11%
32. KAZAKHSTAN Started by PSI in 2002.	USAID support	Source: PSI			
		Condoms	1,281,021	12,810	
		IUDs	1,984	7,936	
		TOTAL		20,746	45%
33. KENYA Started by DKT and PSI in 1989.	DFID support	Source: PSI			
		Condoms	34,550,298	345,503	
		Free Condoms	7,014,200	35,071	
		Pills	1,871,010	133,644	
		IUDs	14,316	57,264	
		Injectables	209,736	52,434	
		Implants	23,830	71,490	
		TOTAL		695,406	35%
33.1 KENYA II Started by MSI in 2004.	MSI support	Source: MSI			
		Condoms	1,639,275	16,393	
		EC	49,301	5,478	
		TOTAL		21,871	-9%
34. LAOS Started by PSI in 1999.	USAID (AIDSMARK), Global Fund, Ministry of Health and UN support	Source: PSI			
		Condoms	3,950,868	39,509	
		TOTAL		39,509	-72%
35. LESOTHO Started by PSI in 2001.	USAID and Dutch support	Source: PSI			
		Condoms	3,954,108	39,541	
		Female Condoms	221,100	11,055	
		Free Condoms	2,777,300	13,887	
		TOTAL		64,483	33%
36. MADAGASCAR Started by SOMARC in 1996, now managed by PSI.	USAID, GF, WHP support	Source: PSI			
		Condoms	9,147,326	91,473	
		Free Condoms	2,633,973	13,170	
		Female Condoms	47,940	2,397	
		Pills	1,869,725	133,552	
		IUDs	14,354	57,416	
		Injectables	661,859	165,465	
		Implants	907	2,721	
		TOTAL		466,194	-10%

PROGRAM	REMARKS	2009 PRODUCT SALES		CYP	% CHANGE FROM 2008
37. MALAWI Started by PSI in 1994.	USAID and KfW support	Source: PSI			
		Condoms	6,752,280	67,523	
		Female Condoms	80,342	4,017	
		Pills	11,276	805	
		Injectables	6,812	1,703	
		TOTAL		74,048	9%
37.1 MALAWI II Started by MSI in 2004.	MSI support	Source: MSI			
		Condoms	2,710,516	27,105	
		TOTAL		27,105	3%
38. MALAYSIA Started by DKT in 1991. Managed by PHI consultants.	Self-sustaining project	Source: DKT			
		Condoms	5,203,728	52,037	
		TOTAL		52,037	2%
39. MALI Started by PSI in 2000.	Ministry of Health, Groupe Pivot, KfW, USAID, GU, CIDA, Dutch Fund and private support	Source: PSI			
		Condoms	8,099,580	80,996	
		Female Condoms	13,830	692	
		Pills	783,124	55,937	
		IUDs	563	2,252	
		Injectables	382,783	95,696	
		Implants	3,455	10,365	
		TOTAL		245,937	0%
40. MEXICO Started by DKT in 2002.	Private support	Source: DKT			
		Condoms	10,156,457	101,565	
		Female Condoms	115,023	5,751	
		Injectables (3)	4,652	1,163	
		EC	919	102	
		TOTAL		108,581	-8%
41. MONGOLIA Started by MSI in 2000.	UNFPA and MSI support	Source: MSI			
		Condoms	3,606,194	36,062	
		Female Condoms	14,313	716	
		Pills	120,064	8,576	
		IUDs	3,083	12,332	
		Injectables	76	19	
		EC	19,992	2,221	
		TOTAL		59,926	32%
42. MOZAMBIQUE Started by PSI in 1995.	DFID and GTZ support	Source: PSI			
		Condoms	27,828,988	278,290	
		Free Condoms	2,333,125	11,666	
		Female Condoms	87,368	4,368	
		Free Female Condoms	94,436	2,361	
		TOTAL		296,685	7%
43. NAMIBIA Started by MSI in 2000.	KfW and GFATM support	Source: MSI			
		Condoms	1,488,300	14,883	
		Female Condoms	2,200	110	
		TOTAL		14,993	-11%
43.1 NAMIBIA II Started by PSI in 1997.	USAID, Global Fund and UNAID support	Source: PSI			
		Free Condoms	3,958,107	19,791	
		Free Female Condoms	65,291	1,632	
		TOTAL		21,423	NA
44. NEPAL Started in 1976. Nepal Social Marketing and Franchise project.	USAID support	Source: AED			
		Condoms	14,617,852	146,179	
		Pills	131,863	9,419	
		IUDs	3,096	12,384	
		Injectables	469,620	117,405	
		Implants	1,337	4,011	
		EC	131,863	14,651	
		TOTAL		304,049	-33%
44.1 NEPAL II Started by MSI in 2002.	MSI support	Source: MSI			
		Condoms	2,341,091	23,411	
		Pills	72,778	5,198	
		TOTAL		28,609	62%
44.2 NEPAL III Activated by PSI in 2009.	Global Fund support	Source: PSI			
		IUDs	23,854	95,416	
		Implants	5,383	16,149	
		MA	10,800	18,360	
		TOTAL		129,925	NA



PROGRAM	REMARKS	2009 PRODUCT SALES	CYP	% CHANGE FROM 2008
45. NICARAGUA Started by PROFAMILIA in 1999.	USAID support	Source: PROFAMILIA Condoms 125,774 Pills 135,995 IUDs 156 Injectables (3) 1,907 Injectables (1) 946 TOTAL 12,151	1,258 9,714 624 477 79	-56%
45.1 NICARAGUA II Started by PSI in 1998.	Abt Associates, USAID, KfW, Dutch Embassy and private support	Source: PSI Condoms 6,253,214 Female Condoms 11,379 Pills 140,019 IUDs 7,269 Injectables (1) 28,952 Implants 71 TOTAL 104,804	62,532 569 10,001 29,076 2,413 213	98%
46. NIGER Started by GFA Medica/Futures Group in 2004.	KfW support	Source: GFA Consulting Group Condoms 4,512,960 TOTAL 45,130	45,130	10%
47. 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 196,541,586 Free Condoms 6,776,611 Female Condoms 208,567 Pills 6,153,359 IUDs 66,997 Injectables (3) 1,217,746 Injectables (2) 815,099 Injectables (1) 10,091 Implants 5,998 EC 1,057,457 TOTAL 3,293,857	1,965,416 33,883 10,428 439,526 267,988 304,437 135,850 841 17,994 117,495	1%
48. PAKISTAN Program started by PSI Marketing Associates in 1986. Cooperating agency: PSI and Greenstar Social Marketing.	KfW, USAID and private support	Source: PSI Condoms 99,135,445 Pills 1,589,319 IUDs 252,263 Injectables (3) 299,881 Injectables (2) 471,159 Injectables (1) 130,255 EC 1,104,854 TOTAL 2,401,042	991,354 113,523 1,009,052 74,970 78,527 10,855 122,762	17%
48.1 PAKISTAN II Started by MSI in 2003.	Funded by MSI	Source: MSI Condoms 7,059,435 TOTAL 70,594	70,594	20%
49. PANAMA Started by PSI in 1996.	USAID and private support	Source: PSI Condoms 3,087,840 TOTAL 30,878	30,878	5%
50. PARAGUAY Started by PSI in 1996.	Self sustaining project	Source: PSI Condoms 2,161,632 Pills 378,630 EC 131,270 TOTAL 63,247	21,616 27,045 14,586	-2%
51. PERU Apoyo a Programas de Poblacion; Program started by SOMARC and APROPO in 1984.	Data are rounded from 2008; no report this year	Source: APROPO Condoms 12,000,000 Injectables 5,000 Foaming Tablets 127,000 TOTAL 122,090	120,000 1,250 840	NA
51.1. PERU II Started by APPRENDE in 2002.	Support maintained through commercial activities of FARMAGE	Source: PROSALUD Condoms 459,648 Pills 155,824 IUDS 6,840 EC 265,947 TOTAL 72,636	4,596 11,130 27,360 29,550	22%
52. PHILIPPINES Implemented by DKT in 1990; managed by DKT.	KfW support	Source: DKT Condoms 29,047,689 Pills 21,727,248 IUDs 95,597 Injectables 1,824,056 TOTAL 2,680,825	290,477 1,551,946 382,388 456,014	19%

PROGRAM	REMARKS	2009 PRODUCT SALES		CYP	% CHANGE FROM 2008
53. ROMANIA Started by PSI in 1998.	USAID, UNICEF, and Dutch government/Matra support	Source: PSI Condoms Free Condoms	2,459,103 181,107	24,591 906	
		TOTAL		25,497	-70%
54. RWANDA Started by PSI in 1993.	KfW, USAID (AIDSMark) and private support	Source: PSI Condoms Pills Injectables	10,854,334 41,038 16,970	108,543 2,931 4,243	
		TOTAL		115,717	6%
55. SENEGAL Started by SOMARC in 1996.	Data are rounded from 2008; no report this year	Condoms Pills	14,000,000 38,000	140,000 2,714	
		TOTAL		142,714	NA
56. SOUTH AFRICA Started by PSI in 1992.	USAID, Dutch government, CDC, Government of South Africa support	Source: PSI Condoms Free Condoms Female Condoms Medical Abortion	44,636,474 74,462,700 2,906 10,445	446,365 372,314 145 17,757	
		TOTAL		836,580	13%
57. SRI LANKA Started by PSI and IPPF in 1973; now managed by Family Planning Association of Sri Lanka.	Data are rounded from 2008; no report this year	Condoms Pills IUDs Injectables EC	7,000,000 1,635,000 1,700 52,000 935,000	70,000 116,786 6,800 13,000 103,889	
		TOTAL		310,475	NA
57.1 SRI LANKA II Started by MSI in 1993.	Managed by MSI Sri Lanka	Source: MSI/SL Condoms Pills EC	6,047,495 58,547 33,207	60,475 4,182 3,690	
		TOTAL		68,347	-15%
58. SUDAN Started by DKT in 2004.	Private support	Source: DKT Condoms Pills IUDs Injectables MVA	2,479,248 434,734 71,241 59,905 10,878	24,792 31,052 284,964 14,976 522,144	
		TOTAL		877,929	99%
58.1 SUDAN II Started by PSI in 2005.	USAID, Global Fund, MSH and FHI support	Source: PSI Condoms Free Condoms	893,284 3,117,424	8,933 15,587	
		TOTAL		24,520	NA
59. SWAZILAND Started by PSI in 2001.	USAID (AIDSMark) and Dutch government support	Source: PSI Condoms Free Condoms Female Condoms	1,710,543 30,000 364,600	17,105 150 18,230	
		TOTAL		35,485	17%
60. TAJIKISTAN Started by PSI in 2002.	USAID support	Source: PSI Condoms Pills IUDs	182,997 5,179 5,773	1,830 370 23,092	
		TOTAL		25,292	NA
61. TANZANIA Started by PSI in 1993.	USAID, Global Fund, KfW and Dutch government support	Source: PSI Condoms Female Condoms Pills IUDs Implants	70,275,849 773,640 520,320 15,070 3,681	702,758 38,682 37,166 60,280 11,043	
		TOTAL		849,929	67%
61.1 TANZANIA II T-MARC project.	Data are rounded from 2008; no report this year	Condoms Female Condoms Pills	11,000,000 585,000 1,075,000	110,000 29,250 76,786	
		TOTAL		216,036	NA

PROGRAM	REMARKS	2009 PRODUCT SALES		CYP	% CHANGE FROM 2008
62. THAILAND Started by DKT in 2008.	DKT support	Source: DKT Pills	195,217	13,944	
		TOTAL		13,944	NA
63. TOGO Started by SOMARC in 1992; transferred to PSI in 1998.	USAID and Global Fund	Source: PSI Condoms	12,606,694	126,067	
		Female Condoms	138,972	6,949	
		Pills	110,379	7,884	
		IUDs	2,316	9,264	
		Injectables	15,247	3,812	
		Implants	6,169	18,507	
		TOTAL		172,483	20%
64. TURKEY Started by DKT in 2008.	DKT support	Source: DKT Condoms	3,054,346	30,543	
		Female Condoms	1,569	78	
		TOTAL		30,622	NA
65. 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	6,150,150	61,502	
		Free Condoms	10,438,620	52,193	
		Free Female Condoms	33,101	828	
		IUDs	15,318	61,272	
		Implants	8,414	25,242	
		TOTAL		201,036	167%
65.1 UGANDA II Started by MSI in 1997; managed by MSI.	KfW support	Source: MSI Uganda Condoms	8,777,181	87,772	
		TOTAL		87,772	-53%
66. URUGUAY Started by AUPF (Asociacion Uruguaya de Planificacion Familiar) around 1968.	IPPF support	Source: AUPF Condoms	24,017	240	
		Pills	79,846	5,703	
		IUDs	3,865	15,460	
		TOTAL		21,403	-10%
67. VENEZUELA Started by PROSALUD in 1992.	Support from commercial sector and local embassies	Source: Prosalud Condoms	1,113,695	11,137	
		Pills	428,450	30,604	
		IUDs	876	3,504	
		Injectables	74,304	18,576	
		EC	1,815,854	201,762	
		TOTAL		265,582	44%
68. VIET NAM Implemented by DKT in 1993.	DIFD, KfW support	Source: DKT Condoms	29,031,214	290,312	
		Pills	4,053,682	289,549	
		IUDs	33,380	133,520	
		Injectables	95,500	23,875	
		Implants	94	282	
		EC	47,058	5,229	
		MA	5,937	10,093	
		MVA Kits	157	7,536	
		TOTAL		760,395	-30%
68.1 VIET NAM II Implemented by PSI in 2005.	USAID, PACT support	Source: PSI Condoms	4,739,398	47,394	
		Free Condoms	4,282,302	21,412	
		Female Condoms	20,715	1,036	
		TOTAL		69,841	NA
69. YEMEN Started by MSI in 2001.	KfW support	Source: MSI Condoms	2,721,325	27,213	
		Pills	374,546	26,753	
		IUDs	28,211	112,844	
		Injectables	127,006	31,752	
		TOTAL		198,562	18%
70. ZAMBIA Started by PSI in 1992.	USAID, UNFPA, WHP, KfW support	Source: PSI Condoms	18,763,980	187,640	
		Free Condoms	340,700	1,704	
		Female Condoms	431,261	21,563	
		Pills	2,439,395	174,243	
		IUDs	11,161	44,644	
		Injectables	4,244	1,061	
		Implants	21,637	64,911	
		TOTAL		495,765	23%

PROGRAM	REMARKS	2009 PRODUCT SALES		CYP	% CHANGE FROM 2008
71. ZIMBABWE Started by SOMARC in 1988; transferred to PSI in 1996.	USAID, DFID and Packard Partnership Funds	Source: PSI			
		Condoms	51,248,760	512,488	
		Female Condoms	2,119,480	105,974	
		Injectables	16,342	4,086	
		Implants	22,126	66,378	
		EC	26,852	2,984	
		TOTAL		691,909	-23%
		GRAND TOTAL	47,541,432		

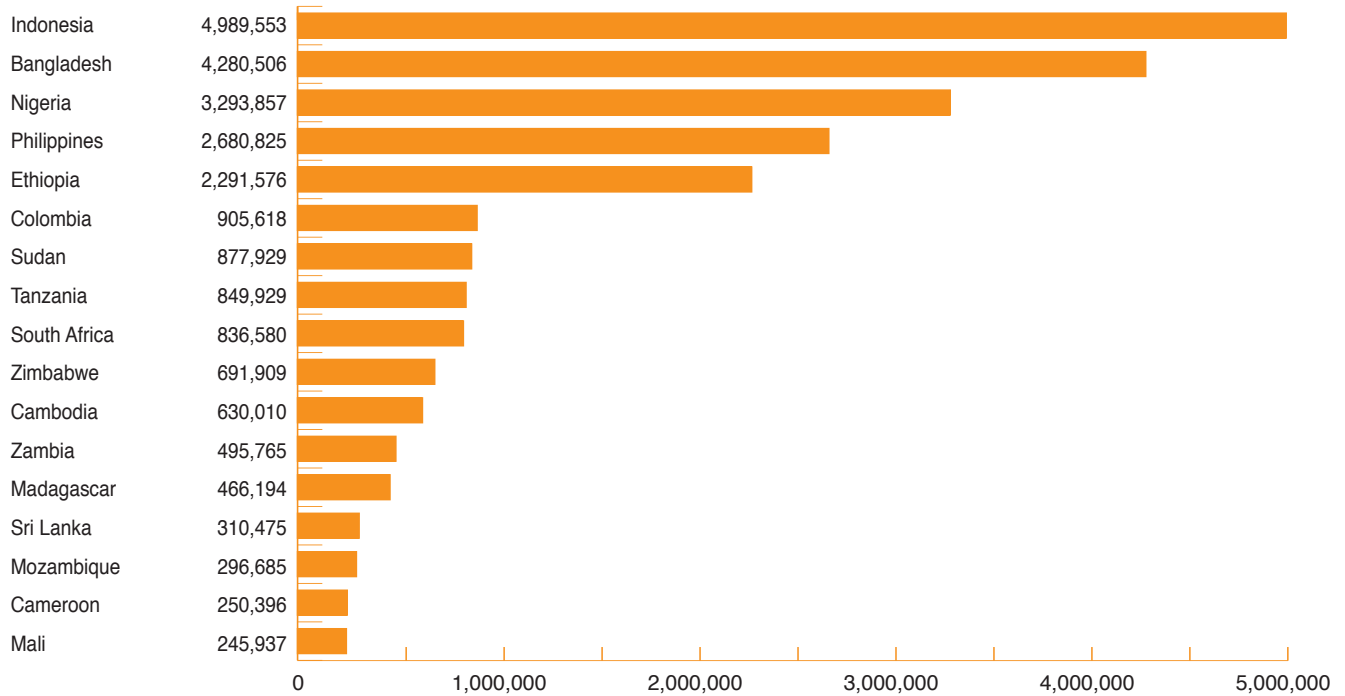
## Best Programs

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

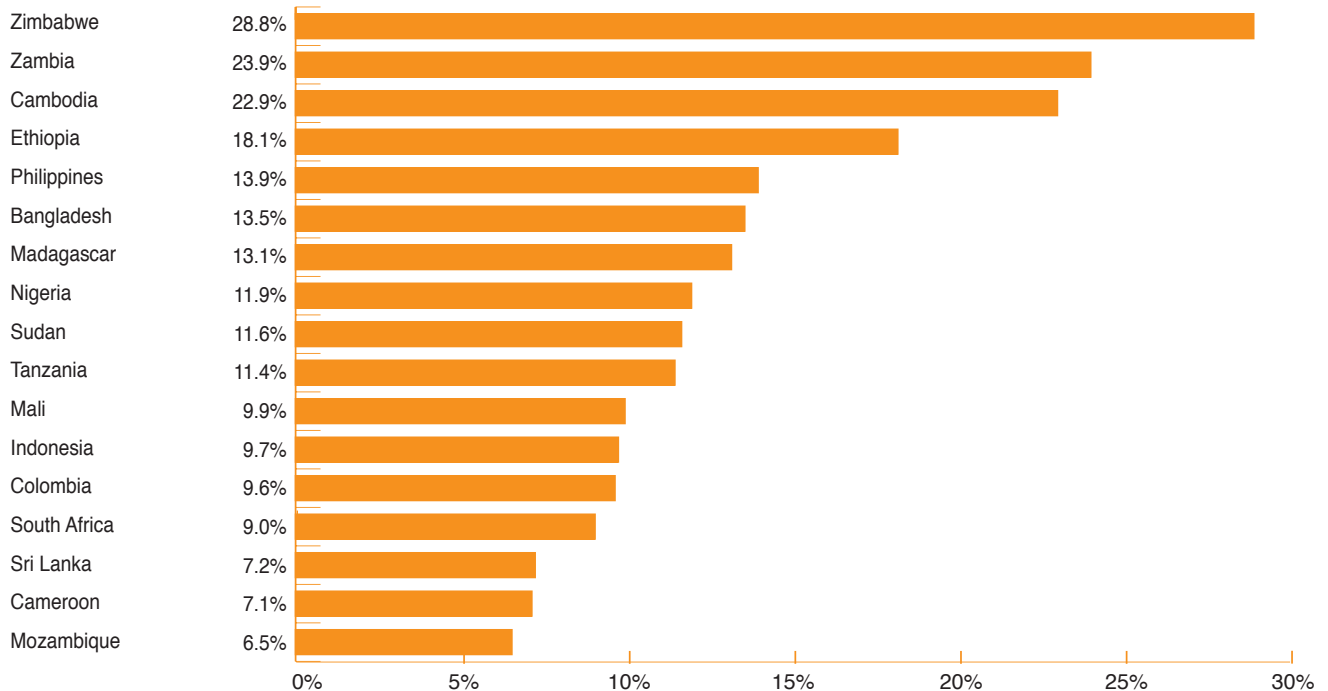
- delivering more than 200,000 CYPs and
- reaching more than 6% of their target markets.

They are arranged first by program size, then by percent of coverage.

### Ranked by Program Size (CYPs)



### Ranked by Percent of Target Market\*



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

# **2008 CONTRACEPTIVE SOCIAL MARKETING STATISTICS**

Courtesy of  
DKT International  
1701 K Street, NW  
Suite 900  
Washington, DC 20006  
[www.dktinternational.org](http://www.dktinternational.org)

September 2009

# SOCIAL MARKETING STATISTICS 2008

Highlights	2008	2007	2006
CYPs	45.0 million	40.2 million	39.8 million

## Sales – 2008

Condoms .....	2,077,621,039	IUDs .....	1,187,336
Free Condoms .....	89,535,288	Injectables .....	22,733,894
Female Condoms .....	6,566,235	Implants .....	44,299
Pills .....	166,410,111	Emergency Contraception (EC) .....	6,440,208

## Social Marketing Program Sales

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

PROGRAM	REMARKS	2008 PRODUCT SALES		CYP*	% CHANGE FROM 2007
1. AFGHANISTAN Started by Marie Stopes International (MSI) in 2003.	MSI support	Source: MSI			
		Condoms	1,789,905	17,899	
		Pills	74,082	5,292	
		IUDs	29,870	119,480	
		Injectables	30,375	7,594	
		TOTAL		150,265	103%
2. ALBANIA Started by Marie Stopes International (MSI) in 1997.	KfW support	Source: MSI			
		Condoms	1,249,050	12,491	
		Pills	17,100	1,221	
		Injectables	4,301	1,075	
		EC	52,775	5,864	
		TOTAL		20,651	-42%
3. ANGOLA Started by PSI in 2000.	USAID, DFID and private funding	Source: PSI			
		Condoms	12,022,128	120,221	
		Free Condoms	1,386,000	6,930	
		TOTAL		127,151	94%
4. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID			
		Condoms	114,325,736	1,143,257	
		Pills	46,773,920	3,340,994	
		Injectables	907,365	226,841	
		TOTAL		4,711,092	17%
5. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID and KfW support	Source: PSI			
		Condoms	9,832,984	98,330	
		Female Condoms	2,445	122	
		Pills	205,880	14,706	
		Injectables	35,578	8,895	
		TOTAL		122,053	13%
6. BOTSWANA Started by PSI in 1993.	Government of Botswana, USAID (AIDSMARK), Dutch government support	Source: PSI			
		Condoms	6,832,178	68,322	
		Female Condoms	26	1	
		TOTAL		68,323	21%
7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Self-sustaining project	Source: DKT			
		Condoms	91,610,551	916,106	
		Female Condoms	303,656	15,183	
		TOTAL		931,289	1%
8. BURKINA FASO Started by PSI in 1991.	KfW support	Source: PSI			
		Condoms	22,415,712	224,157	
		Female Condoms	7,700	385	
		TOTAL		224,542	14%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES		CYP*	% CHANGE FROM 2007
9. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF support	Source: PSI			
		Condoms	23,576,464	235,765	
		Free Condoms	184,444	922	
		Female Condoms	167,597	8,380	
		Pills	401,458	28,676	
		IUDs	13,842	55,368	
		Injectables (3)	665,298	166,325	
		Injectables (1)	61,373	5,114	
		EC	10,065	1,118	
		TOTAL		501,668	-2%
9.1 BURMA II (Myanmar) Started by MSI in 2004.	MSI support	Source: MSI			
		Pills	428,237	30,588	
		IUDs	16,233	64,932	
		Injectables	87,803	21,951	
		EC	9,785	1,087	
		TOTAL		118,558	226%
10. CAMBODIA Started by PSI in 1994.	USAID, DFID, KfW, UNFPA, government support	Source: PSI			
		Condoms	27,241,051	272,411	
		Female Condoms	280	14	
		Pills	3,018,270	215,591	
		IUDs	5,779	23,116	
		Injectables	256,909	64,227	
		Implants	9,212	27,636	
		TOTAL		602,995	39%
11. CAMEROON Started by PSI and DKT in 1989.	DOD, KfW, Plan, Care, Dutch Fund, MTN, Art Venture and CIDA support	Source: PSI			
		Condoms	29,028,945	290,289	
		Female Condoms	149,663	7,483	
		Pills	69,730	4,981	
		Injectables	6,740	1,685	
		TOTAL		304,438	1%
12. CENTRAL AMERICA REGION (Belize, El Salvador)	UNFPA, KfW, World Bank, UNICEF, and private support	Source: PSI			
		Condoms	2,663,906	26,639	
		Female Condoms	14,000	700	
		Free Female Condoms	2,848	71	
		IUDs	35	140	
		Implants	75	225	
		TOTAL		27,775	1%
13. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	UNFPA, KfW, World Bank and private support	Source: PSI			
		Condoms	8,849,160	88,492	
		Female Condoms	85,791	4,290	
		TOTAL		92,782	129%
14. CHAD Started by PSI in 1996; now managed by AMASOT.	KfW support	Source: GFA Consulting Group			
		Condoms	3,721,848	37,218	
		Female Condoms	3,368	168	
		TOTAL		37,386	20%
15. CHINA Started by DKT in 1996.	Private support	Source: DKT			
		Condoms	39,435,205	394,352	
		EC	64,112	7,124	
		TOTAL		401,476	3%
15.1 CHINA II Started by PSI in 2004.	USAID support	Source: PSI			
		Condoms	1,814,524	18,145	
		Female Condoms	2,041	102	
		TOTAL		18,247	9%
16. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA			
		Condoms	6,245,433	62,454	
		Pills	636,362	45,454	
		IUDs	87,965	351,860	
		Injectables	1,325,414	331,354	
		EC	576,196	64,022	
		TOTAL		855,144	-4%
17. CONGO (Brazzaville) Started by Projet de Marketing Social in 1992.	Dutch Core and USAID support	Source: PSI			
		Condoms	1,729,620	17,296	
		TOTAL		17,296	-67%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula



PROGRAM	REMARKS	2008 PRODUCT SALES		CYP*	% CHANGE FROM 2007
18. CONGO (DRC/Kinshasa) Started by PSI in 1988.	UNDP, Georgetown University (GU), DOD, UNICEF, Proctor & Gamble, World Bank, USAID, and CIDA support	Source: PSI			
		Condoms	21,292,502	212,925	
		Female Condoms	512,995	25,650	
		Pills	561,497	40,107	
		IUDs	1,879	7,516	
		Injectables	101,377	25,344	
		TOTAL		311,542	6%
19. COSTA RICA Started by PSI in 1998.	USAID support	Source: PSI			
		Condoms	977,462	9,775	
		Female Condoms	6,044	302	
		TOTAL		10,077	-20%
20. DOMINICAN REPUBLIC Started by PSI in 2003.	KfW, USAID and private support	Source: PSI			
		Condoms	11,013,408	110,134	
		TOTAL		110,134	-25%
21. ECUADOR Established by SOMARC in 1986; managed by CEMOPLAF.	USAID support	Source: CEMOPLAF			
		Condoms	496,000	4,960	
		IUDs	22,837	91,348	
		Implants	2,500	40,250	
		TOTAL		136,558	NA
22. EGYPT Started by DKT in 2004.	Private support	Source: DKT			
		Condoms	885,105	8,851	
		IUDs	195,559	782,236	
		EC	71,649	7,961	
		TOTAL		799,048	15%
23. EL SALVADOR Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS)	Abt Associates, KfW, and USAID support	Source: ADS			
		Condoms	847,718	8,477	
		Pills	898,842	64,203	
		TOTAL		72,680	41%
24. ETHIOPIA Implemented by DKT in 1990.	Dutch government, Irish, DFID, Packard, and USAID support	Source: DKT			
		Condoms	55,095,085	550,951	
		Female Condoms	28,104	1,401	
		Pills	3,915,652	279,689	
		IUDs	5,258	21,032	
		Injectables	1,743,739	435,935	
		Implants	22,230	38,903	
		EC	212,674	23,630	
		MVA Cannulae	9,995	79,960	
		Medabon	27,100	46,070	
		TOTAL		1,477,571	1%
25. GHANA Started in 1986 by DANAFCO and SOMARC.	No report since 2006. Program presumed defunct.				
26. GUATEMALA Asociacion Pro-Bienestar de la Familia de Guatemala (APROFAM); started by Juarez and Associates in 1983.	USAID support	Source: APROFAM			
		Condoms	801,163	8,012	
		Pills	565,358	40,383	
		IUDs	3,767	15,068	
		Injectables	223,777	55,944	
		EC	24	3	
		TOTAL		119,410	5%
26.1 GUATEMALA II Started by PSI in 1998.	Abt Associates, KfW, USAID, and private support	Source: PSI			
		Condoms	7,260,227	72,602	
		Female Condoms	6,887	344	
		IUDs	22	88	
		Implants	43	129	
		TOTAL		73,163	-2%
27. GUINEA Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI			
		Condoms	11,744,766	117,448	
		Pills	513,320	36,666	
		Injectables	145,783	36,446	
		TOTAL		190,560	55%
28. HAITI Started by DKT and PSI in 1990.	USAID, UNFPA, Sogebank Foundation, MSH, and World Bank support	Source: PSI			
		Condoms	4,693,514	46,935	
		Female Condoms	139,611	6,981	
		Pills	287,265	20,519	
		Injectables	266,910	66,728	
		TOTAL		141,163	34%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES		CYP*	% CHANGE FROM 2007
29. HONDURAS Honduras Social Marketing Program; managed by the FPA ASHONPLAFA.	KfW and USAID support	Source: ASHONPLAFA			
		Condoms	1,150,025	11,500	
		Pills	1,106,986	79,070	
		IUDs	7,359	29,436	
		Injectables	136,424	34,106	
		EC	12,490	1,388	
		TOTAL		155,500	431%
29.1 HONDURAS II Started by PSI in 1998.	KfW, Abt Associates, Summit Foundation and private support	Source: PSI			
		Condoms	2,961,426	29,614	
		Female Condoms	1,372	69	
		TOTAL		29,683	12%
30. INDIA I Nirodh and Mala-D (Does not include any brands listed for India II – VI.)	Government of India (GOI) Project (figures are for fiscal year ended 3/31/09)	Source: GOI			
		Condoms (Nirodh)	235,750,000	2,357,500	
		Pills (Mala-D)	22,630,000	1,616,429	
		TOTAL		3,973,929	-9%
30.1 INDIA II Masti and Pearl PSI/India, 1988 (India I totals includes 34 million Nirodh condoms and 2.6 million Mala-D pills sold by PSI/India)	GOI, KfW, DFID, and USAID support (calendar year data, 2008)	Source: PSI			
		Condoms	142,064,636	1,420,646	
		Female Condoms	1,934	97	
		Pills	4,076,400	291,171	
		IUDs	28,300	113,200	
		Injectables	28,425	7,106	
		EC	96,125	10,681	
		TOTAL		1,842,901	15%
30.2 INDIA III (Sawan, Bliss, Milan and Ecroz) Parivar Seva Sanstha, 1988.	(FYE 3/31/08)	Source: GOI			
		Condoms (3 brands)	61,190,000	611,900	
		Pills (Ecroz)	3,066,000	219,000	
		TOTAL		830,900	38%
30.3 INDIA IV (Zaroor, Choice, XXX) DKT/India (Mumbai); 1992.	DFID, USAID and GOI support (calendar year 2008)	Source: DKT			
		Condoms	108,097,503	1,080,975	
		Pills	12,144,476	867,463	
		IUDs	176,795	707,180	
		Injectables (3)	144,231	36,058	
		TOTAL		2,691,676	17%
30.4 INDIA V (Apsara, Mithun, Plan X) Bihar-based project, managed by Janani; 1996.	Packard and GOI support (calendar year 2008)	Source: DKT			
		Condoms	24,836,433	248,364	
		Pills	2,159,675	154,263	
		IUDs	9,568	38,272	
		Injectables	36,732	9,183	
		EC	111,256	12,362	
		Mife/Miso	87,439	148,646	
		TOTAL		611,090	-8%
30.5 INDIA VI (Ahsas, Thril, Flavoured) Started by MSI/PHS (Population Health Services) in 1999. (India I totals include 3.4 million Mala-D pills and 20 million Nirodh sold by PHS.)	MSI support (calendar year 2008)	Source: MSI			
		Condoms	61,864,816	618,648	
		Pills	1,711,050	122,218	
		IUDs	32,408	129,632	
		Injectables	69,252	17,313	
		EC	204,182	22,687	
		Mife/Miso	142,815	242,786	
		TOTAL		1,153,284	69%
31. INDONESIA Started by DKT in 1996.	KfW, GOI support	Source: DKT			
		Condoms	88,861,120	888,611	
		Female Condoms	41,507	2,075	
		Pills	12,343,456	881,675	
		IUDs	92,586	370,344	
		Injectables (3)	8,429,170	2,107,293	
		Injectables (1)	1,862,148	155,179	
		Implants	5,684	22,736	
		EC	18,881	2,098	
		MVA Cannulae	6,189	49,512	
		TOTAL		4,479,523	12%
32. KAZAKHSTAN Started by PSI in 2002.	USAID support	Source: PSI			
		Condoms	1,427,250	14,273	
		TOTAL		14,273	-31%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES		CYP*	% CHANGE FROM 2007
33. KENYA Started by DKT and PSI in 1989.	DFID support	Source: PSI			
		Condoms	32,796,990	327,970	
		Pills	1,531,980	109,427	
		IUDs	718	180	
		Injectables	146,162	36,541	
		TOTAL		474,118	-8%
33.1 KENYA II Started by MSI in 2004.	MSI support	Source: MSI			
		Condoms	2,102,556	21,026	
		EC	27,309	3,034	
		TOTAL		24,060	0%
34. LAOS Started by PSI in 1999.	USAID (AIDSmak), Global Fund, Ministry of Health and UN support	Source: PSI			
		Condoms	14,265,334	142,653	
		Free Condoms	27,796	139	
		TOTAL		142,792	139%
35. LESOTHO Started by PSI in 2001.	USAID and Dutch support	Source: PSI			
		Condoms	3,487,299	34,873	
		Free Condoms	2,403,000	12,015	
		Female Condoms	17,000	850	
		Free Female Condoms	32,590	815	
		TOTAL		48,553	37%
36.MADAGASCAR Started by SOMARC in 1996; now managed by PSI.	USAID, GF, WHP support	Source: PSI			
		Condoms	13,341,120	133,411	
		Free Condoms	3,828,671	19,143	
		Female Condoms	41,258	2,063	
		Pills	2,206,129	157,581	
		IUDs	3,531	14,124	
		Injectables	753,725	188,431	
		Implants	451	1,353	
		TOTAL		516,106	18%
37. MALAWI Started by PSI in 1994.	USAID and KfW support	Source: PSI			
		Condoms	6,538,620	65,386	
		Female Condoms	38,474	1,924	
		Pills	1,540	110	
		Injectables	2,473	618	
		TOTAL		68,038	-25%
37.1 MALAWI II Started by MSI in 2004.	MSI support	Source: MSI			
		Condoms	2,625,188	26,252	
		TOTAL		26,252	64%
38. MALAYSIA Started by DKT in 1991; managed by PHI consultants.	Self-sustaining project	Source: DKT			
		Condoms	5,094,720	50,947	
		TOTAL		50,947	-3%
39. MALI Started by PSI in 2000.	Ministry of Health, Groupe Pivot, KfW, USAID, GU, CIDA, Dutch Fund and private support	Source: PSI			
		Condoms	8,576,980	85,770	
		Female Condoms	59,604	2,980	
		Pills	1,021,275	72,948	
		Injectables	329,487	83,372	
		TOTAL		245,070	7%
40. MEXICO Started by DKT in 2002.	Private support	Source: DKT			
		Condoms	9,822,919	98,229	
		Female Condoms	74,810	3,741	
		Injectables (3)	62,666	15,667	
		EC	1,023	114	
		TOTAL		117,751	7%
41. MONGOLIA Started by MSI in 2000.	UNFPA and MSI support	Source: MSI			
		Condoms	3,260,639	32,606	
		Female Condoms	5,943	297	
		Pills	144,765	10,340	
		EC	19,625	2,181	
		TOTAL		45,424	15%
42. MOZAMBIQUE Started by PSI in 1995.	DFID and GTZ support	Source: PSI			
		Condoms	26,367,112	263,671	
		Free Condoms	2,536,544	12,683	
		Female Condoms	32,675	1,634	
		TOTAL		277,988	24%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES		CYP*	% CHANGE FROM 2007
43. NAMIBIA Started by MSI in 2000.	KfW and GFATM support	Source: MSI			
		Condoms	1,579,610	15,796	
		Female Condoms	21,888	1,094	
		TOTAL		16,890	-36%
44. NEPAL Started in 1976. Nepal Social Marketing and Franchise Project.	USAID support	Source: AED			
		Condoms	24,718,045	247,180	
		Female Condoms	48,269	2,413	
		Pills	1,202,680	85,906	
		IUDs	1,572	6,288	
		Injectables	413,172	103,293	
		Implants	757	2,271	
		EC	66,673	7,408	
		TOTAL		454,759	NA
44.1 NEPAL II Started by MSI in 2002.	MSI support	Source: MSI			
		Condoms	1,253,814	12,538	
		Pills	71,990	5,142	
		TOTAL		17,680	-40%
45. NICARAGUA Started by PROFAMILIA in 1999.	USAID support	Source: PROFAMILIA			
		Condoms	327,666	3,277	
		Pills	166,036	11,860	
		IUDs	1,547	6,188	
		Injectables	14,771	1,231	
		Implants	963	4,815	
		TOTAL		27,371	-16%
45.1 NICARAGUA II Started by PSI in 1998.	Abt Associates, USAID, KfW, Dutch Embassy and private support	Source: PSI			
		Condoms	5,029,663	50,297	
		Female Condoms	5,054	253	
		Pills	18,971	1,355	
		IUDs	21	84	
		Injectables (1)	9,345	779	
		Implants	62	186	
		TOTAL		52,954	-5%
46. NIGER Started by GFA Medica/ Futures Group in 2004.	KfW support	Source: GFA Consulting Group			
		Condoms	4,111,782	41,118	
		TOTAL		41,118	5%
47. 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	189,799,509	1,897,995	
		Free Condoms	8,086,856	40,434	
		Pills	5,594,803	399,629	
		IUDs	77,687	310,748	
		Injectables (3)	1,376,625	344,156	
		Injectables (2)	1,008,255	168,043	
		Injectables (1)	47,855	3,988	
		Implants	1,919	5,757	
		EC	861,005	95,667	
		TOTAL		3,266,417	30%
48. PAKISTAN Program started by PSI Marketing Associates in 1986. Cooperating agency: PSI and Greenstar Social Marketing.	KfW, USAID, and private support	Source: PSI			
		Condoms	76,195,171	761,952	
		Pills	2,155,929	153,995	
		IUDs	217,079	868,316	
		Injectables (3)	232,991	58,248	
		Injectables (2)	476,361	79,394	
		Injectables (1)	110,394	9,200	
		EC	1,141,768	126,863	
		TOTAL		2,057,968	39%
48.1 PAKISTAN II Started by MSI in 2003.	Funded by MSI	Source: MSI			
		Condoms	5,905,273	59,053	
		TOTAL		59,053	90%
49. PANAMA Started by PSI in 1996.	USAID and private support	Source: PSI			
		Condoms	2,940,408	29,404	
		TOTAL		29,404	31%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES		CYP*	% CHANGE FROM 2007
50. PARAGUAY Started by PSI in 1996.	Self-sustaining project	Source: PSI			
		Condoms	2,222,400	22,224	
		Pills	383,231	27,374	
		EC	131,498	14,611	
		TOTAL		64,209	7%
51. PERU Apoyo a Programas de Poblacion; program started by SOMARC and APROPO in 1984 .	USAID support	Source: APROPO			
		Condoms	12,206,545	122,065	
		IUDs	27	108	
		Injectables	5,328	1,332	
		Foaming Tablets	126,048	840	
		TOTAL		124,345	22%
51.1 PERU II Started by APPRENDE in 2002.	Support maintained through commercial activities of FARMAGE	Source: PROSALUD			
		Condoms	532,458	5,325	
		Pills	178,128	12,723	
		EC	374,136	41,571	
		TOTAL		59,619	7%
52. PHILIPPINES Implemented by DKT in 1990; managed by DKT.	KfW support	Source: DKT			
		Condoms	35,482,623	354,826	
		Pills	20,095,411	1,578,244	
		IUDs	22,947	91,788	
		Injectables	925,822	231,456	
		TOTAL		2,256,314	10%
53. ROMANIA Started by PSI in 1998.	USAID, UNICEF, and Dutch Government/Matra support	Source: PSI			
		Condoms	8,531,673	85,317	
		TOTAL		85,317	1%
54. RWANDA Started by PSI in 1993.	KfW, USAID (AIDSMARK) and private support	Source: PSI			
		Condoms	10,347,816	103,478	
		Pills	39,672	2,834	
		Injectables	12,736	3,184	
		TOTAL		109,496	48%
55. SENEGAL Started by SOMARC in 1996.	USAID support	Source: GSMF International			
		Condoms	14,695,444	146,954	
		Pills	38,280	2,734	
		TOTAL		149,688	168%
56. SOUTH AFRICA Started by PSI in 1992.	USAID, Dutch government, EF (PSI), Government of South Africa support	Source: PSI			
		Condoms	42,863,232	428,632	
		Free Condoms	62,271,400	311,357	
		Female Condoms	23,832	1,192	
		TOTAL		741,181	8%
57. SRI LANKA Started by PSI and IPPF in 1973; now managed by Family Planning Association of Sri Lanka.	IPPF support	Source: FPASL			
		Condoms	7,217,784	72,178	
		Pills	1,635,360	116,811	
		IUDs	1,728	6,912	
		Injectables	51,958	12,990	
		EC	934,968	103,885	
		TOTAL		312,776	7%
57.1 SRI LANKA II Started by MSI in 1993.	Managed by MSI Sri Lanka.	Source: MSI/SL			
		Condoms	7,040,186	70,402	
		Pills	74,947	5,353	
		EC	41,711	4,635	
		TOTAL		80,390	27%
58. SUDAN Started by DKT in 2004.	Private support	Source: DKT			
		Condoms	216,000	2,160	
		Pills	526,827	37,631	
		IUDs	98,245	392,980	
		Injectables	30,780	7,695	
		TOTAL		440,466	-8%
59. SWAZILAND Started by PSI in 2001.	USAID (AIDSMARK) and Dutch support	Source: PSI			
		Condoms	1,951,271	19,513	
		Free Condoms	1,887,260	9,436	
		Female Condoms	26,768	1,338	
		TOTAL		30,287	97%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

PROGRAM	REMARKS	2008 PRODUCT SALES		CYP*	% CHANGE FROM 2007
60. TANZANIA Started by PSI in 1993.	USAID, Global Fund, KfW, and Dutch Government support	Source: PSI			
		Condoms	47,811,024	478,110	
		Female Condoms	325,800	16,290	
		Pills	206,498	14,750	
		TOTAL		509,150	-23%
60.1 TANZANIA II T-MARC Project	USAID support	Source: AED			
		Condoms	11,637,144	116,371	
		Female Condoms	584,880	29,244	
		Pills	1,074,888	76,778	
		TOTAL		222,393	NA
61. TOGO Started by SOMARC in 1992; transferred to PSI in 1998.	USAID and Global Fund	Source: PSI			
		Condoms	12,436,724	124,367	
		Female Condoms	172,863	8,643	
		Pills	98,046	7,003	
		Injectables	15,129	3,783	
		TOTAL		143,796	42%
62. 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	4,012,920	40,129	
		Free Condoms	6,923,317	34,617	
		Implants	149	447	
		TOTAL		75,193	24%
62.1 UGANDA II Started by MSI in 1997; managed by MSI.	KfW support	Source: MSI Uganda			
		Condoms	18,832,578	188,326	
		TOTAL		188,326	19%
63. URUGUAY Started by AUPF (Asociacion Uruguaya de Planificacion Familiar) around 1968.	IPPF support	Source: AUPF			
		Condoms	43,113	431	
		Pills	71,056	5,075	
		IUDs	4,565	18,260	
		TOTAL		23,766	-21%
64. VENEZUELA Started by PROSALUD in 1992.	Support from commerical sector and local embassies	Source: PROSALUD			
		Condoms	419,158	4,192	
		Pills	269,447	19,246	
		IUDs	505	2,020	
		Injectables	14,281	3,570	
		EC	1,397,210	155,246	
		TOTAL		184,274	1%
65. VIET NAM Implemented by DKT in 1993.	DFID, KfW support	Source: DKT			
		Condoms	61,970,953	619,710	
		Pills	6,412,500	458,036	
		IUDs	1,571	6,284	
		Injectables	5,071	1,268	
		TOTAL		1,085,298	2%
66. YEMEN Started by MSI in 2001.	KfW support	Source: MSI			
		Condoms	2,219,634	22,196	
		Pills	347,070	24,791	
		IUDs	25,172	100,688	
		Injectables	79,682	19,921	
		TOTAL		167,596	-19%
67. ZAMBIA Started by PSI in 1992.	USAID, UNFPA,WHP, KfW support	Source: PSI			
		Condoms	19,619,892	196,199	
		Female Condoms	465,456	23,273	
		Pills	2,552,166	182,298	
		IUDs	359	1,436	
		Implants	254	762	
		TOTAL		403,968	52%
68. ZIMBABWE Started by SOMARC in 1988; transferred to PSI in 1996.	USAID, DFID and Packard Partnership Funds	Source: PSI			
		Condoms	68,603,490	686,035	
		Female Condoms	3,146,640	157,332	
		Pills	685,470	48,962	
		Injectables	39,701	9,925	
		EC	3,068	341	
		TOTAL		902,595	18%
		GRAND TOTAL		44,978,952	

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .125 Cannula

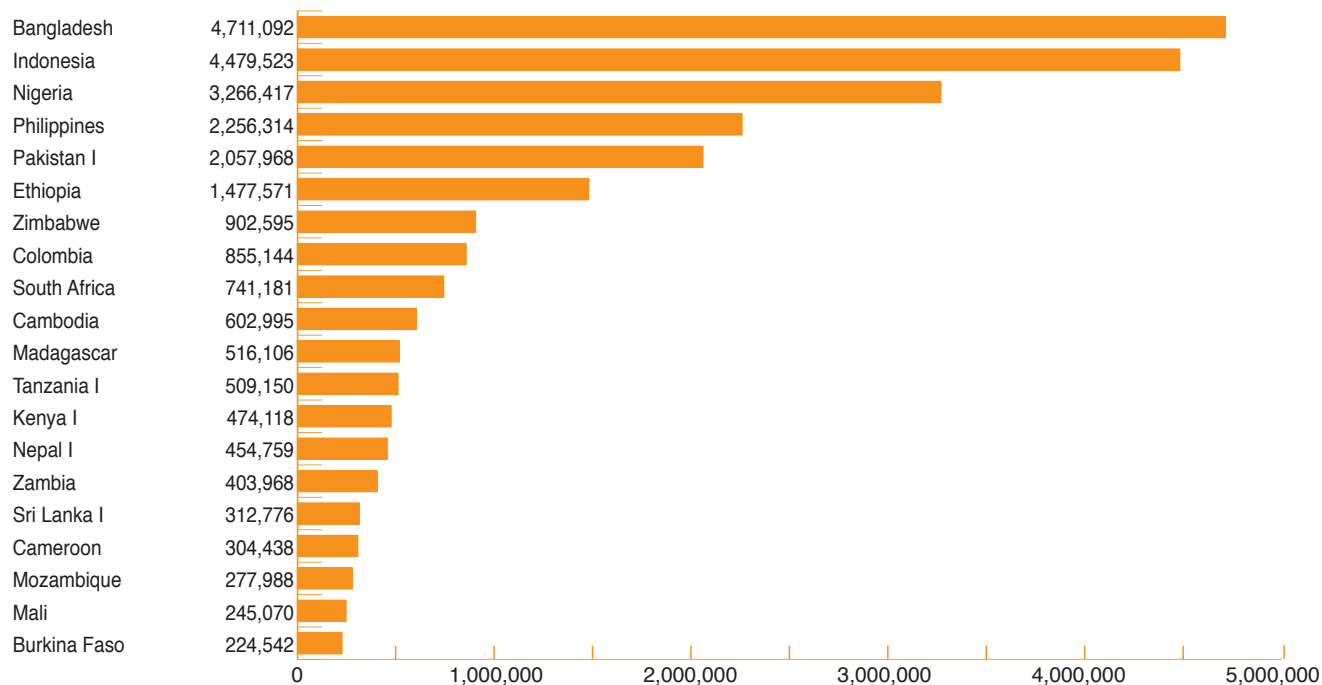
## Best Programs

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

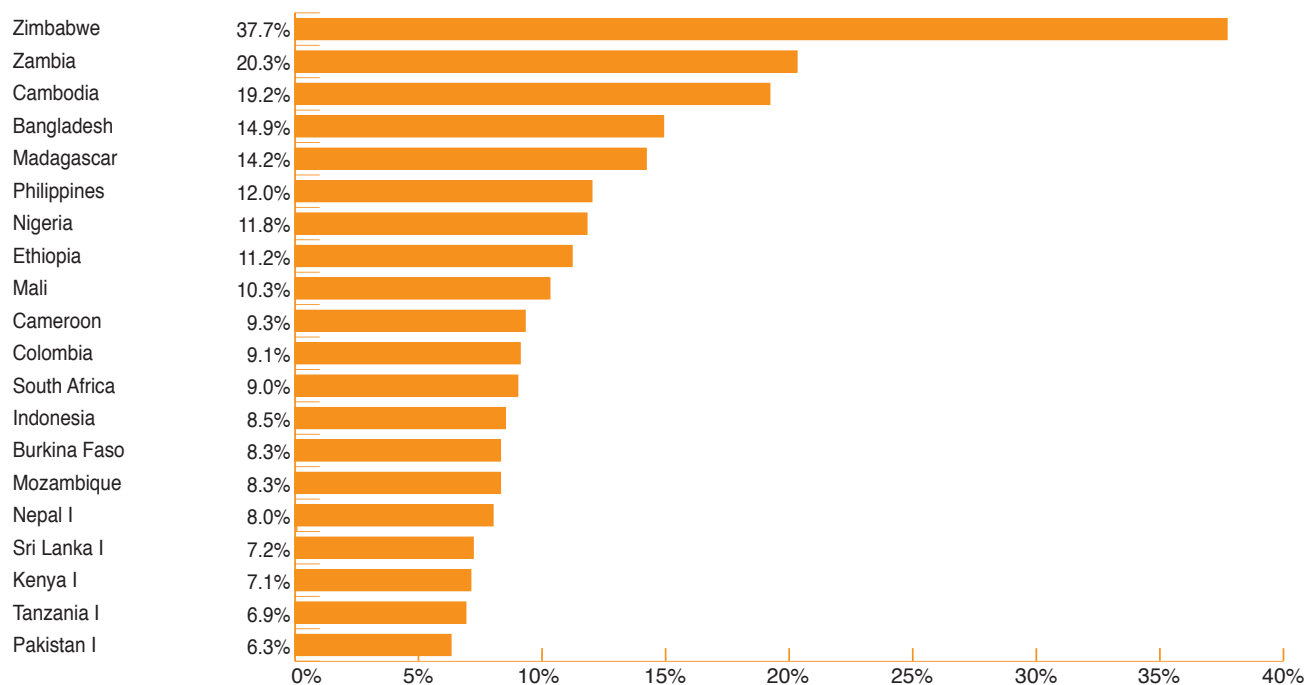
- delivering more than 200,000 CYPs and
- reaching more than 6% of their target markets.

They are arranged first by program size, then by percent of coverage.

### Ranked by Program Size (CYPs)



### Ranked by Percent of Target Market\*



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