2007 CONTRACEPTIVE SOCIAL MARKETING STATISTICS

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

SOCIAL MARKETING STATISTICS 2007

Highlights		2007	2006	2005
CYPs		40.2 million	39.8 million	36.7 million
Sales - 2007				
Condoms	1,939,395,714	Injectables		23,804,799
Free Condoms	73,560,300	Implants		19,328
Female Condoms	4,689,696	MVA		5,254
Pills	151,512,506	Emergency Contrace	eption (EC)	4,651,776
IUDs	748.752	3 ,	. ,	, ,

Social Marketing Program Sales

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

1.4FG-HANISTAN	PROGRAM	REMARKS	2007 PRODU	JCT SALES	CYP*	% CHANGE FROM 2006
Pills		MSI support		4 040 500	40.400	
UDS	· · · · · · · · · · · · · · · · · · ·			, ,	,	
Injectables	(MSI) IN 2003.			,	,	
2. ALBANIA Started by Marie Stopes International (MSI) in 1997. KfW support KfW support KfW support Condoms 2,258,999 22,590 Pills 56,249 4,018 IUDs 170 680 IUDs 170 680 IUDs 170 680 IUDs 170 680 180 257,657 6,406 TOTAL 35,773 3. ANGOLA Started by Population Services International (PSI) in 2000. USAID, DFID, and private funding Source: PSI Condoms 4,886,280 48,863 Female Condoms 333,000 16,650 TOTAL 65,513 4. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP). USAID and EC funding Source: USAID Condoms 83,905,648 839,056 Pills 40,814,474 2,915,320 Injectables 1,025,110 256,278 TOTAL 4,010,654 5. BENIN Started by DKT International (DKT) and PSI in 1989. Government of Botswana USAID and KfW support Started by PSI in 1993. Government of Botswana USAID (AIDSMark), DFID, and ACHAP, Dutch government, and private support TOTAL Source: PSI Condoms 8,795,300 8,795,300 8,795,300 10,934 6. BOTSWANA Government of Botswana USAID (AIDSMark), DFID, and ACHAP, Dutch government, and private support TOTAL Source: PSI Condoms 5,667,599 5,667,69 7,7956 TOTAL TOTAL 5,6676 8,194,70,096 1,741,700 1,741,700 1,741,700 1,741,701				,	,	
2. ALBANIA KfW support Source: MSI Condoms 2,256,999 22,590 Pills 56,249 4,018 IUDs 170 680 IUDs 170 680 Injectables 8,316 2,079 EC 57,657 6,406 EC 57,657 EC 57,657 6,406 EC 57,657 EC			,	TOTAL	74.156	NA
Started by Marie Stopes International (MSI) in 1997.	2. ALBANIA	KfW support	Source: MSI		,	
IUDs	Started by Marie Stopes International		Condoms	2,258,999	22,590	
Injectables B,316 2,079 EC 57,657 6,406 EC 57,657 EC EC EC EC EC EC EC E	(MSI) in 1997.		Pills	56,249	4,018	
Sarated by Population Services International (PSI) in 1900. USAID, DFID, and private funding (PSI) in 2000. USAID and EC funding (PSI) in 1975, now managed by Population Services (PSI) (PSI) in 1975, now managed by PSI in 1991. USAID and KfW support Source: USAID Condoms 8,795,300 87,953 87,953 11,025,110 256,278 11,025,110 256,278 11,025,110 256,278 11,025,110 256,278 11,025,110 256,278 11,025,110 256,278 11,025,110			IUDs	170	680	
3. ANGOLA Started by Population Services International (PSI) in 2000. Source: PSI Condoms 4,886,280 48,863 Female Condoms 333,000 16,650 TOTAL 65,513 4. BANGLADESH USAID and EC funding Source: USAID Condoms 83,905,648 839,056 Pills 40,814,474 2,915,320 Injectables 1,025,110 256,278 TOTAL 4,010,654 5. BENIN USAID and KfW support Source: PSI Started by DKT International (DKT) and PSI Injectables 31,822 7,956 TOTAL 107,934 6. BOTSWANA Government of Botswana USAID (AIDSMark), DFID, and ACHAP, Dutch government, and private support Started by DKT in 1993. Self-sustaining project Source: PSI Started by DKT in 1991; TOTAL Started by DKT in 1991; Self-sustaining project Source: DKT Condoms 91,470,096 914,701 Female Condoms 19,293,648 192,936 R. BURKINA FASO Started by PSI in 1991. KrW and USAID support Source: PSI Condoms 19,293,648 192,936 TOTAL 923,566 Started by PSI in 1991. Source: PSI Condoms 19,293,648 192,936 Female Condoms 19,293,648 192,936 Condoms 19			Injectables	8,316	2,079	
Sandon Started by Population Services International (PSI) in 2000. USAID, DFID, and private funding Source: PSI Condoms 4,886,280 48,863 Female Condoms 333,000 16,650 TOTAL 65,513			EC	57,657	6,406	
Started by Population Services International (PSI) in 2000.				TOTAL	35,773	180%
(PSI) in 2000. Female Condoms 333,000 16,650 TOTAL 65,513 4. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP). USAID and EC funding Source: USAID Condoms 83,905,648 839,056 Pills 40,814,474 2,915,320 Injectables 1,025,110 256,278 TOTAL 4,010,654 5. BENIN Started by DKT International (DKT) and PSI in 1989. USAID and KfW support Source: PSI Condoms 8,795,300 87,953 Pills 168,346 12,025 Injectables 31,822 7,956 TOTAL 107,934 6. BOTSWANA Government of Botswana USAID (AIDSMark), DFID, and ACHAP, Dutch government, and private support TOTAL 56,676 7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil. Self-sustaining project Source: DKT Condoms 91,470,096 914,701 Female Condoms 177,302 8,865 TOTAL 923,566 8. BURKINA FASO KIW and USAID support Started by PSI in 1991.		USAID, DFID, and private funding				
4. BANGLADESH USAID and EC funding Source: USAID Condoms 83,905,648 839,056 Pills 40,814,474 2,915,320 Injectables 1,025,110 256,278 TOTAL 4,010,654 5. BENIN USAID and KfW support Started by DKT International (DKT) and PSI in 1989. Government of Botswana USAID (AIDSMark), DFID, and ACHAP, Dutch government, and private support TOTAL 56,676 7. BRAZIL Self-sustaining project Source: DKT Condoms 177,302 8,865 Total by PSI in 1991; managed by DKT do Brasil. KfW and USAID support Started by PSI in 1991.	Started by Population Services International		Condoms	4,886,280	48,863	
A. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP). USAID and EC funding Condoms 83,905,648 839,056 Pills 40,814,474 2,915,320 Injectables 1,025,110 256,278	(PSI) in 2000.		Female Condoms	333,000	16,650	
Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP). Condoms 83,905,648 839,056 Pills 40,814,474 2,915,320 Injectables 1,025,110 256,278				TOTAL	65,513	-36%
Social Marketing Company (formerly SMP). Pills 40,814,474 2,915,320 1,025,110 256,278	4. BANGLADESH	USAID and EC funding	Source: USAID			
Injectables 1,025,110 256,278	Started by PSI in 1975; now managed by	· ·	Condoms	83,905,648	839,056	
5. BENIN Started by DKT International (DKT) and PSI in 1989. USAID and KfW support Started by DKT International (DKT) and PSI in 1989. USAID and KfW support Source: PSI Condoms 8,795,300 87,953 Pills 168,346 12,025 Injectables 31,822 7,956 TOTAL 107,934 6. BOTSWANA Government of Botswana USAID (AIDSMark), DFID, and ACHAP, Dutch government, and private support TOTAL 56,676 7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil. Self-sustaining project Source: DKT Condoms 91,470,096 914,701 Female Condoms 177,302 8,865 TOTAL 923,566 8. BURKINA FASO Started by PSI in 1991. KfW and USAID support Source: PSI Condoms 19,293,648 192,936 Female Condoms 19,293,648 192,936 Female Condoms 34,820 1,741	Started by PSI in 1975; now managed by		Pills	40,814,474	2,915,320	
Source: PSI Started by DKT International (DKT) and PSI In 1989.			Injectables	1,025,110	256,278	
Started by DKT International (DKT) and PSI in 1989. Condoms 8,795,300 87,953 in 1989. Pills 168,346 12,025 Injectables 31,822 7,956				TOTAL	4,010,654	3%
Pills	5. BENIN	USAID and KfW support	Source: PSI			
Injectables 31,822 7,956 TOTAL 107,934 107,935 107,935 1	Started by DKT International (DKT) and PSI		Condoms	8,795,300	87,953	
TOTAL 107,934	Started by Marie Stopes International (MSI) in 1997. 3. ANGOLA Started by Population Services International (PSI) in 2000. 4. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP). 5. BENIN Started by DKT International (DKT) and PSI in 1989. 6. BOTSWANA Started by PSI in 1993. 7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil. 8. BURKINA FASO		Pills	168,346	12,025	
6. BOTSWANA Started by PSI in 1993. Government of Botswana USAID (AIDSMark), DFID, and ACHAP, Dutch government, and private support TOTAL Self-sustaining project Source: PSI Condoms 5,667,599 56,676 TOTAL TOTAL Self-sustaining project Source: DKT Condoms 91,470,096 914,701 Female Condoms 177,302 8,865 TOTAL 923,566 8. BURKINA FASO KfW and USAID support Source: PSI Condoms 177,302 19,293,648 192,936 Female Condoms 19,293,648 192,936 Female Condoms 17,411			Injectables	31,822	7,956	
Started by PSI in 1993. USAID (AIDSMark), DFID, and ACHAP, Dutch government, and private support TOTAL 56,676				TOTAL	107,934	-1%
Dutch government, and private support TOTAL 56,676	6. BOTSWANA	Government of Botswana	Source: PSI			_
TOTAL 56,676 TOTAL 56,676	Started by PSI in 1993.		Condoms	5,667,599	56,676	
Started by DKT in 1991; managed by DKT do Brasil. Condoms 91,470,096 914,701 Remaile Condoms 177,302 8,865 Remaile Condoms 177,302 Remaile Condoms 177,302 177,302 Remaile Condoms 177,302 177,302 Remaile Condoms 177,3		Dutch government, and private support		TOTAL	56,676	36%
Started by DKT in 1991; managed by DKT do Brasil. Condoms 91,470,096 914,701 Female Condoms 177,302 8,865	7. BRAZIL	Self-sustaining project	Source: DKT		· · · · · · · · · · · · · · · · · · ·	
managed by DKT do Brasil. Female Condoms 177,302 8,865 TOTAL 923,566 8. BURKINA FASO KfW and USAID support Source: PSI Started by PSI in 1991. Condoms 19,293,648 192,936 Female Condoms 34,820 1,741				91,470.096	914.701	
8. BURKINA FASO KfW and USAID support Source: PSI Started by PSI in 1991. Condoms 19,293,648 192,936 Female Condoms 34,820 1,741	· · · · · · · · · · · · · · · · · · ·				,	
8. BURKINA FASO KfW and USAID support Source: PSI Started by PSI in 1991. Condoms 19,293,648 192,936 Female Condoms 34,820 1,741				TOTAL	923,566	20%
Started by PSI in 1991. Condoms 19,293,648 192,936 Female Condoms 34,820 1,741	8. BURKINA FASO	KfW and USAID support	Source: PSI			
Female Condoms 34,820 1,741		· r		19,293,648	192,936	
·	•					
TOTAL 196,408				TOTAL	196,408	-12%

^{* 1} CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; .015 MVA; .2 Implants; .25 IUDs; 9 EC

SURMAN (Myammar) Private, DFID, and UNICEF support Condoms 27,144,045 271,440 Female Condoms 15,721 7,536 Female Condoms 15,548 15	PROGRAM	REMARKS	2007 PRODU	ICT SALES	CYP*	% CHANG FROM 200
Started by PSi in 1996. Condoms 27,144,05 271,440 F7,538 F8,000 F8,000 F8,000 F8,000 F8,000 F8,000 F8,000 F8,000 F8,000 F9,000 F8,000 F9,000 F8,000 F8,000	9 BURMA (Myanmar)	Private DEID and UNICEE support	Source: PSI			
Female Condoms 150.72 7.536 Files 1774.103 5.52.93 Files 1774.103 1.55.293 Files 1774.103 1.55.293 Files 1.55.293 Fi		· ···ato, b. ib, and ortiolic support		27 144 045	271 440	
Pills	ota					
IUDs				,		
Injectables (3) 647/087 161.772 196.20 11.99 161.772 196.20 11.99 160.20 11.99 160.20 11.99 160.20 11.99 160.20 11.99 160.20 11.99 160.20 11.99 160.20 11.99 11.						
Injectables (1)						
Secondary Seco						
Started by MSI in 2004. MSI support Source: MSI						
Started by MSI in 2004. Pills				TOTAL	514,136	-19
Injectables	9.1 BURMA II (Myanmar)	MSI support	Source: MSI			
EC 4,282 474	Started by MSI in 2004.		Pills	240,890	17,206	
10. CAMBODIA			Injectables	74,560	18,640	
10. CAMBODIA USAID, DFID, KIW, UNFPA government support Source: PSI Condoms 25,815,850 258,159 296 Pinils 2,913,003 179,960 Pinils 2,913,003 179,960 Pinils 2,913,003 179,765 Pinils 2,913,003 Pinils 2,913,003 Pinils 2,913,003 Pinils 2,913,003 Pinils 2,914,223 264,422 20,000 264,422 20,000 264,422 20,000 264,422 20,000 264,422 26			EC	4,262	474	
Started by PSI in 1994. government support Condoms 25,815,80 286 Pills 2,513,003 179,500 179,705 170,700 179,705 170,700 179,705 170,700 179,705 170,700 179,705 170,700 179,705 170,700				TOTAL	36,320	179
Female Condoms	10. CAMBODIA	USAID, DFID, KfW, UNFPA	Source: PSI			
Pills	Started by PSI in 1994.	government support	Condoms	25,815,850	258,159	
IUDs			Female Condoms	5,924	296	
Injectables 319,061 79,765 TOTAL 520,428 TOTAL 520,422 TOTAL 520,425 TOTAL 520,4			Pills	2,513,003	179,500	
TOTAL 520,428			IUDs	677	2,708	
11. CAMEROON USAID and KRW funding Source: PSI Condoms 26,442,233 264,422 Female Condoms 20,755 1,038 PIIIs 447,325 31,952 Injectables 14,780 36,95 1,038 PIIIs 447,325 31,952 Injectables 1,203 2,947,512 29,475 PIIIs 2,947,512 29,475 PIIIs 2,947,512 29,475 PIIIs 1,000 PIIs 1,000 PIIs			Injectables	319,061	79,765	
11. CAMEROON USAID and KfW funding Source: PS Condoms 26,442,233 264,422 Female Condoms 20,755 1,038 Pills 447,325 31,952 Injectables 14,780 3,995 1,038 1,031 1,070				TOTAL	520,428	179
Started by PSI and DKT in 1989. Condoms 26,44,223 264,422	11. CAMEROON	USAID and KfW funding	Source: PSI		, -	
Female Condoms	Started by PSI and DKT in 1989.	3	Condoms	26.442.233	264.422	
Pills			Female Condoms			
Injectables						
12. CENTRAL AMERICA REGIONAL (Belize, El Salvador)						
12. CENTRAL AMERICA REGIONAL (Belize, El Salvador)			,			
Cooperating agency: PSI				TOTAL	301,107	179
Female Condoms 19,000 950 TOTAL 30,425		• •		0.04==40		
TOTAL 30,425	(Belize, El Salvador)	Cooperating agency: PSI				
13. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991. UNFPA, KfW, World Bank, and private support Extracted by PSI in 1991. UNFPA, KfW, World Bank, and private support Extracted by PSI in 1996:	Delize, El Salvauui)		Female Condoms	19,000	950	
Started by PSI in 1991. and private support Condoms 4,045,068 40,451				TOTAL	30,425	119
TOTAL 40,451 14. CHAD 14. CHAD Source: GFA Consulting Group Condoms 3,014,701 30,147 Female Condoms 3,014,701 30,070 348 TOTAL 31,070 TOTAL 31,070 TOTAL 31,070 TOTAL 31,070 TOTAL 31,070 TOTAL 31,070 TOTAL 390,079 TOTAL 390,079	13. CENTRAL AFRICAN REPUBLIC	UNFPA, KfW, World Bank,	Source: PSI			
14. CHAD Started by PSI in 1996; now managed by AMASOT Source: GFA Consulting Group Condoms	Started by PSI in 1991.	and private support	Condoms	4,045,068	40,451	
14. CHAD Started by PSI in 1996; now managed by AMASOT Source: GFA Consulting Group Condoms				TOTAL	40,451	-23%
Started by PSI in 1996; Condoms 3,014,701 30,147 Female Condoms 8,372 419 Pills 2,181 156 Injectables 1,390 348	14. CHAD	KfW support	Source: GFA Consul	ting Group		
Pills	Started by PSI in 1996;		Condoms	3,014,701	30,147	
Pills	now managed by AMASOT		Female Condoms			
Injectables 1,390 348 TOTAL 31,070 TOTAL 31,070 TOTAL 31,070 TOTAL Started by DKT in 1996. Private support Source: DKT Condoms 38,565,317 385,653 EC 39,834 4,426 TOTAL 390,079 TOTAL 390,079 TOTAL Started by PSI in 2004. DFID support Source: PSI Condoms 1,636,073 16,361 Female Condoms 1,497 374 TOTAL 16,735						
15. CHINA Private support Source: DKT Condoms 38,565,317 385,653 EC 39,834 4,426						
15. CHINA Private support Source: DKT Condoms 38,565,317 385,653 EC 39,834 4,426				TOTAL	31 070	-149
Condoms 38,565,317 385,653 EC 39,834 4,426 TOTAL 390,079 TOTAL 390,079 TOTAL Source: PSI Condoms 1,636,073 16,361 Female Condoms 1,497 374 TOTAL 16,735 TOTAL 16,735 TOTAL 16,735 TOTAL 16,735 TOTAL	15. CHINA	Private support	Source: DKT		0.,0.0	
EC 39,834 4,426 TOTAL 390,079 15.1 CHINA II Started by PSI in 2004. DFID support Started by PSI in 2004. DFID support Source: PSI Condoms 1,636,073 16,361 Female Condoms 1,497 374 TOTAL 16,735 16. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood International Planned Parenthood Federation support. Source: PROFAMILIA Condoms 5,247,010 52,470 IUDs 119,709 478,836 IUDs 119,709 478,836 Injectables 1,023,231 255,808 EC 487,127 54,125 TOTAL 893,807 17. CONGO (Brazzaville) Dutch Core and USAID support Source: PSI			Condoms	38.565.317	385.653	
Source: PSI Started by PSI in 2004. DFID support Source: PSI Condoms 1,636,073 16,361 Female Condoms 1,497 374 TOTAL 16,735			EC			
Source: PSI				TOTAL	200.070	100
Condoms 1,636,073 16,361 Female Condoms 1,497 374 374 TOTAL 16,735 16. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Pills 735,948 52,568 10,023,231 255,808 EC 487,127 54,125 TOTAL 893,807 17. CONGO (Brazzaville) Dutch Core and USAID support Source: PSI	45.4 OUBLA II	DEID averaged	0 P0I	TOTAL	390,079	129
Female Condoms 1,497 374 TOTAL 16,735 16. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support. IUDs 119,709 478,836 Injectables 1,023,231 255,808 EC 487,127 54,125 TOTAL 893,807 17. CONGO (Brazzaville) Dutch Core and USAID support Source: PROFAMILIA Condoms 5,247,010 52,470 Pills 735,948 52,568 IUDs 119,709 478,836 Injectables 1,023,231 255,808 EC 487,127 54,125 TOTAL 893,807		טרוט support		1 600 070	40.004	
TOTAL 16,735 16. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support. 10. CONGO (Brazzaville) Source: PROFAMILIA Condoms 5,247,010 52,470 Pills 735,948 52,568 Fills 119,709 478,836 Injectables 1,023,231 255,808 EC 487,127 54,125 TOTAL 893,807	Started by PSI in 2004.					
16. COLOMBIA Self-sustaining project Source: PROFAMILIA			i cinale condomo	1,407	014	
PROFAMILIA project; started in 1975 with International Planned Parenthood International Planned Parenthood Pills 735,948 52,568 Federation support. IUDs 119,709 478,836 Injectables 1,023,231 255,808 EC 487,127 54,125 TOTAL 893,807 17. CONGO (Brazzaville) Dutch Core and USAID support Source: PSI					16,735	N.
International Planned Parenthood		Self-sustaining project				
Federation support. IUDs 119,709 478,836 Injectables 1,023,231 255,808 EC 487,127 54,125 TOTAL 893,807 17. CONGO (Brazzaville) Dutch Core and USAID support Source: PSI						
Injectables 1,023,231 255,808 EC 487,127 54,125						
EC 487,127 54,125	Federation support.					
TOTAL 893,807 17. CONGO (Brazzaville) Dutch Core and USAID support Source: PSI						
17. CONGO (Brazzaville) Dutch Core and USAID support Source: PSI			EC	487,127	54,125	
				TOTAL	893,807	-8%
Started by Projet de Marketing Social in 1992. Condoms 5,287,800 52,878	,	Dutch Core and USAID support				
	Started by Projet de Marketing Social in 1992.		Condoms	5,287,800	52,878	
TOTAL 52,878				TOTAL	52,878	-149

PROGRAM	REMARKS	2007 PRODU	JCT SALES	CYP*	% CHANGE FROM 2006
18. CONGO (DRC/Kinshasa)	UNDP, Georgetown University (GU)	Source: PSI			
Started by PSI in 1988.	and private support	Condoms	21,828,420	218,284	
Started by 1 St III 1986.	and pirrate support	Female Condoms	132,517	6,626	
		Pills	483,458	34,533	
		IUDs	1,998	7,992	
		Injectables	104,967		
		Injectables	104,967	26,242	
			TOTAL	293,677	-22%
19. COSTA RICA	DFID, USAID, and YouthAids (PSI)	Source: PSI			
Started by PSI in 1998.		Condoms	1,256,704	12,567	
		Female Condoms	1,787	89	
			TOTAL	12,656	NA
20. DOMINICAN REPUBLIC	KfW, USAID, and private support	Source: PSI			
Started by PSI in 2003.		Condoms	14,705,756	147,058	
			TOTAL	147,058	-7%
21. EGYPT	Private support	Source: DKT			
Started by DKT in 2004.	••	Condoms	99,368	994	
•		Condoms (Free Dist		2,880	
		Injectables	1,968,200	492,050	
		IUDs	49,814	199,252	
		EC	16,345	1,816	
	HOARD		TOTAL	696,992	435%
22. EL SALVADOR	USAID support	Source: ADS			
Implemented in 1976 by Development		Condoms	878,836	8,788	
Associates and transferred to the		Pills	600,171	42,869	
Salvadoran Demographic Association					
(ADS)			TOTAL	51,657	-53%
23. ETHIOPIA	Dutch government, Irish government,	Source: DKT			
Implemented by DKT in 1990.	DFID, Packard, and USAID, and	Condoms	61,875,488	618,755	
	government support	Pills	2,176,111	155,437	
		IUDs	3,900	15,600	
		Injectables	1,973,558	493,390	
		Implant	11,500	40,250	
		MVA	2,120	142,040	
		EC	12,432	1,381	
			TOTAL	4 400 050	400/
24. GHANA	NO REPORT THIS YEAR.		TOTAL	1,466,853	-40%
Implemented in 1986 by DANAFCO and	Figures rounded from 2006	Condoms	31,000,000	300,000	
•	Figures rounded from 2006				
SOMARC; now managed by Ghana Social Marketing Foundation (GSMF).		Female Condoms	170,000	8,500	
Marketing Foundation (GSMF).			TOTAL	308,500	NA
25. GUATEMALA	USAID support	Source: APROFAM			
Asocicion Pro-Bienestar de la Familia	OOAID Support	Condoms	656,785	6,568	
de Guatemala (APROFAM); started by		Pills	592,605	42,329	
Juarez and Associates in 1983.		IUDs	3,600	14,400	
Judiez and Associates in 1900.		Injectables (3)	117,607	29,402	
		Injectables (3)	129,086	21,514	
		injectables (2)	129,000	21,514	
			TOTAL	114,213	-6%
25.1 GUATEMALA II	Abt Associates, KfW,	Source: PSI			
Started by PSI in 1998.	and private support	Condoms	7,456,527	74,565	
		Female Condoms	6,460	323	
			TOTAL	74,888	17%
26. GUINEA	USAID and KfW co-funded	Source: PSI			
Started by PSI in 1990.		Condoms	7,636,722	76,367	
•		Pills	308,917	22,066	
		Injectables	98,569	24,642	
			TOTAL	123,075	-15%
27. HAITI	USAID, UNFPA, Sogebank Foundation,	Source: PSI	101/12	120,070	10 /0
Started by DKT and PSI in 1990.	KfW, MSH, and World Bank support	Condoms	4,795,306	47,953	
	,, rrona zam oupport	Female Condoms	113,091	5,655	
		Pills	226,315	16,165	
		Injectables	143,832	35,958	
		,	1 10,002	55,555	
			TOTAL	105,731	0%

PROGRAM	REMARKS	2007 PRODU	CT SALES	CYP*	% CHANGE FROM 2006
28. HONDURAS	KfW and USAID support	Source: ASHONPLA	FA		
Honduras Social Marketing Program;		Condoms	897,198	8,972	
managed by the FPA ASHONPLAFA.		Pills	284,354	20,311	
			TOTAL	29,283	2%
28.1 HONDURAS II Started by PSI in 1998.	USAID, Summit Foundation, and private support	Source: PSI Condoms	2,642,569	26,426	
olariou by Form 1996.	private support	Female Condoms	375	19	
			TOTAL	26,445	12%
29. INDIA I	Government of India (GOI) Project	Source: GOI	TOTAL	20,443	12/0
Nirodh and Mala-D	(figures are for fiscal year ended	Condoms (Nirodh)	248,160,000	2,481,600	
(Does not include any brands listed	3/31/07)	Pills (Mala-D)	26,243,000	1,874,500	
for India II – VI.)			TOTAL	4,356,100	-16%
29.1 INDIA II	GOI, KfW, DFID, and USAID support	Source: PSI			
Masti and Pearl	(calendar year data, 2007)	Condoms	135,489,152	1,354,892	
PSI/India, 1988. (India I totals include 23.7 million Nirodh condoms and 2.96 million		Female Condoms Pills	4,815 3,308,230	241 236,302	
Mala-D pills sold by PSI/India.)		Injectables	26,400	6,600	
		EC	100,225	11,136	
			TOTAL	1,609,171	1%
29.2 INDIA III (Sawan, Bliss, Milan, and Ecroz)	(fiscal year ending 3/31/07)	Source: GOI		,,	
Parivar Seva Sanstha, 1988.	,	Condoms (3 brands)	39,700,000	397,000	
		Pills (Ecroz)	2,897,000	206,929	
			TOTAL	603,929	-19%
29.3 INDIA IV (Zaroor, Choice, XXX)	USAID, GOI, and DFID support	Source: DKT			
DKT/India (Mumbai); 1992.	(calendar year data, 2007)	Condoms	97,698,386	976,984	
oktimula (Mumbai), 1992.		Pills	10,639,382	759,956	
		IUDs	133,770	535,080 34,232	
		Injectables (3) Injectables (2)	136,926 16,000	2,667	
	•		TOTAL	2,308,919	19%
29.4 INDIA V (Apsara, Mithun, Plan X)	Packard and GOI support	Source: DKT		2,000,010	
Bihar-based project, managed by Janani;	(calendar year data, 2007)	Condoms	47,073,847	470,738	
1996. (India I total includes		Pills	2,646,806	189,058	
5.0 million Nirodh condoms and		EC	46,968	5,219	
4.8 million Mala-D pills sold by Janani.)			TOTAL	665.015	7%
29.5 INDIA VI (Ahsas, Thril, Flavoured)	MSI support	Source: MSI		,-	
Started by MSI/PHS (Population Health	(calendar year data, 2007)	Condoms	56,153,016	561,530	
Services) in 1999. Managed by PHS.		Pills	986,760	70,483	
(India I totals include 4.5 million Mala-D pills		IUDs	10,433	41,732	
and 15.4 million Nirodh sold by PHS.)		Injectables EC	30,505 3,518	7,627 391	
		LO		391	
			TOTAL	681,763	31%
30. INDONESIA Started by DKT in 1996;	KfW, GOI, UNDP, and private	Source: DKT Condoms	70 040 764	700 400	
managed by DKT.	support	Female Condoms	78,248,764 85,320	782,488 4,266	
managod by Ditt.		Pills	9,549,991	682,142	
		IUDs	17,322	69,288	
		Injectables (3)	8,889,153	2,222,288	
		Injectables (1)	1,704,162	142,014	
		Implant	7,624	26,680	
		MVA EC	1,260 9,736	84,420 1,082	
					040/
31. KAZAKHSTAN	USAID support	Source: PSI	TOTAL	4,014,668	21%
Started by PSI in 2002.	оолір зирроїї	Condoms	2,080,702	20,807	
			TOTAL	20,807	16%
			TOTAL	۷,001	1070

^{* 1} CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; .015 MVA; .2 Implants; .25 IUDs; 9 EC

PROGRAM	REMARKS	2007 PRODU	JCT SALES	CYP*	FROM 2006
32. KENYA	DFID support	Source: PSI			
Started by DKT and PSI in 1989.		Condoms	29,806,572	298,066	
		Pills	1,617,735	115,553	
		Injectables	398,952	99,738	
			TOTAL	513,357	29%
32.1 KENYA II	MSI support	Source: MSI		0.0,00.	
Started by MSI in 2004.		Condoms	2,171,068	21,711	
•		EC	21,491	2,388	
			TOTAL		
00 1 400	LICAID (ALDOmerally) Clabal Final	Source: PSI	TOTAL	24,099	38%
33. LAOS Started by PSI in 1999.	USAID (AIDSmark), Global Fund, Ministry of Health and UN support	Condoms	5,981,568	59,816	
otation by Forth 1999.	William of Treatment and ON Support	Condoms	3,301,300	55,010	
			TOTAL	59,816	-36%
4. LESOTHO	SADC, USAID, and Dutch support	Source: PSI	TOTAL	33,010	-30 /
arted by PSI in 2001.	on Bo, och ib, and baton dappoin	Condoms	3,197,203	31,972	
Station 2) 1 St iii 20011		Female Condoms	71,300	3,565	
OF MADACACCAD	HOAID (AIDOM1)	Co DOI	TOTAL	35,537	-7%
35. MADAGASCAR Started by SOMARC in 1996, now PSI.	USAID (AIDSMark)	Source: PSI Condoms	11,280,628	112,806	
		Pills	1,907,849	136,275	
		IUDs	1,945	7,780	
		Injectables	721,897	180,474	
		Implants	204	1,020	
			TOTAL	438,355	3%
36. MALAWI	USAID and KfW support	Source: PSI			
Started by PSI in 1994.		Condoms	9,070,173	90,702	
			TOTAL	90,702	0%
36.1 MALAWI II	MSI support	Source: MSI			
Started by MSI in 2004.		Condoms	1,603,540	16,035	
			TOTAL	16,035	-23%
37. MALAYSIA	Project self-sustaining	Source: DKT			
Started by DKT in 1991;	,	Condoms	5,264,640	52,646	
managed by PHI consultants.			TOTAL	52,646	-20%
38. MALI	KfW, USAID, and private support	Source: PSI	TOTAL	32,040	-20 /
Started by PSI in 2000.	KIW, OSAID, and private support	Condoms	10,000,288	100,003	
otation by Form 2000.		Female Condoms	30,165	1,508	
		Pills	717,952	51,282	
		Injectables	308,434	77,109	
			TOTAL	229,902	27%
39. MEXICO	Private support	Source: DKT	101/1		21/6
Started by DKT in 2002.	· · · · · · · · · · · · · · · · · · ·	Condoms	8,833,453	88,335	
•		Female Condoms	73,287	3,664	
		Pills	104	7	
		Injectables (3)	70,154	17,539	
		Injectables (1)	366	31	
		EC	3,901	433	
			TOTAL	110,009	-67%
40. MONGOLIA	UNFPA and MSI support	Source: MSI			
Started by MSI in 2000.		Condoms	2,811,850	28,119	
		Female Condoms	14,015	701	
		Pills	148,049	10,575	
			TOTAL	39,395	18%
41. MOZAMBIQUE	DFID and GTZ support	Source: PSI			
Started by PSI in 1995.		Condoms	22,051,503	220,515	
		Female Condoms	73,073	3,654	
			TOTAL	224,169	1%

PROGRAM	REMARKS	2007 PRODI	UCT SALES	CYP*	% CHANGI FROM 200
42. NAMIBIA Started by MSI in 2000.	KfW and GFATM support	Source: MSI Condoms	1,690,632	16,906	
		Female Condoms	185,853	9,293	
			TOTAL	26,199	-45%
43. NEPAL Nepal Contraceptive Retails Sales Corp.	(USAID) AIDSMark support NO REPORT THIS YEAR.	Source: CRS/PSI Condoms	7,400,000	74,000	
(CRS); started by Westinghouse Health	Figures are rounded from 2006.	Pills	480,000	35,000	
	Figures are rounded from 2006.	IUDs			
Systems in 1976; program now private			3,300	13,000	
company.		Injectables Norplant	127,000 1,200	32,000 6,000	
			TOTAL	160,000	N
43.1 NEPAL II	Project self-funding	Source: MSI			
Started by MSI in 2002.		Condoms	2,219,400	22,194	
		Pills	99,863	7,133	
			TOTAL	29,327	99
4. NICARAGUA	USAID support	Source: PROFAMIL			
I. NICARAGUA arted by PROFAMILIA in 1999.		Condoms	192,134	1,921	
		Pills	187,566	13,398	
		IUDs Injectables	1,959 37,980	7,836 9,495	
		,00.000			200
	Abt Associates, USAID	Source: PSI	TOTAL	32,650	-399
Started by PSI in 1998.	and Dutch government support	Condoms	5,417,279	54,173	
Started by F St III 1990.	and Duton government support	Female Condoms	4,406	220	
		Pills	16,336	1,167	
		Injectables	4,655	388	
		Injectables		300	
45 NIOED	MOM	0054.0	TOTAL	55,948	239
45. NIGER Started by GFA Medica together with Futures Group in 2004.	KfW support	Source: GFA Consu Condoms	3,924,125	39,241	
			TOTAL	39,241	109
46. NIGERIA	DFID, USAID, and private support	Source: PSI			
Started by PSI and DKT in 1988-90.	Cooperating agency: PSI/SFH	Condoms	176,200,492	1,762,005	
Now managed by Society for Family Health		Pills	5,287,978	377,713	
vith technical assistance from PSI		IUDs	53,783	215,132	
		Injectables (3)	1,057,913	264,478	
		Injectables (2)	952,623	158,771	
		Injectables (1)	2,531	211	
		EC	800,752	88,972	
			TOTAL	2,867,282	149
47. PAKISTAN	KfW, USAID, and private support	Source: PSI			
Started by PSI Marketing	Cooperating agency: PSI and	Condoms	35,390,485	353,905	
Associates in 1986.	Greenstar Social Marketing	Pills	1,404,556	100,325	
		IUDs	224,357	897,428	
		Injectables (3)	138,832	34,708	
		Injectables (2)	288,116	48,019	
		Injectables (1) EC	79,188 379,451	6,599 42,161	
47.1 PAKISTAN II	Funded by MSI	Source: MSI	TOTAL	1,483,145	-329
Started by MSI in 2003.	Funded by Moi	Condoms	3,109,515	31,095	
			TOTAL	31,095	229
	The Key Social Marketing Project ceased operations in 2006.				
47.2 PAKISTAN III Started by Key Social Marketing (KSM) and SOMARC in 1997.	<u> </u>				
Started by Key Social Marketing (KSM)	USAID and private support	Source: PSI Condoms	2,248,076	22,481	

^{* 1} CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; .015 MVA; .2 Implants; .25 IUDs; 9 EC

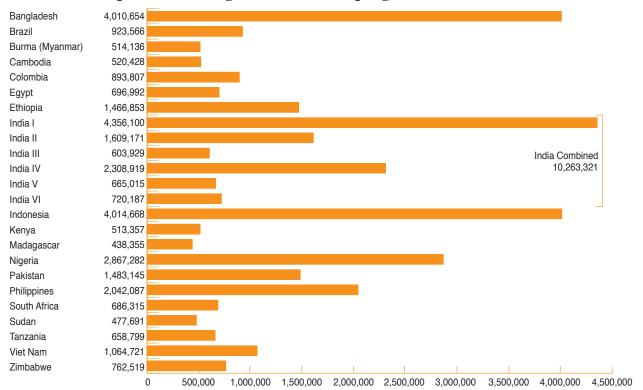
PROGRAM	REMARKS	2007 PRODUC	CT SALES	CYP*	% CHANGE FROM 2006
49. PARAGUAY Started by PSI in 1996.	Bergstrom Foundation and Packard Foundation	Source: PSI Condoms Pills EC	2,548,106 312,351 111,495	25,480 22,311 12,388	
			TOTAL	60,179	40%
50. PERU Apoyo a Programas de Poblacion; Program started by SOMARC	NO REPORT THIS YEAR Figures are rounded from 2006	Condoms	10,000,000	100,000	
and APROPO in 1984.			TOTAL	100,000	N/
50.1 PERU II Started by APPRENDE in 2002.	Support maintained through commercial activities of FARMAGE	Source: PROSALUD Pills EC	68,872 457,208	4,919 50,801	
			TOTAL	55,720	30%
51. PHILIPPINES Implemented by DKT in 1990; managed by DKT.	KfW support	Source: DKT Condoms Pills Injectables	37,102,191 20,741,608 758,089	371,022 1,481,543 189,522	
			TOTAL	2,042,087	21%
52. ROMANIA Started by PSI in 1998.	USAID, UNICEF, and Dutch government/Matra support	Source: PSI Condoms	8,416,055	84,161	
			TOTAL	84,161	-27%
53. RWANDA Started by PSI in 1993.	KfW, USAID (AIDSMark), and private support	Source: PSI Condoms Pills Injectables	7,081,232 27,906 4,231	70,812 1,993 1,058	
			TOTAL	73,863	-27%
54. SENEGAL Started by SOMARC in 1996.	USAID support	Source: USAID Condoms Pills	4,512,357 150,263	45,124 10,733	
			TOTAL	55,857	-3%
55. SOUTH AFRICA Started by PSI in 1992.	DFID, USAID, Dutch government, Dutch Core Funds, and private support	Source: PSI Condoms Condoms free distrib. Female Condoms	31,619,462 72,984,300 103,992	316,195 364,920 5,200	
			TOTAL	686,315	23%
56. SRI LANKA Started by PSI and IPPF in 1973; now managed by Family Planning Association of Sri Lanka.	IPPF Support	Source: FPASL Condoms Pills IUDs Injectables EC	6,891,667 1,550,979 2,056 72,571 777,291	68,917 110,784 8,224 18,143 86,366	15%
56.1 SRI LANKA II Started by MSI in 1993.	Managed by MSI Sri Lanka	Source: MSI Sri Lanka Condoms Pills	6,064,026 36,779	60,640 2,627	
			TOTAL	63,267	-1%
57. SUDAN Started by DKT in 2004.	Private support	Source: DKT Condoms Pills IUDs Injectables MVA	4,089,600 266,406 70,600 39,232 1,874	40,896 19,029 282,400 9,808 125,558	
58. SWAZILAND Started by PSI in 2001.	USAID (AIDSMark) and Dutch government support	Source: PSI Condoms Female Condoms	1,517,176 3,621	477,691 15,172 181	389%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; .015 MVA; .2 Implants; .25 IUDs; 9 EC

PROGRAM	REMARKS	2007 PRODU	CT SALES	CYP*	% CHANGE FROM 2006
59. TANZANIA Started by PSI in 1993.	USAID, Global Fund, KfW, and Dutch Government support Cooperating agency: PSI	Source: PSI Condoms Female Condoms	64,625,472 250,889	646,255 12,544	
			TOTAL	658,799	14%
59.1 TANZANIA II Started by MSI in 2004.	MSI support	Source: MSI Condoms	2,272,136	22,721	
			TOTAL	22,721	5%
60. TOGO	USAID and Global Fund	Source: PSI			
Started by SOMARC in 1992,		Condoms	9,164,101	91,641	
transferred to PSI in 1998.		Female Condoms Pills	37,635	1,882	
		Injectables	74,920 9,162	5,351 2,291	
			TOTAL	101,165	4%
 61. UGANDA	CDC and private support	Source: PSI	TOTAL	101,105	470
Started by SOMARC in 1991; transferred to CMS in 1998;	Cooperating Agency: PSI	Condoms	6,069,120	60,691	
transferred to AIDSMark in 2003.			TOTAL	60,691	-9%
61.1 UGANDA II Started by MSI in 1997;	KfW support	Source: MSI Uganda Condoms	15,786,120	157,861	
managed by MSI.			TOTAL	157,861	-13%
62. URUGUAY	IPPF support	Source: AUPF			
Started by AUPF		Condoms	59,118	591	
(Associacion Uruguaya de		Pills	89,861	6,419	
Planificacion Familiar) around 1968.		IUDs	5,667	22,668	
			TOTAL	29,678	-18%
63. VENEZUELA	Support from commerical sector	Source: Prosalud			
Started by PROSALUD in 1992.	and local embassies	Condoms	577,477	5,775	
		Pills IUDs	442,872 1,479	31,634 5,916	
		EC	1,258,081	139,787	
			TOTAL	183,112	24%
64. VIET NAM	DFID, KfW, USAID, and	Source: DKT		,	
Implemented by DKT in 1993.	World Bank support	Condoms	76,562,640	765,626	
		Female Condoms	5,000	250	
		Pills	4,183,825	298,845	
			TOTAL	1,064,721	24%
65. YEMEN	KfW support	Source: MSI	0.000.000	00.000	
Started by MSI in 2001.		Condoms Pills	2,229,968 342,526	22,300 24,466	
		IUDs	31,115	124,460	
		Injectables	147,804	36,951	
			TOTAL	208,177	80%
66. ZAMBIA	USAID, DFID, KfW, UNFPA,	Source: PSI		· ·	
Started by PSI in 1992.	and foundation support	Condoms	15,277,662	152,777	
		Female Condoms	355,704	17,785	
		Pills	1,334,784	95,342	
			TOTAL	265,904	21%
67. ZIMBABWE	USAID, DFID, and Packard	Source: PSI	F0 00= 5==	F00 :	
Started by SOMARC in 1988; transferred to PSI in 1996.	Partnership Funds	Condoms Female Condoms	59,095,080	590,951	
		Pills	2,215,300 533,340	110,765 38,096	
		Injectables	65,013	16,253	
		EC	58,084	6,454	
			TOTAL	762,519	25%

^{* 1} CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (3 mos) or 12 (1 mo); 20 Female Condoms; .015 MVA; .2 Implants; .25 IUDs; 9 EC





CYPs as Percentage of Target Market* (For programs over 6.0%)

