

Statistical Review: 1994

1994
CONTRACEPTIVE SOCIAL MARKETING
STATISTICS

July 1995

Courtesy of
DKT International
1120 19th Street, NW
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SOCIAL MARKETING STATISTICS 1994

Highlights

The good news: Total couples served by contraceptive social marketing projects in 1994 were 12.7 million, up by 17% from 1993, a healthy gain. Five new projects were added in 1994: Philippines II, South Africa, Tanzania, Togo, and Venezuela. CYP*(Couple Years of Protection) gains of 100,000 or more were recorded in Bangladesh, Egypt; and Nigeria. Bangladesh is now the world's largest contraceptive social market project, having just eclipsed the declining India I program. Egypt's revival after a near collapse in 1993 was particularly dramatic, going from 224,000 CYP's to 1.9 million, the best year ever for Egypt and 1994's third largest program.

The bad news: Four 1993 programs dropped from this report by falling below the 10,000 CYP mark: Burundi, Ecuador, Rwanda, and Zimbabwe. The Indian condom program continued its precipitous decline. This was partly offset by a healthy increase in the Indian Government's pill social marketing effort, but the overall decline in what has historically been the world's largest social marketing program was still substantial.

Method mix continues to diversify. In 1994 5.6 million CYP's were provided by condoms, reflecting the continued importance of AIDS prevention by this method. Oral contraceptives provided 3.8 million CYP's; 2.8 million CYP's were provided by IUD's, 327,000 by injectables, and 72,000 by other methods.

This year's report lists 47 projects in 43 countries.

It is worth noting that, if all social marketing projects improved to the per-capita service levels of the best projects, social marketing could be serving over 30 million couples in Asia alone. In other words tripling or quadrupling present service levels through social marketing is feasible. Further, we know how to do it. All that is required is determination and resources.

Philip D. Harvey

Social Marketing Program Sales

The following Table presents sales statistics and Couple Years of Protection (CYP's) for all contraceptive social marketing projects which provided more than 10,000 CYP's in 1994.*

PROGRAM NAME	REMARKS		'1994	CYP*	% CHANGE FROM 1993
			PRODUCT SALES		
1. BANGLADESH Social Marketing Company (formerly SMP) implemented by Population Services International (PSI) in 1975.	USAID funded Cooperating agency: PSI	Source: PSI			
		Condoms	150,993,563	1,509,936	
		Pills	11,584,650	891,127	
		TOTAL		2,401,063	11%
2. BENIN Implemented by DKT International and PSI in December 1989.	Private support USAID-supplied contraceptives Cooperating agency: PSI	Source: PSI			
		Condoms	1,685,361	16,854	
		TOTAL		16,854	25%
3. BOLIVIA Implemented by SOMARC IN 1988; managed through Prosalud.	USAID Support Cooperating Agency: SOMARC	Source: SOMARC			
		Condoms	631,743	6,317	
		Pills	269,715	20,747	
		TOTAL		27,064	18%
4. BOTSWANA Started by PSI in mid 1993.	USAID & private support Cooperating agency: PSI	Source: PSI			
		Condoms	1,282,776	12,828	
		TOTAL		12,828	26%
5. BRAZIL Started by DKT in November 1991. Management by DKT do Brazil.	Private and AIDSCAP support	Source: DKT			
		Condoms	11,568,009	115,680	
		TOTAL		115,680	71%
6. BURKINA FASO Started by PSI in 1991.	KfW Support Cooperating agency: PSI	Source: PSI			
		Condoms	5,171,004	51,710	
		TOTAL		51,710	63%

*One CYP equals 100 condoms; 13 cycles of pills; 0.33 IUD's; 4 injectables; 0.20 Norplant; 120 foaming tablets.

7. CAMEROON Started by PSI and DKT in October 1989.	USAID funded Cooperating agency: PSI	Source: PSI Condoms Pills	7,204,742 8,640	72,048 665	
		TOTAL		72,713	26%
8. CENTRAL AFRICAN REPUBLIC Started by PSI in November 1991.	USAID and private support Cooperating agency: PSI	Source: PSI Condoms	1,891,596	18,916	
		TOTAL		18,916	37%
9. COLOMBIA PROFAMILIA project, started in 1974 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILA Condoms Pills Foaming Tablets IUD's Injectables Norplant	6,227,106 5,648,100 1,462,406 158,352 8,981 3,572	62,271 434,469 12,187 479,855 2,245 17,860	
		TOTAL		1,008,887	-12%
10. COSTA RICA For-profit company, ASDECOSTA/ PROFAMILIA created in 1993.	USAID support phased out in 1994 project self-sustaining	Source: SOMARC Condoms	5,748,603	57,486	
		TOTAL		57,486	34%
11. COTE D'IVOIRE Implemented by PSI in 1990.	USAID support Cooperating agency: PSI	Source: PSI Condoms	8,929,187	89,292	
		TOTAL		89,292	52%
12. DOMINICAN REPUBLIC PROFAMILIA nonprofit organization; implemented by SOMARC in 1986.	USAID funded Cooperating agency: SOMARC	Source: SOMARC Condoms Pills IUD's Norplant	1,241,580 707,030 2,187 317	12,416 54,387 6,627 1,585	
		TOTAL		75,015	-12%
13. EGYPT Implemented by Family of the Future in 1979. Transferred to MEDTEC in 1994.	Received IPPF & USAID financial & technical help	Source: SOMARC Condoms Pills IUD's	14,095,080 1,820,229 546,662	140,951 140,018 1,656,552	
		TOTAL		1,937,520	765%
14. EL SALVADOR Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS).	USAID support	Source: ADS Condoms Pills	1,512,145 316,836	15,121 24,372	
		TOTAL		39,493	-22%
15. ETHIOPIA Implemented by DKT in 1990.	Support from ODA, SIDA, USAID	Source: DKT Condoms	17,293,221	172,932	
		TOTAL		172,932	47%
16. GHANA Implemented by Ghanaian firm DANAFCO in 1986; SOMARC technical assistance.	USAID support. Cooperating agency: SOMARC	Source: SOMARC Condoms Pills Foaming Tablets Injectables IUD's	4,386,120 487,140 2,439,000 1,125 1,150	43,861 37,472 20,325 281 3,409	
		TOTAL		105,349	5%
17. GUATEMALA Importadora de Productos Farmaceuticos, S.A., implemented by Juarez and Associates in 1983.	USAID support. Technical assistance from SOMARC	Source: IPROFASA Condoms Pills Foaming Tablets	3,072,096 177,396 371,376	30,721 13,646 3,095	
		TOTAL		47,462	2%
18. GUINEA Started by PSI in 1991.	USAID funded Cooperating agency: PSI	Source: PSI Condoms	1,398,130	13,981	
		TOTAL		13,981	-30%
19. HAITI Started by DKT in 1990. Turned over to PSI in 1991.	AIDSCAP, UNFPA and Private Support. Cooperating agency: PSI	Source: PSI Condoms	3,726,573	37,266	
		TOTAL		37,266	-6%

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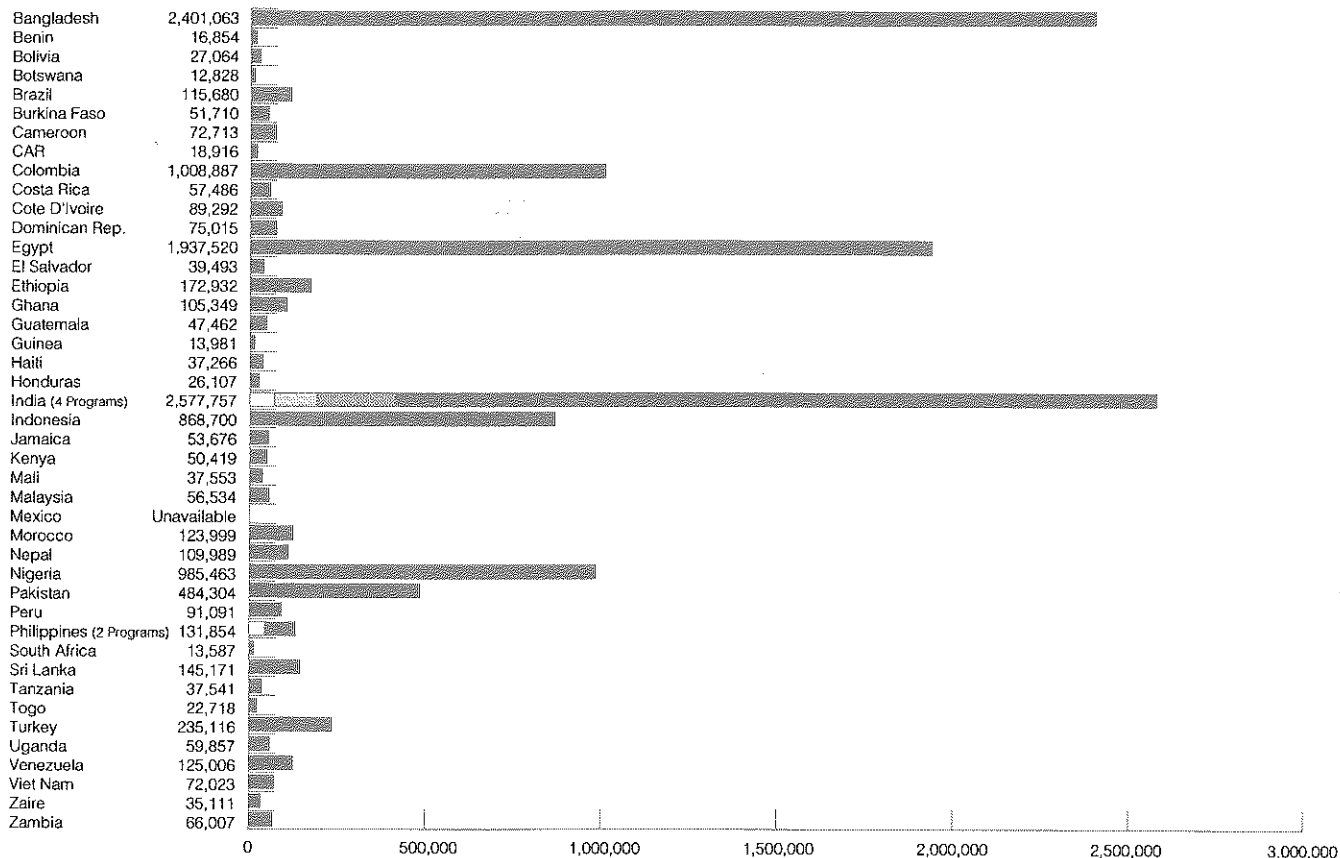
20. HONDURAS Honduras Social Marketing Program now implemented by ASHONPLAFA; Initiated by Triton Corporation in 1981.	USAID support	Source: SOMARC Condoms Pills	733,734 244,008	7,337 18,770	
		TOTAL		26,107	-48%
21.1 INDIA I Nirodh/Mala (Does not include Masti, Sawan, Pearl or Ecroz).	Government of India (GOI) Project (figures are for calendar year)	Source: GOI Condoms Pills	111,508,000 13,614,000	1,115,080 1,047,231	
		TOTAL		2,162,311	-30%
21.2 INDIA II (Masti & Pearl) PSI/India; implemented in 1988. (India I total includes 51,412,686 Nirodh condoms sold by PSI/India).	GOI and private-donor support	Source: PSI/INDIA Condoms Pills	21,178,990 168,491	211,790 12,961	
		TOTAL		224,751	-27%
21.3 INDIA III (Sawan, Bliss and Ecroz) Parivar Seva Sanstha. Implemented with Ford Foundation support in 1988.	Private donor and GOI support	Source: PSS Condoms Pills	10,830,200 152,167	108,302 11,705	
		TOTAL		120,007	16%
21.4 INDIA IV Started by DKT in December 1992.	Private and GOI support	Source: DKT Condoms Pills	2,727,183 564,408	27,272 43,416	
		TOTAL		70,688	142%
22. INDONESIA Blue Circle Project, implemented by BKKBN, various dates.	USAID & government support	Source: SOMARC Condoms Pills IUD's Injectables	675,648 1,966,079 137,025 1,181,918	6,756 151,237 415,227 295,480	
		TOTAL		868,700	2%
23. JAMAICA Jamaica National Family Planning Board, implemented by government and Westinghouse Health Systems in 1974.	Contraceptives supplied by USAID	Source: SOMARC Condoms Pills	1,595,304 490,402	15,953 37,723	
		TOTAL		53,676	-15%
24. KENYA Started by DKT and PSI in 1989.	USAID support Cooperating agency: PSI	Source: PSI Condoms Pills	4,791,672 32,531	47,917 2,502	
		TOTAL		50,419	180%
25. MALI Started by SOMARC in 1992.	USAID support Cooperating agency: SOMARC	Source: SOMARC Condoms Pills	1,872,933 244,707	18,729 18,824	
		TOTAL		37,553	160%
26. MALAYSIA Started by DKT in 1991.	Private, Government of Malaysia and UNFPA support	Source: DKT Condoms	5,653,440	56,534	
		TOTAL		56,534	55%
27. MEXICO SCHMID, formerly PROFAM - Started by PROFAM and PSI with USAID support in 1978.	No Subsidy	Condoms	Data Unavailable		
		TOTAL			
28. MOROCCO Started by SOMARC in 1989.	USAID support Cooperating agency: SOMARC	Source: SOMARC Condoms Pills	236,287 1,581,265	2,363 121,636	
		TOTAL		123,999	14%
29. NEPAL Nepal Contraceptive Retail Sales Corp., started by Westinghouse Health Systems and government in 1976; program now private company.	USAID support	Source: SOMARC Condoms Pills Foaming Tablets	7,203,108 404,684 819,432	72,031 31,130 6,829	
		TOTAL		109,989	26%
30. NIGERIA Started by PSI and DKT in 1988-90. Parallel program started by FPIA in 1985. Consolidated project now supervised by PSI.	USAID support Cooperating agency: PSI	Source: PSI Condoms Pills Foaming Tablets IUD's	45,242,772 3,740,000 2,453,500 74,216	452,428 287,692 20,446 224,897	
		TOTAL		985,463	85%

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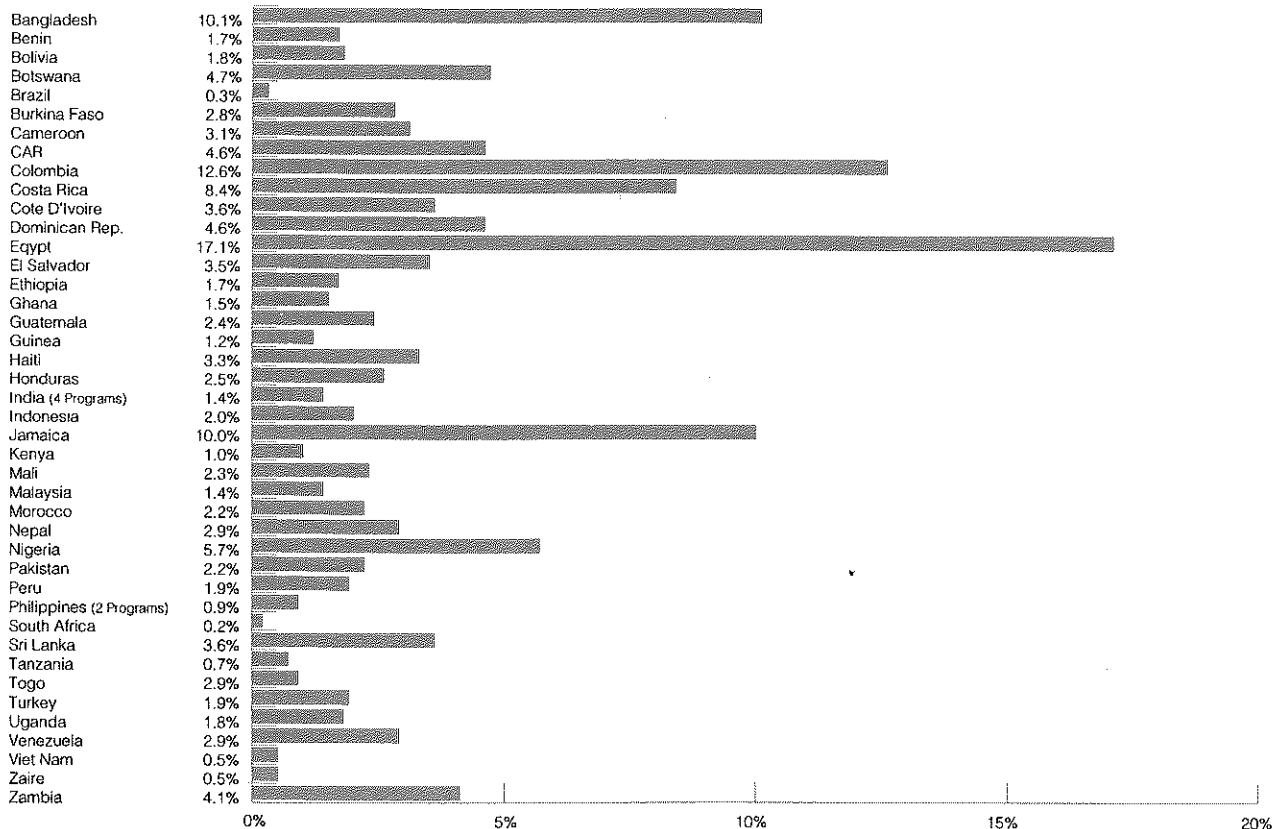
31. PAKISTAN SMC program implemented by W. Woodward (Pakistan) Ltd. and PSI Marketing Associates, 1986.	USAID support phased out in 1993 replaced by Private and KfW Support Cooperating Agency: PSI	Source: PSI Condoms	48,430,371	484,304	
			TOTAL	484,304	24%
32. PERU Apoyo a Programas de Poblacion, SOMARC technical assistance, 1984.	USAID support Implementing Agency: APROPO	Source: SOMARC Condoms Pills Foaming Tablets Injectables	1,367,586 680,066 976,080 67,875	13,676 52,313 8,134 16,969	
			TOTAL	91,091	15%
33.1. PHILIPPINES I Implemented by DKT in 1990.	Support from UN, AUSAID, PATH	Source: DKT Condoms Pills	7,836,498 120,432	78,365 9,264	
			TOTAL	87,629	47%
33.2. PHILIPPINES II Started by SOMARC in 1992	USAID support	Source: SOMARC Condoms Pills Injectables	1,610,900 291,696 22,711	16,109 22,438 5,678	
			TOTAL	44,225	N/A
34. SOUTH AFRICA Started in 1992 by PSI.	Private support	Source: PSI Condoms	1,358,694	13,587	
			TOTAL	13,587	N/A
35. SRI LANKA Sri Lanka Contraceptive Social Marketing Program, implemented by PSI and IPPF in 1973; now managed by Sri Lanka Family Planning Association.	IPPF support	Source: FPASL Condoms Pills Foaming Tablets IUD's Injectables	7,590,384 729,240 19,560 466 46,388	75,904 56,095 163 1,412 11,597	
			TOTAL	145,171	-2%
36. TANZANIA Started in 1993 by PSI.	USAID support Cooperating Agency: PSI	Source: PSI Condoms	3,754,088	37,541	
			TOTAL	37,541	N/A
37. TOGO Started by SOMARC in 1992.	USAID support	Source: SOMARC Condoms	2,271,768	22,718	
			TOTAL	22,718	N/A
38. TURKEY Started by SOMARC in 1991.	USAID support Implemented through Eczacibasi Ilac Cooperating Agency: SOMARC	Source: SOMARC Condoms Pills	7,743,115 2,049,898	77,431 157,684	
			TOTAL	235,116	-11%
39. UGANDA Started by SOMARC in 1991.	USAID support Cooperating Agency: SOMARC	Source: SOMARC Condoms Pills	4,081,941 247,491	40,819 19,038	
			TOTAL	59,857	201%
40. VENEZUELA Started by PROSALUD in 1992.	Support from Commerical Sector	Source: PROSALUD Condoms Pills IUD's	243,000 1,475,300 3,000	2,430 113,485 9,091	
			TOTAL	125,006	N/A
41. VIET NAM Implemented by DKT in 1993.	Private and government of Viet Nam support	Source: DKT Condoms	7,202,268	72,023	
			TOTAL	72,023	102%
42. ZAIRE Project de marketing Social, started by PSI in 1988 with USAID support.	USAID support curtailed in 1992.	Source: PSI Condoms Pills	3,150,336 46,900	31,503 3,608	
			TOTAL	35,111	15%
43. ZAMBIA Started by PSI in December 1992.	USAID support Cooperating agency: PSI	Source: PSI Condoms	6,600,707	66,007	
			TOTAL	66,007	40%
		GRAND TOTAL		12,711,094	17%

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Comparison of Program CYP



CYPs As Percentage of Target Market*



*Target market calculated as 80% of women in union, ages 15 - 49.