

**2010
CONTRACEPTIVE SOCIAL MARKETING
STATISTICS**

Courtesy of
DKT International
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August 2011

SOCIAL MARKETING STATISTICS 2010

Highlights	2010	2009	2008
CYPs*	53.4 million	47.5 million	45.0 million

Sales – 2010

Condoms	2,224,065,688	Injectables	26,091,379
Free Condoms	261,704,124	Implants	249,218
Female Condoms	6,179,644	Emergency Contraception (EC)	8,892,355
Pills	162,841,664	Medical Abortion (MA)**	1,374,970
IUDs.....	1,785,354	Manual Vacuum Aspiration (MVA) Kits.....	15,346

Social Marketing Program Sales

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

PROGRAM	REMARKS	2010 PRODUCT SALES	CYP	% CHANGE FROM 2009
1. AFGHANISTAN Started by Marie Stopes International (MSI) in 2003.	MSI support	Source: MSI		
		Condoms	1,539,082	15,391
		Pills	100,994	7,214
		IUDs	20,532	82,128
		Injectables	20,245	5,061
		TOTAL	109,794	-31%
2. ANGOLA Started by Population Services International (PSI) in 2000.	USAID, DFID and private funding	Source: PSI		
		Condoms	7,141,160	71,412
		Free Condoms	1,023,000	5,115
		TOTAL	76,527	4%
3. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID		
		Condoms	149,285,940	1,492,859
		Pills	32,920,130	2,351,438
		Injectables	1,202,785	300,696
		TOTAL	4,144,994	-3%
4. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID and KfW support	Source: PSI		
		Condoms	7,294,956	72,950
		Free Condoms	2,893,616	14,468
		Female Condoms	14,813	741
		Pills	206,642	14,760
		IUDs	3,215	12,860
		Injectables	43,032	10,758
		Implants	11,140	33,420
				TOTAL
5. BOLIVIA Started by APPRENDE in 2002.	PSIA support	Source: FARMAGE		
		Condoms	49,032	490
		Pills	45,768	3,269
		Injectables	25,849	6,462
		EC	76,168	8,463
		TOTAL	18,685	-79%
6. BOTSWANA Started by PSI in 1993.	Government of Botswana, USAID (AIDSMARK), Dutch government support	Source: PSI		
		Condoms	3,787,585	37,876
		Free Condoms	3,060,000	15,300
		Free Female Condoms	0	0
		TOTAL	53,176	-21%
7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Self-sustaining project	Source: DKT		
		Condoms	92,337,140	923,371
		Female Condoms	79,476	3,974
		TOTAL	927,345	17%

* 1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 9 EC; .33 Implants; .25 IUDs; .5882 MA Doses; .0208 MVA Kits.

** Medical abortion drugs are included here only when mifepristone and misoprostol are sold in combination. Misoprostol by itself is not included.

PROGRAM	REMARKS	2010 PRODUCT SALES		CYP	% CHANGE FROM 2009
8. BURKINA FASO Started by PSI in 1991.	KfW support	Source: PSI			
		Condoms	19,130,256	191,303	
		Female Condoms	67,956	3,398	
		Pills	131,128	9,366	
		TOTAL		204,067	3%
9. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF support	Source: PSI			
		Condoms	29,972,535	299,725	
		Free Condoms	343,552	1,718	
		Female Condoms	202,658	10,133	
		Pills	770,730	55,052	
		IUDs	31,802	127,208	
		Injectables	625,138	156,285	
		Injectables (1)	203,820	16,985	
		EC	21,670	2,408	
		Implants	1,143	3,429	
TOTAL		672,942	24%		
9.1 BURMA II (Myanmar) Started by MSI in 2004.	MSI support	Source: MSI			
		Pills	1,462,315	104,451	
		Injectables	18,211	4,553	
		EC	26,576	2,953	
TOTAL		111,957	-40%		
10. BURUNDI Started by PSI in 1990.		Source: PSI			
		Condoms	1,480,136	14,801	
TOTAL		14,801	4%		
11. CAMBODIA Started by PSI in 1994.	USAID, DFID, KfW, UNFPA, government support	Source: PSI			
		Condoms	23,478,858	234,789	
		Pills	3,350,496	239,321	
		IUDs	8,896	35,584	
		Injectables	457,980	114,495	
		Implants	3,461	10,383	
		MA	49,077	83,431	
TOTAL		718,003	16%		
12. CAMEROON Started by PSI and DKT in 1989.	DOD, KfW, Plan, Care, Dutch Fund, MTN, Art Venture and CIDA support	Source: PSI			
		Condoms	16,729,032	167,290	
		Female Condoms	1,025,243	51,262	
		Pills	1,110	79	
		IUDs	1,459	5,836	
		Injectables	8,519	2,130	
		Implants	6,430	19,290	
		TOTAL		245,888	-2%
13. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	UNFPA, KfW, World Bank and private support	Source: PSI			
		Condoms	5,006,880	50,069	
		Female Condoms	43,127	2,156	
TOTAL		52,225	-3%		
14. CHILE Started by FARMAGE in 2007.		Source: PROSALUD			
		EC	103,669	11,519	
TOTAL		11,519	NA		
15. CHINA Started by DKT in 1996.	Private support	Source: DKT			
		Condoms	46,728,197	467,282	
		EC	66,479	7,387	
TOTAL		474,669	7%		
15.1 CHINA II Started by PSI in 2004.	USAID support	Source: PSI			
		Condoms	1,510,007	15,100	
		Female Condoms	11,791	590	
TOTAL		15,690	8%		
16. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA			
		Condoms	7,057,961	70,580	
		Pills	570,802	40,772	
		IUDs	38,872	155,488	
		Injectables	2,314,306	578,577	
		EC	469,034	52,115	
		TOTAL		897,531	5%

PROGRAM	REMARKS	2010 PRODUCT SALES		CYP	% CHANGE FROM 2009
17. CONGO (DRC/Kinshasa) Started by PSI in 1988.	UNDP, Georgetown University (GU), DOD, UNICEF, Procter & Gamble, World Bank, USAID, CIDA support	Source: PSI			
		Condoms	45,374,138	453,741	
		Free Condoms	10,558,478	52,792	
		Female Condoms	505,990	25,300	
		Pills	766,548	54,753	
		IUDs	3,765	15,060	
		Injectables	199,840	49,960	
		TOTAL		651,607	60%
17.1 CONGO II (DRC/Kinshasa) Started by DKT in 2009.	Private support	Source: DKT			
		Condoms	2,525,600	25,256	
		Pills	1,686	120	
		IUDs	80	320	
		TOTAL		25,696	NA
18. COTE D'IVOIRE Started by PSI in 1998. Now managed by AIMAS with technical assistance from PSI.	USAID support	Source: PSI			
		Condoms	26,315,113	263,151	
		Female Condoms	47,395	2,370	
		Pills	1,435,492	102,535	
		Injectables	46,563	11,641	
		EC	23,430	2,603	
				TOTAL	
19. DOMINICAN REPUBLIC Started by PSI in 2003.	KfW, USAID and private support	Source: PSI			
		Condoms	14,635,122	146,351	
		Free Condoms	298,110	1,491	
		TOTAL		147,842	5%
20. EGYPT Started by DKT in 2004.	Private support	Source: DKT			
		Condoms	3,063,139	30,631	
		Pills	770,515	55,037	
		IUDs	270,737	1,082,948	
		Injectables	268,344	67,086	
		EC	66,504	7,389	
		MVA	2	96	
		VFT	183,043	1,464	
		TOTAL		1,244,652	115%
21. EL SALVADOR Founded by PSI/EL Salvador (PASMO) in 1998.	USAID, KfW, DOD, Dutch support	Source: PSI			
		Condoms	3,565,544	35,655	
		Female Condoms	13,000	650	
		Pills	6,900	493	
		IUDs	9,216	36,864	
		Implants	186	558	
				TOTAL	
22. ETHIOPIA Implemented by DKT in 1990.	Dutch and Irish governments, DFID, Packard, and USAID support	Source: DKT			
		Condoms	85,161,293	851,613	
		Female Condoms	101,000	5,050	
		Pills	2,604,256	186,018	
		IUDs	42,316	169,264	
		Injectables	1,653,120	413,280	
		EC	673,744	74,860	
		Implants	90,797	272,391	
		MA	181,580	308,686	
		MVA Kits	4,057	194,736	
		TOTAL		2,475,899	8%
22.1 ETHIOPIA II Implemented by PSI in 2003.	Global Fund, USAID, UNICEF, Procter and Gamble support	Source: PSI			
		Free Condoms	27,349,200	136,746	
		TOTAL		136,746	-2%
23. GHANA Exp Social Marketing Foundation.	USAID support	Source: EXP Ghana			
		Condoms	1,957,140	19,571	
		Unbranded Condoms	4,549,000	22,745	
		Pills	1,778,688	127,049	
		Injectables	860,261	215,065	
		TOTAL		384,431	NA
24. GUATEMALA Asociacion Pro-Bienestar de la Familia de Guatemala (APROFAM); started by Juarez and Associates in 1983.	USAID support	Source: APROFAM			
		Condoms	563,352	5,634	
		Pills	674,529	48,181	
		IUDs	4,141	16,564	
		Injectables	229,644	57,411	
		Norplant	5,705	17,115	
		TOTAL		144,904	24%

PROGRAM	REMARKS	2010 PRODUCT SALES	CYP	% CHANGE FROM 2009
24.I GUATEMALA II Started by PSI in 1998.	Abt Associates, KfW, USAID and private support	Source: PSI		
		Condoms	9,571,424	95,714
		Pills	1,282	92
		IUDs	13,132	52,528
		Implants	2,122	6,366
		TOTAL	154,700	-7%
25. GUINEA Started by PSI 1990.	USAID and KfW co-funded	Source: PSI		
		Condoms	7,676,984	76,770
		Pills	385,207	27,515
		Injectables	185,883	46,471
		TOTAL	150,755	42%
26. HAITI Started by DKT and PSI 1990.	USAID, UNFPA, Sogebank Foundation, MSH, and World Bank support	Source: PSI		
		Condoms	1,655,904	16,559
		Female Condoms	15,222	761
		Pills	296,768	21,198
		Injectables	124,112	31,028
		TOTAL	69,546	-52%
27. HONDURAS Honduras Social Marketing Program; Managed by the FPA ASHONPLAFA.	KfW and USAID support	Source: ASHONPLAFA		
		Condoms	1,003,371	10,034
		Pills	1,161,113	82,937
		IUDs	7,188	28,752
		Injectables	139,954	34,989
		EC	16,857	1,873
		TOTAL	158,584	3%
27.1 HONDURAS II Started by PSI in 1998.	KfW, Abt Associates, Summit Foundation and private support	Source: PSI		
		Condoms	3,547,258	35,473
		Free Condoms	2,380,032	11,900
		TOTAL	47,373	35%
28. INDIA I Nirodh Deluxe condoms and Mala D pills (Does not include any brands listed for India II - VII.)	Government of India (GOI) Project (figures are for fiscal year ended 3/31/10)	Source: GOI		
		Condoms	312,711,300	3,127,113
		Pills	16,490,000	1,177,857
		TOTAL	4,304,970	26%
28.1 INDIA II Masti and Pearl PSI/India, 1988. (India I totals include 84 million Nirodh condoms and 8.2 million Mala D pills sold by PSI/India)	GOI, KfW, DFID, USAID support (calendar year data, 2010)	Source: PSI		
		Condoms	65,979,798	659,798
		Female Condoms	216,386	10,819
		Pills	3,592,192	256,585
		IUDs	112,318	449,272
		Injectables	44,798	11,200
		EC	19,620	2,180
		MA	166,196	282,533
				TOTAL
28.2 INDIA III (Sawan, Bliss, Milan condoms and Ecroz pills) Parivar Seva Sanstha, 1988.	(FYE 3/31/10)	Source: GOI		
		Condoms	40,470,000	404,700
		Pills	2,150,000	153,571
		TOTAL	558,271	15%
28.3 INDIA IV (Zaroor, Choice, XXX) DKT/India (Mumbai), 1992. (India I totals include 15 million Nirodh condoms sold by DKT.)	DFID, USAID and GOI support (calendar year 2010)	Source: DKT		
		Condoms	108,540,930	1,085,409
		Pills	13,687,730	977,695
		IUDs	171,944	687,776
		Injectables	45,598	11,400
		MA	402,056	683,495
		TOTAL	3,445,775	27%
28.4 INDIA V (Apsara, Mithun, Plan X) Bihar-based project, managed by Janani; 1996.	Packard and GOI support (calendar year 2010)	Source: DKT		
		Condoms	30,067,846	300,678
		Pills	2,591,072	185,077
		IUDs	43,276	173,104
		Injectables	152,270	38,068
		EC	436,062	48,451
		MA	158,182	268,909
		MVA Kits	167	8,016
		TOTAL	1,022,303	41%

PROGRAM	REMARKS	2010 PRODUCT SALES	CYP	% CHANGE FROM 2009	
28.5 INDIA VI (Ahsas, Thril, Flavoured) Started by MSI/PHS (Population Health Services) in 1999. (India I totals include .30 million Mala D pills and 10 million Nirodh condoms sold by PHS.)	MSI support (calendar year 2010)	Source: MSI			
		Condoms	96,361,056	963,611	
		Pills	1,918,240	137,017	
		IUDs	49,375	197,500	
		Injectables	187,100	46,775	
		EC	141,759	15,751	
		MA	326,925	555,773	
		TOTAL		1,916,426	44%
28.5 INDIA VII Started by World Health Partner's in 2009.	Private support	Source: WHP			
		Condoms	1,763,294	17,633	
		Pills	109,920	7,851	
		IUDs	6,902	27,608	
		Injectables	14,752	3,688	
		EC	2,520	280	
TOTAL		57,060	41%		
29. INDONESIA Started by DKT in 1996.	KfW, GOI support	Source: DKT			
		Condoms	116,701,046	1,167,010	
		Female Condoms	6,601	330	
		Pills	18,698,520	1,335,609	
		Injectables	7,270,840	1,817,710	
		Injectables (1)	2,059,032	171,586	
		IUDs	183,076	732,304	
		EC	27,439	3,049	
		Implants	20,293	60,879	
		MVA	938	45,024	
		TOTAL		5,333,501	7%
30. KAZAKHSTAN Started by PSI in 2002.	USAID support	Source: PSI			
		Condoms	934,734	9,347	
		Free Condoms	1,008	5	
		IUDs	5,575	22,300	
TOTAL		31,652	53%		
31. KENYA Started by DKT and PSI in 1989.	DFID support	Source: PSI			
		Condoms	38,373,192	383,732	
		Free Condoms	3,434,600	17,173	
		Pills	1,773,480	126,677	
		IUDs	11,278	45,112	
		Injectables	508,513	127,128	
		Implants	5,974	17,922	
		TOTAL		717,744	-3%
32. LAOS Started by PSI in 1999.	USAID (AIDSMARK), Global Fund, Ministry of Health and UN support	Source: PSI			
		Condoms	4,549,356	45,494	
		TOTAL		45,494	15%
33. LESOTHO Started by PSI in 2001.	USAID and Dutch support	Source: PSI			
		Condoms	3,961,560	39,616	
		Free Condoms	5,517,900	27,590	
		Female Condoms	420,304	21,015	
TOTAL		88,220	37%		
34. MADAGASCAR Started by SOMARC in 1996, managed now by PSI.	USAID, GF, WHP support	Source: PSI			
		Condoms	11,951,090	119,511	
		Free Condoms	4,729,011	23,645	
		Female Condoms	38,109	1,905	
		Pills	2,459,508	175,679	
		IUDs	14,967	59,868	
		Injectables	1,054,183	263,546	\
		Implants	2,699	8,097	
TOTAL		652,251	40%		
35. MALAWI Started by PSI in 1994.	USAID and KfW support	Source: PSI			
		Condoms	7,584,084	75,841	
		Female Condoms	118,426	5,921	
		Pills	20,217	1,444	
		Injectables	29,641	7,410	
TOTAL		90,616	22%		
35.1 MALAWI II Started by MSI in 2004.	MSI support	Source: MSI			
		Condoms	2,869,187	28,692	
TOTAL		28,692	6%		

PROGRAM	REMARKS	2010 PRODUCT SALES	CYP	% CHANGE FROM 2009
36. MALAYSIA Started by DKT in 1991. Managed by PHI consultants.	self-sustaining project	Source: DKT		
		Condoms	5,076,720	50,767
		TOTAL	50,767	-2%
37. MALI Started by PSI in 2000.	Ministry of Health, Groupe Pivot, KfW, USAID, GU, CIDA, Dutch Fund and private support	Source: PSI		
		Condoms	9,044,160	90,442
		Female Condoms	12,201	610
		Pills	1,137,583	81,256
		IUDs	11,410	45,640
		Injectables	438,839	109,710
		Implants	16,252	48,756
		TOTAL	376,413	53%
38. MEXICO Started by DKT in 2002.	Private support	Source: DKT		
		Condoms	10,922,400	109,224
		Female Condoms	37,007	1,850
		Injectables	11,390	2,848
		EC	363	40
		TOTAL	113,962	5%
39. MONGOLIA Started by MSI in 2000.	UNFPA and MSI support	Source: MSI		
		Condoms	3,689,536	36,895
		Female Condoms	1,476	74
		Pills	130,207	9,301
		IUDs	2,879	11,516
		Injectables	251	63
		EC	41,956	4,662
		TOTAL	62,510	4%
40. MOROCCO Started by DKT in 2010.	Private support	Source: DKT		
		IUDs	3,636	14,544
		TOTAL	14,544	NA
41. MOZAMBIQUE Started by PSI in 1995.	DFID and GTZ support	Source: PSI		
		Condoms	21,488,578	214,886
		Free Condoms	6,043,305	30,217
		Female Condoms	28,747	1,437
		Free Female Condoms	394,515	9,863
		Pills	17,279	1,234
		TOTAL	257,637	-14%
41.1 MOZAMBIQUE Started by DKT in 2008.	Private support	Source: DKT		
		Condoms	2,562,034	25,620
		Pills	47,571	3,398
		IUDs	321	1,284
		EC	213	24
		MVA Kits	12	576
		TOTAL	30,902	NA
42. NAMIBIA Started by PSI in 1997.	USAID, Global Fund and UNAID support	Source: PSI		
		Free Condoms	5,508,065	27,540
		Free Female Condoms	136,221	3,406
		TOTAL	30,946	44%
43. NEPAL Started in 1976. Nepal Social Marketing and Franchise project.	USAID support	Source: AED		
		Condoms	15,103,903	151,039
		Pills	1,471,836	105,131
		IUDs	2,639	10,556
		Injectables	463,851	115,963
		Implants	880	2,640
		EC	235,102	26,122
		TOTAL	411,451	35%
43.1 NEPAL II Started by MSI in 2002.	MSI support	Source: MSI		
		Condoms	2,664,817	26,648
		Pills	74,287	5,306
		TOTAL	31,954	12%
43.2 NEPAL III Activated by PSI in 2009.	Global Fund support	Source: PSI		
		IUDs	27,202	108,808
		Implants	654	1,962
		MA	17,852	30,348
		TOTAL	141,118	13%

PROGRAM	REMARKS	2010 PRODUCT SALES	CYP	% CHANGE FROM 2009
44. NICARAGUA Started by PROFAMILIA in 1999.	USAID support	Source: PROFAMILIA		
		Condoms	190,606	1,906
		Pills	138,734	9,910
		IUDs	56	224
		Injectables	7,321	1,830
		Injectables (1)	1,134	95
		TOTAL		13,964
44.1 NICARAGUA II Started by PSI in 1998.	Abt Associates, USAID, KfW, Dutch Embassy and private support	Source: PSI		
		Condoms	5,481,858	54,819
		Female Condoms	5,610	281
		Pills	116,154	8,297
		IUDs	16,862	67,448
		Injectables	45,073	11,268
		Injectables (1)	67,160	5,597
		Implants	95	285
TOTAL		147,994	41%	
45. NIGER Started by GFA Medica/ Futures Group in 2004.	KfW support	Source: GFA Consulting Group		
		Condoms	6,291,360	62,914
		Pills	57,354	4,097
TOTAL		67,010	48%	
46. 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	206,400,698	2,064,007
		Free Condoms	3,165,541	15,828
		Female Condoms	672,441	33,622
		Pills	6,921,915	494,423
		IUDs	73,569	294,276
		Injectables	724,330	181,083
		Injectables (2)	1,127,847	187,975
		Injectables (1)	41,337	3,445
		EC	1,144,500	127,167
		Implants	8,501	25,503
		TOTAL		3,427,327
47. PACIFIC ISLANDS Started by MSI in 2004.	MSI support	Source: MSI		
		Condoms	816,861	8,169
		IUDs	141	564
		Implants	716	2,148
TOTAL		10,881	NA	
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	100,842,375	1,008,424
		Pills	1,302,904	93,065
		IUDs	378,194	1,512,776
		Injectables	417,900	104,475
		Injectables (2)	535,770	89,295
		Injectables (1)	148,200	12,350
EC	1,535,625	170,625		
TOTAL		2,991,009	25%	
48.1 PAKISTAN II Started by MSI in 2003.	Funded by MSI	Source: MSI		
		Condoms	4,715,763	47,158
TOTAL		47,158	-33%	
49. PANAMA Started by PSI in 1996.	USAID and private support	Source: PSI		
		Condoms	2,336,206	23,362
TOTAL		23,362	-24%	
50. PARAGUAY Started by PSI in 1996.	Self sustaining project	Source: PSI		
		Condoms	2,087,136	20,871
		Pills	560,552	40,039
		EC	170,657	18,962
TOTAL		79,873	26%	
51. PERU Apoyo a Programas de Poblacion; program started by SOMARC and APROPO in 1984.	USAID support	Source: APROPO		
		Condoms	14,919,520	149,195
		Injectables	21,848	5,462
		Foaming Tablets	50,976	408
		TOTAL		155,065

PROGRAM	REMARKS	2010 PRODUCT SALES	CYP	% CHANGE FROM 2009
51.1 PERU II Started by APPRENDE in 2002.	Support maintained through commercial activities of FARMAGE	Source: PROSALUD Condoms 93,030 Pills 126,918 EC 240,094 TOTAL	930 9,066 26,677 36,673	-50%
52. PHILIPPINES Implemented by DKT in 1990; managed by DKT.	Self sustaining program	Source: DKT Condoms 40,878,424 Pills 27,498,045 IUDs 34,000 Injectables 1,117,406 TOTAL	408,784 1,964,146 136,000 279,352 2,788,282	4%
53. ROMANIA Started by PSI in 1998.	USAID, UNICEF, and Dutch government/Matra support	Source: PSI Condoms 1,966,485 Free Condoms 108,057 TOTAL	19,665 540 20,205	-21%
54. RWANDA Started by PSI in 1993.	KfW, USAID (AIDSMark) and private support	Source: PSI Condoms 13,146,212 Pills 26,712 Injectables 20,361 TOTAL	131,462 1,908 5,090 138,460	20%
55. SOUTH AFRICA Started by PSI in 1992.	USAID, Dutch government, EF (PSI), Government of South Africa support	Source: PSI Condoms 61,058,965 Free Condoms 147,252,000 Female Condoms 6,984 Pills 666 IUDs 2,921 Injectables 60 MA 6 TOTAL	610,590 736,260 349 48 11,684 15 10 1,358,956	62%
56. 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 7,000,000 Pills 1,635,000 IUDs 1,700 Injectables 52,000 EC 935,000 TOTAL	70,000 116,786 6,800 13,000 103,889 310,475	NA
56.I SRI LANKA II Started by MSI in 1993; managed by MSI Sri Lanka.		Source: MSI/SL Condoms 6,415,972 EC 2,591 TOTAL	64,160 288 64,448	-6%
57. SUDAN Started by DKT in 2004.	Private support	Source: DKT Condoms 1,094,256 Pills 42,679 IUDs 90,821 Injectables 25,795 Implants 1,633 MVA Kits 9,367 TOTAL	10,943 3,049 363,284 6,449 4,899 449,616 838,239	-5%
57.1 SUDAN II Started by PSI in 2005.	USAID, Global Fund, MSH and FHI support	Source: PSI Condoms 836,038 Free Condoms 1,386,200 TOTAL	8,360 6,931 15,291	-38%
58. SWAZILAND Started by PSI in 2001.	USAID (AIDSMark) and Dutch support	Source: PSI Condoms 2,124,287 Free Condoms 2,507,400 Female Condoms 62,000 TOTAL	21,243 12,537 3,100 36,880	4%
59. TANZANIA Started by PSI in 1993.	USAID, Global Fund, KfW and Dutch government support	Source: PSI Condoms 72,633,168 Free Condoms 10,000,800 Female Condoms 576,180 Pills 718,092 IUDs 15,775 Injectables 4,110 Implants 2,060 TOTAL	726,332 50,004 28,809 51,292 63,100 1,028 6,180 926,744	9%

PROGRAM	REMARKS	2010 PRODUCT SALES	CYP	% CHANGE FROM 2009
59.1 TANZANIA II T-MARC Project.	USAID support	Source: AED		
		Condoms	15,103,903	151,039
		Pills	1,846,998	131,928
		Injectables	463,851	115,963
		Implants	834	2,502
		TOTAL		401,432
60. THAILAND Started by DKT in 2008.	DKT support	Source: DKT		
		Condoms	233,210	2,332
		Pills	94,410	6,744
		IUDs	592	2,368
		TOTAL		11,444
61. TOGO Started by SOMARC in 1992; transferred to PSI in 1998.	USAID and Global Fund	Source: PSI		
		Condoms	10,662,172	106,622
		Female Condoms	15,474	774
		Pills	98,844	7,060
		IUDs	2,666	10,664
		Injectables	34,031	8,508
		Implants	10,750	32,250
		TOTAL		165,877
62. TURKEY Started by DKT in 2008.	DKT support	Source: DKT		
		Condoms	4,850,294	48,503
		Female Condoms	1,587	79
		Pills	3,478	248
		IUDs	40	160
TOTAL		48,991	60%	
63. 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	8,069,241	80,692
		Free Condoms	4,175,517	20,878
		Free Female Condoms	247,608	6,190
		IUDs	16,308	65,232
		Implants	9,435	28,305
		TOTAL		201,297
63.1 UGANDA II Started by MSI in 1997; managed by MSI.	KfW support	Source: MSI Uganda		
		Condoms	8,740,980	87,410
		TOTAL		87,410
64. URUGUAY Started by AUPF (Asociacion Uruguaya de Planificacion Familiar) around 1968.	IPPF support	Source: AUPF		
		Condoms	20,241	202
		Pills	56,650	4,046
		IUDs	3,032	12,128
TOTAL		16,377	-23%	
65. VENEZUELA Started by PROSALUD in 1992.	Support from commercial sector and local embassies	Source: Prosalud		
		Condoms	795,704	7,957
		Pills	414,831	29,631
		IUDs	226	904
		Injectables	114,066	28,517
		EC	2,183,723	242,636
TOTAL		309,644	17%	
66. VIET NAM Implemented by DKT in 1993.	DIFD, KfW support	Source: DKT		
		Condoms	37,338,426	373,384
		Pills	2,746,120	196,151
		IUDs	569	2,276
		Injectables	23,745	5,936
		EC	173,405	19,267
		MA	73,096	124,263
		MVA Kits	803	38,544
		TOTAL		759,822
66.1 VIET NAM II Implemented by PSI in 2005.	USAID, PACT support	Source: PSI		
		Condoms	6,481,554	64,816
		Free Condoms	5,382,032	26,910
		Free Female Condoms	33,080	827
TOTAL		92,553	33%	

PROGRAM	REMARKS	2010 PRODUCT SALES	CYP	% CHANGE FROM 2009
67. YEMEN Started by MSI in 2001.	KfW support	Source: MSI		
		Condoms	2,761,767	27,618
		Female Condoms	1,476	74
		Pills	500,315	35,737
		IUDs	29,253	117,012
		Injectables	172,696	43,174
		TOTAL		223,614
68. ZAMBIA Started by PSI in 1992.	USAID, UNFPA, WHP, KfW support	Source: PSI		
		Condoms	20,380,536	203,805
		Free Condoms	517,500	2,588
		Female Condoms	413,424	20,671
		Pills	2,121,552	151,539
		IUDs	16,480	65,920
		Injectables	3,395	849
		Implants	24,802	74,406
TOTAL		519,778	5%	
69. ZIMBABWE Started by SOMARC in 1988; transferred to PSI in 1996.	USAID, DFID and Packard Partnership Funds	Source: PSI		
		Condoms	24,783,680	247,837
		Free Condoms	9,520,200	47,601
		Female Condoms	1,417,540	70,877
		Injectables	13,279	3,320
		Implants	22,656	67,968
		EC	57,595	6,399
TOTAL		444,002	-36%	
GRAND TOTAL			53,427,128	

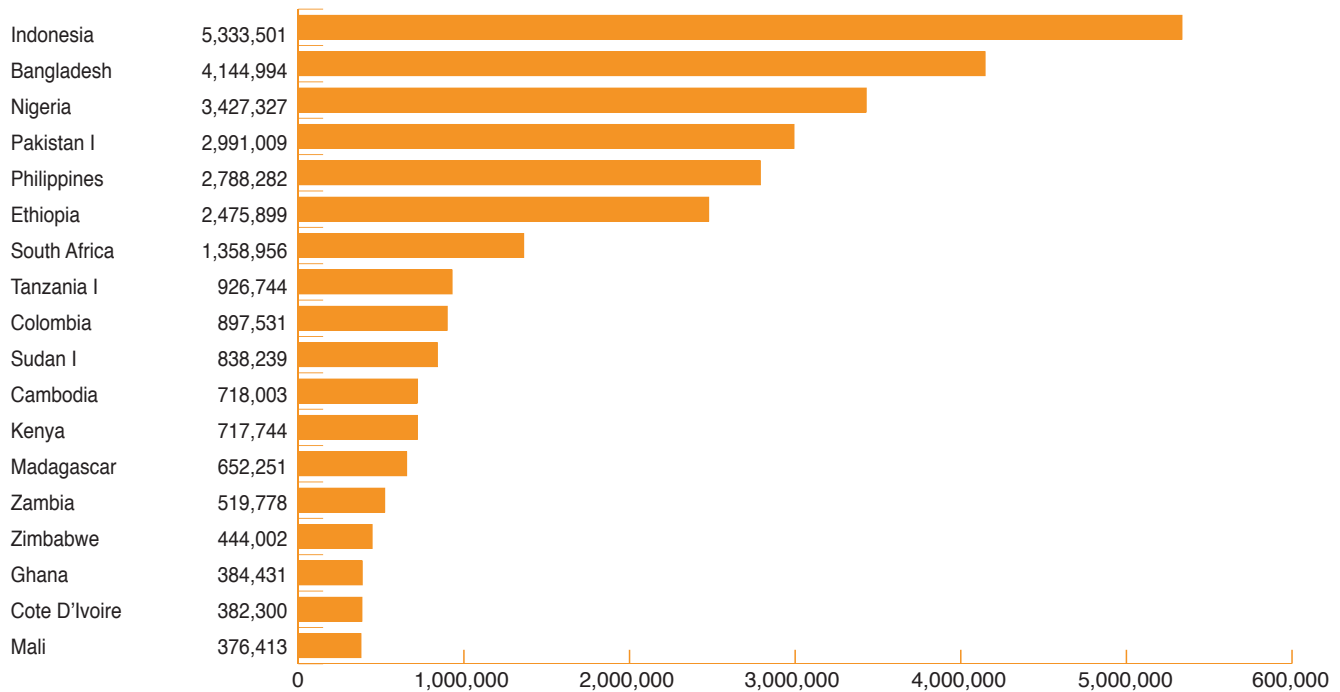
Best Programs

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

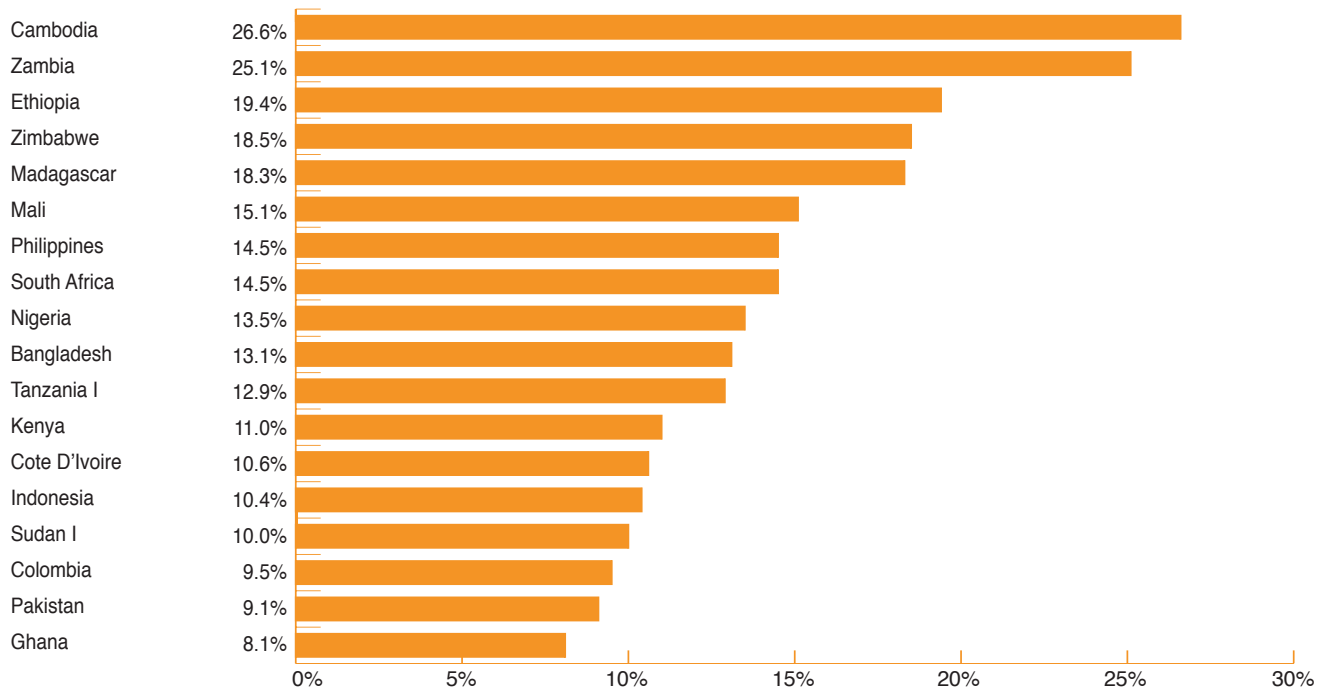
- delivering more than 300,000 CYPs, and
- reaching more than 8% of their target markets.

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

Ranked by Program Size



Ranked by Percent of Target Market*



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