



## **DKT International Announces Its Lowest Cost Ever to Provide One Year's Worth of Contraceptive Protection**

### ***World Population Day 2019: Increasing access to contraceptives remains top priority in global family planning efforts***

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WASHINGTON--(BUSINESS WIRE)--As July 11 marks World Population Day, DKT International is proud to announce that in the past year, they delivered a full year's worth of contraceptive protection for an average of \$1.57, the lowest cost-per-CYP in DKT history. Family planning and contraceptives continue to be the most cost-effective methods of poverty-prevention, environment-protection, and human rights-promotion.

"What can you buy for \$1.57? In India, ten cups of chai. In Ghana, a plate of jollof rice. In the United States, a can of soda. At DKT--an entire year's worth of contraceptive protection," says Chris Purdy, CEO of DKT International. "Our main goal is to make contraceptives accessible, affordable, and of the highest quality possible."

DKT is leading the way to increase access to safe abortion technology and contraception. Every day, DKT teams visit clinics, pharmacies, and shops to ensure high-quality products are available when and where people need them.

Social marketing via youth outreach and innovative campaigns promote high-quality, low-cost contraceptives and are successful in increasing the uptake and awareness of family planning and its benefits. Recent campaigns and initiatives include:

- **DKT Indonesia launched the "More to Play" campaign**, a youth-oriented marketing strategy designed to promote *Fiesta* condoms. Only an estimated 2% of modern contraceptive users in Indonesia regularly use condoms. The campaign revitalizes condoms, connecting them with images of youth, fun, and adventure.
- **DKT Turkey launched an emergency contraception site** to answer questions surrounding the morning after pill and educate on its availability. The site, written entirely in Turkish, uses easy-to-understand language to describe how and when to use emergency contraception. It also directs visitors to a list of longer-term, more sustainable contraceptive options.

- **DKT further expands into the Middle East.** DKT plans to open a new office in Jordan before the end of the third quarter. This new space will contribute to DKT Egypt's sales and operations across the Middle East and North Africa.

"We are excited to continue increasing our reach and promoting contraceptives for the betterment of our population and planet," adds Purdy.

*Since 1989, DKT International's core mission has been to provide safe and affordable options for family planning and HIV prevention through social marketing. Today, DKT designs and implements social marketing programs in 35 populous countries in Latin America, Africa, and Asia encompassing almost 65% of the world's population. DKT is one of the largest private providers of contraceptives and family planning services in the developing world.*

## Contacts

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## Tweets by [@DKTchangeslives](#)



**DKT International**

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Below is a brief put together by [@UNAIDS](#) and the [@UNFPA](#) to "ensure that the COVID-19 pandemic does not disrupt the supply of and demand generation for condoms."

Read more: [ow.ly/HtPC50zGoTX](https://ow.ly/HtPC50zGoTX)



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DKT International Retweeted



**Family Planning 2020**

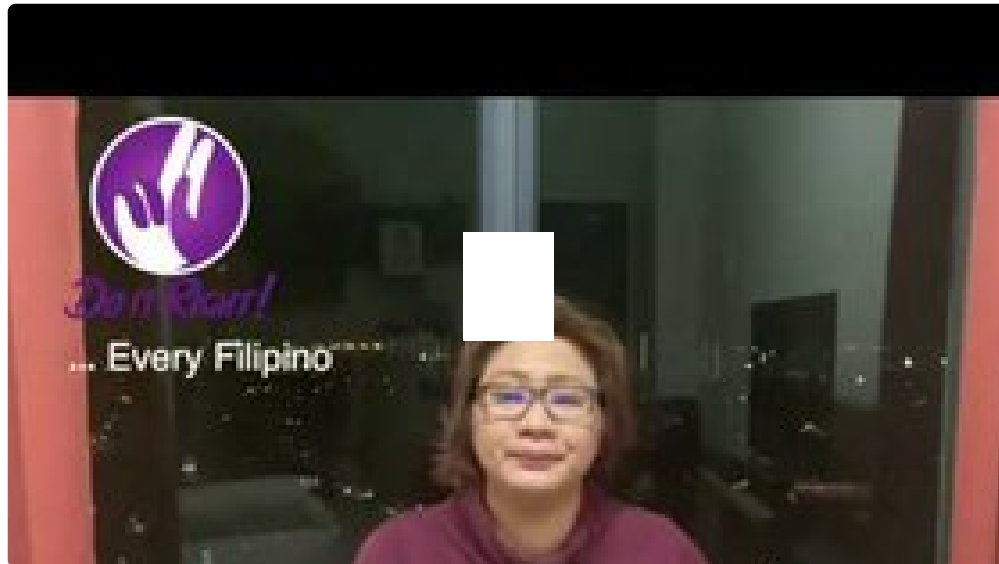
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@DKTchangeslives @ledapots119

▶ How are you protecting [#familyplanning](#) during the [#COVID19](#) pandemic? Make YOUR video and tag us with [#FPinCOVIDResponse](#) [bit.ly/3c1L8eg](https://bit.ly/3c1L8eg)

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DKT [#Indonesia](#) representatives distributed [#COVID19](#) awareness posters in 138 clinics last month to help people seeking family planning services to avoid the virus. Thank you [@HaloDKT!](#) [#SRH](#) [#FamilyPlanning](#) [#StayHealthy](#)

