

1991

**CONTRACEPTIVE SOCIAL MARKETING
STATISTICS**

June, 1992

Courtesy of
DKT International
1120 19th Street, N.W. Suite 610
Washington, D.C. 20036

Social Marketing Program Sales

The following Table presents sales statistics and Couple Year of Protection (CYP) data for all contraceptive social marketing projects which provided more than 10,000 CYP's in 1991.

PROGRAM NAME	STATUS	1991 PRODUCT SALES		CYP*
BANGLADESH				
Social Marketing Company (formerly SMP) implemented by Population Services International in 1975.	Active; AID funded; Cooperating Agency: PSI	Source: PSI		
		Condoms	82,676,369	826,764
		Pills	7,965,466	612,728
		TOTAL	1,439,492	
BOLIVIA				
Implemented by SOMARC in 1988; managed through Prosalud.	Active; AID supported; Cooperating Agency: SOMARC	Source: SOMARC		
		Condoms	376,743	3,767
		Pills	88,934	6,841
		TOTAL	10,608	
BURKINA FASO				
Started by Population Services International in 1991.	Active; AID funded; Cooperating Agency: PSI	Source: PSI		
		Condoms	2,794,952	27,950
		TOTAL	27,950	
CAMEROON				
Implemented by DKT International, October 1989	Active; AID funded; Cooperating Agency: PSI	Source: PSI		
		Condoms	3,193,996	31,940
		TOTAL	31,940	
COLOMBIA				
PROFAMILIA project, started in 1974 with International Planned Parenthood Federation support.	Active; IPPF supported	Source: PROFAMILIA		
		Condoms	6,548,208	65,482
		Pills	6,023,821	463,371
		Foam. Tabs.	2,281,848	22,818
		IUD's	30,844	58,196
		Injectables	11,093	2,773
		TOTAL	612,640	
COSTA RICA				
ASDECOSTA, for-profit company created in 1983 and owned by the Demographic Association of Costa Rica.	Active; AID funded	Source: ASDECOSTA (PROFAMILIA)		
		Condoms	2,937,152	29,372
		TOTAL	29,372	
COTE D'IVOIRE				
Implemented by Population Services International, 1990.	Active; AID supported; Cooperating Agency: PSI	Source: PSI		
		Condoms	1,828,434	18,284
		TOTAL	18,284	
DOMINICAN REPUBLIC				
PROFAMILIA nonprofit organization; Implemented by SOMARC in 1986.	Active; AID funded; Cooperating Agency: SOMARC	Source: SOMARC		
		Condoms	869,016	8,690
		Pills	497,579	38,275
		IUD's	3,681	6,945
		TOTAL	53,910	
ECUADOR				
Sponsored by FUTURE foundation, established by SOMARC, 1988.	Active; AID supported	Source: SOMARC		
		Condoms	214,350	2,144
		Pills	716,192	55,092
TOTAL	57,236			
EGYPT				
Family of the Future, implemented by Egyptian Family Planning Association, Cairo branch, in 1979.	Active; AID funded; received IPPF financial & technical help; Triton contract ended 8/86	Source: FOF		
		Condoms	14,668,488	146,685
		Pills	2,011,655	154,743
		IUD's	407,930	769,679
		Injectables	82,286	20,572
		TOTAL	1,091,679	

PROGRAM NAME	STATUS	1991 PRODUCT SALES		CYP*
EL SALVADOR Asociacion Demografica Salvadorena, implemented by government and Development Associates in 1976.	Active; AID supported	Source: ADS Condoms 1,769,170 Pills 279,340	TOTAL	17,692 21,488 39,180
ETHIOPIA Implemented by DKT International in 1990.	Active; Support from ODA; WHO condoms.	Source: DKT Condoms 3,782,454	TOTAL	37,825 37,825
GHANA Implemented by Ghanaian firm DANAFCO. SOMARC Technical Assistance.	Active; AID supported; Cooperating Agency: SOMARC	Source: SOMARC Condoms 3,748,300 Pills 435,300 Foam. Tabs. 1,909,400	TOTAL	37,483 33,485 19,094 90,062
GUATEMALA Importadora de Productos Farmaceuticos, S.A., implemented by Juarez and Associates in 1983.	Active; AID funded	Source: IPROFASA Condoms 1,600,464 Pills 183,460 Foam. Tabs. 589,656	TOTAL	16,005 14,112 5,897 36,014
HONDURAS Honduras Social Marketing Program now implemented by ASHONPLAFA; Initiated by Triton Corporation in 1981.	Active; AID funded	Source: ASHONPLAFA Condoms 599,912 Pills 215,876	TOTAL	5,999 16,606 22,605
INDIA I Nirodh	Data for 12 months ended 3/31/91. Active; GOI Project	Source: GOI Condoms 293,240,000	TOTAL	2,932,400 2,932,400
INDIA II PSI/India; implemented in 1988.	Active; GOI and AID supported; Cooperating Agency: PSI	Source: PSI Condoms 28,449,600 Pills 40,400	TOTAL	284,496 3,108 287,604
INDIA III Parivar Seva Sanstha. Implemented with Ford Foundation support in 1988.	Active; private donor support	Source: PSS Condoms 5,510,000 Pills 124,125	TOTAL	55,100 9,548 64,648
INDONESIA Blue Circle Project, implemented by BKKBN various dates. SOMARC technical assistance.	Active; AID and government support; Cooperating Agency: URC & SOMARC	Source: BKKBN/SOMARC Condoms 5,928,956 Pills 1,153,321 IUD's 52,410 Injectables 1,936,103	TOTAL	59,290 88,717 98,887 484,026 730,920
JAMAICA Jamaica National Family Planning Board, implemented by government and Westinghouse Health Systems in 1974.	Active; Government and AID supported	Source: NFPB Condoms 1,917,852 Pills 546,218	TOTAL	19,179 42,017 61,196
MEXICO I Implemented through Consejo de Planificacion Familiar (COPLAFAM); started by COPLAFAM & SOMARC; 1985.	Active; No subsidy; Cooperating Agency: SOMARC	Source: SOMARC Condoms 5,579,393	TOTAL	55,794 55,794
MEXICO II PROFAM. Started by PROFAM and PSI with AID support in 1978.	Active; No subsidy	Source: PROFAM Condoms 9,780,000	TOTAL	97,800 97,800

PROGRAM NAME	STATUS	1991 PRODUCT SALES		CYP*
NEPAL Nepal Contraceptive Retail Sales Corp., started by Westinghouse Health Systems and government in 1976; program now private company.	Active; AID supported	Source: CRS Condoms Pills Foam. Tabs.	4,584,648 252,930 695,016	45,846 19,456 6,950
			TOTAL	72,252
NIGERIA Started by PSI and DKT, 1988-90.	Active; AID commodity support	Source: DKT Condoms	1,876,129	18,761
			TOTAL	18,761
PAKISTAN SMC program implemented by W. Woodward (Pakistan) Ltd. and PSI Marketing Associates, 1986.	Active; AID supported; Cooperating Agency: PSI	Source: PSI Condoms	73,385,375	733,854
			TOTAL	733,854
PERU Apoyo a Programas de Poblacion, SOMARC technical assistance, 1984.	Active; AID support; Implementing Agency: APROPO	Source: APROPO Pills Foam. Tabs.	592,926 1,842,924	45,610 18,429
			TOTAL	64,039
PHILIPPINES Implemented by DKT in 1990.	Active; implemented through DKT Philippines	Source: DKT Condoms	1,266,048	12,660
			TOTAL	12,660
SRI LANKA Sri Lanka Contraceptive Social Marketing Program, implemented by PSI in 1973; now managed by Sri Lanka Family Planning Association	Active; IPPF supported	Source: FPASL Condoms Pills Foam. Tabs. IUD's Injectables Norplant	6,769,296 656,670 81,780 435 2,933 232	67,693 50,513 818 821 733 1,160
			TOTAL	121,738
THAILAND Started by the Population and Community Development Association (PDA) in 1974.	Condom phased out in 1990-91; Pill sales continuing as part of PDA family planning.	Source: PDA Pills	814,327	62,641
			TOTAL	62,641
TURKEY Started by SOMARC in 1991.	Active; AID supported; implemented through Eczacibasi Ilac; Cooperating agency: SOMARC	Source: SOMARC Condoms	2,398,290	23,983
			TOTAL	23,983
ZAIRE Project de Marketing Social started by PSI in 1988 with AID support.	Active; but support curtailed due to political upheaval. Cooperating Agency: PSI	Source: PSI Condoms Foam. Tabs.	18,301,507 1,947,208	183,015 19,472
			TOTAL	202,487
ZIMBABWE Started by SOMARC in 1988.	Active; AID supported; Cooperative Agency: SOMARC	Source: SOMARC Condoms Pills IUD's	1,182,083 67,033 1,542	11,821 5,156 2,909
			TOTAL	19,886

GRAND TOTAL 9 161,460

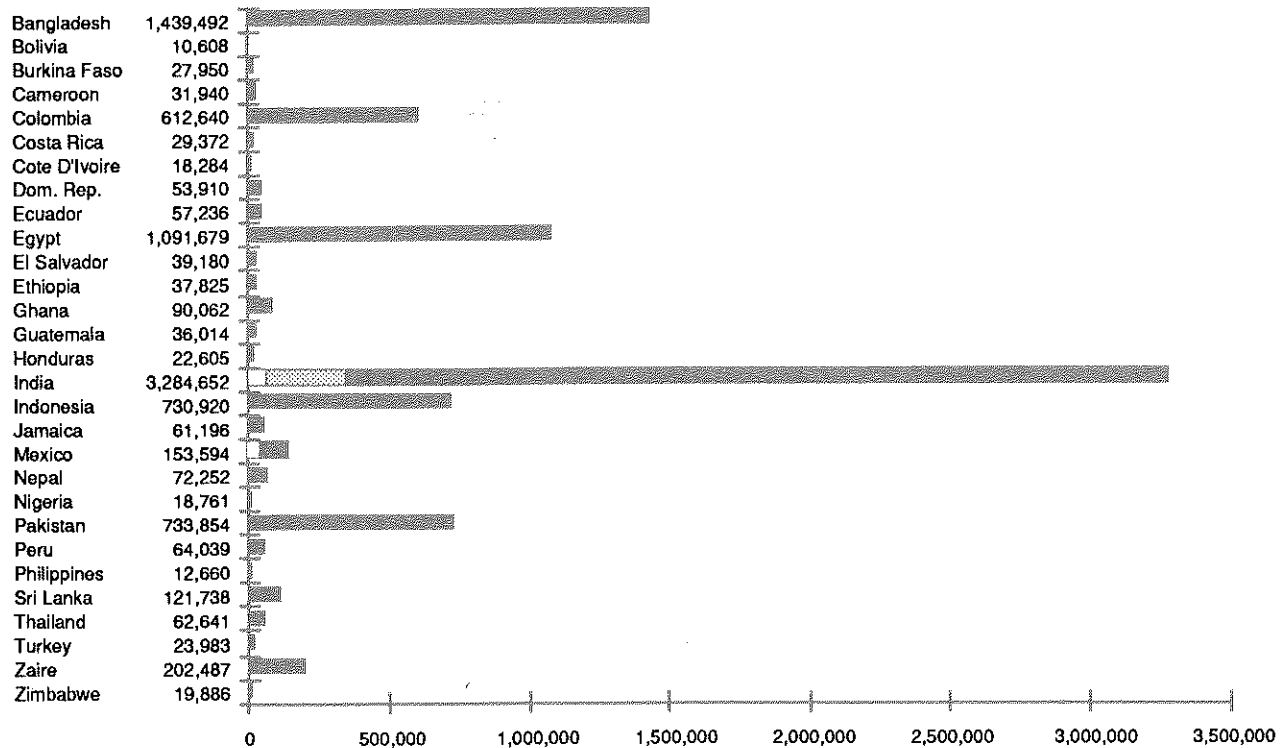
NIGERIA II
Started in mid-1980's by FPIA
and Sterling Products.

Active;
AID support.

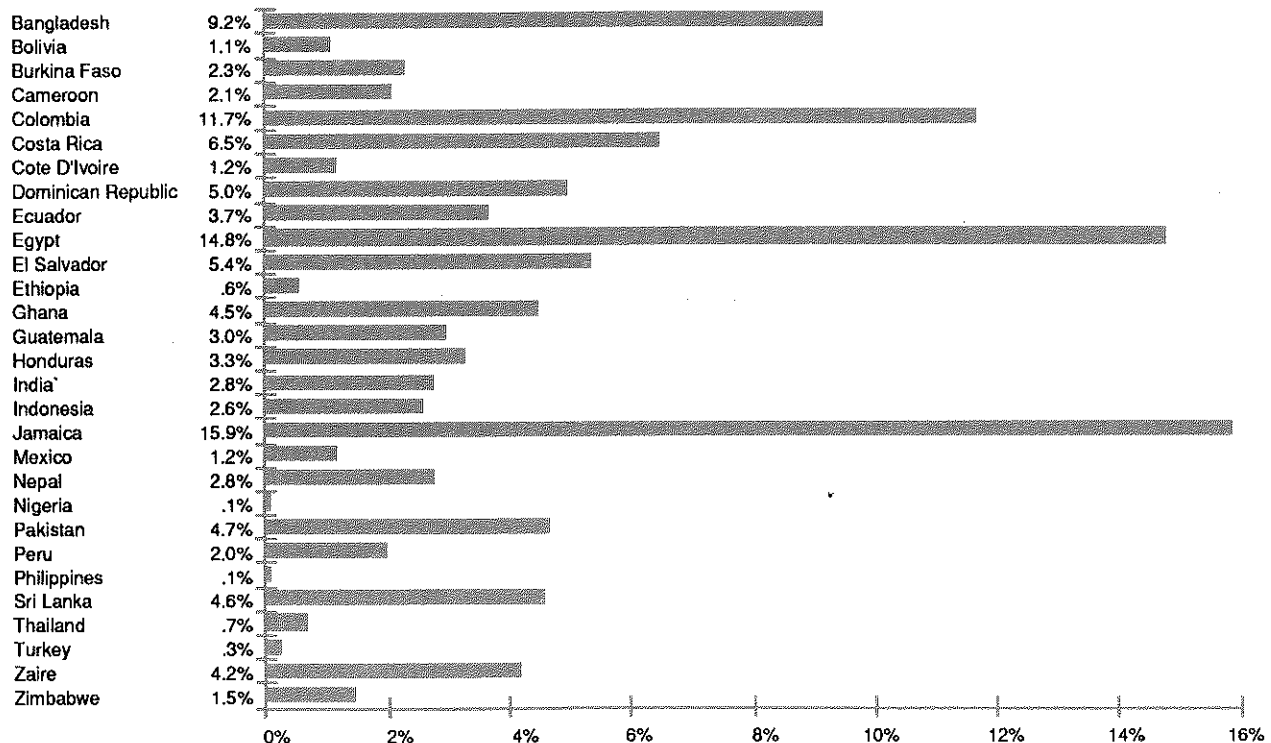
Source: FPIA
Condoms 3,603,990
Pills 1,510,600
Foam.Tab. 105,200
IUD 10,071

36,040
116,200
1,052
19,002
TOTAL 172,294

Comparison of Program CYP



CYPs As Percentage of Target Market*



* Target market calculated as 80% of women in union, ages 15 - 44.