

Report from

92

DKT International

1120 19th Street, Suite 610, Washington, D.C. 20036, Phone: 202-785-0094

DKT International operated six overseas programs in developing countries at mid 1992 plus two special projects in the United States.

The international programs are in Brazil, Ethiopia, India (Bombay), Malaysia, Nigeria, and the Philippines.

In addition DKT supported and assisted oral

contraceptive social marketing projects in North India in collaboration with Parivar Seva Sanstha (PSS) and Population Services International/India (PSI/I).

DKT also supported sterilization and abortion programs in collaboration with Marie Stopes International (MSI) in India, Sri Lanka, Kenya, Indonesia, and the Philippines.

NIGERIA

In 1987, the GOLD CIRCLE condom was introduced through urban market women, who comprise one of Nigeria's most efficient and widespread distribution channels. Operating from table-top stalls, they sell dry goods, toothpaste, aspirin, and other low-cost consumer goods. These early experiments demon-



Gold Circle wholesaler in Lagos, Nigeria, is loaded down crossing major highway.

strated that market women could be an effective supplement to standard retail outlets in Nigeria.

Building on this experience, DKT and Population Services International began a stepped-up program for the sale of GOLD CIRCLE condoms in 1990. With condoms supplied by USAID and marketing and management costs funded by private donors, GOLD CIRCLE condom sales totaled 3.5 million in the first six months of 1992.

The GOLD CIRCLE project, soon to be supplemented by other contraceptives, is operated in collaboration with Nigeria's Society for Family Health.

BRAZIL

At the request of the Health Department of Brazil's São Paulo state, DKT began work on a condom social marketing program for AIDS prevention in early 1990. After nearly two years of work to secure the needed brand registration and import clearances, PRUDENCE condoms went on sale in December 1991.

Early response to PRUDENCE, which sells for about U.S. 16¢ (vs. 75¢ to \$1.00 for commercial brands), has been very positive. The project has twice stocked out of condoms due to additional unexpected regulatory barriers, but these have finally been resolved.

It is expected that DKT do Brasil, our Brazilian affiliate company, will work in close collaboration with Family Health International under its AIDSCAP program, and in collaboration with both the São Paulo and Brazilian governments, to substantially increase the use of condoms throughout Brazil with a special focus on São Paulo state.

ETHIOPIA

DKT began marketing the HIWOT (meaning "life") condom for AIDS prevention and family planning in mid 1990. Two years later over 7 million HIWOT's have been sold and sales are now proceeding at a pace of 6 million per year.

The Ethiopia project has included special programs for demobilizing soldiers (each of the military personnel in the program was provided with brief but intensive AIDS education and a supply of HIWOT condoms); intensive promotion of condoms and AIDS education in bars, hotels, and brothels; a special promotion of HIWOT on high school campuses; and an "Ask the Doctor" radio program which bases its AIDS and family planning information on questions received from listeners.

The Ethiopia project is supplied with condoms from the World Health Organization (WHO) and receives financial support from the British Overseas Development Authority (ODA) and the Swedish aid agency, SIDA.



Despite poverty and problems, children in Ethiopia enjoy happy moments.

OPERATING PRIORITIES

DKT bases its programs on the lessons learned about family planning/AIDS prevention programs over the past two decades.

This experience demonstrates conclusively the overwhelming importance and cost-effectiveness of sterilization, contraceptive social marketing, and the provision of safe, legal abortion. DKT emphasizes these methods with a particular stress on filling programming gaps that seem most in need of attention. For example, in Brazil where AIDS seems most likely to afflict more people than in any other Latin American nation, there was no condom social marketing program in 1990. DKT therefore stepped in at the request of the São Paulo government and has been marketing PRUDENCE condoms in that state since late 1991.

Similarly, the birth control pill is virtually unutilized in India, the world's second largest country. Sterilization is widely available and condoms have been sold through social marketing for many years, but pills in India have fallen way behind. DKT therefore sponsored two branded oral contraceptive social marketing projects, promoting the ECROZ ("one-a-day") and PEARL oral contraceptives beginning in late 1991. Both pills are currently on the market in north India and sales are off to a promising start. In addition, a new oral contraceptive, CHOICE, will be introduced in the Indian states of Maharastra



Askala Tekle, center, the owner-manager of the Blue Nile Bar in Addis Ababa, Ethiopia, here seen with two of her working girls, maintains a strict policy of, "No condom - No sex!" DKT's Hiwot condoms are an overwhelming favorite.

and Gujarat by DKT's Bombay office in late 1992.

For meeting major gaps in sterilization provision, DKT has teamed up with Marie Stopes International to provide "contract sterilization" support for sterilization clinic providers in countries where these services are too little available and too little known. For example, per-case payments of \$27 and \$16 per sterilization were provided to local clinic service programs during 1991 to defray operating expenses in Indonesia and Kenya respectively. As a result of this support, sterilizations reached 6,200 during 1991 in Indonesia and more than 1,700 in Kenya.

DKT also assisted Marie Stopes International with sterilizations in India and Sri Lanka where 14,084 (India) and 15,686 (Sri Lanka) procedures were performed in 1991. Costs per couple year of protection (CYP) were an astonishingly low \$1.01 in India and \$0.58 in Sri Lanka.

DKT do Brasil • Edificio Dacon - 20 Andar, Av. Cidade Jardim 400, CEP 01454 São Paulo, BRAZIL
DKT Ethiopia • Dej Wolde Michael Avenue, Addis Ababa, ETHIOPIA
DKT India • 254 S. V. Road, Bandra West, Bombay 400 050, INDIA
DKT Consultants (Malasia) Sdn Bhd • Pusat Bandar Damansara, 50490 Kuala Lumpur, MALAYSIA
DKT Nigeria • Awaye Motors Building, Lagos Badagry Road, Lagos, NIGERIA
DKT International, Inc. • Gil Puyat Avenue corner Washington Street, Makati, Metro Manila, PHILLIPINES

PHILIPPINES

TRUST condoms were introduced in the Philippines in 1991 at a consumer price of 4 pesos for three (5¢ per condom). This price was set based on a careful analysis of what low-income Filipinos could afford for family planning. DKT relies on the "Chapman Index" for estimating such affordable prices (this index relies on the GNP per capita and related factors) as well as the cost of everyday consumer items like cigarettes, tea, and soft drinks. The price established for TRUST appears to be the right one. Sales for 1992 — the second full year of operation of the project — will exceed 4 million condoms, representing a more than 25% increase in total condom sales in the Philippines.

The TRUST project has also reintroduced aggressive condom advertising in this conservative Catholic country where family planning has been especially controversial. A 12' x 50' billboard on a major Manila thoroughfare is only the most recent conspicuous example.

The Philippine program expects to add a second brand of condom and an oral contraceptive in early 1993.

STRATEGIC APPROACH

DKT believes that the most accurate market research comes from trial and error. While our programs rely on conventional marketing research for establishing prices and brand names, we feel that the quickest way to assess many product variables is to offer a product or service and see how the market responds. This not only shortens the lead time in getting new programs established, but provides the most accurate information possible — information provided by consumers themselves.

DKT subscribes to a "lean-and-mean" operating structure. Since program activity is conducted in the field, headquarters staff is kept to a minimum. Operating priorities in-country stress quickness and efficiency, and both the advertising agencies and market research firms with whom we work are encouraged to be creative and innovative.



"Jumping boys" sell cigarettes and newspapers by jumping on and off buses in Manila, Philippines. Many now sell Trust condoms as well.

MALAYSIA

Durex CONFIDENCE condoms were launched in August 1991, in a collaborative effort involving DKT Consultants (our Malaysian affiliate), the London International Group which manufactures Durex condoms, and Eastern Agencies, a major Malaysian distribution company.

The launch of Durex CONFIDENCE was accompanied by considerable attention from the media and included the first ever unrolling of a condom on Malaysian TV. Over one million Durex CONFIDENCE condoms were sold in the first year.

INDIA (Bombay)

In India, use of oral contraceptives is very low; only one or two percent of India's 125 million couples use this method. When DKT set up shop in Bombay in September 1991, therefore, the first priority was to begin test marketing a new oral contraceptive in the states of Maharashtra and Gujarat. The name for this OC will be CHOICE and the product will be made available to low-income consumers at a subsidized price. CHOICE was launched in October 1992.

ABORTION/STERILIZATION

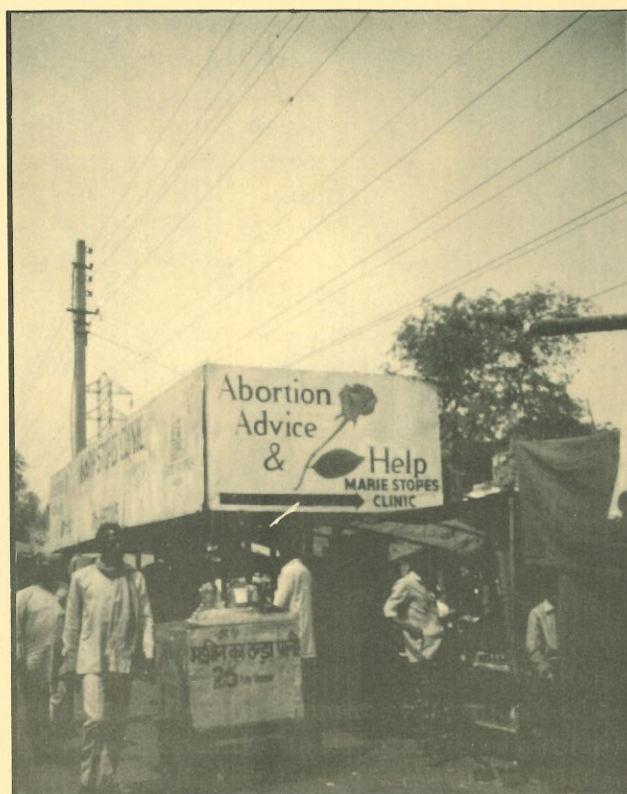
While abortion is a highly controversial subject in many parts of the world, access to safe, legal abortion has always been a key component — along with sterilization and the social marketing of spacing methods — in any comprehensive family planning program. At the very least, safe abortions must be available in the private sector.

Recognizing the importance of this issue, DKT, in collaboration with London-based Marie Stopes International, has supported the provision of abortion along with the full cafeteria of contraceptive methods in several countries. In particular, DKT has provided various forms of assistance for the MSI clinics in North India operated by Parivar Seva Sanstha which, in 1991, provided 45,800 abortions and 14,084 sterilization procedures along with pill prescriptions, IUD's, and condoms.

DKT will also be working with MSI in the promotion of sterilization services in the Philippines, Indonesia, Kenya, and Sri Lanka. Where feasible, abortion services will be provided as part of these clinic-based family planning programs.

DKT International

1120 19th Street, Suite 610, Washington, D.C. 20036



Billboards guide clients to Marie Stopes clinics in New Delhi, India.

"SEX OVER 40"

Since 1989, DKT has published Sex Over Forty. This newsletter is designed to provide education and information about sexuality among older persons in the United States. In 1992 total subscribers to this newsletter, which is edited by two top sexuality experts, was 34,000. Subscription revenue from Sex Over Forty came to just under \$1.5 million in 1991, and provides a steady source of net revenue to support DKT's international programs. Dr. E. Douglas Whitehead, M.D., and Shirley Zussman, Ed.D., who edit Sex Over Forty, are leading authorities on human sexuality including sexual problems of older persons. The editorial focus of the newsletter stresses the importance of sexual intimacy throughout life, offers support and "permission" for varied sexual practices for mature couples, and has covered such topics as erection problems, vitamins and sex, oral sex and aging, and sex after a heart attack.

DKT International is a non-profit organization based in Washington, D.C. Contributors are entitled to the maximum charitable contribution deduction allowed under existing Internal Revenue Code.

President: Philip D. Harvey
Vice President: T. R. L. Black
Treasurer: David A. Groves