

PD-ABM-598  
15N 98692

**PROJECT ASSISTANCE COMPLETION REPORT**  
**Reproductive Health Consolidation/Contraceptive Social Marketing**

Grant 515-0261.01 with PROFAMILIA/Asdecosta, S.A.  
June 26, 1992- September 30, 1995  
\$350,000, of which \$150,000 was an OYB transfer for condoms

**BACKGROUND:**

USAID/Costa Rica signed a follow-on Grant Agreement with PROFAMILIA/Asdecosta, S.A., which is wholly owned by the Costa Rican Demographic Association, an International Planned Parenthood Federation (IPPF) affiliate, and operated as a non-profit entity for the purposes of the Grant. PROFAMILIA successfully carried out the Contraceptive Social Marketing program in Costa Rica, receiving donated contraceptives, and contracting locally for packaging, distribution, information and promotional services. This follow-on Grant brought PROFAMILIA to financial self-sufficiency, enabling it to make commercial linkages with contraceptive suppliers and suppliers of health related articles, thereby increasing the availability of these products on the Costa Rican marketplace at a lower cost than what was formerly offered.

**1. Project Status vs. Planned outputs:**

- Contraceptive procurement was completed through an OYB transfer to AID/Washington. Two shipments of condoms were received and sold in the private marketplace.
- Estimated users, based on sales figures/average usage, (couple years of protection) 48,000. Market share for condoms of all types sold by PROFAMILIA is estimated at 33%. Competition has caused the price of some of the other condom brands to drop, improving accessibility to the general population.
- Average cost for couple year of protection dropped from \$12.75 in 1988 to \$5.37 in 1995, demonstrating improved program efficiencies.
- The contraceptive product line at the end of the project includes two condoms produced by Ansell, Inc., one lubricated condom, and one with the additional spermicide Nonoxynol -9, on sale through a widely varied, and unorthodox points of purchase, with special single condom packaging on sale from vending machines. Low dose oral contraceptives have been registered for entry into the marketplace in late 1993 and the NORPLANT contraceptive implant is now registered for sale. The Copper T-380A intrauterine device is now registered for commercial sale. This article formerly had been imported under special permit for the public sector only, due to the complications of the registration process.

15

- Program income has been effectively managed by PROFAMILIA management to increase the product line and assure the availability of low-cost contraceptives through commercial channels. PROFAMILIA is also marketing a condom product for gays, a complete kit for papanicolaou examinations, rubber gloves, infant training cups, and medical instruments. PROFAMILIA dominated the market for latex gloves. The sale of these products allows a cross-subsidy for the lowest priced condoms that PROFAMILIA offers.

2. Planned v. actual inputs: Inputs were provided as planned.

3. Progress toward planned purpose.

PROFAMILIA has proven to be an effective and efficient means to augment the accessibility to contraceptive products, and thereby facilitate voluntary family planning. By virtue of having broken down previously held taboos against the use of condoms through the utilization of innovative marketing techniques to bring the products into the public eye without offending cultural sensitivities, the project expanded the private sector participation in family planning programs, and offered low cost, convenient alternatives to public sector services. By holding a firm share of the market, and keeping the prices as low as is feasible, PROFAMILIA is carrying out its stated mission, and is likely to continue in the same manner, as its governing board and management are committed to the program.

4. Post-project monitoring requirements.

None

5. Lessons learned . Hiring an effective manager was the most important point. Second in importance was allowing that manager to innovate and break ground in untried terrain. The level of education in Costa Rica, the inroads of mass communications and the advent of AIDS/HIV prevention needs propelled the family planning program into the search for additional sources of goods and services, and the contraceptive social marketing program began to fill that niche.

The double barrel purpose of providing low-cost contraceptives, and making the program self-sufficient requires creativity, flexibility and a lot of accountability, which may not be the case in most of the countries where AID works. It is working in Costa Rica.