

2. COUNTRY/ENTITY
 Interregional

3. PROJECT NUMBER
 936-3028

4. BUREAU/OFFICE
 S&T/POP/FPSD

5. PROJECT TITLE (maximum 40 characters)
 Contraceptive Social Marketing

6. PROJECT ASSISTANCE COMPLETION DATE (PACD)
 MM DD YY
 03 31 90

7. ESTIMATED DATE OF OBLIGATION
 (Under 'B.' below, enter 1, 2, 3, or 4)
 A. Initial FY 84 B. Quarter 4 C. Final FY 88

8. COSTS (\$000 OR EQUIVALENT \$1 =)

A. FUNDING SOURCE	FIRST FY			LIFE OF PROJECT		
	B. FX	C. L/C	D. Total	E. FX	F. L/C	G. Total
AID Appropriated Total	3,600		3,600	25,000		25,000
(Grant)	(3,600)	()	(3,600)	(25,000)	()	25,000
(Loan)	()	()	()	()	()	()
Other U.S.						
1.						
2.						
Host Country						
Other Donor(s)						
TOTALS	3,600		3,600	25,000		25,000

9. SCHEDULE OF AID FUNDING (\$000)

A. APPROPRIATION	B. PRIMARY PURPOSE CODE	C. PRIMARY TECH CODE		D. OBLIGATIONS TO DATE		E. AMOUNT APPROVED THIS ACTION		F. LIFE OF PROJECT	
		1. Grant	2. Loan	1. Grant	2. Loan	1. Grant	2. Loan	1. Grant	2. Loan
(1) PN	J440	440				25,000		25,000	
(2)									
(3)									
(4)									
TOTALS						25,000		25,000	

10. SECONDARY TECHNICAL CODES (maximum 6 codes of 3 positions each)

11. SECONDARY PURPOSE

12. SPECIAL CONCERNS CODES (maximum 7 codes of 4 positions each)
 A. Code
 B. Amount

13. PROJECT PURPOSE (maximum 480 characters)
 Increase the availability and use of contraceptives using commercial marketing techniques and distribution systems to provide inexpensive contraceptives among eligible CDC populations.

14. SCHEDULED EVALUATIONS
 Interim MM YY MM YY Final MM YY
 06 85 06 87 06 89

15. SOURCE/ORIGIN OF GOODS AND SERVICES
 000 941 Local Other (Specify) 935

16. AMENDMENTS/NATURE OF CHANGE PROPOSED (This is page 1 of a _____ page PP Amendment.)

BEST AVAILABLE COPY

17. APPROVED BY
 Signature: *Steven W. Sinding*
 Title: Steven W. Sinding, Director, Office of Population

18. DATE DOCUMENT RECEIVED IN AID/W, OR FOR AID/W DOCUMENTS, DATE OF DISTRIBUTION
 Date Signed: MM DD YY

PROJECT AUTHORIZATION

Country: Interregional

Project: Contraceptive Social
Marketing

Project No.: 936-3028

1. Pursuant to Section 104 of the Foreign Assistance Act of 1961, as amended, I hereby authorize the centrally funded project, Contraceptive Social Marketing, involving planned obligations not to exceed \$25,000,000 in Population grant funds during FY 1984 - FY 1988. Funding during this five-year period will be in annual increments, subject to the availability of funds in accordance with the A.I.D. OYB/allotment process, to help in financing foreign exchange and local currency costs for the project.

2. The purpose of the project is to increase the availability and use of contraceptives using commercial marketing techniques and distribution systems to provide inexpensive contraceptives to eligible LDC populations.

3. The agreements which may be negotiated and executed by the officer(s) to whom such authority is delegated in accordance with A.I.D. regulations and Delegations of Authority shall be subject to the following terms and conditions, together with such other terms and conditions as A.I.D. may deem appropriate.

4. Source and Origin of Commodities, Nationality of Services

- a. Commodities financed by A.I.D. under the project shall have their source and origin in the cooperating country * or the United States, except as A.I.D. may otherwise agree in writing. Except for ocean shipping, the suppliers of commodities or services shall have the cooperating country or the United States as their place of nationality, except as A.I.D. may otherwise agree in writing.
- b. The aggregate cost of all goods and services procured under each contract in a cooperating country from A.I.D. Geographic Code 935 countries (Special Free World) may not exceed \$750,000.

* Each developing country where research, training, technical or other assistance takes place under the project shall be deemed to be a cooperating country for the purpose of permitting local cost financing.

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- c. Ocean shipping financed by A.I.D. under the project shall, except as A.I.D. may otherwise agree in writing, be financed only on flag vessels of the United States.

for Frank B. Kuntz
 M. Peter McPherson
 Administrator

May 23 1984
 Date

Clearances:

S&T/POP/FPSD, TDonnelly 15/4/84
 S&T/POP, SSinding [Signature]
 S&T/PO, GEaton [Signature]
 S&T/HP, JSarn [Signature]
 S&T, NCBrady [Signature] ADD 2 3
 GC, HFry [Signature]
 AA/PPC, RDerham [Signature]
 GC/LP, JClyne [Signature]

Drafted by: ST/POP/FPSD:THarriman:3/19/84:x59677:1623Y
 Revised 4/5/84

AGENCY FOR INTERNATIONAL DEVELOPMENT
WASHINGTON, D. C. 20523

SENIOR ASSISTANT ADMINISTRATOR

ACTION MEMORANDUM FOR THE ADMINISTRATOR

THRU: AA/PPC, Richard Derham *RD*
FROM: S&T, N. C. Brady *NCB*
SUBJECT: Contraceptive Social Marketing Project, 936-3028

Action: Your approval is required to authorize \$25 million for a new S&T project, Contraceptive Social Marketing (CSM), 936-3028.

Discussion: The Contraceptive Social Marketing approach proposed in this project uses private sector techniques and resources to make family planning information and contraceptives more widely available. Focusing on LDC couples who are served by neither public nor private systems, CSM programs use existing private sector marketing and distribution networks to distribute information and materials. This has resulted in LDC programs which reach populations who previously did not have access to family planning and which deliver family planning services at low cost.

Contraceptive Social Marketing Programs have evolved from our experience with Commercial Retail Sales (CRS) programs. With AID support, CRS projects in a number of countries have demonstrated that contraceptive availability can be increased through private sector delivery systems. These projects also demonstrated that it was not enough just to supply the contraceptives through retail outlets. LDC couples also need better information on family planning options and techniques. Culturally-acceptable advertising, marketing and consumer educational materials must support expanded distribution if our program goals of meeting the needs of unserved populations are to be met.

Other program assumptions have changed. Experience to date has suggested that it is unrealistic to expect to meet both the program goals of serving low income, hard-to-reach populations and of self sufficiency. However, special attention will be given to establishing appropriate price levels in order to maximize cost recovery while not jeopardizing sales. Studies of the price elasticity of demand will help determine optimum prices. When compared to other family planning programs receiving public support, CSM programs have a very favorable record of cost effective, efficient service delivery. AID program support is given with the understanding that the LDC recipient agency will develop appropriate plans to minimize the program's dependence on foreign donors.

CSM programs complement existing public and private family planning service providers. Consumer profiles show that CSM clients typically consist of those persons who are unable or unwilling to go to public clinics, those who are prepared to pay some price for contraceptives but cannot afford the regular commercial price, and those who prefer the anonymity of purchase from a retail outlet rather than supply from a community-based distributor.

Thus, CSM programs are not substitutes for community-based distribution (CBD) or commercial sales programs. In countries where government clinics, family planning associations, CBD, and CSM programs coexist, there is considerable evidence that the promotional information supplied through CSM reinforces the information and education efforts of all suppliers. Operations research is underway that will further assess CSM information/education activities and the possible benefits of coordinating educational activities among private-sector suppliers. Other studies evaluate CSM performance in promoting sustained contraceptive use and informed consumer perspectives; in attracting new users; and developing appropriate product pricing, and long-term financing options.

This project will provide technical assistance to LDC governments and agencies to promote the development and implementation of five to ten new CSM programs. Assistance will also be provided to up to fifteen ongoing CSM programs to expand and improve activities. Possible sites for new country programs are the Dominican Republic, the Sudan, Liberia and Nigeria. Countries which have expressed initial or renewed interest in CSM include, Ghana, Somalia, Morocco, Tunisia, Indonesia, Thailand, Peru and Bolivia. Special attention will be given to stimulating interest and assisting project development in selected priority countries such as Turkey.

The estimated five year cost of the project is \$25,000,000 over five years (FY 84 - 88). Traditionally, this has been a "ribbon project" with S&T providing technical assistance and support in the initial stages of program development and implementation and missions assuming responsibility for supporting on-going programs. Approval of the project at the funding level proposed will enable USAIDs to draw upon centrally managed technical resources when missions take responsibility for management and funding of the projects.

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