



Global Directory of Condom Social Marketing Projects and Organizations

January 2001



**Global Directory of
Condom Social Marketing Projects and Organisations**

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Acknowledgement

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Acronyms/Abbreviations

AGS	Administration and General Services
AIDS	Acquired Immune Deficiency Syndrome
AIDSCAP	AIDS Control and Prevention Project
AIDSMark	A USAID five-year global programme (1997-2002) that uses social marketing methods to sell critical public health products and services that prevent the spread of HIV/AIDS and other sexually transmitted infections (STIs).
BASICS (USAID)	Basic Support for Institutionalising Child Survival
CAMNAFAW	Cameroon National Association for Family Welfare
CAR	Central African Republic
CARE	Co-operative for Assistance and Relief Everywhere
CEDPA	Centre for Development and Population Activities
CHP	Cameroon Health Programme
COMCEFP	Community Clinic Extension Family Planning Programme
CSM	Condom Social Marketing
CYP	Couple Year Protection
DfID	Department for International Development, United Kingdom
DFS	Direction/Division de la Statistique et de l'Economie Appliquée
ECODEV	Ecoform Développement
EU	European Union
FESADE	Femmes et Santé pour le Développement
FFPAM	Federation of Family Planning Associations, Malaysia
FNUAP	Fonds de Nations Unies pour la Population
FPA	Family Planning Association
FPAI	Family Planning Association of India
FPASL	Family Planning Association of Sri Lanka
FUTURES/FUTURES Europe	The Futures Group International / Futures Group Europe
GBP	British Pound Sterling (£)

GDP	Gross Domestic Product
GNP	Gross National Product
GTZ	German Technical Assistance
IEC	Information, Education and Communication
IFH	International Family Health
IMPACT	Implementing AIDS Prevention and Care Project
INTRAH	International Programme for Training and Health
IPPF	International Planned Parenthood Federation
IRESKO	Institut de Recherche sur les Comportements
IUD/IUCD	Intra-Utrine Device / Intra-Utrine Contraceptive Device
KAP	Knowledge, Attitude and Practice
KfW	Kreditanstalt für Wiederaufbau (German Development Bank)
MAC	Malaysia AIDS Council
MFPA	Mauritius Family Planning Association
MOH	Ministry of Health
MSH	Management Sciences for Health
MSI	Marie Stopes International
MVU	Mobile Video Unit
NACP	National AIDS Control Programme
NCCA	National Committee for the Control of AIDS
NGO	Non-governmental Organisation
NOVIB	A Dutch Foundation
NPFDB	National Population & Family Development Board
OC	Oral Contraceptive
ORS	Oral Rehydration Solution
PATH	Program for Appropriate Technology in Health
PNLP	Programme National de Lutte Contre le Paludisme
PNLS	Programme National de Lutte Contre le SIDA

PPAT	Planned Parenthood Federation of Thailand
PPFK	Planned Parenthood Federation of Korea
PSI	Population Services International
SFPS	Sante Familiale Prevention du SIDA
SMC Bangladesh	Social Marketing Company, Bangladesh
SOMARC	Social Marketing for Change, The Futures Group International
STD/STI	Sexually transmitted disease /sexually transmitted infection
SWAA	Association des Femmes d'Afrique Face au SIDA
UNAIDS	Joint United Nations Programme on HIV/AIDS
UNDP	United Nations Development Programme
UNFPA	United Nations Population Fund
UNHCR	United Nations High Commissioner for Refugees
UNICEF	United Nations Children's Fund
UNOPS	United Nations Office for Project Services
URD	Unité de Recherche Démographique
USAID	United States Agency for International Development
VSO	Voluntary Service Overseas
WHO	World Health Organisation

Part One

Social Marketing: An Effective Tool in the Global Response to HIV/AIDS

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1.1 Introduction

UNAIDS has decided to create a *Global Directory of Condom Social Marketing Projects and Organisations* to provide information and data on social marketing for countries, institutions and organisations working in HIV/AIDS and sexually transmitted disease programmes, especially in the area of condom programming. The information contained in the directory demonstrates the different ways in which social marketing complements and supports HIV/AIDS prevention efforts. The directory, which covers different models of condom social marketing programmes, specifically intends to:

- ❑ Show the contribution of social marketing in HIV/AIDS programmes.
- ❑ Stimulate new ideas and developments in social marketing for HIV prevention.
- ❑ Serve as an advocacy document to encourage policy makers and implementers to adopt the social marketing approach for condom programming in HIV/AIDS, when possible and for health promotion in general.
- ❑ Constitute a database of social marketing organisations and programmes that reflects activities in different countries regarding HIV/AIDS and social marketing.
- ❑ Provide important information on social marketing.

The condom social marketing organisations, profiled in Section 4, were closely involved in providing the necessary information to create the Directory.

1.2 How to use the Directory

The Directory can be used as a reference document for information, planning, designing and implementation of condom social marketing projects. It is also useful documentation for mobilising technical and funding resources for organisations and countries. The Directory will be updated periodically to provide up-to-date information and data.

Each section of the Directory provides complete information and data hence users may break the document down into sections for their needs. However, some complementary and valuable information is available across sections and in references.

The Directory is a resource for organisations and individuals working in HIV/AIDS prevention world-wide and is intended for use by:

- ❑ Policy makers, especially on HIV/AIDS programmes
- ❑ Ministries and departments of health
- ❑ Programme managers
- ❑ Countries that do (or do not yet) use the social marketing approach to health promotion
- ❑ Current and potential donors
- ❑ Organisations and individuals working in HIV/AIDS.

1.3 What is Social Marketing?

Social marketing is a research-driven and consumer-centred system which uses private sector marketing techniques to sell essential social or health products and services at

prices affordable to people on low incomes. It is one of the most effective ways of improving the health and quality of life of low-income people world-wide. It uses innovative communications to promote the use of those products and services and to encourage related healthy behaviour. In so doing, social marketing generates supply and stimulates demand.

Social marketing for health covers a wide range of products, services and messages, such as insecticide-treated bed-nets for control of malaria, the promotion of proper breast-feeding and the use of condoms for the prevention of HIV and other sexually transmitted infections.

Socially marketed health products and services are heavily subsidised by governments, multilateral agencies, private foundations and corporations which either supply free products or give financial support for programme activities. Subsidies enable social marketing organisations to sell products at low prices and generate some income to partially offset programme running costs. Brief profiles of the major bilateral donors supporting social marketing are given in Section 4.

1.4 Why is Social Marketing Needed?

Social marketing fills gaps in the health care system and complements public and private health care delivery of services and products. By making products available and affordable outside the health system, social marketing programmes alleviate the pressures on existing services, allowing the health system to use scarce resources more effectively.

In many developing countries, the health infrastructure is under-funded, under-developed and fails to reach a large portion of the population, especially people at the low end of the economic spectrum. Public health systems generally have insufficient numbers of clinics, distribute free generic products that the consumer often does not value, and are often managed by officials who are not trained to be sensitive to consumer needs. On the other hand, commercial enterprises typically sell health products at high prices affordable only to a fraction of the population.

Though desirable for several reasons, free distribution of products, such as condoms, may be problematic. Its global approach generally fails to ensure that the products and services are targeted at populations with proven need. This raises costs of provision of condoms by governments and donors. In addition, free distribution also obstructs the private sector role and dissuades governments from adopting more effective delivery approaches.

With both freely distributed and commercially sold health products, there is sometimes little or no supporting information, education and communication (IEC) literature, nor adequately trained staff to explain the correct use of the products. This lack is especially detrimental for HIV/AIDS-related products, which require a thorough understanding of the means of transmission and its prevention.

Using private sector marketing techniques and working closely with public health services, social marketing supplies high-quality health products and services that are both accessible and affordable to low-income populations. Through innovative information, education and communication programmes, social marketing promotes the use of those

products and encourages related healthy behaviour. By addressing unmet needs for health products, social marketing also stimulates demand and, thereby, opens new opportunities for the commercial sector. It also complements, rather than competes with, free distribution mechanisms operated by public health services.

1.5 Condom Social Marketing

The main objective of condom social marketing is to increase the availability and use of high-quality, low-cost condoms, and hence contribute to preventing the transmission of HIV and other sexually transmitted infections.

In many countries, people cannot get condoms easily, regularly or cheaply. Condoms are not readily available at a time convenient to consumers who, therefore, face significant opportunity costs obtaining them. Commercially sold condoms are unaffordable for the majority of the population, while freely-distributed government condoms are often of low quality, or perceived to be so, and their availability may be irregular.

Condom social marketing emerged in the mid-1980's as an effective complementary tool for combating the spread of HIV/AIDS. In 1996, social marketing programmes distributed more than 783 million condoms in over 50 countries, and conducted targeted communications campaigns in countries as economically and culturally varied as Malawi and Bolivia.¹ Condom social marketing has pushed social marketing to the forefront as a key programmatic area for HIV/AIDS prevention.

Many condom social marketing programmes operate in countries in economic, political and social transition, such as Cambodia, Mozambique and Zaire. Their ability to operate effectively in a variety of environments is a major strength of the social marketing approach.

1.6 Different Models of Social Marketing Programmes

Most social marketing organisations adopt one of the two broad models of social marketing for health:

- ❑ the traditional, *own brand model* in which the social marketing organisation imports, packages and promotes its own product brands.
- ❑ the *manufacturer's model* in which the social marketing project supports the promotion of an existing manufacturer's (or importer's) product brand.

The traditional own brand model, such as used by Population Services International (PSI), entails developing a brand, establishing an in-country management unit that involves a local partner, and selling and promoting through the local infrastructure. The "own brand model" of social marketing is based on two distinct but related rationales:

¹ UNAIDS, "Social Marketing: An effective tool in the global response to HIV/AIDS", Geneva, 1998. P.6 (Originally from World Bank Policy Research Report, Appendix I: *Socially marketed Condom Sales in Developing Countries, 1991-1996, Confronting AIDS: Public Priorities in a Global Epidemic*, Oxford University Press (Oxford, 1997)

- ❑ a generalised service delivery rationale that sees social marketing as an effective and cost-efficient way to increase condom prevalence by reaching consumers in ways that other service delivery mechanisms cannot; and
- ❑ a targeted service delivery rationale that uses social marketing to reach specific groups, such as adolescents and men who have sex with men, not adequately served by other service delivery mechanisms.

The manufacturer’s model, such as adopted by SOMARC (Social Marketing for Change - The Futures Group International), involves giving grants to manufacturers and their distribution agents. In return for the grants, the product is advertised more than would otherwise be the case, and/or the retail price is reduced. This approach is based on a “resource mobilisation” rationale that sees the role of social marketing as transferring the burden of health products and services from public funds to the users via pre-existing commercial structures.²

The success of the model chosen depends on the environment in which the project operates, and the varying emphasis on sustainability and coverage of the implementing organisation. While the size and focus of social marketing programmes varies, certain elements of this approach are common to all social marketing programmes. The following section looks at the essential elements of condom social marketing.

1.7 Key Elements of Condom Social Marketing

The implementation of condom social marketing programmes can be explained by using the basic principles of the four “Ps” of marketing: *product*, *price*, *place* and *promotion*. This section discusses these four basic principles and concludes with a look at research and evaluation – a valuable component of any social marketing programme.

1.7.1 Product

Social marketing organisations obtain condoms – the product - using donor funding. Through brand development research, different condom brands are developed and attractively packaged in response to local needs and issues. A great deal of time is spent on developing the brand and packaging, but it is assumed from the outset that what is inside - the condom – is of the highest quality. While a desirable package and brand may encourage a person to make an initial purchase, it is a high quality reliable product that will encourage continued use. Once developed and packaged, the condom brand is heavily promoted and *sold* to the consumer.

1.7.2 Price

A price is attached to a socially marketed product such as condoms for two principle reasons:

- ❑ A purchased condom allows a consumer to make a personal investment and, therefore, encourages the consumer to use the product.

² N. Price with R. Pollard, “Social Marketing: A Guide for DFID on Appraisal, Monitoring and Evaluation” (Produced by Options Consultancy Services Limited for Health and Population Division, Department for International Development, UK, August 1998) p. 2

- The price charged generates a profit margin that helps motivate retail traders to distribute the product as widely as possible, thus improving its accessibility.

Selling the products and services might seem in contradiction with the objectives of social marketing programmes aimed at improving the health of low-income populations. Market research has shown, however, that when products are given free, the user often does not attach value to them and does not use them.³ In social marketing programmes, the price of the product is kept low enough to be affordable to low-income consumers but high enough to attach a value to the product. By selling the product, social marketing programmes can also defray some of the costs associated with distribution and promotion. In trying to balance affordability with cost recovery, a general rule of thumb is that a year's supply of 100 condoms should not cost more than 1% of a given country's annual per capita income.⁴

In a recent study, the Indian Ministry of Health reported that over 50% of the government's 890 million freely distributed condoms had been misused - for automotive repairs and as balloons. The misuse was reported to be largely due to the belief that anything distributed free is of suspect quality.⁵

1.7.3 Place

Condoms need to be widely available when and where they are needed. Distribution is, therefore, targeted to high-risk situations and to environments where people feel comfortable purchasing them. Thus, as well as using traditional wholesale and retail networks, condom social marketing organisations also focus on developing non-traditional outlets and informal distribution systems. Such outlets include bars, brothels, bus terminals, gas stations and beauty salons. Easy availability and convenience encourages the use of condoms. Using retail outlets that supply basic, everyday products such as soap, soft drinks and matches to sell condoms helps to make condoms a part of everyday life. Expanded availability contributes to normalisation of condoms, making them more culturally and economically acceptable to potential users.

Broadening access also means training sales staff to provide retailers with information about condoms and the diseases against which they protect. Social marketing programmes have found that, given appropriate training and information, retailers (from pharmacists to street vendors) can help accomplish the essential social marketing goal of changing behaviour.

1.7.4 Promotion

Promotion – information, education and communication - creates consumer demand for a product by providing information about the product, its price, its availability, its benefits and its correct usage. The goal is to motivate consumers to seek out a product, buy it and use it correctly and consistently. The purchase and

³ UNAIDS, "Social Marketing: An effective tool in the global response to HIV/AIDS", Geneva, 1998, p.5

⁴ "New Breakthroughs in Social Marketing: DKT International 1996-97 Progress Report" (Washington DC, 1998) p. 4

⁵ M. Warren, "Contraceptive Social Marketing for Reproductive Health and Disease Prevention", **Reproductive Health Journal**, April 1995, Planned Parenthood Association of South Africa, p.4

subsequent use of many socially marketed products requires a change of attitude and behaviour. “Such changes tend to grow out of new information, new attitudes, new opportunities and new product awareness and product use. To achieve this, social marketing must communicate wide and well.”⁶

In the case of condoms, in particular, promotion has acted as a “normaliser” of the product. Until recently, condoms were rarely used in many societies; they were only available in pharmacies behind the counter and regarded as appropriate for use only with commercial sex workers. Now, thanks to social marketing, in many countries condoms are sold in other types of outlets, their brand names are widely recognised and medical providers and other practitioners talk about them in the media and educate people about their benefits. The result has been the destigmatisation of condoms and their use in general and, especially, amongst those at high risk of HIV infection. Experience has shown that in this sense, social marketing programmes can help to overcome social and cultural resistance to practising effective HIV/AIDS prevention.

Promotion involves a wide range of traditional and non-traditional media and techniques, ranging from radio, television, print, point-of-purchase advertising, public transport, drama, street theatre, puppets, special events, mobile video vehicles, soap operas and rural road shows. The choice of “media mix” is determined by local conditions and by the budget of the programme.

Promotional activities and materials change over the life of the project as the needs of target population(s) change. It is crucial that messages be continually tested and re-tested and be based on good research. Ultimately, the best product at the best price available in the right place will only be purchased and used if good communication efforts are implemented to motivate behaviour change.

While the focus of condom social marketing programmes is often on the “products”, many of the communications materials developed go beyond traditional brand promotion, aiming at specific segments of the population and addressing many of the issues surrounding HIV/AIDS. Targeted communications have focused on raising awareness among those groups deemed to be most at risk and promoting behaviour change.

1.7.5 Research and Evaluation

A valuable element of successful condom social marketing programmes is a strong research and evaluation component. Research plays a significant role in the development of the brand, its positioning and promotion. It informs the development of HIV/AIDS prevention messages and identifies misconceptions and societal or cultural prejudices to both condom use and behaviour change. As social marketing programmes mature, research plays an increasingly important role. Behavioural and attitudinal changes are monitored through knowledge, attitudes and practice studies (KAP) and other population-based surveys. Their results allow projects to assess the effectiveness of behaviour change interventions and to influence the direction and content of future communications.

⁶ M. Warren, “Contraceptive social marketing for Reproductive Health and Disease Prevention”, p.6 (Quoting T. Louis and B. Derr, Social Marketing Presentation at “Management for Child Survival Course” at the Boston University School of Public Health, March 1986.)

Research is also conducted into the effectiveness of distribution networks and consumer profiles. While sales figures play an important role in evaluating the success of social marketing programmes, distribution and consumer surveys allow projects to define who purchases condoms and where. Based on this information, projects can expand and/or alter distribution and promotion strategies to reflect the needs identified.

1.8 Challenges in Condom Social Marketing

Implemented as an integral part of national HIV prevention strategies, condom social marketing has played a critical role in ensuring the supply of condoms to low-income populations in over 50 developing countries. In these countries, condom social marketing has created demand and opened opportunities for the commercial sector. Social marketing's innovative promotion of condoms has helped to empower consumers by offering them an informed choice. Evidence suggests that condom social marketing is having a significant impact on changing sexual behaviours and reducing the prevalence of HIV and other sexually transmitted infections.

In spite of these successes, however, condom social marketing faces major challenges if it is to continually contribute to improved sexual and reproductive health in the face of the rapidly changing HIV/AIDS epidemic. Social marketers need to find ways to improve social marketing and remove obstacles in the way of expanding social marketing programmes in developing countries. Condom social marketing faces particular challenges relating to the following:

- i) Condom social marketing and the role of the public health sector
- ii) Condom social marketing and the role of the commercial sector
- iii) Cost and sustainability
- iv) Measuring the success of condom social marketing projects in relation to the larger objectives of HIV/AIDS prevention.

1.8.1 Condom Social Marketing and the Role of the Public Health Sector

At the dawn of the new millennium, social marketing programmes face many challenges including how to build more collaborative rather than competitive relationships with the public and commercial sectors. Social marketing has a great deal to contribute to improved sexual and reproductive health and it should be seen as part of integrated strategies for addressing health challenges at the country level. It should not compete with public health services, but instead actively complement a national strategy.

While CSM programmes aspire to close collaboration with the public health sector, there is sometimes failure to win host government's political support and consequently, the programme lacks local ownership. Frequently, CSM programmes tend to focus on urban areas to the detriment of rural, hard-to-reach areas in a desire to increase sales. To expand social marketing in developing countries and ensure equity and institutional sustainability, CSM organisations need to adopt a "total market" focus. Among other things, this calls for dialogue between sectors

and better understanding and segmentation of the market in order to determine the sector best placed to serve respective market segments.

1.8.2 Condom Social Marketing and the Role of the Commercial Sector

CSM programmes have often been perceived as competing unfairly with the commercial sector. By subsidising high quality products, it is argued that such programmes sabotage the infant commercial sector. A recent report published by the AIDSCAP project, which evaluated social marketing programmes between 1991 and 1996, found the opposite to be true.⁷ In many cases, CSM projects have actually helped boost for-profit sales, by expanding the market and increasing product awareness.

Despite such findings, concerns about the effect of CSM programmes on the existing commercial sector persist and they must be addressed candidly by the respective players. There is a need to clarify the role of CSM vis-à-vis that of the private sector. The different sectors must find collaborative ways of working that are mutually beneficial and which advance the goals of public health in general and the fight against HIV/AIDS in particular.

1.8.3 Cost and Sustainability

With increasing constraints on resources, condom and other social marketing programmes have been subjected to intense pressures from donors to generate income in order to lower net donor costs. Attention has focussed on the long-term sustainability of AIDS prevention programmes and other health projects. Much of the debate has focussed on the ability of these projects to attain financial self-sufficiency, i.e. to cover all operation costs from sales or other sources of revenue over a time.

From a social marketing standpoint, however, a definition of sustainability based purely on financial self-sufficiency is both short-sighted and inherently flawed.⁸ The purpose of social marketing projects is to provide essential health services and products to countries whose governments have neither the resources nor the infrastructure to deliver them. The beneficiaries of these projects are often among the poorest in the world. CSM projects are increasingly aware of the need to develop host country institutional capacity and improve cost-effectiveness. However, until essential health products and services can be made available and affordable to those who need them most by either the public or commercial sector, CSM projects will continue to need some level of subsidy to fill the vacuum.

Striking a balance between financial self-sufficiency and access for the poor is a difficult process that involves political considerations. The drive for financial self-sufficiency can lead CSM projects to focus excessively on the number of products sold to the exclusion of all else – including evaluation of overall impact of programmes. Such a narrow focus has often led to the charge that CSM projects are too donor-driven in their objectives. The success of CSM projects will

⁷ UNAIDS, “Social Marketing: An Effective Tool in the global Response to HIV/AIDS”, Geneva, 1998, p.14

⁸ UNAIDS, “Social Marketing: An Effective Tool in the global Response to HIV/AIDS”, Geneva, 1998, p.14

ultimately depend on the willingness of donors, CSM projects and developing country governments to engage in open debate about tensions inherent in promoting financial self-sufficiency and ensuring access for the poor.

1.8.4 Measuring the Success of Social Marketing Programmes

CSM projects need to develop mechanisms for measuring their success in relation to the larger objectives of HIV/AIDS prevention. As with most HIV/AIDS prevention programmes, evaluation criteria for CSM projects are not yet well developed or defined. The situation is further complicated by the need for different or varied criteria as a project matures. Lack of clearly defined and shared evaluation criteria sometimes lies behind the failure by CSM projects to plan for evaluation mechanisms at the start of interventions.

At present, CSM projects use sales/distribution surveys, KAP (knowledge, attitude and practice) studies and other targeted research including consumer profiles to evaluate their programmes. Although such surveys are important tools in the nascent evaluation of HIV/AIDS prevention programmes, the indicators, however, do not address questions on impact of programmes, such as effectiveness and efficiency of interventions. As social marketing projects mature and the nature of the epidemic changes, there is need to develop better criteria to measure the impact of CSM programmes and their effect on behaviour.

Part Two

Profiles of Social Marketing Implementing Organisations

The following are the main implementers of condom social marketing in the world. This section contains profiles of each organisation including programme focus, countries of operation, products, period of operation, social marketing model, donors, promotion strategy, condom sales volumes and contact information.

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2.1 Asociación Colombiana Pro-bienestar de la Familia (PROFAMILIA)	
<p>The Asociación Colombiana Pro-bienestar de la Familia (PROFAMILIA) is a private, independent and non-profit organisation that has provided education and comprehensive public services in family planning and reproductive health in Colombia since 1965. It currently has 35 clinics in different parts of Colombia, including special centres for men and young people. HIV/AIDS prevention was included in its activities as of 1987. PROFAMILIA's mission is to serve the needs of Colombia's lower income groups, who account for almost 80% of the population. The organisation has grown steadily over the years since its founding to the point where it now accounts for over 50% of family planning and reproductive health services in the country. It is currently the largest national, private organisation of its kind in the world and has been affiliated with IPPF since 1967.</p>	
Programme Focus	Reproductive health including HIV/AIDS and STD prevention
Social Marketing Model	PROFAMILIA develops and markets its own brands of condoms, distributed through a network of 3,850 retailers and 140 wholesalers
Period of Operation	Established in 1975
Countries of Operation	Colombia
Products	Contraceptives including male condoms
Condom Sales Volume for Most Recent Year	5.9 million in 1998
Promotion Strategy	Use of traditional and innovative, cost-effective media: radio, promotional and educational material, sponsoring of selected cultural events
Donors	USAID for 45 million condoms (of a total of 134 million sold) over several years; most condoms procured and imported by PROFAMILIA
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	No external funding
Other Information	Please see individual project profile for more information
Contact Information	PROFAMILIA Carrera 15 No. 34-47, Bogota, COLOMBIA Phone: (571) 340 2826 Fax: (571) 286 6967 E-mail: mercadeo@profamilia.org.co

2.2 DKT International⁹

<p>DKT International is a non-profit organisation that designs and implements social marketing programmes in developing countries. In 1998, DKT and its affiliates operated nine social marketing programmes in eight countries, with two projects in India. DKT's policies emphasise large markets and the cost-effective delivery of contraceptive services to large numbers of couples. Based on standard conversion formulas, DKT sales of condoms, oral contraceptives, IUDs, and injectables provided just over 3 million "couple years of protection" in 1998. DKT is a highly specialised agency, confining itself almost entirely to the provision of contraceptives through social marketing mechanisms. This concentration, plus an emphasis on large markets, enabled DKT to provide services for only \$4.40 per couple per year in 1998, including all contraceptive costs.</p>	
Programme Focus	Family planning, HIV/AIDS prevention
Social Marketing Model	DKT International develops and markets its own brands of contraceptives, including condoms.
Period of Operation	DKT was established in 1989.
Countries of Operation	Brazil, China, Ethiopia, India (two programmes), Indonesia, Malaysia, The Philippines and Vietnam.
Products	Male and female condoms; oral and injectable contraceptives; intrauterine devices (IUDs)
Condom Sales Volume for Most Recent Year	226,335,000
Promotion Strategy	Innovative use of traditional media (e.g. radio, television, print) and non-traditional promotional items and techniques (e.g. electronic outdoor billboards, sponsored events, itinerant poets, ad "trailers" in cinema houses, mobile kiosks, mobile advertising on public transport)
Donors	DKT projects are supported by the German KfW, the Dutch Government, the Packard Foundation and by smaller grants from the Finnish and Japanese governments, the UNFPA and the MacArthur foundation. Donors for specific projects vary and are listed under individual project profiles.
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	US\$8.5 million
Other Information	Please see individual project profiles for more information
Contact Information	DKT International Suite 610, 1120 19 th Street, N. W., Washington, D. C. 20036, USA. Tel: +202-785 0094 Fax: +202-223 5351 E-mail: dktmichele@delphi.com

⁹ DKT International document referred to during the compilation of this Directory: *New Breakthroughs in Social Marketing: DKT International 1996-97 Progress Report*

2.3 International Planned Parenthood Federation (IPPF)

The International Planned Parenthood Federation (IPPF) is a charity registered in the United Kingdom, which links national autonomous Family Planning Associations (FPAs) in over 150 countries world-wide. It is the largest voluntary organisation in the world to be concerned with family planning and sexual and reproductive health. While governments everywhere are responsible for ensuring that health services are available nation-wide, IPPF and its members act as the conscience of the family planning movement and as catalysts in tackling issues which government services may be unwilling or unable to deal with, such as the distribution of new methods of contraception, sexuality education, individual counselling, prevention of unsafe abortion and services for disadvantaged groups and for young people.

Programme Focus	Family planning; sexual and reproductive health, including HIV/AIDS prevention
Social Marketing Model	IPPF and its member FPAs develop and market their own brands of products. Models of operation are tailored to suit individual countries ranging from traditional SM to fully commercial projects, using the partnership approach.
Period of Operation	The volunteer leaders of national family planning associations in eight countries – India, Germany, Hong Kong, the Netherlands, Singapore, Sweden, the United Kingdom, and the United States of America - founded IPPF in Bombay in 1952.
Countries of Operation	IPPF has introduced social marketing in several countries around the world, including India, Sri Lanka, Korea, Malaysia, Thailand, and Mauritius and in the Arab World, where the emphasis is on the marketing of contraceptives for family planning. Contraceptive social marketing programmes are also carried out by FPAs in Latvia, Lithuania, Estonia and Bulgaria in Eastern Europe and the Former Soviet Union. Initial work has also been undertaken in Russia and the Ukraine.
Products	Condoms, oral and injectable contraceptives, and IUDs. In Europe, future initiatives will include service provision and non-contraceptive products.
Condom Sales Volume for Most Recent Year	Not available
Promotion Strategy	Please see individual project profiles for strategies used by the different member FPAs to promote products/services for HIV/AIDS prevention
Donors	Since its foundation, the membership of the Federation has expanded and its financial resources have grown to enable it to support its members in developing countries. Currently over 90 member FPAs receive grants from IPPF. IPPF itself is supported by financial contributions from more than 20 governments, as well as by donations from private foundations and individuals. Individual member FPAs also raise funds for their programmes from governments and organisations, both locally and internationally.

/continued

IPPF Profile continued

Estimated Level of Funding for Condom Social Marketing for Most Recent Year	In Europe approximately \$500,000 for 1998
Other Information	Please see individual project profiles for more information
Contact Information	<p>International Planned Parenthood Federation (IPPF) Regent's College, Inner Circle, Regent's Park, London NW1 4NS, UK. Tel.: +44 (0) 171 487 7900 Fax: +44 (0) 171 487 7950 E-mail: info@ippf.org; Web Site: http://www.ippf.org</p>

2.4 Marie Stopes International (MSI)

With headquarters in the United Kingdom and offices in Australia, Belgium, Japan and the United States, Marie Stopes International (MSI) is a global partnership that currently works in over 30 countries offering the full range of reproductive health services. Recognising a huge unmet need for reproductive health services around the world, (e.g. an estimated 350 million couples want to plan their families but do not have the means to do so), MSI works with local teams to implement contraceptive social marketing programmes in various countries. MSI teams use modern marketing techniques to promote male and female condoms, which serve the dual purpose of contraception and HIV/STD prevention.

Programme Focus	Reproductive health (contraception, male and female sterilisation, abortion, health screening, obstetric and primary health care), HIV/AIDS prevention.
Social Marketing Model	MSI programmes develop and market their own brands of condoms and oral contraceptive pills.
Period of Operation	MSI first undertook contraceptive social marketing programmes in 1995.
Countries of Operation	MSI operates in over 30 countries; however, contraceptive social marketing is currently only undertaken in Albania, India, Uganda and Sri Lanka.
Products	Male and female condoms; oral contraceptive pills; syringes; surgical gloves, iron tablets
Sales Volume for Most Recent Year	See individual project profiles
Promotion Strategy	Innovative use of traditional (e.g. radio, television, newspapers) and non-traditional (e.g. concerts, itinerant poets, puppet shows) media and techniques.
Donors	MSI programmes are funded from various sources including self-financing. Donors include KfW, DfID and BCD. Donors for specific projects are listed under individual project profiles.
Estimated Level of Funding for Social Marketing for Most Recent Year	Not available
Other Information	MSI is exploring areas for expanding the reach of its social marketing programmes. The existing MSI clinic network provides a good platform from which to launch additional social marketing initiatives.
Contact Information	MSI, 153-157 Cleveland Street, London W1P 5PG, U.K. Tel: +44 (0)171 574 7400; Fax: +44 (0)171 574 7417 E-mail: services@stopes.org.uk Web Site: http://www.mariestopes.org.uk

2.5 Population Services International (PSI)¹⁰

PSI, a non-profit group based in Washington DC, is the leading social marketing organisation with projects in more than 45 countries. It develops and implements social marketing programmes to encourage healthy behaviour and increase the availability of health products at prices low-income people can afford. PSI markets and promotes products for family planning, HIV/AIDS prevention, maternal and child health. Its promotional and educational campaigns motivate the use of these products and stimulate behaviour change. PSI also works to develop and strengthen local industry and trains local counterparts in public health and social marketing.

Programme Focus	HIV/AIDS prevention; reproductive health; maternal and child health
Social Marketing Model	PSI projects develop and market their own brands of condoms
Period of Operation	Since 1976 to the present
Countries of Operation	Albania, Angola, Benin, Bolivia, Botswana, Brazil, Burkina Faso, Burundi, Cambodia, Cameroon, Central African Republic, Central America (Belize, Costa Rica, El Salvador, Guatemala, Nicaragua) Chad, Congo-Brazzaville, Congo-Kinshasa, Côte d'Ivoire, Eritrea, Ethiopia, Guinea, Guinea Bissau, Haiti, India, Kenya, Laos (PDR), Malawi, Mozambique, Myanmar, Namibia, Nigeria, Pakistan, Paraguay, Romania, Russia, Rwanda, South Africa, Tanzania, Togo, Venezuela, Zambia, Zimbabwe.
Products	Male and female condoms; oral and injectable contraceptives; oral rehydration salts, insecticide-treated mosquito nets and micronutrients.
Sales Volume for Most Recent Year	In 1998: Male Condoms: 443,852,215; Female Condoms: 502,252; Oral Contraceptives: 10,236,913; Injectables: 562,307; IUDs: 139,316 VFTs: 165,405
Promotion Strategy	Innovative use of traditional (e.g. radio, television, newspapers) and non-traditional (e.g. billboards, concerts, itinerant poets, movie spots, puppet shows) media and techniques.
Donors	PSI is funded by a variety of governments, international agencies, private foundations, corporations and individuals. Donors for specific projects vary and are listed under individual project profiles.
Other Information	See country pages for more information
Contact Information	PSI, 1120 19 th St. NW, Suite 600, Washington DC, USA Tel. 202-785-0072, Fax. 202-785-0120; E-mail: generalinfo@psiwash.org Web Site: http://www.psiwash.org

¹⁰ PSI documents referred to during the compilation of this Directory: *PSI 1997-1998 Annual Report*; P. M. Eloundou-Enyegue, D. Meekers & A. E. Calvès, *From Awareness to Adoption: The effect of AIDS Education and Condom Social Marketing on Condom Use in Tanzania (1993-1996)*; D. Meekers, *The Implications of Free and Commercial Distribution for Condom Use: Evidence from Cameroon*.

2.6 Social Marketing Company (SMC), Bangladesh	
SMC, Bangladesh is the largest privately managed social marketing concern in the world. Its mission is to enhance the quality of life of the less privileged people of Bangladesh through social marketing of products and services, which offer improved health benefits. SMC markets products for reproductive, maternal and child health at affordable prices, and with the support of local facilitating agencies, implements a comprehensive behaviour change communications strategy. SMC's social marketing programmes play a major role in the national health and family welfare programme.	
Programme Focus	Reproductive & maternal health, child survival and STD/AIDS prevention.
Social Marketing Model	SMC uses basic commercial marketing techniques to market mostly its own brands of products and services through its own sales and distribution force, and through supportive behaviour change communications.
Period of Operation	From 1974
Countries of Operation	Bangladesh (nation-wide)
Products	Oral contraceptive pills, male condoms, injectable hormone, contraceptive foam tablets, pre-packaged oral rehydration salt, safe delivery kits, sanitary napkins and disposable syringes.
Sales Volume of Most Recent Year (for condoms)	142 millions condoms sold in 1998.
Promotion Strategy	SMC products and services are promoted through: extensive and innovative use of mass media (TV, radio, press, cinema, mobile video, billboards); sales promotion activities (over-the-counter, point-of-sale); direct customer education (training pharmacists, rural doctors, school children, peer health educators, advocacy, social mobilisation, group meetings); non-traditional media (boat sails, street theatre, road floats, open-air concerts).
Donors	USAID, European Union, DfID.
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	US\$500,000 per annum (excluding commodity cost)

/continued

SMC Bangladesh continued

<p>Other Information</p>	<p>Franchising pharmacies under ‘Blue Star’ programme for clinical services (injectable and IUD); manufacturing of pre-packaged ORS, oral contraceptive pills, condoms; marketing female condoms and pre-packaged therapy (male STD kit) **</p> <p>*Feasibility of female condom marketing has been done by SMC and product sourcing is in process. *Test marketing of pre-packaged therapy (male STD kit) is to be undertaken within second quarter of 1999.</p>
<p>Contact Information</p>	<p>Social Marketing Company, Bangladesh “LANDMARK” Building (3rd and 4th Floor) 12-14 Gulshan North C/A Dhaka-1212 Tel: 880-2-871423, 886749 Fax: 880-2-887583 E-mail: smcbdes@citechco.net</p>

2.7 The FUTURES Group International (FUTURES)¹¹

The Futures Group International and the sister organisation, Futures Group Europe together comprise a health management consulting firm with a specialism in social marketing. FUTURES assists clients in building effective sustainable programmes through the transfer of skills and technologies. FUTURES provides its clients in the public, non-governmental and commercial sector with technical and management expertise in a wide range of programmatic areas, including reproductive health, population and HIV prevention and care. FUTURES social marketing programmes are implemented within the context of donor needs in these areas. FUTURES complements its social marketing expertise through marketing forecasting services, modelling and evaluation to assist clients, donors and partners in effective usage of available funds and the highest efficacy possible within project goals.

Programme Focus	Strategic planning, HIV/AIDS prevention; reproductive health; family planning, gender and population issues; social marketing; health planning policy and private sector development.
Social Marketing Model	FUTURES/FUTURES Europe generally adopt the “manufacturer’s model” in which the social marketing projects support the promotion of an existing manufacturer’s or importer’s product brand. FUTURES works with local implementing partners (e.g. distributors and pharmaceutical companies) to establish pricing structures that render products affordable to target consumers while maximising cost-recovery.
Period of Operation	FUTURES was established in 1971 in Washington DC and FUTURES Europe was set up in 1991 to serve European donors.
Countries of Operation	Between them, FUTURES and FUTURES Europe have worked in over 50 countries in Africa, Asia, Latin America and the Near East. Currently, condom social marketing projects are underway in: El Salvador, Ghana, Guatemala, India, Indonesia, Kenya, Malawi, Nepal, Philippines, Togo, Pakistan, and Uganda.
Products	Condoms, oral and injectable contraceptives, vaginal foaming tablets, IUDs, anti-malarials and oral rehydration solutions.
Condom Sales Volume for Most Recent Year	Not available.
Promotion Strategy	Promotion strategies vary based on donor requirements, the evaluation of the country and social and economic scenario and cost equations in the market area.
Donors	FUTURES/FUTURES Europe are funded from a variety of sources including self-financing, governments, multi/bi-lateral agencies, private foundations, corporations and individuals. Donors for specific projects vary and are listed under individual project profiles.

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¹¹ FUTURES document referred to during the compilation of this Directory: *The FUTURES Group: Sustainable Development Solutions for the 21st Century*

FUTURES/FUTURES UK Profile continued

<p>Estimated Level of Funding for Condom Social Marketing for Most Recent Year</p>	<p>GBP £ 45,000,000</p>
<p>Other Information</p>	<p>FUTURES is increasingly in demand to assist countries with AIDS policy formulation in advance of inception, changes or additions to condom social marketing programmes which have an objective to deter the transmission of the AIDS virus. We apply FUTURES Group AIDS impact model to condom social marketing programmes to give donors and government social marketing programmes enhancement on basic sales and promotion that social marketers frequently offer, enabling those government SM programmes to have significantly greater effect.</p>
<p>Contact Information</p>	<p>The Futures Group International 1050 17th Street, N. W., Suite 1000 Washington D. C. 20036, USA. Tel.: +1-202-775-9680; Fax: +1-202-775-9694 Web Site: http://www.tfgi.com</p> <p>Futures Group Europe Edgar Buildings 17 George Street Bath BA1 2 EN, U.K. Tel: 44-(0)1225-321840; Fax 44-(0)1225-443656 E-mail: TFGI-LONDON@tfgi.com</p>

Part Three

Profiles of Individual Condom Social Marketing Projects by Country

This section comprises profiles of all known condom social marketing projects in the developing world (with the exception of PSI/USA). Pertinent data and information on each project is given by country. Some countries have several condom social marketing projects which are implemented by different organisations. Background information on each country is also provided and includes 1997 estimated prevalence of HIV/AIDS in adults aged 15-49 derived from the *Report on the Global HIV/AIDS Epidemic, June 1998* (UNAIDS/WHO).

Albania/MSI	Indonesia/DKT
Albania/PSI	Indonesia/FUTURES
Angola/PSI	Kenya/FUTURES (2 projects)
Bangladesh SMC	Kenya/PSI
Benin/PSI	Laos-PDR/PSI
Bolivia/PSI	Malawi/PSI
Botswana/PSI	Malaysia/DKT
Brazil /DKT	Malaysia/IPPF
Brazil/PSI	Mauritius/IPPF
Burkina Faso/PSI	Mozambique/PSI
Burundi /PSI	Myanmar/PSI
Cambodia /PSI	Namibia/PSI
Cameroon/PSI	Nepal/FUTURES
Central African Republic /PSI	Nigeria/PSI
Central America/PSI (<i>Belize, Costa Rica, El Salvador, Guatemala, Nicaragua</i>)	Pakistan/PSI
Chad/PSI	Pan-African/ FUTURES
China/DKT	Paraguay/PSI
Colombia/PROFAMILIA	Philippines/DKT
Congo-Brazzaville/PSI	Philippines/FUTURES
Congo-Kinshasa/PSI	Romania/PSI
Côte d'Ivoire/PSI	Russia/PSI
El Salvador/FUTURES	Rwanda/PSI
Eritrea/PSI	South Africa/PSI
Ethiopia/joint DKT and PSI	South Korea /IPPF
Ghana /FUTURES	Sri Lanka/IPPF
Guatemala/FUTURES	Sri Lanka/MSI
Guinea/PSI	Tanzania/PSI
Guinea Bissau/PSI	Thailand/IPPF
Haiti/PSI	Togo/PSI
India/DKT – Bihar	Uganda/MSI
India/DKT – Bombay	Uganda/FUTURES
India/IPPF	West African Regional Initiative/PSI
India/MSI I	United States of America/PSI
India / MSI II	Venezuela/PSI
India/PSI	Vietnam/DKT
India/ FUTURES	Zambia/PSI
	Zimbabwe/PSI

ALBANIA

Albania is an emerging democracy with an estimated population of just under 3.5 million (37% urban), a Gross Domestic Product of US \$2 billion (1994), and a per capita GDP of US \$2,788. The majority of the population is between ages 15 and 65 (63.1%), with those under 15 accounting for 31.4% and 5% are over 65's. Albania spends 3.0% of its GDP on education, 2.7% on health and 6.7% on defence. It has a literacy rate of 85% among both men and women; an under-5 child mortality rate of 38 per 1,000 live births and a life expectancy of 70 for men 76 for women. In 1993, there was approximately one physician per 530 people; and in 1995, there was approximately 1 hospital bed per 327 people; 103 TV sets and 207 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.01% in 1997.

One of world's largest producers of chromite, Albania also has copper, coal, nickel, petroleum and natural gas and its main industries include food processing, mining, textiles, oil products, cement and energy generation.¹³

There are two condom social marketing projects in Albania:

- (i) **MSI/NESMARK Social Marketing Programme**
- (ii) **PSI / Albania Social Marketing Project**

(i) MSI/NESMARK Social Marketing Programme

Implementing Agency / International Affiliation	Marie Stopes International (MSI)
Programme Focus	Family planning; reproductive health, including HIV prevention
Geographic Coverage	Nation-wide
Target Population	Men and women in the reproductive age group 15 - 49
Social Marketing Model	NESMARK develops and markets its own brands of family planning products, which are distributed by two specially trained sales teams.
Products	Male latex condoms - For You were launched in April 1998. 456843 pieces had been sold up to the end of February 1999. The oral contraceptive pill – Sigoral was launched in September 1998. 6,265 cycles had been sold up to the end of February 1999.
Sales Volume of Most Recent Year	For You: 342,923 pieces (1998)
Period of Operation	August 1997 - August 2000

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¹² *Report on the Global HIV/AIDS Epidemic, June 1998*, (UNAIDS/WHO, Geneva, 1998)

¹³ Background information for all countries has been derived from "World Economy and Country Profiles", CompuServe Online Research (Web Site: <http://www.compuserve.co.uk/channels>) and Hutchinsons Encyclopedia (Web Site: <http://www.compuserve.co.uk/hutchinsons/index.html>).

Albania / MSI continued

Local Collaboration	Ministry of Health, SEATS, IPPF, Tirana University
Donors	KfW
Estimated Level of Funding	DM 3,335,769
Promotion Strategy	Print media, television and radio are utilised to ensure that potential consumers are well informed regarding the correct use of the products and where to buy them. Information is also disseminated on a one-to-one basis and through literature in the form of printed handouts.
Recommended Retail Price of Condoms (with US\$ equivalent)	100 Lek for 3 condoms (US\$ 0.22 per condom) US\$1 = 150 Lek
Other Information	Project plans include the introduction of a second brand of pill, along with other methods to increase contraceptive choice in Albania.
In-Country Contact Information	Marie Stopes International Albania Rruga Musa Karapici 4 Tirana, ALBANIA Tel/Fax: 00-355-42-41019

ALBANIA continued

(ii) PSI/Albania Social Marketing Project

Implementing Agency / International Affiliation	Albania Social Marketing Association (ASMA)/ Population Services International (PSI)
Programme Focus	(i) Condom social marketing for HIV/AIDS prevention (ii) Iodized salt social marketing for maternal and child health
Geographic Coverage	Nation-wide
Target Population	HIV/AIDS Prevention: Sexually active Albanians between 15 and 30 years of age Iodised Salt: mothers with young children.
Social Marketing Model	Develop and market "own brand" condoms, distributed nation-wide through pharmacies, kiosks and adolescent-friendly outlets, hotels, motels. Market existing brand of iodised salt nation-wide through retail outlets.
Products	Love Plus condoms were launched in December 1996 and, to date, 1,614,000 condoms have been sold. ASMA/PSI has promoted NIKH salt with a newly designed iodised salt logo since April 1998.
Sales Volume of Most Recent Year	831,068 condoms
Period of Operation	1996 to the present
Local Collaboration	ASMA/PSI collaborates with the Ministry of Health Family Planning Unit, the Albania Family Planning Association, the National AIDS Commission, UNFPA, Peace Corps and a variety of local NGOs, including women's groups and young people's social clubs.
Donors	NOVIB (a Dutch foundation), Plan International Albania, Soros Foundation, UNFPA, UNICEF, Japanese Government.
Promotion Strategy	ASMA's mass media campaign focuses on adolescents and young adults and includes both brand-specific advertising and generic education. Media used include TV, radio, and print, and promotional materials for retail outlets. Interpersonal communications form the other key component of the communications strategy. A peer education programme includes young people in the development and implementation of youth-to-youth AIDS education. AMSA also has a weekly radio programme mixing music for young people with reproductive health information. Interpersonal communication activities also target women, prostitutes and Albanians travelling outside the country.

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Albania / PSI continued.

Recommended Retail Price of Condoms (with US\$ equivalent)	Price to consumer is 15 Lek for a package of three condoms (US\$ 0.11 for three condoms)
Other Information	Love Plus is currently the top-selling condom brand in Albania and ASMA is Albania's largest single source of condoms. ASMA/PSI aims to continue its social marketing efforts in Albania in the future. It will continue with its mass media and interpersonal communications strategies, and will aim to increase distribution to include more non-traditional outlets.
In-Country Contact Information	Kastytis Kaleda ASMA/PSI KP 2430 Tirana, ALBANIA Tel: 011-355-42-34376 Fax: 011-355-42-34378

ANGOLA

Angola is an emerging democracy struggling to rebuild after many years of civil war. It has an estimated population of just over 11 million (35% urban) of whom 50% are between the ages of 15 and 65 and 47% under the age of 15, with only 2.9% over the age of 65. With a Gross Domestic Product of US \$ 3.72 billion (1995) and a per capita GDP of US \$1,600, Angola spends 2.8% of GNP on education (1992), 4.0% of GDP on health (1990-95) and 6.4% of GDP on defence (1996). In 1995, the literacy rate among men was estimated at 56% and only 28% among women. Life expectancy is 47 for men and 51 for women (1995–2000); and the under-5 child mortality rate is 179 per 1,000 live births (1996). In 1993 Angola had an estimated one physician per 23,725 people and 1 hospital bed per 774 people; in 1995 there were estimated to be 7.4 television sets and 34 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 2.12% in 1997

Angola's resources include petroleum, diamonds, granite, iron ore, marble, salt, phosphates, manganese and copper; and the main industries are mining, petroleum refining, food processing, textiles and construction materials.

PSI/Angolan HIV/AIDS Prevention & Reproductive Health Social Marketing Project (Proposed)

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, reproductive health
Geographic Coverage	Initially in the urban areas of Luanda and Luanda Province, later, nation-wide.
Target Population	Low-income Angolans, especially women and young people.
Social Marketing Model	Will develop "own brand" condoms and distribute them through existing/strengthened infrastructures.
Products	PSI intends to launch a male condom.
Sales Volume of Most Recent Year	Not applicable
Period of Operation	PSI has been working to establish a project in Angola since mid-1997. Project activities have been delayed due to socio-political instability.
Local Collaboration	PSI collaborates with the Ministry of Health, PNLN (the Angolan National AIDS Committee), and FONGA (an NGO umbrella organisation).
Donors	Private Foundations; PSI

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Angola / PSI continued.

Promotion Strategy	PSI conducted market research using focus groups comprised of populations at high risk of HIV infection. The results of this research will be used to design and implement an effective marketing and communications strategy geared to Angola.
Recommended Retail Price of Condoms (with US\$ equivalent)	Not applicable
Other Information	
In-Country Contact Information	None currently

BANGLADESH

The People's Republic of Bangladesh is an emergent democracy with 64 administrative districts with six divisions and an estimated population of 123.80 million (1997). Around 22% of the population are urban; 39.5% are below the age of 15, 57.5% are 15-65, and 3.1% are over 65 (1995). With a real GDP per capita of US \$1,330 (1994), Bangladesh spends 2.3% of GNP on education (1993-94), 1.2% of GDP on health (1990-95), and 1.7% of GDP on defence (1996). In 1997, literacy rate was estimated at 50.4% (male) and 28.5% (female); life expectancy is 58 for both men and women. The under-5 child mortality rate per 1,000 live births is 144 (1996). In 1997, Bangladesh had approximately 1 physician per 5,506 people and 1 hospital bed per 3231 people. In 1995, there were 5.9 TV sets and 47 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.03% in 1997.

Bangladesh's natural resources include natural gas, coal, limestone, china clay and glass sand; and her key industries are ready made garments, textiles, food processing, industrial chemicals, petroleum refineries and cement.

Social Marketing Company, Bangladesh (Condom Social Marketing Component)

Implementing Agency / International Affiliation	Social Marketing Company, Bangladesh												
Programme Focus	STD/HIV/AIDS prevention, reproductive health												
Geographic Coverage	Nation-wide												
Target Population	Low to lower-middle income groups, married couples, vulnerable women, young adolescents, transport workers, factory workers, opinion leaders, female sex workers and establishment gatekeepers.												
Social Marketing Model	SMC uses basic commercial marketing techniques to market its own brands of condoms through its own sales and distribution force, and through supportive behaviour change communications.												
Products	Three brands of condoms for 3 market segments: <table border="1"> <thead> <tr> <th><u>Product</u></th> <th><u>Launched in</u></th> <th><u>Cumulative Sales (To Dec'98)</u></th> </tr> </thead> <tbody> <tr> <td>Raja</td> <td>1975</td> <td>1,843,163,019</td> </tr> <tr> <td>Panther</td> <td>1983</td> <td>175,294,683</td> </tr> <tr> <td>Sensation</td> <td>1992/1997</td> <td>18,344,032</td> </tr> </tbody> </table>	<u>Product</u>	<u>Launched in</u>	<u>Cumulative Sales (To Dec'98)</u>	Raja	1975	1,843,163,019	Panther	1983	175,294,683	Sensation	1992/1997	18,344,032
<u>Product</u>	<u>Launched in</u>	<u>Cumulative Sales (To Dec'98)</u>											
Raja	1975	1,843,163,019											
Panther	1983	175,294,683											
Sensation	1992/1997	18,344,032											
Sales Volume of Most Recent Year	Raja condoms (lowest priced): 112 million pieces sold in 1998 Panther condoms (lowest-medium priced): 27 million pieces sold in 1998 Sensation condoms (medium priced): 3 million pieces sold in 1998												
Period of Operation	From 1974												

/ continued

Bangladesh / SMC continued

Local Collaboration	SMC works in close collaboration with various partnership organisations of USAID-funded National Integrated Population and Health Programme; UNAIDS; UNICEF; CARE, Bangladesh, World Vision of Bangladesh, Rotary Club of Bangladesh, Foreign Investors Chamber of Commerce & Industry, local NGO's, vulnerable women's communities.
Donors	USAID, DfID, European Union
Estimated Level of Funding for Condom Social Marketing for the Most Recent Year	US\$500,000 per annum (excluding commodity cost)
Promotion Strategy (for condoms)	SMC products and services are promoted through: extensive and innovative use of mass media (radio, press, cinema, mobile video, billboards); sales promotion activities (over-the-counter, point-of-sale); direct customer education (training of pharmacists, rural doctors, school children, peer health educators; advocacy; social mobilisation; group meetings); non-traditional media (boat sails, street theatre, road floats, open-air concerts).
Recommended Retail Prices of Condoms (with US\$ equivalent)	Raja : US\$ 0.007 per piece Panther : US\$ 0.025 per piece Sensation : US\$ 0.05 per piece
Other Information	Plans are underway for franchising pharmacies under 'Blue Star' programme for clinical services (injectable and IUD); manufacturing of pre-packaged ORS, oral contraceptive pills, male condoms; marketing female condoms and pre-packaged therapy (male STD kit)
In-Country Contact Information	Social Marketing Company "LANDMARK" Building (3 rd and 4 th Floor) 12-14 Gulshan North C/A Dhaka-1212, BANGLADESH Tel: 880-2-871423, 886749 Fax: 880-2-887583 E-mail: smcbdesh@citechco.net

BENIN

Benin is a socialist pluralist republic with an estimated population of 5.6 million (31% urban), of whom 47.4% are under 15; 49.7% are between 15–65 and 2.8% are over 65 years of age, (1995-6). In 1994, Benin's Gross Domestic Product was US \$ 1.5 billion with a per capita GDP of US \$ 1,696, Benin spends 5.6% of its GNP on education (1990), 1.7% on health (1993), and 1.4% on defence (1996). Life expectancy is 47 for men and 51 for women (1995–2000); while the under-five child, mortality rate per 1,000 live births was 158 in 1996. In 1993 Benin was estimated to have one hospital bed per 4,182 people; one physician per 16,000 people (1994). In 1995, there were 5.9 TV sets and 47 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 2.06% in 1997.

Petroleum, limestone and marble are Benin's main resources and principal industries include palm oil processing, brewing, cement, cotton ginning, sugar refining and textiles.

Benin Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention and reproductive health, family planning, maternal and child health.
Geographic Coverage	Nation-wide
Target Population	Adolescents, mothers with young children, sexually active adults.
Social Marketing Model	Develop and market "own brand" condoms through nation-wide commercial outlets and community-based distributors (over 6,000 outlets).
Products	Prudence condoms were launched in 1991 with cumulative sales of 17,000,000 by the end of 1998.
Sales Volume of Most Recent Year	4,002,460 condoms sold in 1998
Period of Operation	1990 to the present
Local Collaboration	PSI/Benin collaborates with the Ministry of Health, local and international NGOs and associations in outreach IEC activities.
Donors	USAID

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Promotion Strategy	Through campaigns like Amour & Vie , a specially designed HIV/AIDS newspaper/comic strip, series of radio spots and public service announcements, PSI/ABMS promotes HIV prevention to its target populations. Mass media campaigns are highly popular, especially among young people. PSI/ABMS also trains local NGOs to develop expertise in health products social marketing and implementation of STD and AIDS prevention and awareness programmes. The majority of the NGOs trained already successfully implement IEC activities. A mobile video unit will also be used at selected events to promote correct usage of condoms for HIV/AIDS prevention.
Recommended Retail Price of Condoms (with US\$ equivalent)	12.5 CFA/condom = \$0.022/condom
Other Information	The project plans to integrate HIV/AIDS prevention programmes with maternal and child health and family planning projects.
In-Country Contact Information	PSI/Benin B.P. 08-0876 Cotonou, BENIN Office: 011-229-31-15-00 Fax: 011-229-31-11-75

BOLIVIA

Bolivia is an emerging democracy with an estimated population of 7.5 million (61% urban) of whom 40.6% are under 15; 55.6% are between 15 and 65; and 3.8% are over 65, (1995). With a per capita gross domestic product of US \$2,598 (1994), Bolivia spends 5.4% of its gross national product on education; 1.9% on health; and 2.6 on defence. In 1995, the literacy rate was estimated at 85% among men and 71% among women. Life expectancy is 60 for men and 63 for women (1995–2000); and the under-5 child mortality rate is 88 per 1,000 live births (1996). In 1993, Bolivia had an estimated one physician per 2,348 people; approximately one hospital bed per 709 people; and in 1995 there were 115 television sets and 672 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.07% in 1997.

Bolivia's main industries include mining, food products, petroleum refining, tobacco and textiles while the main resources are: petroleum, natural gas, tin (world's fifth-largest producer), zinc, silver, gold, lead, antimony, tungsten and copper.

Bolivia Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	Sexual and reproductive health (includes HIV/AIDS prevention and family planning), nutrition (a multivitamin project) and malaria prevention.
Geographic Coverage	Nation-wide
Target Population	Sexually active couples, populations at high risk of STD/HIV infection, particularly urban and rural young adults.
Social Marketing Model	Develop and market “own brand” condoms through pharmacies, bars, billiard halls, beauty salons, hotels and brothels.
Products	Pantera and Protektor Deluxe condoms launched in February 1996 and December 1996, respectively. Noriday and Minigynon oral contraceptives were launched in April 1995, and Duofem oral contraceptives were launched in August 1997. The Reality female condom was launched in August 1996 as a pilot project in the city of Santa Cruz. Foreplay lubricant was launched in April 1996 and Depo Provera injectable was launched in January 1998.
Sales Volume of Most Recent Year	In 1998: Protektor Deluxe – 1,058,831; Pantera – 3,292,994; Noriday – 102,881; Minigynon – 199,864; Duofem – 140,598; Reality – 8,127; Depo-provera – 25,830; Forplay – 10,359.
Period of Operation	PSI has been working in Bolivia since June of 1995.

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Local Collaboration	The Bolivia Social Marketing Project (BSMP) provides technical assistance to PROSALUD, a Bolivian NGO, to continue, improve and develop the social marketing project. Under this agreement, BSMP also provide technical assistance to other Bolivian NGOs, including CIES (Centro de Informacion, Educacion y Servicios – an affiliate of International Planned Parenthood Federation), to develop their social marketing activities.
Donors	AIDSMARK, Bergstrom Foundation, UNAIDS, USAID.
Promotion Strategy	Through various activities including a musical campaign for youth - <i>Musica por la Vida '97</i> ; soap operas educating youth and adults about STDs and AIDS prevention – <i>Historia del Vecino and Tatuajes</i> ; and a radio show educating rural populations about reproductive health and sexuality – <i>Wila Kasta</i> . Also, mobile video units (Mobile Distribution and Communications Units) are used to tour various venues and put on a show that mixes entertainment, HIV/AIDS prevention communications and Pantera condom advertising.
Recommended Retail Prices of Condoms (with US\$ equivalent)	Pantera - \$0.13 per condom Protektor Deluxe - \$0.18 per condom Reality - \$0.36 per condom
Other Information	
In-Country Contact Information	Chris Brady, PSI/Bolivia Calle 11, No. 824, Zona de Obrajes, esq. Av. 14 de Septiembre Casilla de Correo No. 9502, La Paz, BOLIVIA

BOTSWANA

Situated in Southern Africa, Botswana is a democracy with an estimated population of just under 1.5 million (28% urban), of whom 43.2% are under 15 years of age; 54.3% are between 15–65; and 2.4% are over 65 (1995). Botswana has a per capita gross domestic product of US \$ 5,367 (1994) and spends 8.3% of its GNP on education (1995), 2.2% on health (1995) and 6.4% on defence (1996). In 1995 the country had estimated literacy rates of 84% (men) and 65% (women) while life expectancy is 65 (men); 69 (women) (1995–2000); and the under-5 child mortality rate is 57 per 1,000 live births (1996). In 1994, Botswana had 1 physician per 4,130 people; approximately 1 hospital bed per 635 people; 19 television sets and 131 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 25.10% in 1997.

Botswana's major resources are diamonds (world's third-largest producer), copper-nickel ore, coal, soda ash, gold, cobalt, salt, plutonium, asbestos, chromite, iron, silver, manganese, talc and uranium. Her main industries include mining, food processing, textiles and clothing, beverages, soap, chemicals, paper, plastics and electrical goods.

Botswana Social Marketing Programme

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention
Geographic Coverage	Country-wide, with a youth-oriented initiative in Lobatse
Target Population	Migrant workers, commercial sex workers, adolescents.
Social Marketing Model	Developed and markets "own brand" Lovers Plus condoms through a variety of traditional and non-traditional outlets, including those specifically identified as "youth friendly"
Products	Lovers Plus condoms, launched in 1993 have cumulative sales of 10,879,940 as of December 1998.
Sales Volume of Most Recent Year	2,433,885 Lovers Plus condoms sold in 1998
Period of Operation	PSI/Botswana began operating in 1992, and has since developed into one of the most successful social marketing projects world-wide, with over 10 million condoms sold since its inception. Sales per capita increased from 1.54 in 1997 to 1.78 in 1998.
Local Collaboration	AIDS Action Trust, Permanent Secretary of the Ministry of Health, YWCA
Donors	The Government of Botswana and PSI/W

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<p>Promotion Strategy</p>	<p>Through a variety of traditional and non-traditional media and techniques, such as a nationally broadcast radio variety show on reproductive health; peer education (including <i>Tsa Banana</i>, a highly successful youth-oriented peer education programme); special events like National Condom Week; displays of HIV/AIDS promotional items and educational materials by various NGOs; drama sketches; role plays; jam sessions; traditional dance, video shows, condom demonstrations; a sponsored walk; and a Miss Lovers Plus beauty contest.</p>
<p>Recommended Retail Price of Condoms (with US\$ equivalent)</p>	<p>Pula 0.50 (US\$0.12) for a package of three condoms</p>
<p>Other Information</p>	<p>With AIDSMARK funding, the project is expanding its activities to advocacy for youth, HIV/AIDS prevention.</p>
<p>In-Country Contact Information</p>	<p>PSI Botswana, Private Bag 00465, Gaborone. BOTSWANA Tel. & Fax. # 267-305-265 (Project Director 267-357-610) Email: psibots.1plus@info.bw</p>

BRAZIL

The democratic federal republic of Brazil consists of 26 states and one federal district. 78% of the estimated population of 161,087,000 (1996) are urban (1995); 32.3% are under the age of 15; 62.5% are between 15 and 65 years old; and 5.2% are over 65 (1995). With a per capita gross domestic product of US \$ 5,362 (1994), Brazil spends an estimated 1.3% of GNP on education (1995); an estimated 2.2% of GDP on health (1995) and 2.1 of GDP on defence (1996). In 1995 literacy rates were estimated to be 82% (men); 80% (women); life expectancy is 65 for men and 70 for women (1995–2000); while the under-5 child mortality rate is 69 per 1,000 live births (1996). Brazil was estimated to have one physician per 844 people and one hospital bed per 299 people in 1993; 220 television sets and 399 radios per 1,000 people (1995). According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.63% in 1997.

Brazil's main resources are: iron ore (world's second-largest producer), tin (world's fourth-largest producer), aluminium (world's fourth-largest producer), gold, phosphates, platinum, bauxite, uranium, manganese, coal, copper, petroleum, natural gas, hydroelectric power and forests. Her essential industries are mining, steel, machinery and transport equipment, food processing, textiles and clothing, chemicals, petrochemicals, cement and lumber.

There are two condom social marketing projects in Brazil:

- (i) **DKT do Brasil Social Marketing Project**
- (ii) **Brazil Social Marketing Project**

(i) DKT do Brasil Social Marketing Project

Implementing Agency / International Affiliation	DKT International
Programme Focus	Family planning, HIV/AIDS prevention
Geographic Coverage	Nation-wide
Target Population	Sexually active youth and adults
Social Marketing Model	DKT do Brasil develops and markets its own brands of condoms through a network of 14,000 retail outlets.
Products	Prudence condoms were launched in 1991 and to date 150 million have been sold.
Sales Volume of Most Recent Year	41 million
Period of Operation	Established in 1991
Local Collaboration	Grupo Resistência Adquirida
Donors	USAID

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Brazil / DKT continued

Estimated Level of Funding for Condom Social Marketing for the Most Recent Year	US\$ 250,000
Promotion Strategy	Prudence condoms are promoted through a variety of media and techniques including promotional/educational materials; sponsored special promotional events; radio spot advertising; bus placards, electronic outdoor billboards; portable kiosks, advertising “trailers” in cinemas; promotion at community events like the Carnival and in public places (e.g. the beach, social clubs).
Recommended Retail Price of condoms (with US\$ equivalent)	US\$ 0.25 per condom
Other Information	
In-Country Contact Information	DKT do Brasil Carlos Ferreros, Avenida Brigadeiro Faria Lima, 1739 6. Andar Conjunto 1110, CEP 01452 – 000, Sao Paulo, BRAZIL Tel: 011-55-11-815-7522; Fax: 011-55-11-816-1273 Telex: 391-11-81482 BOCS; E-mail: dktbra@ibm.net

BRAZIL continued

(ii) The Brazil Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, reproductive health
Geographic Coverage	Nation-wide
Target Population	Low-income men and women
Social Marketing Model	Develop and market “own brand” condoms through over 20,000 retail outlets nation-wide.
Products	Prudence condoms introduced in 1991 by DKT, PSI’s sister organisation. Sales have skyrocketed, reaching 146,271,258 in January 1999. In January 1998, Reality female condoms were added to the product list; to date, 292,611 have been sold.
Sales Volume of Most Recent Year	Prudence – 41,379,456 (1998) Reality – 276,051 (1998)
Period of Operation	PSI’s sister organisation, DKT, first introduced Prudence condoms in 1991, in response to a request by the Secretary of Health of the State of Sao Paulo. The State Government’s appeal was the result of exponentially increasing rates of HIV infection, second only to that of the USA in the Western Hemisphere. It was determined that the price of condoms at that time, (about US \$1 each), was not affordable to the majority of the population. With funding from private donors and support from PSI, DKT began selling Prudence condoms at US \$0.17 each. Within 2 ½ months of starting up, condom sales reached 1 million.
Local Collaboration	The Project collaborates with Family Health Association.
Donors	AIDSMark, DKT International, International Fund for Health and Family Planning, USAID.
Promotion Strategy	Includes promotional and educational materials, special events, radio spot advertisements, placards, electronic outdoor billboards and trailers in cinemas.
Recommended Retail Price of Condoms (with US\$ equivalent)	US\$ 0.25 per condom
Other Information	
In-Country Contact Information	Carlos Ferreros DKT do Brasil, Avenida Brigadeiro Faria Lima, 1739 6 Andar Conjunto 1110, CEP 01452 – 000 Sao Paulo, BRAZIL

Burkina Faso

Burkina Faso is an emergent democratic republic with 30 administrative provinces and an estimated population of 10,780,000 (1996). About 27 % of the population are urban (1995); 44.9% are under the age of 15, 52% are 15-65, and 3.1% are over 65 (1995). With a real GDP per capita of US \$796 (1994), Burkina Faso spends 3.6% of GNP on education (1993-94); 2.3% of GDP on health (1990-95); and 2.4% of GDP on defence (1996). In 1995, the literacy rate was estimated at 28% (men) and 9% (women); and life expectancy is 45 for men and 48 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 186 (1996). In 1993, there was estimated to be 1 physician per 34,804 people and 1 hospital bed per 3,300 people. In 1995, there were 5.7 TV sets and 28 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 7.17% in 1997.

Burkina Faso's natural resources include manganese, zinc, limestone, phosphates, diamonds, gold, antimony, marble, silver and lead. The main national industries are food processing, textiles, cotton ginning, brewing and processing of hides and skins.

PSI's PROMACO Social Marketing Project in Burkina Faso

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, maternal and child health
Geographic Coverage	Nation-wide, regional
Target Population	General population, sex workers, migrants (AIDS prevention); mothers with young children, health care providers (maternal and child health)
Social Marketing Model	PSI develops and markets its own brands of condoms and distributes them through an extensive network that includes 95 wholesalers and over 14,000 traditional and non-traditional outlets.
Products	Prudence Nouveau condoms were launched in September 1991. To date over 40,000,000 condoms have been sold.
Sales Volume of Most Recent Year	10,200,608 condoms sold in 1998.
Period of Operation	1991 to the present

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Burkina Faso / PSI continued

Local Collaboration	PSI/PROMACO collaborates with Burkina Faso's National AIDS Program, Africare and numerous local organisations.
Donors	KfW (Germany's development bank), UNICEF, USAID
Promotion Strategy	Intensive IEC and promotional campaigns are carried out using both mass media and interpersonal communication. Communication strategies include the use of the mobile video units (MVU) and traditional community representatives to diffuse messages and reach populations who have less access to mass media. PSI/PROMACO has collaborated with PSI/ECODEV in Côte d'Ivoire in the production and diffusion of the series "SIDA dans la Cité II" and "Les Héritiers." The second series, "Les Héritiers," was translated into several local languages and is a regular feature in MVU programmes.
Recommended Retail Price of Condoms (with US\$ equivalent)	12.5 CFA/condom = US\$ 0.022/condom
Other Information	Based on recent epidemiological findings on the effect of increasing condom use among groups at highest risk of HIV infection on the overall rate of HIV transmission, PSI/PROMACO is increasing activities and communication campaigns to target populations at risk.
In-Country Contact Information	PSI/Burkina Faso Cite SOCOGIB Dassagho Villa No. 15 Rue 28/49 01 B.P. 636 Ouagadougou 01 BURKINA FASO Tel: 011-226-36-45-47 Fax: 011-226-36-45-51

BURUNDI

Burundi is an authoritarian nationalist state with an estimated population of 6,221,000 (8% urban) of whom 46.3% are under the age of 15; 50.8% between the ages of 15 and 65; and only 3% are over 65. (1995-96). With a real GDP per capita of US \$698 (1994), Burundi spends 3.8% GNP on education (1993-94); 0.9% GDP on health (1990-95); and 4.1% GDP on defence (1996). Life expectancy is 50 for men and 53 for women (1995-2000); and the under-5 child mortality rate per 1,000 live births is 143 (1996). Burundi has an estimated one physician per 17,153 people (1993); one hospital bed per 1,519 people (1993); 2 TV sets and 68 radios per 1,000 people (1995). According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 8.30% in 1997.

The country's main resources include nickel, gold, tungsten, phosphates, vanadium, uranium, peat and petroleum deposits have been detected. Textiles, leather, food and agricultural products are Burundi's key industries.

Population, Santé et Information - Burundi Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, reproductive health
Geographic Coverage	Nation-wide
Target Population	People in displaced person and refugee camps, women of reproductive age, youth, the armed forces.
Social Marketing Model	Develop and market "own brand" condoms through nation-wide commercial outlets and community-based distributors.
Products	Prudence condoms were launched in July 1990 and, to date, 6,588,642 have been sold.
Sales Volume of Most Recent Year	708,000
Period of Operation	PSI has been working in Burundi since 1990, although on-going political instability and civil strife have seriously impeded project activities.
Local Collaboration	PSI/Burundi collaborates with the Government of Burundi, Bureau de Coordination du Programme National de Plaification Familiale (CPPF) and the Armed Forces Health Services.
Donors	CARE Canada, French Government, UNFPA, WHO.

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Burundi / PSI continued

Promotion Strategy	Promotion and communications activities have included: <i>Soirees Prudence</i> – festive informational events with dance and music; sponsorship of sports teams and events; concerts and cultural events; radio spots, interviews and games; televised debates and advertisements; theatre competitions and a beauty contest; and nation-wide distribution of promotional items such as t-shirts, hats and traditional clothing.
Recommended Retail Price of Condoms (with US\$ equivalent)	5.0 fbu/condom = \$.0156/condom
Other Information	PSI/Burundi will continue to implement IEC campaigns and national condom distribution programmes as long as the situation permits. The project will continue to collaborate with resident donor and implementing organisations until such a time as a larger, more comprehensive programme can be designed and supported.
In-Country Contact Information	PSI/Burundi Prudence Center Ex-Cultural Americain CH. Rwagasore, B.P. 1474 Bujumbura, BURUNDI

CAMBODIA

Cambodia is a limited parliamentary constitutional monarchy with 22 provinces and an estimated population of 10,273,000 (1996)(10.8m per Population Reference Bureau 1998). 21% (14% per PRB '98) of the population are urban; 44.9% are below age 15; 52.4% between ages 15 to 65; and 2.3% (4% per PRB '98) over the age of 65. With an estimated real GDP per capita of US \$660 (1995), Cambodia spends 1% GNP on education (1994); 0.5% GDP on health (1994); and 5.7% GDP on defence (1996). In 1995, the estimated literacy rate was 48% (men) and 65% (women); life expectancy is 53 for men and 55 for women (1995–2000); while the under-5 child mortality rate per 1,000 live births is 137 (1996). Cambodia was estimated to have one physician per 9,374 people and one hospital bed per 453 people in 1993; and 8.5 TV sets and 112 radios per 1,000 people in 1995. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 2.40% in 1997.

Cambodia's main resources are phosphates, iron ore, gemstones, bauxite, silicon, limestone, and manganese; and her key industries are rubber processing, seafood processing, rice milling, textiles and garments, pharmaceutical products, and cigarettes.

Social Marketing and Communications for Birth Spacing and AIDS Prevention

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	AIDS/STD prevention, reproductive health
Geographic Coverage	Nation-wide
Target Population	Sexually active young adults, commercial sex workers and their clients, members of the military and police; women and youth.
Social Marketing Model	Develop and market their own condom and OC brands.
Products	Number One condoms were launched in 1994 and cumulative sales through 1998 reached 36,680,284. OK oral contraceptive pills were launched in September 1997 and 186,598 cycles had been sold by year-end 1998.
Sales Volume of Most Recent Year	1998 annual sales reached 11,537,956 Number One condoms and 151,527 cycles of OK oral contraceptive pills.
Period of Operation	1994 – present

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Local Collaboration	PSI/Cambodia collaborates with the Cambodia National AIDS Programme, Reproductive Health Association of Cambodia (RHAC) Family Health International (FHI), <i>Médecins sans Frontières</i> (MSF), and the Ministry of Health /National MCH. PSI/Cambodia works closely with local health care groups, providing extensive training to doctors, pharmacists, health workers, and other NGOs. PSI/Cambodia has recently completed two research projects in collaboration with FHI/Bangkok. These studies consist of a Commercial Sex Establishment Census for Phnom Penh, and condom and STD distribution surveys. The research is part of the USAID/IMPACT programme, which targets commercial sex workers and their clients to reduce the transmission of HIV in Cambodia.
Donors	AusAID (Australian Government), British Department for International Development, Dutch Government, Embassy of Finland, FHI/Impact and FHI (both through USAID), Government of Japan, USAID.
Promotion Strategy	Promotion activities include an AIDS prevention radio soap opera for young Cambodians which is aired daily on five radio stations throughout the country. The soap opera is followed by a 40- minute radio call show hosted by two of the soap opera's actors and a doctor. Other activities have included widely publicised special launch events involving fireworks displays, a performance by Cambodia's top comedian, music and a puppet show. A specially developed travelling show uses puppets to debunk myths about HIV/AIDS in a dramatic and entertaining way, incorporating audience participation and distribution of HIV/AIDS prevention literature. The show is performed in schools, factories, adult education centres, and several times a day at public events such as village markets and fairs.
Recommended Retail Price of Condoms (with US\$ equivalent)	200 riel for 4/ \$0.018 each.
Other Information	PSI will continue social marketing of Number One and OK while researching the potential for new products such as a pre-packaged therapy kit for STD treatment and social marketing of the female condom. With a grant from DfID's Seedcorn Fund in 1999, PSI/Cambodia will also adapt its radio drama, <i>Sopheap and Her Family</i> , to address issues of reproductive health geared toward women and young adults.
In-Country Contact Information	John Deidrick PSI/Cambodia P.O. Box 153 Phnom Penh CAMBODIA

CAMEROON

The Republic of Cameroon is an emerging democracy with ten provinces and an estimated population of 13,560,000 (1996). Around 45% of the population are urban; 44% are under the age of 15; 52.4% are between 15 and 65; and only 3.6% are over the age of 65. With a real GDP per capita of US \$2,120 (1994), Cameroon spends 3.1% of GNP on education (1993–94); 1% of GDP on health (1990–95); and 2.4% of GDP on defence (1996). In 1995, the literacy rate among men was estimated to be 66% and among women 43%. Life expectancy is 57 for men and 60 for women (1995–2000); and the under-5 child mortality rate per 1,000 live births is 109 (1996). In 1993, Cameroon was estimated to have 1 physician per 11,996 people and one hospital bed per 381 people; in 1995, there were 24 TV sets and 152 radios, respectively, per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 4.89% in 1997.

Cameroon's resources include: petroleum, natural gas, tin ore, limestone, bauxite, iron ore, uranium and gold, and her industries are petroleum refining, aluminium smelting, cement, food processing, footwear, beer and cigarettes.

The Cameroon Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI) Programme de Marketing Social au Cameroun (PMSC), local entity
Programme Focus	HIV/AIDS prevention, family planning, maternal and child health
Geographic Coverage	Nation-wide
Target Population	Commercial sex workers; high-risk, low-income populations; women; medical providers; mothers with young children; adolescents.
Social Marketing Model	Develop and market own “brands” of condoms which are distributed through an extensive network that includes outlets such as markets, cigarette vendors and boutiques.
Products	Prudence Plus and Promesse condoms were launched in October 1989 and June 1992 respectively. To date, 59,804,163 condoms have been sold.
Sales Volume of Most Recent Year	6,713,053 Prudence condoms sold in 1998. 141,852 Promesse condoms sold in 1998.
Period of Operation	1989 to the present
Local Collaboration	PSI/Cameroon collaborates with the Ministry of Health (National AIDS Control Strategy), multi-lateral and bi-lateral donors, including UNICEF, WHO, GTZ, EU, FNUAP, The World Bank, The French Cooperation, The British High Commission, The Japanese Embassy, and local and international NGOs, including CARE, FESADE, SWAA, CAMNAFAW, CHP, IRESCO, FOCAP, Amis de Prudence, CENAME, and volunteer organisations including Peace Corps, VSO, and AFVP.

Donors	USAID through SFPS/REDSO; USAID AIDSMark; British High Commission (hopefully); Japanese Embassy (hopefully)
Promotion Strategy	A mass media campaign that includes radio and television spots, billboards, and newspaper articles, a rural radio AIDS awareness and family planning campaign, a nation-wide AIDS question and answer sweepstakes, motivational campaigns for distributors, and an adolescent advocacy workshop.
Recommended Retail Prices of Condoms (with US\$ equivalent)	Prudence 100 CFA (approximately US\$0.15) for a package of three condoms Promesse 100 CFA (approximately US\$0.15) for a package of four condoms
Other Information	Future plans include more prevention activities with commercial sex workers, increasing advertising and distribution activities along the main trucking route from Chad, the Central African Republic (CAR) and Congo to the port of Douala, and organising adolescent peer education training
In-Country Contact Information	PSI-PMSC B.P. 14025 Yaoundé, CAMEROON Tel & Fax: 011-237-20-92-24

CENTRAL AFRICAN REPUBLIC

The Central African Republic is an emerging democracy with 16 administrative prefectures and an estimated population of 3,344,000 (1996). Around 39% of the population are urban; 42.7% are under 15 years of age; 53.4% are between 15 and 65; and 4% are over the age of 65. With a real of GDP per capita of US \$1,130 (1994), the Central African Republic spends 2.8% of GNP on education (1993–94); 1.7% of GDP on health (1990–95); and 2.4% of GDP on defence (1996). In 1995, literacy rates were estimated at 52% (men) and 25% (women); and life expectancy is 48 for men and 53 for women (1995–2000). The under-5 child mortality rate per 1,000 live births was put at 149 in 1996, and in 1993, the country had an estimated 1 physician per 25,920 people and 1 hospital bed per 1,140 people. In 1995, there were 4.9 TV sets and 75 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 10.77% in 1997.

The Central African Republic's key resources are gem diamonds and industrial diamonds, gold, uranium, iron ore, manganese and copper; and her industries include food processing, beverages, tobacco, furniture, textiles, paper and soap.

The CAR Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	AIDS prevention, maternal and child health
Geographic Coverage	Nation-wide
Target Population	Sexually active couples, women with young children
Social Marketing Model	Develop and market their own brands of condoms, which are distributed nation-wide through retail outlets, pharmacies, bars and night-clubs.
Products	Prudence Plus condoms were launched in December 1991 to mark World AIDS Day. To date, 10,623,228 condoms have been sold.
Sales Volume of Most Recent Year	1,020,648 condoms were sold in 1998
Period of Operation	December 1991 to present
Local Collaboration	PSI/CAR collaborates with the Programme Nationale de Lutte Contre le SIDA (PNLS)
Donors	UNFPA, PSI, The Fred H. Bixby Foundation

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Central African Republic /PSI continued

<p>Promotion Strategy</p>	<p>Through an innovative joint venture with a local textile manufacturer who makes pieces of fabric called <i>pagnes</i>. <i>Pagnes</i> are printed with the Prudence condom logo and can be used as sarongs or to make other clothing. Income for their sale fully covers production costs while simultaneously promoting Prudence. PSI staff report that it is difficult to visit even the most remote villages in CAR without seeing at least one person wearing an article of clothing made from a Prudence <i>pagne</i>. With a major brewery, PSI/CAR launched a massive promotional campaign where people could trade bottle caps for condoms. The <i>Société Centrafricaine des Boissons</i> (SCB) bought condoms from PSI and financed all the publicity; and people exchanged five bottle tops for a pack of four condoms.</p>
<p>Recommended Retail Price of Condoms (with US\$ equivalent)</p>	<p>100 CFA/4 condoms (25 CFA/condom = US\$0.04)</p>
<p>Other Information</p>	<p>PSI has recently received funding from UNFPA to support expansion of its condom social marketing and HIV/AIDS prevention activities. Activities have decreased since the rebel military uprising in mid-1996.</p>
<p>In-Country Contact Information</p>	<p>Danielle Ring, Country Representative PSI/RCA B.P. 127, Rue Africare Bangui, RCA Tel: 236-61-6795 Fax: 236-61-9198</p>

PSI/CENTRAL AMERICA**(Belize, Costa Rica, El Salvador, Guatemala, Nicaragua)****BELIZE**

Belize (formerly British Honduras), is a constitutional monarchy with six administrative districts and an estimated population of 219,000 (1996). Around 47% of the population are urban; 42.3% are below the age of 15; 53.5% are aged 15 to 65; and 4.2% are over 65 (1995). With a real GDP per capita of US \$5,590 (1994), Belize spends 5.9% of GNP on education (1995); 5.7% of GDP on health (1995); and 2.5% of GDP on defence (1996). In 1994, the literacy rate was 93% for both men and women and life expectancy is 73 for men and 76 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 37 (1996). In 1993, there was 1 physician per 2,127 people and 1 hospital bed per 360 people (1990). In 1995, the country had 178 TV sets and 587 radios per 1,000 people. Belize's main industries are clothing, agricultural products (particularly sugar cane for sugar and rum), timber and tobacco. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 1.89% in 1997.

COSTA RICA

Costa Rica is a liberal democracy comprised of seven provinces with an estimated total population of 3,500,000 (1996). Around 50% of the population are urban; 35% are under the age of 15; 60.4% are between 15–65; and 4.7% are over 65 (1995). With a real GDP per capita of US \$5,919 (1994), Costa Rica spends 4.7% of GNP on education (1993–94); 6.3% of GDP on health (1994) and 0.6% of GDP on defence (1996). In 1995, literacy rates were estimated at 93% (men) and 93% (women); and life expectancy is 76 for men and 79 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 14 (1996); and as of 1995, there was 1 physician per 979 people; 1 hospital bed per 566 people; 143 TV sets and 263 radios per 1,000 people. Costa Rica has three major resources: gold, salt, hydro power, and her main industries are food processing, chemical products, beverages, paper and paper products, textiles and clothing, plastic goods and electrical equipment. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.55% in 1997.

EL SALVADOR

El Salvador is an emergent democracy consisting of 14 administrative 'departments' and an estimated total population of 5,796,000 (1996). Around 45% of the population are urban; 40.7% are under 15; 55.2% are between 15 and 65; and 4.1% are over 65 (1995). El Salvador has a real GDP per capita of US \$2,417 (1994) and spends 1.6% of GNP on education (1993–94); 1.2% of GDP on health (1990–95); and 1.5% of GDP on defence (1996). In 1995, literacy rate were estimated to be 76% (men) and 70% (women); and life expectancy is 66 for men and 71 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 64 (1996); and, in 1993, there was approximately 1 physician per 1,515 people and 1 hospital bed per 680 people. In 1995, the country had 689 TV sets and 459 radios per 1,000 people. El Salvador's main resources are salt, limestone and gypsum and the principal national industries are food processing, beverages, petroleum products, textiles, tobacco, paper products and chemical products. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.58% in 1997.

GUATEMALA

Guatemala is a democracy consisting of 22 administrative 'departments' with an estimated total population of 10,928,000 (1996). Around 41% of the population are urban; 44.3% are under the age of 15; 52.2% are between 15–65; and 3.5% are over 65 (1995). With a real GDP per capita of US \$3,208 (1994), Guatemala spends 1.6% of GNP on education (1993–94); 0.9% of GDP on health (1990–95), and 1.4% of GDP on defence (1996). The estimated literacy rate in 1995 was 63% (men) and 47% (women); and life expectancy is 65 for men and 70 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 67 (1996); and as of 1993, there was approximately 1 physician per 3,999 people and 1 hospital bed per 1,191 people. In 1995, there were 56 TV sets and 71 radios per 1,000 people. Guatemala's resources include petroleum, antimony, gold, silver, nickel, lead, iron and tungsten; and her key industries are food processing, textiles, pharmaceuticals, chemicals, tobacco, non-metallic minerals, sugar, electrical goods and tourism. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.52% in 1997.

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NICARAGUA

Nicaragua is an emergent democracy with 16 administrative 'departments' and an estimated population of 4,238,000 (1996). Around 63% of the are urban; 46% are under the age of 15; 50.9% are between 15 and 65; and 3.1% are over 65 (1995). With a real GDP per capita of US \$1,580 (1994), Nicaragua spends 3.7% of GNP on education (1994); 4.3% of GDP on health (1990-95); and 1.5% of GDP on defence (1996). In 1995, the literacy rate was estimated at 64% (men) and 66% (women); and life expectancy is 67 for men and 70 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 66 (1996). In 1993, there was 1 physician per 1,566 people and 1 hospital bed per 856 people. In 1995, Nicaragua had 73 TV sets and 280 radios per 1,000 people. Nicaragua's resources include gold, silver, copper, lead, antimony, zinc, iron, limestone, gypsum, marble and bentonite; and her major industries are food products, beverages, petroleum refining, chemicals, metallic products, processed leather and cement. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.19% in 1997.

Pan-American Social Marketing Organisation (PASMO)

Implementing Agency / International Affiliation	PSI is managing the USAID Co-operative Agreement, Central America HIV/AIDS Prevention Condom Social Marketing Project.
Programme Focus	HIV/AIDS prevention through condom social marketing
Geographic Coverage	The seven-year region-wide programme has just started operations in Cost Rica, El Salvador, Guatemala, Belize, and Nicaragua and plans to expand to Mexico, Honduras and Panama in the near future. The goal of the project is to develop an effective and sustainable condom social marketing programme in the region. The project will target high risk groups in border, port and heavy traffic ground transportation areas
Target Population	Low-income men and women in the following high risk categories: CSWs in brothels, men who have sex with men, truck drivers, uniformed men, HIV positive, STD patients, clients of CSWs, youth and migrant labourers.
Social Marketing Model	<p>PASMO develop and market their own branded condoms, VIVE, distributed through a variety of traditional outlets like pharmacies and non-traditional outlets such as supermarkets, bars, motels, and market kiosks. PASMO targets sales toward non-traditional sales points in high-risk zones. They also have information, education, and communication (IEC) campaigns that target activities with high-risk groups in each country.</p> <p>PASMO is also mandated to social market other health products in order to cross-subsidise the cost of the AIDS prevention programme. PASMO will launch lubricants, pap smear kits, and pregnancy test kits in 1999.</p>

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Products	VIVE (Live!) condoms were first launched in Costa Rica in December 1997 and sales reached nearly 200,000 in the first six months. By May 1998, VIVE were launched in El Salvador, Nicaragua and Guatemala. To date, 705,005 condoms have been sold throughout the region.
Sales Volume of the Most Recent Year	634,270 VIVE condoms (1998)
Period of Operation	The project began in October 1996.
Local Collaboration	PSI's regional social marketing project is being implemented in collaboration with PASMO a Guatemalan Social Marketing Association. PSI also works with the following local NGOs: Guatemala: Asociacion Guatemalteca para la Prevencion y Control del SIDA (AGPCS), Fundacion Preventiva del SIDA "Fernando Iturbide", Asociacion Pro-Bienstar de la Familia de Guatemala, Organizacion de Apoyo a una Sexualidad Integral frente al SIDA (OASIS), Instituto de Educacion Integral para la salud y el desarrollo. El Salvador: Asociacion Entre Amigos, Flor de Piedra, FUNDASIDA, Nicaragua: Fundacion Xochiquetzal, Fundacion Nimehuatzin, Profamil, Belize: BFLA, UNAIDS, and Alliance Against AIDS PASMO also works with pharmaceutical distributors in each country.
Donors	The Bergstrom Foundation; the Compton Foundation, Inc.; USAID, and PSI Partnership funds
Promotion Strategy	The slogan VIVE, Tu Mejor Momento (Live your best moment!) appears on the VIVE package and accompanies print materials and mass media activities, including radio, billboards and newspaper ads and articles. PSI in collaboration with local artists produced three songs as part of their effort to reach teens with messages about abstinence, fidelity and safer sex. The songs are played on popular radio and at promotional events. PSI has changed the media strategy to provide generic, correct and consistent condom use messages in order to create a "condom" culture in the region. There are inter-personal promotion campaigns in each country with NGOs who target high risk groups.
Recommended Retail Prices of Condoms (with US\$ equivalent)	Guatemala: US\$0.12 unit Nicaragua: US \$0.07 Belize: US\$0.17 Panama: US\$0.25 El Salvador: US\$ 0.13 Honduras: US\$0.07 Costa Rica: US\$0.15 In all countries, with the exception of Nicaragua, the price of 100 condoms is less than 1% per capita GDP.

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Central America / PSI continued

Other Information	PSI/PASMO will shift the marketing strategy from one that targets youth in the general population, to one that will target certain high-risk groups in several selected areas in each country in the region. Consequently, PASMO will develop a diversified distribution strategy that will include traditional, non-traditional and direct sales. PASMO's IEC objectives and strategies address the issue of correct and consistent condom use.
In-Country Contact Information	Daun Fest, PSI Regional Representative 13 Calle 3-40, Zona 10 – Edificio Atlantis- 6p. Nivel – Oficina 606 Guatemala City, GUATEMALA Tel: +502- 366-1557 al 59 Fax: +502 – 366- 1567 Email: mcato@guate.net

CHAD

The Republic of Chad, an emerging democracy with 14 administrative prefectures, has an estimated population of 6,515,000 (1996). Around 23% of the population are urban; 43.4% are under the age of 15; 53% are between 15 and 65; and only 3.6% are over 65 years of age. With a real GDP per capita of US \$180 (1995), Chad spends 2.2% of GNP on education (1993–94); 1.8% of GDP on health (1990–95); and 2.7% of GDP on defence (1996). In 1995 the estimated literacy rates were 42% (men) and 18% (women); and life expectancy is 48 for men and 51 for women (1995–2000). In 1996, the under-5 child mortality rate was 149 per 1,000 live births; and in 1994 there were an estimated 1 physician per 28,570 people and 1 hospital bed per 1,565 people. In 1995, there were 1.4 TV sets and 248 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 2.72% in 1997.

Chad's main resources are petroleum, tungsten, tin ore, bauxite, iron ore, gold, uranium, limestone, kaolin and titanium; and her key industries are cotton processing, sugar refinery, beer, cigarettes and soap.

Chad Social Marketing Project/Project MASOCOT

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, family planning
Geographic Coverage	Nation-wide, covering all 14 prefectures
Target Population	All sexually active youths and adults aged 15 to 49; sub-groups include young adults, commercial sex workers, migrant workers, students and soldiers.
Social Marketing Model	PSI/Chad develops and markets its own brand of condoms which are distributed nation-wide through a few pharmacies and non-traditional outlets in small towns and larger villages. The Islamic community issued a dictate in April 1997 forbidding pharmacies and other commercial distribution outlets to sell condoms. Now, pharmacies are mostly selling condoms, but resistance continues with Moslem small-shop holders. Sales are strong in bars, ambulant sellers and street-side vendors.
Products	Prudence condoms were launched in September 1996 and to date, 8,700,000 have been sold.
Sales Volume of Most Recent Year	4,012,686 condoms sold in 1998.
Period of Operation	Project MASOCOT started in October 1995.
Local Collaboration	PSI/Chad collaborates with International Planned Parenthood Federation affiliate, <i>Association Tchadienne pour le Bien Etre Familiale</i> .
Donors	KfW (German Development Bank)

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<p>Promotion Strategy</p>	<p>Prudence condoms are promoted through a wide range of activities such as mini-shows featuring music and comedy; mobile video units which tour remote rural areas and show AIDS education films designed to create awareness; and special promotional events aimed at wholesalers and retailers.</p> <p>Other activities include special Prudence Nights, which are held at local bars where people can purchase cartons of condoms pre-printed with lottery numbers, which enter them into a contest to win t-shirts and other promotional items.</p> <p>Annual national promotional events focus on young adults such as the 1998 <i>Treasure Hunt</i>, and the 1999 <i>Bingo Prudence</i>, in which questions on AIDS prevention are answered using little drawings inserted into each condom pack. Radio emissions over a two months period assist the public in knowing the right answer. During sponsored music concerts, winners of the contest are announced and local dignitaries present prizes such as bicycles and radios to them.</p>
<p>Recommended Retail Price of Condoms (with US\$ equivalent)</p>	<p>12.5 CFA/condom = \$0.022/condom</p>
<p>Other Information</p>	<p>The objectives for 1999 include increasing and consolidating points of sales, as well as reinforcing the distribution capacity in the private sector. The project aims to raise the awareness of close to 900,000 Chadians on the importance and use of condoms.</p>
<p>In-Country Contact Information</p>	<p>Project MASOCOT B.P. 1467 N'djamena, TCHAD Office telephone: 011-235-52-2293 Fax: 011-235-52-34-68 E-mail: masocot@intnet.td</p>

CHINA

China is a communist republic with an estimated population of 1,232,083,000 (1996). About 30% of the population are urban; 26.4% are under 15, 67.5% are aged 15-65, and 6.1% are over 65 (1995). With a GDP per capita of US\$2,604 (1994), China spends 2.6% of GNP on education (1993-94); 1.8% of GDP on health (1990-95); and 5.7% of GDP on defence (1996). In 1995, the literacy rate was estimated at 84% (men) and 62% (women) and life expectancy is 68 for men and 72 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 43 (1996). In 1995, there was estimated to be 1 physician per 636 people and 1 hospital bed per 430 people. China had 205 TV sets and 185 radios per 1,000 people in 1995. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.06% in 1997.

China's main resources are coal, graphite, tungsten, molybdenum, antimony, tin (world's largest producer), lead (world's fifth-largest producer), mercury, bauxite, phosphate rock, iron ore (world's largest producer), diamonds, gold, manganese, zinc (world's third-largest producer), petroleum, natural gas and fish. Key industries include raw cotton and cotton cloth, cement, paper, sugar, salt, plastics, aluminium ware, steel, rolled steel, chemical fertilisers, silk, woollen fabrics, bicycles, cameras, electrical appliances and tourism is growing.

DKT/China Social Marketing Project

Implementing Agency / International Affiliation	DKT International
Programme Focus	Family planning; HIV/AIDS prevention
Geographic Coverage	10 provinces and cities.
Target Population	400 million people
Social Marketing Model	DKT/China currently buys condoms from a government-owned factory and imports a smaller quantity. Multiload IUDs are procured locally. Implementation of DKT's programme is cautious and complicated: for the first time, a social marketing organisation is able to make some private sector sales transactions in a country that officially does not allow them. DKT has begun working in partnership with private sector distributors as well.
Products	IUDs and condoms were launched in 1996, and to date 52 million condoms have been sold.
Condom Sales Volume of Most Recent Year	25 million
Period of Operation	Established in 1996
Local Collaboration	With various agencies/organisations (commercial)
Donors	DKT

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China / DKT continued

Estimated Level of Funding for Condom Social Marketing for the Most Recent Year	US\$ 700,000
Promotion Strategy	While entrepreneurs are free to sell just about every other consumer product in China, guns and contraceptives remain monopolised by the government. As a result, DKT's initial advertising efforts have been confined to timid generic messages about "DKT contraceptives". Incentives to distribution centres help DKT boost its sales.
Recommended Retail Price of condoms (with US\$ equivalent)	Not available
Other Information	
In-Country Contact Information	<p>Mr Zhi-Hao Jimmy Cai DKT International – China Shanghai Office 59 South Mao Ming Road, Room 1341, Jin Jian Fan Dian Shanghai 200020, CHINA Tel/fax: 011-86-21-64721777 Alternate Telephone: 011-86-62566258 Ext. 2343 E-mail: dktchina@publicl.sta.net.cn</p>

COLOMBIA

The Republic of Colombia is a constitutional democracy with an estimated population of 41.6 millions (1999). Around 73% of the population are urban; 48% are under 20 years of age. Colombia has a GDP per capita of US \$1,910 (1995). In 1995, the literacy rate was 91% for both men and women and life expectancy is 68 (men) and 74 (women). About 60% of the population have access to basic health care; the under-5 child mortality rate per 1,000 live births is 40 for boys and 31 for girls (1990-5). According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.36% in 1997.

Colombia's main resources include petroleum, natural gas, coal, iron ore, nickel, gold, copper and emeralds. The country's industries are varied but include food processing, petroleum refining and petroleum products, mining, textiles and clothing, leather products, and tourism.

PROFAMILIA Condom Social Marketing Project, Colombia

Implementing Agency / International Affiliation	Asociación Colombiana Pro-bienestar de la Familia (PROFAMILIA), Colombia
Programme Focus	Family planning, HIV/AIDS and STD prevention
Geographic Coverage	Nation-wide
Target Population	Sexually active youth and adults
Social Marketing Model	PROFAMILIA develops and markets its own brands of condoms, distributed through a network of 3850 retailers and 140 wholesalers
Products	Tahiti: since 1976 Confiamor: launched 1994 Total sales 1976-98: 133.455.688 millions Piel: to be launched October 99
Sales Volume of Most Recent Year	5.9 million in 1998
Period of Operation	Established in 1975
Local Collaboration	None
Donors	USAID for 45 million condoms over several years
Estimated Level of Funding for Condom Social Marketing for the Most Recent Year	No external funding

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Colombia / PROFAMILIA continued

Promotion Strategy	<p>Tahiti: popular segment Confiamor: adults of middle and high income levels Piel: teenagers and young adults Techniques: radio, promotional and educational material, sponsoring of selected cultural events</p>
Recommended Retail Prices of condoms (with US \$ equivalent)	<p>Tahiti: US\$ 0.16 /unit Confiamor: US\$ 0.25 /unit Piel: US\$ 0.35 /unit</p>
Other Information	<p><i>No further plans relating to condoms for the foreseeable future</i></p>
In-Country Contact Information	<p>Catalina Uribe de Bedout PROFAMILIA, Social Marketing Manager Carrera 15 No. 34-47, Bogota, COLOMBIA Phone: (571) 340 2826 Fax: (571) 286 6967 E-mail: mercadeo@profamilia.org.co</p>

CONGO-BRAZZAVILLE

The Democratic Republic of Congo/Brazzaville, is an emergent democracy with nine regions and one capital district and an estimated population of 2,668,000 (1996). Around 59% of the population are urban (1995); 45.6% are under the age of 15; 51% are between 15–65; and 3.4% are over the age of 65 (1995). With a real GDP per capita of US \$2,410 (1994), Congo/Brazzaville spends 8.3% of GNP on education (1993–94); 3.6% of GDP on health (1990–95); and 1.9% of GDP on defence (1996). In 1995, literacy rates were estimated at 70% (men) and 44% (women); and life expectancy for men is 48 and for women it is 52 (1995–2000). The under-5 child mortality rate was 133 per 1,000 live births in 1996; and in 1993, there was approximately 1 physician per 3,713 people and 1 hospital bed per 306 people. In 1995, there were 7.7 TV sets and 116 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 7.78% in 1997.

Congo/Brazzaville's resources include petroleum, natural gas, lead, zinc, gold, copper, phosphate, iron ore, potash and bauxite; and her key industries are mining, food processing, textiles, cement, metal goods, chemicals and forest products..

Congolese Social Marketing Association/Association de Sante Familiale (ASF)

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	Reproductive health, HIV/AIDS prevention
Geographic Coverage	Brazzaville and surrounding areas
Target Population	Adolescents, men and women of reproductive age
Social Marketing Model	The Kinshasa-based ASF develops and markets its own brand of condoms.
Products	Prudence Plus condoms were launched in Brazzaville in June 1995 and to date, 660,952 have been sold.
Sales Volume of Most Recent Year	154,143
Period of Operation	The ASF was formed in 1994 and has been marketing and distributing Prudence Plus condoms since 1995. Due to on-going civil unrest, the programme is continuing with modest monthly sales in Brazzaville.
Local Collaboration	
Donors	USAID (Congo-Kinshasa programme)

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Congo-Brazzaville / PSI continued

Promotion Strategy	
Recommended Retail Price of Condoms (with US\$ equivalent)	\$0.167/condom
Other Information	
In-Country Contact Information	Contact through ASF in Congo (Kinshasa)

CONGO-KINSHASA

The Democratic Republic of Congo/Kinshasa (formerly Zaire) consists of ten administrative regions and has, since 1997, a transitional political system. Of the estimated population of 46,812,000 (1996), 29% are urban (1995); 48% are under the age of 15; 49.1% are between 15 and 65 years of age; and only 2.9% are over 65 years of age. With a real GDP per capita of \$429 (1994), Congo/Kinshasa spends 0.9% of GNP on education (1990); 0.8% of GDP on health (1990); and 2.8% of GDP on defence (1996). In 1995, literacy rates were estimated to be 84% (men) and 61% (women); while life expectancy is 50 for men and 53 for women (1995–2000). The under-5 child mortality rate was 131 per 1,000 live births in 1996; and in 1993, there was estimated to be 1 physician per 15,150 people and 1 hospital bed per 702 people. In 1995, there were 2.2 TV sets and 98 radios per 1,000 people in the country. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 4.35% in 1997.

Congo/Kinshasa's resources include petroleum, copper, cobalt (65% of world's reserves), manganese, zinc, tin, uranium, silver, gold and diamonds (one of the world's largest producers of industrial diamonds). The main national industries are textiles, cement, food processing, tobacco, rubber, engineering, wood products, leather, metallurgy and metal extraction, electrical equipment and transport vehicles.

Congolese Social Marketing Association / Association de Sante Familiale (ASF)

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	Reproductive health, HIV/AIDS prevention
Geographic Coverage	Kinshasa and surrounding areas
Target Population	Adolescents, men and women of child-bearing age
Social Marketing Model	ASF develops and markets its own brand of condoms
Products	Prudence condoms were launched in Kinshasa in 1987 and to date, 58,159,251 have been sold.
Sales Volume of Most Recent Year	953,536
Period of Operation	The ASF was formed in 1994, and has continued condom social marketing activities to the present day, despite ongoing civil unrest and political upheavals.
Local Collaboration	PSI/ASF collaborates with the AIDS and Family Planning Department, ECC Jeunesse, Fond Daimien, Fondation Femme Plus, Forum SIDA, IPPF, <i>Medicin du Monde</i> , <i>Medicin sans Frontiere</i> , the Ministry of Health, <i>Nueva Frontiera</i> and the Salvation Army.
Donors	Zaire Shell, USAID (AIDSMARK)

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Congo-Kinshasa / PSI continued

Promotion Strategy	Through outreach activities including: AIDS awareness groups, Prudence Clubs, sports, music and education, monthly meetings with NGOs, presentations at national and international workshops on HIV/AIDS prevention, locally designed and distributed publications, radio, television and newspaper interviews. The young adult IEC group, Espoir de Vivre , reaches increasing numbers of secondary school students with its message of sexual responsibility.
Recommended Retail Price of Condoms (with US\$ equivalent)	\$0.072/condom
Other Information	AIDSMark is currently supporting a 3-year condom social marketing and IEC for AIDS prevention programme implemented by ASF. This support will enable ASF to expand the social marketing programme into the interior of Congo and to design IEC and marketing campaigns targeted at those most at risk of contracting STDs and HIV.
In-Country Contact Information	Association de Santé Familiale Building Shell No. 12 Blvd. 30 Juin Kinshasa 1, DEMOCRATIC REPUBLIC OF CONGO (DRC)

CÔTE D'IVOIRE

The Republic of Côte d'Ivoire is an emergent democracy with 10 administrative regions, comprising 50 'departments' and an estimated population of 14,015,000 (1996). Around 44% of the population are urban; 49.1% are under 15; 48.2% are between 15 and 65; and 2.6% are over 65. With a real GDP per capita of US \$1,668 (1994), Côte d'Ivoire spends 5.6% of GNP on education (1994); 1.3% of GDP on health (1994); and 0.9% of GDP on defence (1996). In 1995, literacy rates were estimated to be 67% (men) and 40% (women); and the life expectancy is 49 for men and 51 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 137 (1996). In 1994, the country had approximately 1 physician per 18,000 people and 1 hospital bed per 1,670 people. There were, in 1995, 62 TV sets and 153 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 10.06% in 1997.

Côte d'Ivoire's resources include petroleum, natural gas, diamonds, gold, nickel, reserves of manganese, iron ore and bauxite. Key national industries are agro-processing (dominated by cocoa, coffee, cotton, palm kernels, pineapples, fish), petroleum refining and tobacco.

Côte d'Ivoire Family Planning and AIDS Prevention Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, family planning, child health
Geographic Coverage	Nation-wide
Target Population	Sexually active young adults, migrant workers, women of childbearing age
Social Marketing Model	PSI/Côte d'Ivoire develops and markets its own brand of condoms
Products	Prudence condoms were launched in 1991 and to date, 74,988,474 have been sold. Today the name Prudence is synonymous with condom in Côte d'Ivoire.
Sales Volume of Most Recent Year	20,269,978 condoms sold in 1998.
Period of Operation	1989 to present.
Local Collaboration	PSI/Côte d'Ivoire works closely with its local Ivoirian affiliate, ECODEV, with the intention of creating a joint venture by the year 2000.
Donors	BASICS (through USAID), KfW (Germany's Development Bank), UNHCR, USAID

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<p>Promotion Strategy</p>	<p>PSI was the first organisation to receive permission to advertise condoms on television and radio, and to negotiate an agreement, which allows condom sales in non-pharmaceutical outlets.</p> <p>PSI/Côte d'Ivoire has established a "Communications/Production Centre" equipped with audio and video production capabilities, to develop advertising and communications mass media campaigns. One of the most effective communications campaigns developed was an Ivoirian soap opera, SIDA dans la Cité (AIDS in the City), designed to educate viewers about HIV/AIDS. The film won the award for the best fictional film in the television/video category at the 1996 Africa Film Festival FESPACO. To emphasise viewer participation, SIDA dans la Cité II introduced a game at the end of each episode where viewers were encouraged to send in responses to questions posed about the episode. Over 40,000 letters were received and the final contestants were invited to participate in a televised conclusion of the contest.</p> <p>Allocodrome, a radio show for youth, airs for three hours every week and features new and established local music personalities, comedy routines and sketches. Since 1996, PSI/Côte d'Ivoire has sponsored a portion of the show, which features an AIDS-related skit each week, often starring a number of actors, who appeared in SIDA dans la Cité.</p>
<p>Recommended Retail Price of Condoms (with US\$ equivalent)</p>	<p>14.5 CFA/condom = \$0.025/condom</p>
<p>Other Information</p>	<p>The marketing emphasis is now shifting to target rural consumers with less disposable income. In 1999, the project will expand its national and rural presence by adding three new branch offices. This will enable the project to reach more rural locations for promotional and sales activities.</p>
<p>In-Country Contact Information</p>	<p>PSI/ECODEV 15 B.P. 95 Abidjan 15, CÔTE D'IVOIRE Tel: 011-225-41-60-57 Fax: 011-225-41-9414</p>

EL SALVADOR¹⁴

FUTURES/Salvadoran Demographic Association

Implementing Agency / International Affiliation	The Futures Group International (FUTURES) – SOMARC III
Programme Focus	HIV/AIDS prevention; family planning
Geographic Coverage	Nation-wide
Target Population	Rural populations
Social Marketing Model	Product marketing through the Salvadoran Demographic Association (ADS); training for marketing and sales staff; expanded product distribution.
Products/Services	Condoms and oral contraceptive pills
Condom Sales Volume of Most Recent Year	2,400,000 (1998, projected)
Period of Operation	1993-1998
Local Collaboration	Salvadoran Demographic Association (ADS)
Donors	USAID
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	\$125,000 (1998)
Promotion Strategy	FUTURES helped develop the capability of ADS to market products and services through promotional campaigns, incentives for its sales force, product line expansion, and reducing dependency on distributors.
Recommended Retail Price of Condoms (with US\$ equivalent)	
Other Information	Sustainability is assured through the strengthened capabilities of ADS.
In-Country Contact Information	*refer to nearest FUTURES office: 6 calle 1-36 zona 10 Edificio Valsari Cuarto nivel, oficina 402 Guatemala City, GUATEMALA Tel: +502 362 3578; Fax: +502 362 3578

¹⁴ Please see page 55 for El Salvador country profile.

ERITREA

The state of Eritrea is an emergent democracy with six administrative provinces and an estimated population of 3,280,000 (1996). Around 17% of the population are urban; 44% are under 15 years of age; 53.1% are between 15 and 65; and 2.9% are over 65 (1995). With a real GDP per capita of US \$600 (1996), Eritrea spends 3.2% of GNP on education (1993); 1.1% of GDP on health (1990–95); and 7.5% of GDP on defence (1996). In 1995, the estimated literacy rate was 20–25% (men) and 5–10% (women) and life expectancy is 51 for men and 55 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 146 (1996) and, in 1993, there was approximately 1 physician per 45,588 people. There are 0.3 TV sets and 98 radios per 1,000 people in the country. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15–49 was estimated at 3.17% in 1997.

Eritrea's main resources include gold, silver, copper, zinc, sulphur, nickel, chrome, potash, basalt, limestone, marble, sand and silicates; and her industries are food processing, textiles, leatherwear, building materials, glassware and petroleum products.

PSI/Eritrea Condom Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention
Geographic Coverage	Nation-wide
Target Population	Sexually active youth and adult populations (ages 15 to 65); special attention to high-risk populations, including sex workers and truck drivers
Social Marketing Model	PSI/Eritrea developed and markets Abusalama condoms.
Products	Abusalama condoms were launched in February 1998 and to date, 1,975,486 have been sold. Under the terms of a tripartite agreement, the Eritrea Social Marketing Group is the first organisation in Eritrea permitted to distribute condoms outside of the traditional pharmaceutical outlets. By end of project period, condoms are to be available in 70% of the targeted area pharmacies and 50% of non-traditional outlets, including stores, kiosks, bars, pensions and hotels.
Sales Volume of Most Recent Year	1,825,486 (Feb-Dec. 1998)
Period of Operation	Project funding was awarded in October 1996. Project activities began in June 1997 and will continue through March 1999.

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Local Collaboration	Under a tripartite agreement with the Ministry of Health, PSI, and the National Union of Eritrean Youth and Students (NUEYS), PSI has established the Eritrean Social Marketing Group (ESMG). This group, which forms a division of the NUEYS, is responsible for implementing a condom social marketing project for HIV prevention. PSI/Eritrea is also collaborating with the USAID AIDSMark, to conduct a population-based condom knowledge, attitudes and practices survey focusing on HIV/AIDS prevention.
Donors	USAID (main donor); UNFPA and the Eritrean Ministry of Health contribute condoms.
Promotion Strategy	Promotional activities have included a bicycle race, which launched Abusalama condoms in February 1998. Although project operations have been scaled down due to political unrest between Eritrea and Ethiopia, the project has began the design, evaluation and production of promotional and educational materials targeting the sexually active population. These materials will be diffused in several languages through mass and traditional media, including radio, cassette tapes, theatre groups, peer educators, posters, brochures, photo comic books, stickers and t-shirts.
Recommended Retail Price of Condoms (with US\$ equivalent)	Nakfa 0.0625 (US\$0.008) per condom
Other Information	There are plans to introduce new activities next year and to start up Mobile Video Unit operations (MVU), should sufficient funds exist. Each MVU will have video and audio equipment and be staffed with a driver/technician and a communicator/promoter. The MVU will travel to remote areas and locations frequented by targeted populations and put on a show that will mix entertainment, AIDS prevention communications activities and Abusalama condom advertising and sales. PSI staff will be available to distribute information materials and answer questions.
In-Country Contact Information	ESMG P. O. Box 5839 Asmara, ERITREA Tel: (011) 29-1-126240 Fax: (011) 29-1-127350

ETHIOPIA

Ethiopia, in transition to a democratic federal republic, consists of nine states and one metropolitan area and has an estimated population of 58,243,000 (1996). Around 13 % of the population are urban; 46.4% are under the age of 15; 50.8% are between 15 and 65; and 2.9% are over 65(1995). With a real GDP per capita of US \$427 (1994), Ethiopia spends 5.1% of GNP on education (1992); 1.1% of GDP on health (1990–95); and 2% of GDP on defence (1996). The estimated literacy rate in 1995 was 45% (men) and 25% (women) and life expectancy is 48 for men and 52 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 170 (1996). In 1993, there was approximately 1 physician per 32,499 people and 1 hospital bed per 4,141 people. Ethiopia had 4.4 TV sets and 193 radios per 1,000 people in 1995. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 9.31% in 1997.

The country's main resources include gold, salt, platinum, copper, potash and reserves of petroleum, which have not been exploited. Ethiopia's key industries are food processing, petroleum refining, beverages and textiles.

DKT/PSI Ethiopia Social Marketing Project

Implementing Agency / International Affiliation	DKT International and Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, reproductive health
Geographic Coverage	Nation-wide
Target Population	Men and women of reproductive age, commercial sex workers
Social Marketing Model	DKT/PSI Ethiopia develops and markets its own brand of condoms and oral contraceptives.
Products	Hiwot (meaning life) condoms were launched in 1990. Hiwot Trust condoms were launched in December 1992 and to date 140,007,939 have been sold. Prudence Duofem oral contraceptives were launched in December 1996 and to date 742,469 have been sold.
Sales Volume of Most Recent Year	Hiwot Trust: 30,786,330 Prudence Duofem: 453,689
Period of Operation	First established in 1991, the Ethiopian Social Marketing Programme is one of the oldest and most successful in Africa. The current phase (1995 - 1999) is jointly implemented by PSI and DKT International, another non-profit NGO based in the United States.
Local Collaboration	DKT/PSI Ethiopia collaborates with the Ministry of Health and regional health departments nation-wide.
Donors	USAID, Dutch Government

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Ethiopia / DKT-PSI continued

Promotion Strategy	Promotional activities include mass media ads (up to 150 radio and up to 8 television spots per month), “Buy 5, get 1 free” promotions, distribution of plastic “walking ad” shopping bags and hand-painted taxi/billboard signs. DKT/PSI Ethiopia regularly conducts targeted training sessions focusing on HIV/AIDS education. These sessions are held for groups such as health professionals, senior army officials, pharmacists, drug vendors, and factory and plantation workers.
Recommended Retail Price of Condoms (with US\$ equivalent)	US \$ 0.01 per condom
Other Information	DKT/PSI Ethiopia plans to introduce a second condom brand toward the end of 1998 to target higher-income populations. Other plans include test-marketing the female condom.
In-Country Contact Information	Christopher Purdy Higher 18, Kebele 26, House No. 175 P. O. Box 8744 Addis Ababa, ETHIOPIA Tel: (011) 251-1-518216; (011) 251-1-519300 (switchboard) Fax: (011) 251-1-519966 E-mail: chrisp@telecom.net.et

GHANA

The republic of Ghana is an emergent democracy with ten administrative regions and an estimated population of 17,832,000 (1996). Approximately 36% of the population are urban; 45.3% are below the age of 15, 51.8% are aged 15-65, and 2.9% are over 65 (1995). With a real GDP per capita of \$US 1,960 (1994), Ghana spends 3.1% of GNP on education (1993-94); 1% of GDP on health (1990-95) and 1.4% of GDP on defence (1996). In 1995, literacy was estimated at 70% (men) and 51% (women); and life expectancy is 57 for men and 60 for women (1995-2000). The under-five child mortality rate is 111 per 1,000 live births (1996). In 1993, there was approximately 1 physician per 22,970 people and 1 hospital bed per 685 people. In 1995, there were 92 TV sets and 231 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 2.38% in 1997.

Ghana's natural resources are diamonds, gold, manganese and bauxite; and her industries include food processing, textiles, vehicles, aluminium, cement, paper, chemicals, petroleum products and tourism.

FUTURES/Ghana Family Planning and Health Project (FPHP)

Implementing Agency / International Affiliation	The Futures Group International (FUTURES)
Programme Focus	HIV/AIDS/STI prevention; health/reproductive health services
Geographic Coverage	Nation-wide
Target Population	Young adults and adults of reproductive age
Social Marketing Model	Mass-media advertising; promotion of awareness and behaviour change; training
Products/Services	Condoms, pills, injectables, IUDs, vaginal foaming tablets
Condom Sales Volume of Most Recent Year	5,883,312 (1996)
Period of Operation	1992-96
Local Collaboration	FUTURES established the Ghana Social Marketing Foundation (GSMF) in close collaboration with and under the Ghana FPHP.
Donors	USAID
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	\$500,000 (1996)

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Ghana / FUTURES continued

Promotion Strategy	FUTURES conducted various AIDS/STI-related IEC activities for behaviour change including awareness campaigns and condom promotion through night-clubs and dance houses in both urban and rural areas. Traditional media (radio, television and print) were used together with other promotional techniques/channels (e.g. soccer matches) and items such as posters and banners.
Recommended Retail Prices of Condoms (with US\$ equivalent)	Protector: 700 Cedis (=US\$.50) Champion: 50 Cedis (=US\$.03) Panther: 400 Cedis (=US\$.35)
Other Information	FUTURES continues to provide technical assistance to GSMF by helping carry out psychographic analyses, results frameworks, and evaluation plans. In addition, FUTURES formalised an agreement with the government of Ghana to establish the Ghana Population and AIDS Projects (GHANAPA). Its goals are to increase private sector contributions to the delivery of short-term methods of contraception, and to increase the use of long-term methods as well.
In-Country Contact Information	Ghana Social Marketing Foundation No. 8 Gowa Close, Roman Ridge P.O. Box C 1847 Cantonment, Accra, GHANA Tel: (233) 21 772 823 Fax: (233) 21 775-948 Email: gsmf@ncs.com.gh

GUATEMALA¹⁵

FUTURES/IPROFASA Social Marketing Project

Implementing Agency / International Affiliation	The Futures Group International (FUTURES) – SOMARC III
Programme Focus	HIV/AIDS/STI prevention; family planning
Geographic Coverage	Nation-wide
Target Population	Sexually active adults and young adults
Social Marketing Model	Work with the agency Importer and Exporter of Pharmaceutical Products (IPROFASA) to establish a financial methodology based on the contribution approach; and develop income-generating and commodities substitution strategies to ensure sustainability.
Products	Condoms, injectables, orals, vaginal foaming tablets
Condom Sales Volume of Most Recent Year	1,993,320 (1996)
Period of Operation	1995-96
Local Collaboration	APROFAM, a family planning agency and umbrella organisation to IPROFASA
Donors	USAID
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	\$110,000 (1996)
Promotion Strategy	Under FUTURES guidance, IPROFASA implemented an integrated advertising, promotions and public relations campaign for the introduction of the Scudo Oro condom brand. Radio and television campaigns were initiated during the transmission of world Cup soccer matches and Scudo Oro was provided to wholesalers, pharmacists, selected donors and media representatives at a special launching event. To forestall a negative reaction among the strong and active pro-life movement in Guatemala, further public relations activities included press kits, opinion leader interviews and approaches to possible supporters of the new product.

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¹⁵ Please see page 55 for Guatemala country profile

Guatemala / FUTURES continued

Recommended Retail Price of Condoms (with US\$ equivalent)	Not available
Other Information	FUTURES continues to provide technical assistance to IPROFASA in marketing and financial planning.
In-Country Contact Information	6 calle 1-36 zona 10 Edificio Valsari Cuarto nivel, oficina 402 Guatemala City, GUATEMALA Tel: 502 362 3578 Fax: 502 362 3578

GUINEA

Guinea is an emergent democratic republic consisting of 34 provinces (including Conakry) with an estimated total population of 7,518,000 (1996). Around 30% of the population are urban (1995); 47.1% are under the age of 15, 50.3% are 15-65, and 2.6% are over 65 (1995). With a real GDP per capita of US \$1,103 (1994), Guinea spends 2.2% of GNP on education (1993); 0.9% of GDP on health (1990–95); and 1.9% of GDP on defence (1996). In 1995, the literacy rate was estimated at 35% (men) and 13% (women); and life expectancy is 46 for men and 47 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 196 (1996). In 1993, there was an estimated 1 physician per 7,445 people and 1 hospital bed per 1,712 people. As of 1995, there were 8.8 TV sets and 44 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 2.09% in 1997.

Guinea's natural resources include bauxite (world's top exporter of bauxite and second-largest producer of bauxite ore), alumina, diamonds, gold, granite, iron ore, uranium, nickel, cobalt and platinum. Key industries are processing of agricultural products, cement, beer, soft drinks and cigarettes.

Options Santé Familiale (OSFAM) - Guinea Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, maternal and child health , family planning
Geographic Coverage	Nation-wide
Target Population	Adolescents and military personnel
Social Marketing Model	PSI/OSFAM develops and markets its own brand of condoms, which are distributed through non-traditional outlets such as boutiques, ambulant vendors, bars and night-clubs.
Products	Prudence Plus condoms were launched in May 1991 and to date 16,481,643 have been sold.
Sales Volume of Most Recent Year	2,732,425
Period of Operation	PSI/OSFAM was established in 1991.
Local Collaboration	PSI, in collaboration with its local partner, <i>Options Santé Familiale</i> (OSFAM), complements other health efforts in Guinea and works closely with governmental, non-governmental, multilateral, not-for-profit and for-profit entities such as the Statistics Division of the Ministry of Planning, the National AIDS Prevention Committee and AGBEF (the lead local NGO in the provision of reproductive health services).
Donors	KfW (German Development Bank), USAID

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Promotion Strategy	<p>From 1991 to 1997, in addition to social marketing condoms, PSI/OSFAM helped integrate STD/AIDS prevention and control into Government-run health care centres. PSI/OSFAM also implemented a broad range of AIDS prevention communications activities nation-wide in both public and private sectors, using generic and brand-specific promotions in many forms of media, including billboards, national radio, press, television and rural radio.</p> <p>PSI/OSFAM has supported the National Union of Oulémas for Science and Culture to educate Islamic religious and cultural leaders on the importance of family planning and AIDS prevention. Conducted in collaboration with the National AIDS Programme, this intervention has been key to creating an environment favourable to AIDS prevention interventions. The Union has also collaborated with PSI/OSFAM in the development and dissemination of local language AIDS educational pamphlets written in Arabic script.</p> <p>In collaboration with the National AIDS Programme, PSI/OSFAM worked with the Prefectural AIDS Committee to help sub-prefectures create local AIDS committees, which have been effective channels for HIV/AIDS education and the promotion of condom use.</p>
Recommended Retail Price of Condoms (with US\$ equivalent)	25 fg/condom = \$0.0196/condom
Other Information	<p>For the next five years, the social marketing programme will focus on strengthening the role of the private sector in the provision of reproductive health services. PSI/OSFAM will systematically expand contraceptive distribution outside Conakry and the regional capitals into rural areas, where two thirds of Guineans live, in order to reach under-served populations.</p> <p>PSI/OSFAM also plans to systematise annual marketing plan development and implementation in collaboration with appropriate Ministry of Health technicians and key organisations addressing the associated health problems.</p>
In-Country Contact Information	<p>PSI/OSFAM B.P. 4111, Arret Sogetrag Cite Ministerielle – Donka Conakry, GUINEA.</p>

GUINEA BISSAU

Guinea-Bissau, an emergent democracy consisting of eight regions, has an estimated population of 1,091,000 (1996). Around 22% of the population are urban; 41.7% are under 15 years of age; 54.2% are 15 to 65; and 4.1% are over 65 (1995). With a real GDP per capita of US \$793 (1994), Guinea-Bissau spends 2.8% of GNP on education (1990); 1.1% of GDP on health (1990–95); and 2.9% of GDP on defence (1996). In 1995, the literacy rate was estimated to be 50% (men) and 24% (women) and life expectancy is 44 for men and 47 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 203 (1996). In 1991, there was 1 physician per 7,473 people and in 1993 there was 1 hospital bed per 741 people. In 1995, there were 42 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15–49 was estimated at 2.25% in 1997.

Guinea-Bissau's resources include bauxite, phosphate and petroleum (largely unexploited); and her industries are food processing, brewing, cotton processing, fish and timber processing.

Social Marketing for AIDS Prevention

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, reproductive health
Geographic Coverage	Nation-wide
Target Population	Youth, commercial sex workers, military personnel, other high risk groups
Social Marketing Model	PSI/Guinea Bissau develops and markets its own brand of condoms
Products	Pante brand condoms were launched in 1996 and to date, 1,402,940 have been sold.
Sales Volume of Most Recent Year	228,996 - 1998 (January through June only) 678,520 - 1997
Period of Operation	1996 - 1998
Local Collaboration	PSI/Guinea Bissau collaborates with numerous local organisations, including the CECOMES Project, PNLs (National AIDS Committee), DIEC (National IEC Committee), the AMEA (National Women's Association), ADPP (an international NGO), the Ministry of Education and the Peace Corps.
Donors	World Bank/Government of Guinea Bissau, Dutch Government, USAID, WHO, PSI

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Promotion Strategy	<p>The Pante promotional campaign has been marked by several high profile events, including rock concerts, which sometimes include “Top Model” contests; mobile video units with events like interviews, demonstrations, music videos and other short spots such as the radio and TV novellas such as, <i>Manel di Minjeris (Manel the Lady’s Man)</i>. In 1997, PSI/Guinea Bissau held a nation-wide music contest. Participants performed songs about AIDS prevention and Pante condoms, and the winning band had their song produced as a music video. The songs are played on national radio and the videos are used in MVU events. Another successful promotion activity is a youth-oriented weekly radio show, Guinea Bissau Sem Sida, aired on the most popular private radio station in the country. Listeners take part in question and answer games and winners receive promotional caps, key chains and other prizes.</p> <p>In addition to above promotion activities, PSI conducted a 5-day seminar with Muslim and Christian community leaders regarding the modes of STD/HIV transmission, means of prevention, condom use and issues concerning religion and AIDS.</p>
Recommended Retail Price of Condoms (with US\$ equivalent)	100 CFAs per 3 pack (about \$0.18)
Other Information	In June 1998 PSI was forced to suspend operations and evacuate its Country Representative due to civil war. PSI hopes to return and continue program activities when the political turmoil subsides and donor funding is again available.
In-Country Contact Information	None currently

HAITI

The Republic of Haiti, consisting of nine administrative 'departments', is in a transitional state following the political and civil unrest of the mid-1980's to mid-1990's. Haiti has an estimated population of 7,259,000 (1996), of whom 32% are urban; 40.2% are under the age of 15; 55.9% are 15-65; and 3.9% are over 65 (1995). With a real GDP per capita of US \$896 (1994), Haiti spends 1.4% of GNP on education (1993-94); 1.3% of GDP on health (1990-95); and 3.5% of GDP on defence (1996). In 1995, the literacy rate was estimated at 59% (men) and 47% (women) and life expectancy is 57 for men and 60 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 104 (1996). In 1993, there was approximately 1 physician per 10,855 people and 1 hospital bed per 1,251 people; and in 1995, Haiti had 4.8 TV sets and 53 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 5.17% in 1997.

Haiti's main resources are marble, limestone, calcareous clay, unexploited copper and gold deposits. The country's key industries include food processing, metal products, machinery, textiles, chemicals, clothing, toys, electronic and electrical equipment and tourism. Much of Haiti's industry closed down during the international embargo imposed by the UN after Aristide was deposed 1991.

Haiti Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention and reproductive health
Geographic Coverage	Nation-wide
Target Population	Adolescents, men and women of reproductive age
Social Marketing Model	PSI/Haiti develops and markets its own brands of condoms
Products	Pante condoms launched in 1990 and Realite female condoms were launched in December 1996. Pilplan and Minigynon oral contraceptives and Confiance injectable contraceptives were launched in December 1996.
Sales Volume of Most Recent Year	In 1998: Pante – 7,424,704; Minigynon – 39,969; Pilplan – 34,079; Confiance – 23,918; and Realite – 36,030.
Period of Operation	PSI/Haiti started operations in 1989 and has maintained activities continuously despite political and economic turmoil.
Local Collaboration	PSI/Haiti collaborates with ADRA, CARE, CITIMED, FOSREF, the Haitian Government and Ministry of Health, INTERAID, PRODEV, SADA, SANTE PLUS, Save the Children and World Vision.
Donors	Dutch Government, MSH (USAID), PSI Partnership Fund, World Bank, UNFPA, UNAIDS, and the Summit Foundation

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Promotion Strategy	<p>Promotion is largely through the <i>Cool Club</i>, a project that focuses on high-risk adolescents to help shape attitudes around safer sexual practices through peer outreach and education. Other youth-focused activities have included the production of a comic book, <i>Comment Tu Fais Face a la Maladie SIDA?</i> (What do you do faced with AIDS?); and the co-sponsoring of a concert - displaying PSI/Haiti's condom logos – with the internationally renowned group, the Fugees.</p> <p>The 3-4 months season of Carnival festivities is the most dangerous for the sexually active due to high-risk behaviour. As a result, PSI/Haiti has designed education and promotion activities throughout this celebration, including a pied piper band singing Pante songs and selling condoms, men wearing sandwich boards, stalls along the parade route and sponsorship of a float with a band.</p>
Recommended Retail Price of Condoms (with US\$ equivalent)	\$0.01 per condom to the consumer.
Other Information	PSI Haiti will be marketing a second condom brand, Lovers Plus , in 1999.
In-Country Contact Information	Imran Zafar, PSI/Haiti Rue Theodule #1, Bourdon Port-au-Prince, HAITI

INDIA

India is a liberal democratic federal republic consisting of 25 states and seven centrally administered union territories with an estimated total population of 994,580,000 (1996). Around 27% of the population are urban (1995), 35.2% are under 15 years of age, 60.2% are 15-65 and 4.6% are over 65 (1995). With a real GDP per capita of US \$1,348 (1994), India spends 3.8% of GNP on education (1993-94); 0.7% of GDP on health (1990-95); and 2.8% of GDP on defence (1996). In 1995, the literacy rate was estimated at 62% (men) and 34% (women) and life expectancy is 63 for both men and women (1995-2000). The under-5 child mortality rate per 1,000 live births is 99 (1996). In 1993, there was estimated to be 1 physician per 2,459 people and 1 hospital bed per 1,364 people. There were, in 1995, 51 TV sets and 81 radios per 1,000 people in the country. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.82% in 1997.

India's key resources are coal, iron ore, copper ore, bauxite, chromite, gold, manganese ore, zinc, lead, limestone, crude oil, natural gas and diamonds. The main industries include mining (including coal, iron and manganese ores, diamonds, and gold), and manufacturing (iron and steel, mineral oils, shipbuilding, chemical products, road transport, cotton cloth, sugar, petroleum refining products).

There are seven condom social marketing projects in India:

- (i) DKT / Bihar Social Marketing Project
- (ii) DKT / Bombay Social Marketing Project
- (iii) IPPF / FPA India Social Marketing Programme
- (iv) MSI / India I: Social Marketing of Contraceptives
- (v) MSI / India II: Orissa Reproductive Health Project
- (vi) PSI / India Social Marketing Project
- (vii) FUTURES/India Social Marketing Project

(i) DKT/ Bihar Social Marketing Project

Implementing Agency / International Affiliation	DKT International
Programme Focus	Family planning; HIV/AIDS prevention
Geographic Coverage	Bihar and Madhya Pradesh States
Target Population	
Social Marketing Model	DKT and its local affiliate, Janani, develop and market their own brands of condoms through commercial networks and urban-based physicians and Rural Medical Practitioners.
Products	Condoms were launched in 1997 and, to date, 15,000,000 have been sold.
Condom Sales Volume of Most Recent Year	9 million
Period of Operation	DKT/Bihar began operating in 1996.

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India / DKT Bihar continued

Local Collaboration	
Donors	Packard Foundation; MacArthur Foundation
Estimated Level of Funding for Condom Social Marketing for the Most Recent Year	US\$ 800,000
Promotion Strategy	<p>Bihar has a very rudimentary free market infrastructure: there are no mass media save radio. Many villages lack even the smallest retail shops and physicians and pharmacists are very scarce. However, Bihar has Rural Medical Practitioners (RMP) who have emerged as a pillar of village society. RMPs are usually lay persons with rudimentary training who offer an eclectic array of public health services.</p> <p>With funding from the Packard and MacArthur Foundations, DKT has begun to forge a network of RMPs to enhance the distribution and marketing of DKT/Bihar products and services. Once established, the RMP network will mesh with a network of urban-based physicians who will provide clinical contraceptive services and serve as referrals for persons with reproductive health problems.</p>
Recommended Retail Price of condoms (with US\$ equivalent)	US\$ 0.015 per condom
Other Information	
In-Country Contact Information	<p>DKT/India Janani Reshmi Complex, P & T Colony Kidwaipuri, Patna 800 001, INDIA Tel: 011-91-61-23 7564, 23 7645 Fax: 011-91-612-23 7291 E-mail: janani@giasc101.vsn1.net.in</p>

INDIA continued

(ii) DKT/Bombay Social Marketing Project

Implementing Agency / International Affiliation	DKT International
Programme Focus	Family planning; HIV/AIDS prevention
Geographic Coverage	
Target Population	
Social Marketing Model	DKT/Bombay develops and markets its own brands of condoms
Products	Condoms were launched in 1993 and, to date, 55,000,000 have been sold.
Condom Sales Volume of Most Recent Year	
Period of Operation	Established in 1993
Local Collaboration	DKT/India
Donors	DKT and Government of India
Estimated Level of Funding for Condom Social Marketing for the Most Recent Year	US\$ 1.4 million, including Government of India subsidy
Promotion Strategy	Through various IEC activities including education and counselling on a one-on-one and family to family basis.
Recommended Retail Price of condoms (with US\$ equivalent)	US\$ 0.02 per condom
Other Information	
In-Country Contact Information	Trevor Page DKT India 23 Shah Industrial Estate, Off Veera Desai Road Andheri (W), Bombay 400 053, INDIA Tel: 011-91-22-631-1510/634-1619/639-2147 Fax: 011-91-22-639-2146/631-0347 Back-up Fax: 011-91-22-644-1347 (Attn. Trevor Page) E-mail: dktpage@bom3.vsn1.net.in

INDIA continued

(iii) IPPF/FPA India Social Marketing Programme (FPAI)

Implementing Agency / International Affiliation	Family Planning Association of India (FPAI), a member association of IPPF.
Programme Focus	Family planning; sexual and reproductive health, including HIV/AIDS prevention.
Geographic Coverage	3 predominately rural districts in Madhya Pradesh, and through 39 semi-urban/urban branch clinics nation-wide.
Target Population	No specific target population
Social Marketing Model	FPAI purchases subsidised contraceptives through a Government of India scheme through good quality, local manufacturers. Contraceptives are then packaged as Sangam brand and marketed through community-based distribution workers/other field workers (Bhopal Project), and through urban clinics nation-wide. Currently, less than 5% is distributed through commercial channels such as pharmacies, shops and vending machines.
Products	Sangam condoms were launched in 1996.
Condom Sales Volume of Most Recent Year	4.2 million (1997)
Period of Operation	FPAI has taken part in a government-sponsored Contraceptive Social Marketing Scheme since 1996.
Local Collaboration	
Donors	IPPF
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	Not available
Promotion Strategy	Due to funding constraints, promotion/advertising is through print media only.

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India / IPPF continued

Recommended Retail Price of Condoms (with US\$ equivalent)	Sangam condoms sell at 2 Rs per piece (\$US .05)
Other Information	Plans are to contract out marketing/distribution dealerships throughout India to promote Sangam condoms, retaining 20% royalty on condom sales.
In-Country Contact Information	Family Planning Association of India Bajaj Bhavan, Nariman Point, Mumbai 200 021, INDIA Tel.: +91 (22) 202 9080 / 202 5174 Fax: +91 (22) 202 9038 / 204 8513 E-mail: fpai@giasbm01.vsnl.net.in

INDIA continued

(iv) MSI/India I: Social Marketing of Contraceptives

Implementing Agency / International Affiliation	Marie Stopes International (MSI)
Programme Focus	The first ever MSI clinic overseas opened in Delhi in 1978. Today MSI's Indian partner, Parivar Seva Sanstha (PSS), is the premier provider of reproductive health care in India. Its network of 31 clinics and four mobile units reaches over 150,000 men and women every year offering services which include the social marketing of contraceptives, family planning, reproductive health care, primary health care, obstetric care, male and female sterilisation and safe abortion.
Geographic Coverage	Calcutta, Rajasthan and Himachal Pradesh
Target Population	Households with an annual income of up to 4,000 Rupees.
Social Marketing Model	MSI/India I develops and markets its own brands of family planning products, which are distributed by a team of 16 specially trained sales staff managed by 2 regional managers based in Calcutta and Delhi.
Products	Milan and Sawan condoms were launched in 1997
Sales Volume of Most Recent Year	8.22 million pieces (1998)
Period of Operation	December 1997 – November 2001
Local Collaboration	
Donors	KfW
Estimated Level of Funding	DM 5 million for the whole project period (4 years)
Promotion Strategy	Milan and Sawan condoms are promoted through information, education and communications activities in the mass media including newspapers, television and radio.
Recommended Retail Prices of Condoms (with US \$ equivalent)	Sawan: 4 pieces for 4 rupees (US\$ 0.023 each); 10 pieces for 9 rupees (US\$ 0.021 each) Milan: 4 pieces for 1.8 rupees (US\$ 0.01 each) US\$1 = 42.5 Rupees

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India / MSI I continued

Other Information	Milan condoms are positioned as a dual benefit product. i.e. protection from unwanted pregnancy, STDs and AIDS
In-Country Contact Information	Parivar Seva Sanstha Contraceptives Division C-374, Defence Colony New Delhi – 110024 INDIA Tel: 4625120 Fax: 4636710 Email: pssindia@giasL01.vsnl.net.in

INDIA continued

(v) MSI/India II: Orissa Reproductive Health Project

Implementing Agency / International Affiliation	Marie Stopes International (MSI)
Programme Focus	Reproductive Health
Geographic Coverage	Orissa State
Target Population	Households with an income up to Rs.5,000/ -
Social Marketing Model	MSI/India II develops and markets its own brands reproductive health products, which are distributed to half of the state by a team of 6 sales staff and one area sales manager.
Products	Sawan and Bliss condoms were launched in 1997.
Sales Volume of Most Recent Year	2.58 million (1998)
Period of Operation	October 1997 – July 1999
Local Collaboration	
Donors	DfID
Estimated Level of Funding	GBP 1.08 million for the whole project period (6 years – as per original budget)
Promotion Strategy	Sawan and Bliss condoms are promoted through information, education and communications activities in the mass media including newspaper advertising, television and radio.
Recommended Retail Prices of Condoms (with US \$ equivalent)	Sawan: 4 pieces for 4 rupees (US\$ 0.023 each); 10 pieces for 9 rupees (US\$ 0.021 each) Bliss: 4 pieces for 6 rupees (US\$ 0.035 each) US\$1 = 42.5 Rupees
Other Information	
In-Country Contact Information	Parivar Seva Sanstha Contraceptives Division C-374, Defence Colony New Delhi – 110024 INDIA Tel: 4625120 Fax: 4636710 Email: pssindia@giasL01.vsnl.net.in

INDIA continued

(vi) PSI/India Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, family planning, maternal and child health
Geographic Coverage	Bihar, Chandigarh, Delhi, Haryana, Himachal Pradesh, Jammu & Kashmir, Uttar Pradesh, Rajasthan, Madhya Pradesh, Maharashtra, Punjab, West Bengal, Tripura, and Orissa
Target Population	Young adults, commercial sex workers, truckers, women of reproductive age.
Social Marketing Model	PSI/India develops and markets its own brands of condoms, OCs, and Oral Rehydration Salts.
Products	In addition to marketing Masti , its own brand of condoms, which had cumulative sales of 346,223,219 through 1998, PSI/India also helps to market the Government of India's Deluxe Nirodh condoms (346,223,219 sold through 1998) and Mala-D brand oral contraceptive pill. PSI/India also markets its own brands: Pearl oral contraceptive pills, and Neotral and Neotral Orange Flavour ORS .
Sales Volume of Most Recent Year	1998 Annual Sales: Deluxe Nirodh: 17,272,600; Masti: 40,564,630 Pearl: 922,680; Mala-D: 1,780,000 Neotral: 790,825; Neotral Orange: 157,020
Period of Operation	PSI has been operating in India since 1988, when it began social marketing Deluxe Nirodh for the Government of India.
Local Collaboration	PSI/India has worked with several local NGOs, including International Family Health (IFH), and the Futures Group. Most recently, PSI/India provided sales training to community-based distributors from NGOs through a USAID-funded umbrella project in Uttar Pradesh.
Donors	DfID, KfW, The Futures Group (through USAID), USAID.

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<p>Promotion Strategy</p>	<p>PSI/India uses a variety of means to reach target groups, including entertainment and outreach by street magicians, taxi drivers, film stars, dancers, bartenders, and the use of mobile poster exhibitions in public places like train stations, and bus terminals.</p> <p>PSI/India's <i>Disha</i> project provides information to youth in metropolitan areas on sex and sexuality using a call-in-radio show on popular FM radio channels, press and print materials.</p> <p>PSI/India's <i>Nexus</i> programme encourages the mass media to increase the quality and quantity of reporting on health issues by commissioning journalists to write accurate and informative articles which are reproduced in <i>Nexus</i> magazine. The magazine targets journalists who, in turn, incorporate the information into their respective newspapers nation-wide.</p>
<p>Recommended Retail Prices of Condoms (with US\$ equivalent)</p>	<p>Nirodh: Rs. 1.6 (US\$0.037) for 5 (government brand) Masti: Rs. 4 (US\$0.09) for 4</p>
<p>Other Information</p>	
<p>In-Country Contact Information</p>	<p>Carol Squire C-445. Chittaranjan Park New Delhi 110 019 INDIA Email: CS.SQUIRE@PSI.sprintprg.ems.vsnl.net.in</p>

INDIA continued

(vii) FUTURES/India Social Marketing Project

Implementing Agency / International Affiliation	The Futures Group International (FUTURES) – SOMARC III, and Futures Group UK (FUTURES UK)
Programme Focus	HIV/AIDS/STI prevention; family planning
Geographic Coverage	Uttar Pradesh
Target Population	Urban dwellers, particularly the impoverished
Social Marketing Model	Awareness of SOMARC-supported condoms and pills; promotion of behaviour change; improved and expanded distribution; ensured quality and improved sales through training of service providers, retailers, and NGOs.
Products	Condoms and oral pills
Condom Sales Volume of Most Recent Year	18,605,000 (1995)
Period of Operation	1994-98
Local Collaboration	Population Services International (PSI), and Parivar Seva Sanstha (PSS)
Donors	USAID
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	\$750,000 (April 1997-September 1998)
Promotion Strategy	FUTURES provided local partners with technical assistance in the development and execution of mass media campaigns, market research, and in enhancing the selling skills and overall effectiveness of promotional teams to achieve project sustainability. In addition, FUTURES UK provided technical assistance in the set-up of the India Truckers Regional Management Unit in Northern India and worked through a leading condom manufacturer, Hindustan Latex (HLL). FUTURES also co-ordinated and facilitated linkages between social marketing organisations and NGOs throughout Uttar Pradesh to extend sales of contraceptives through the community networks that the NGOs offer.

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India / FUTURES continued

Recommended Retail Price of Condoms (with US\$ equivalent)	Not available
Other Information	Qualitative research and monitoring systems are now in place, and the government of India has agreed to fund contraceptive social marketing activities in Uttar Pradesh.
In-Country Contact Information	TFGI/POLICY 6-3-597/A/3 Venkata Ramana Colony Hyderabad, INDIA 500 004 Tel: (91) 40 339 7274 Fax: (91) 40 332 3488 Email: narayana@tfg.globemail1.com

INDONESIA

Indonesia is an authoritarian nationalist republic with an estimated population of 200,453,000 (1996). Around 35% of the population are urban; 33% are under the age of 15, 62.7% are 15-65, and 4.3% are over 65 (1995). With a real GDP per capita of US \$3,740 (1994), Indonesia spends 1.3% of GNP on education (1993-94); 0.7% of GDP on health (1990-95); and 2.1% of GDP on defence (1996). The literacy rate was estimated at 84% (men); and 68% (women) in 1995; and life expectancy is 63 for men and 67 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 63 (1996). In 1993, Indonesia had approximately 1 physician per 7,028 people and 1 hospital bed per 1,423 people. In 1995, there were 66 TV sets and 149 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.05% in 1997.

Indonesia's resources are petroleum (principal producer of petroleum in the Far East), natural gas, bauxite, nickel (world's third-largest producer), copper, tin (world's second-largest producer), gold, coal and forests. Major industries: petroleum refining, food processing, textiles, wood products, tobacco, chemicals, fertilisers, rubber and cement.

There are two condom social marketing projects in Indonesia:

- (i) DKT / Indonesia Social Marketing Project**
- (ii) FUTURES / HIV/AIDS Prevention Project**

(i) DKT/Indonesia Social Marketing Project

Implementing Agency / International Affiliation	DKT International
Programme Focus	HIV/AIDS prevention; family planning
Geographic Coverage	Nation-wide
Target Population	200 million people
Social Marketing Model	DKT/Indonesia develops and markets its own brands of condoms.
Products	Sutra condoms were launched in 1996 and, to date, 30,000,000 have been sold.
Condom Sales Volume of Most Recent Year	18 million
Period of Operation	Established in 1996
Local Collaboration	
Donors	KfW
Estimated Level of Funding for Condom Social Marketing for the Most Recent Year	US\$ 1.2 million

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Indonesia / DKT continued

Promotion Strategy	DKT/Indonesia has a well-coordinated marketing campaign for Sutra condoms, which includes attractive packaging, a series of TV commercials and point-of-purchase materials.
Recommended Retail Price of condoms (with US\$ equivalent)	US\$ 0.03 per condom
Other Information	
In-Country Contact Information	<p>Craig Darden DKT Indonesia Graha Sucofindo Lt.12, Jalan Raya Pasa Minggu, Kav.34 Jakarta 12780, INDONESIA Tel: (+62-21) 798-6569; (+62-21) 798-6564 (Direct Line) Fax: (+62-21) 798-6570 E.mail: dktindo@rad.net.id</p>

INDONESIA continued

FUTURES/HIV/AIDS Prevention Project (HAPP)

Implementing Agency / International Affiliation	The Futures Group International (FUTURES)
Programme Focus	HIV/AIDS prevention
Geographic Coverage	North Jakarta, Surabaya, Manado
Target Population	High-risk individuals, particularly sex workers
Social Marketing Model	IEC behavioural change; policy support and dissemination; management and control of HIV/STDS; and expanded access to and promotion of condoms
Products	Condoms
Condom Sales Volume of Most Recent Year	
Period of Operation	1997-2000
Local Collaboration	Ministry of Health's National AIDS Programme
Donors	USAID
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	\$200,000
Promotion Strategy	<p>The purpose of this project is to reduce high-risk sexual behaviour by increasing demand for and access to condoms among target audiences in identifiable "red light" areas as well as those in less visible/identifiable situations. Outputs include:</p> <ul style="list-style-type: none"> - an increase in the number of outlets in demonstration sites and nationally; - an increase in the availability of affordable commercial brands of condoms; - a continued supply of high-quality condoms meeting WHO standards on the commercial market; and - an increase in condom usage among target groups.

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Indonesia / FUTURES continued

Recommended Retail Price of Condoms (with US\$ equivalent)	
Other Information	The HAPP project is currently in its third year of operation.
In-Country Contact Information	HIV/AIDS Prevention Project Tifa Building, 2nd Floor Jl. Kuningan Barat 26 Jakarta, INDONESIA 12710 Tel: (62) 21 520-0596 Fax: (62) 21 522-1324 Email: TFGI-INDONESIA@tfgi.com

KENYA

Kenya, an authoritarian nationalist state, consists of seven provinces and the Nairobi municipality and has an estimated total population of 27,799,000 (1996). Around 28% of the population are urban (1995); 47.7% are under the age of 15; 49.4% are 15-65; and 2.9% are over 65 (1995). With a real GDP per capita of US \$1,404 (1994), Kenya spends 6.8% of GNP on education (1993-94); 1.9% of GDP on health (1990-95); and 2.2% of GDP on defence (1996). In 1995, literacy was estimated at 86% (men) and 70% (women); and life expectancy is 57 for men and 61 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 106 (1996). In 1994, there was 1 physician per 6,430 people and 1 hospital bed 1 per 786 people. In 1995, there were 18 TV sets and 96 radios per 1,000 people in Kenya. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 11.64% in 1997.

The major national resources include soda ash, fluorspar, salt, limestone, rubies, vermiculite, diatomite and garnets. Kenya's main industries are: food processing, petroleum refining and petroleum products, textiles and clothing, leather products, chemicals, cement, paper and paper products, beverages, tobacco, ceramics, rubber and metal products, vehicle assembly and tourism.

There are three condom social marketing projects in Kenya:

- (i) **FUTURES UK/Kenya Market-Day Midwives Project**
- (ii) **FUTURES UK/Kenya HIV/AIDS Prevention and Care Project**
- (iii) **PSI/Kenya Social Marketing Project**

(i) FUTURES UK/Kenya Market-Day Midwives Project

Implementing Agency / International Affiliation	Futures Group Europe
Programme Focus	Expanding availability and affordability of reproductive and essential health products
Geographic Coverage	Nyanza Province and Greater Nairobi
Target Population	Rural and under-served communities. Specific targeting of mothers, children, adolescents and people at particular risk of HIV/AIDS.
Social Marketing Model	FUTURES negotiates with local social marketing projects and pharmaceutical manufacturers and importers for the procurement of commodities.
Products/Services	A grassroots programme which selects and trains midwives, provides them with a kiosk and sets them up in remote marketplaces to provide confidential family planning products, services and counselling.
Condom Sales Volume of Most Recent Year	15,000 units in last three months of 1998

/continued

FUTURES UK/Kenya Market-Day Midwives Project - continued

Period of Operation	Initially two years, from October 1996 to October 1998. Extension granted to April 30, 1999.
Local Collaboration	FUTURES is implementing the Kenya Market-Day Midwives Project in collaboration with the Ministry of Health through the District Health Management Teams (DHMTs), the Nursing Council of Kenya (NNAK) and Population Services International (PSI).
Donors	DfID (Seedcorn Fund)
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	Not applicable
Promotion Strategy	Educating the local communities through use of IEC, Puppetteers, folk media and drama
Recommended Retail Price of Condoms (with US\$ equivalent)	10 Kenyan Shillings (US\$0.13) for a package of three condoms
Other Information	The project has applied for a further year extension. If successful, it intends to increase targeting of high-risk groups, in particular widows and sexually active adolescents.
In-Country Contact Information	Mrs M Odindo, Project Manager C/o Futures Group Europe PO Box 75367, Nairobi, KENYA Tel: +254-2-718135/719540 Fax: +254-2-724194

(ii) FUTURES UK/Kenya HIV/AIDS Prevention and Care Project

Implementing Agency / International Affiliation	Futures Group Europe
Programme Focus	HIV/AIDS/STI prevention
Geographic Coverage	Nyanza Province
Target Population	Youth, People with HIV and AIDS
Social Marketing Model	Not applicable
Products/Services	Not applicable
Condom Sales Volume of Most Recent Year	Not applicable
Period of Operation	June 1996 – December 2000
Local Collaboration	FUTURES is implementing the Kenya HIV/AIDS Prevention and Care Project (HAPAC), a three-year programme designed to restructure and strengthen Kenya's National AIDS and STI Control Programme. FUTURES is implementing the project in collaboration with 11 NGOs in Nyanza province.
Donors	DfID
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	Not applicable
Promotion Strategy	FUTURES promote HIV/AIDS/STI prevention through various IEC initiatives and through training of relevant practitioners in IEC and social marketing skills.
Recommended Retail Price of Condoms (with US\$ equivalent)	Not applicable
Other Information	
In-Country Contact Information	Project Co-ordinator:- Mr Donald Dickerson Futures Group Europe PO Box 75367, Nairobi, KENYA Tel: +254-2-718135/719540; Fax: +254-2-724194

KENYA continued

(iii) PSI/Kenya Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, family planning, maternal and child health
Geographic Coverage	Nation-wide (AIDS prevention, family planning); Kilifi (maternal and child health); family planning (COCs and injections) to be launched late 1999.
Target Population	Sexually active youth, ages 15 to 24
Social Marketing Model	PSI/Kenya develops and markets its own brands of condoms
Products	Trust condoms were launched in October 1993 and are distributed in pharmacies, supermarkets, and non-traditional outlets such as kiosks, dukas (small sundry stalls), bars and lodgings. To date, 34,033,639 condoms have been sold. Currently undergoing brand development for OCs and injectables.
Sales Volume of Most Recent Year	10,297,488 condoms sold in 1998.
Period of Operation	1990 to present.
Local Collaboration	PSI/Kenya works closely with the National AIDS Control Programme, other Ministry of Health departments, local NGOs and co-operating agencies funded through USAID.

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Donors	USAID, DfID, UNICEF, WHO
Promotion Strategy	<p>PSI/Kenya uses a variety of mass media including three television stations (one national, and two regional); two national radio stations and one regional station; all three national newspapers; and rural community video centres at 180 sites. There is also extensive “below the line” advertising and merchandising campaigns which include billboards, metal posters, sold here stickers, murals on large outdoor surfaces, and point of purchase materials. PSI/Kenya also has one of the most extensive special events campaigns in the region which includes: sponsorships of national football tournaments; sponsorship of cycling races; women’s sporting events such as basketball; major concert events; and regular “Trust disco night” promotions throughout the country.</p> <p>In order to facilitate the dissemination of both Trust and generic HIV/AIDS messages, PSI/Kenya developed a media advocacy programme.</p> <p>In 1997, PSI/Kenya re-launched Trust condoms with a new package and a campaign that targeted sexually active urban and peri-urban youth, ages 15 to 24. The new campaign aims to position Trust as part of the 15-24 year old lifestyle, thereby eliminating stigmas associated with and barriers to condom use among this key group (15-24 year olds account for the vast majority of new infections in Kenya).</p>
Recommended Retail Price of Condoms (with US\$ equivalent)	\$0.05 per condom.
Other Information	<p>The programme is currently developing the next phase of the “Let’s Talk” campaign which will advance the lifestyle theme to further integrate Trust into the context of the youth experience in Kenya. The programme is also developing a major generic campaign, which will include TVCs, radio spots, and print material to address the issue of non-condom use related to “trust of one’s partner.” This trusted partner problem has proven to be a major barrier of condom use and is not currently addressed by any other organisation. PSI is also developing a workplace outreach programme and has plans to expand advocacy activities.</p>
In-Country Contact Information	<p>John Berman (Country Representative) at johnb@africaonline.co.ke or Veronica Musembi (National Sales Manager) at wangarim@africaonline.co.ke ABC Place, Waiyaki Way, Westlands KENYA Tel: +254-2-446318 Fax: +254-2-440899</p>

LAOS (PDR)

Laos is a communist, one-party state with 17 provinces and an estimated population of 5,035,000 (1996). Around 22% of the population are urban (1995); 44.8% are under 15 years of age; 52.2% are 15-65; and 3% are over 65 (1995). With a real GDP per capita of US \$2,484 (1994), Laos spends 2.3% of GNP on education (1993–94); 0.8% of GDP on health (1990–95); and 4.1% of GDP on defence (1996). In 1995, the literacy rate was estimated to be 92% (men) and 76% (women) and life expectancy is 52 for men and 55 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 143 (1996). In 1993, there was approximately 1 physician per 4,446 people and 1 hospital bed per 405 people. In 1995, Laos had 9 TV sets and 129 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.04% in 1997.

The main national resources are: coal, tin, gypsum, baryte, lead, zinc, nickel, potash, iron ore; small quantities of gold, silver, and precious stones. Laos's major industries include processing of agricultural produce, saw milling, textiles and garments, handicrafts and basic consumer goods.

Condom Social Marketing for Birth Spacing and HIV/AIDS/STD Prevention

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS/STDs, birth-spacing
Geographic Coverage	Initially urban and border areas, nation-wide by the end of the project
Target Population	Men and women of reproductive age, members of high-risk groups
Social Marketing Model	PSI/Laos will develop and market its own brands of condoms
Products	Number One condoms (estimated launch May 1999)
Sales Volume of Most Recent Year	Not applicable
Period of Operation	PSI/Laos started operations in July 1998.
Local Collaboration	Collaboration with CARE, NCCA, Norwegian Church Aid, Red Cross, UNAIDS, UNDP, UNFPA, UNICEF, and local mass government organisations (LWU and LYU).
Donors	“Lao HIV/AIDS Trust Fund” (a donor consortium supporting national AIDS prevention efforts managed by UNDP and consisting of several bi- and multilateral donor agencies represented in Laos); USAID (through Family Health International)

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Laos / PSI continued

Promotion Strategy	In close collaboration with other agencies active in HIV/AIDS prevention and reproductive health, PSI/Laos plans to design and implement an effective IEC campaign. The strategy will include both mass media and interpersonal media channels, such as video, radio, print, theatre, music and village-based awareness training. Promotional activities will be informed by on-going qualitative and quantitative research.
Recommended Retail Price of Condoms (with US\$ equivalent)	Not applicable
Other Information	
In-Country Contact Information	Barry Whittle, Country Representative PSI/Laos c/o Phil Marshall, UNDP Phone Kheng Road P.O. Box 345 Vientiane, LAO PDR Telephone: 856-21-312-519 Email: ewhittle@loxinfo.co.th

MALAWI

Malawi is an emergent democracy comprising three regions, subdivided into 24 districts with an estimated total population of 9,845,000 (1996). Around 14% of the population are urban; 46.7% are below the age of 15; 50.5% are 15 to 65 and 2.7% are over 65 (1995). With a real GDP per capita of US \$694 (1994), Malawi spends 3.3% of GNP on education (1992), figures not available for 1993–94; 2.3% of GDP on health (1990–95); and 1.2% of GDP on defence (1996). In 1995, the literacy rate was estimated to be 52% (men) and 31% (women) and life expectancy is 44 for men and 45 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 212 (1996). In 1993, there was approximately 1 physician per 44,205 people and 1 hospital bed per 1,184 people. Malawi has 256 radios per 1,000 people (1995). Television has recently been introduced in sections of major cities. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 14.92% in 1997.

The country's national resources are: marble, coal, gemstones, bauxite and graphite deposits, reserves of phosphates, uranium, glass sands, asbestos and vermiculite. The key national industries include food products, chemical products, textiles, beverages and cement.

Malawi Condom Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, reproductive health, maternal and child health, malaria control
Geographic Coverage	Nation-wide
Target Population	Sexually active youth and adults, mothers with young children, families with children under age five, and pregnant women
Social Marketing Model	PSI/Malawi develops and markets its own brands of condoms and bednets.
Products	PSI/Malawi first developed and distributed Chishango condoms in all 24 districts of Malawi in 1994. To date, 24,054,045 condoms have been sold. PSI/Malawi developed and launched Chitetezo nets in 1998.
Sales Volume of Most recent Year	In 1998: Chishango – 6,852,613 Chitetezo – 2,005
Period of Operation	1994-2001
Local Collaboration	Under a sub-grant from JSI/STAFH, PSI/Malawi provided 2½-day training sessions in condom social marketing to 750 community-based distribution agents.

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Malawi / PSI continued

Donors	Bayer, KfW (German Development Bank), USAID
Promotion Strategy	<p>Malawi has one of the highest rates of HIV prevalence in the world, reaching 30% of the population in some urban areas. To combat the crisis, PSI/Malawi developed and implemented an aggressive condom social marketing campaign in 1994. PSI/Malawi is the largest, most significant HIV/AIDS prevention project in Malawi. Locally incorporated as a non-profit Malawian trust, it is the primary organisation disseminating AIDS-related messages in the private sector.</p> <p><i>Play of the Week</i> is a family radio drama that was voted the best and most-listened to programme on Malawi's national radio. Chishango ads are given 10% of the play time, and PSI/Malawi is mentioned both at the start and finish of the programme.</p> <p>Chishango condoms are also promoted on local buses, which contribute to the campaign by carrying large advertisements.</p>
Recommended Retail Price of Condoms (with US\$ equivalent)	3 condoms for 2 Kwacha (US \$.045)
Other Information	PSI/Malawi plans to launch Thanzi brand ORS in April 1999.
In-Country Contact Information	<p>David Walker PSI/Malawi P. O. Box 529, 16 Leslie Rd. Blantyre, MALAWI Tel: (011) 265-674139 Fax: (011) 265-674138</p>

MALAYSIA

The Federation of Malaysia is a liberal democracy with an estimated population of 20,581,000 (1996) of whom 54% are urban (1995); 38% are under the age of 15, 58.1% are 15-65 and 3.9% are over 65 (1995). With a real GDP per capita of US \$8,865 (1994); Malaysia spends 4.4% of GNP on education (1994); 1.4% of GDP on health (1990-95); and 4.2% of GDP on defence (1996). In 1995, the estimated literacy rate was 86% (men) and 70% (women); and life expectancy is 70 for men and 74 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 22 (1996). In 1993, Malaysia had approximately 1 physician per 2,441 people and in 1994 there was 1 hospital bed per 592 people. Malaysia had 164 TV sets and 432 radios per 1,000 people in 1995. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.62% in 1997.

Malaysia's main resources are tin, bauxite, copper, iron ore, petroleum, natural gas and forests. Major industries include electrical and electronic appliances (particularly radio and TV receivers), food processing, rubber products, industrial chemicals, wood products, petroleum refinery, motor vehicles and tourism.

There are two condom social marketing projects in Malaysia:

- (i) **DKT/ Malaysia Social Marketing Project**
- (ii) **IPPF/ Federation of Family Planning Associations, Malaysia (FFPAM): Social Marketing Initiative**

(i) DKT/Malaysia Social Marketing Project

Implementing Agency / International Affiliation	DKT International
Programme Focus	HIV/AIDS prevention; family planning
Geographic Coverage	Nation-wide
Target Population	
Social Marketing Model	DKT/Malaysia develops and markets its own brands of condoms.
Products	Trust003 condoms introduced in late 1995 and, to date, 40,000,000 have been sold in addition to other brands.
Condom Sales Volume of Most Recent Year	10 million
Period of Operation	Established in 1995
Local Collaboration	With various organisation and agencies
Donors	With support from the UNFPA and the Malaysian Government, DKT/Malaysia has attained financial self-sufficiency. The introduction of Trust003 condoms, with a sound operating margin, in 1996 set the stage for a self-sustaining local entity to assume total programme management.

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Malaysia / DKT continued

Estimated Level of Funding for Condom Social Marketing for the Most Recent Year	US\$ 104,000
Promotion Strategy	Sales directly to the sex trades
Recommended Retail Price of condoms (with US\$ equivalent)	Different brands range in price from US\$ 0.02 to US\$ 0.26 per condom
Other Information	
In-Country Contact Information	<p>DKT/Malaysia No. 38A, Jalan Intan 5, Taman Cheras Permata 2, MALAYSIA Tel: 011-603-905-3675; Fax: 011-603-905-5223 Mobile: 011-6012-212-3857 (uncharged) E-mail: ambrosa@pc.jaring.my</p>

MALAYSIA continued

(ii) IPPF/ Federation of Family Planning Associations, Malaysia: Social Marketing Initiative

Implementing Agency / International Affiliation	Federation of Family Planning Associations, Malaysia (FFPAM), a member association of IPPF.
Programme Focus	Family planning; sexual and reproductive health, including HIV/AIDS prevention.
Geographic Coverage	Peninsular Malaysia and East Malaysia (Sabah and Sarawak)
Target Population	All women in the reproductive age group; urban poor in urban slums/high rise flats and factories; indigenous groups; estate sectors and migrant workers.
Social Marketing Model	FFPAM develops and markets its own brand of condoms through its Community Clinic Extension Family Planning Programme (COMCEFP), which utilises doctor and non-doctor agents to provide contraceptive supplies and services on behalf of FPAs.
Products	FP Choice was launched in 1995 and to date, 785,000 have been sold.
Condom Sales Volume of Most Recent Year	338,900 in 1998
Period of Operation	FFPAM was established in 1958
Local Collaboration	National Population & Family Development Board (NPFDB); Ministry of Health (MOH); Malaysian AIDS Council (MAC); Local councils, army camps, factories, hotels and estates, etc
Donors	
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	RM219,500 (US\$ equivalent not provided)
Promotion Strategy	FP Choice condoms are promoted through radio, television, print media and various promotional activities and IEC materials. Special promotional activities include health campaigns and programmes targeted at men.

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Malaysia / IPPF continued

Recommended Retail Price of Condoms (with US\$ equivalent)	US\$0.39 per pack (3 condoms per pack)
Other Information	FP Choice condom will continue to be promoted as a product of FFPAM through the COMCEFP programme/clinic outlets. FFPAM will continue to collaborate with other agencies (e.g. NPFDB, MOH, MAC) to educate the general public on the usefulness of condoms (FP Choice) in HIV/AIDS prevention at talks/campaigns/exhibitions.
In-Country Contact Information	Federation of Family Planning Associations, Malaysia 81-B Jalan SS 15/5A, Subang Jaya, Selangor, MALAYSIA. Tel.: +603-733 7516/7514/7528 Fax.: +603-734 6638; E-mail: ffpam@po.jaring.my

MAURITIUS

The Republic of Mauritius is a liberal democracy with five municipalities and four district councils and an estimated population of 1,129,000 (1996). Up to 41% of the population are urban; 27.7% are under the age of 15, 66.4% are 15-65, and 5.8% are over 65 (1995). With a real GDP per capita of US \$13,172 (1994), Mauritius spends 3.6% of GNP on education (1993); 2.2% of GDP on health (1990-95); and 2.3% of GDP on defence (1996). The estimated literacy rate in 1995 was 87% (men) and 78% (women) and life expectancy is 68 for men and 75 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 17 (1996) and in 1993 there was 1 physician per 1,000 people and 1 hospital bed per 350 people. In 1995, there were 222 TV sets and 367 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.08% in 1997.

Mauritius' key industries are textiles and clothing, footwear and other leather products, food products, diamond cutting, jewellery, electrical components, chemical products, furniture and tourism.

IPPF/ Mauritius Family Planning Association: Strengthening Contraceptive Social Marketing

Implementing Agency / International Affiliation	Mauritius Family Planning Association (MFPA), a member association of IPPF.
Programme Focus	Family planning; sexual and reproductive health, including HIV/AIDS prevention. In recent years, MFPA has replaced the community-based distribution programme with contraceptive social marketing essentially as a means of income generation to make the project financially self-sustaining. All contraceptives are distributed against payment of a fee.
Geographic Coverage	Nation-wide
Target Population	Men, women and youth
Social Marketing Model	MFPA does not develop its own brands of products. Products are distributed through a network of retail outlets like pharmacies, tobacconists, gymnasium, retail shops, supermarkets, discos, pool-houses and beauty parlours.
Products	Contraceptives, including condoms
Condom Sales Volume of Most Recent Year	180,558 condoms distributed in 1998
Period of Operation	MFPA was established in 1965
Local Collaboration	Government, Ministry of Health, local industries and institutions
Donors	IPPF, government, UNFPA, EU

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Mauritius / IPPF continued

Estimated Level of Funding for Condom Social Marketing for Most Recent Year	US\$33,433 in 1998
Promotion Strategy	Various media (television, radio, print) and IEC activities are used to promote MFPA products.
Recommended Retail Price of Condoms (with US\$ equivalent)	Not available
Other Information	MFPA will intensify efforts to market condoms and other reproductive health products to meet the needs of men, women and youth at work-sites and in the community, especially on more inaccessible islands like Rodrigues. Manual and electronic vending machines will be installed in conspicuous, highly frequented public places and a computerised distribution network on a national scale will be established.
In-Country Contact Information	Mauritius Family Planning Association (MFPA) 30 Sir Seewoosagur Ramgoolam Street Port Louis, MAURITIUS. Tel.: +230 211 4101 / 211 4105; Fax: +230 210 2035 E-mail: mfpa@intnet.mu

MOZAMBIQUE

Mozambique is a young democracy emerging from many years of civil war. Following the signing of the peace accord in October 1992, the first elections were held in 1994. The country consists of 10 provinces and is stretched over 3000 kilometres along the Indian Ocean coast. The population is 15,740,000 (1997 Census) with a density of only 20 people per square kilometre. The population is mostly rural, only 23 % urban (but with rapid growth of 9% per year), and young, 46.1% under 15 years of age. The literacy rate is estimated at 58% for men and 23 % for women. The infant mortality rate is 134 per 1,000 live births, indicative of the below average health status of Mozambicans compared with other sub-Saharan countries. Portuguese is the official language of Mozambique, but over 14 major local languages are spoken and there are diverse cultural influences.

With a GDP per capita of US \$140 (1998 est.), Mozambique remains one of the poorest countries in the world. However, the economy has been growing at about 8% annually over the past 3 years through sound macro-economic management. The government is allocating extra resources to health and education, and progress is being made, from a low base, towards the International Development Targets. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 14.17% in 1997.

Mozambique Condom Social Marketing Project

Implementing Agency / International Affiliation	Population services International (PSI)
Programme Focus	HIV/AIDS prevention, reproductive health
Geographic Coverage	The project was first launched in four pilot provinces (Maputo, Sofala, Manica, and Tete, where the highest rates of HIV transmission were found), and expanded nation-wide at the end of 1996. The project currently focuses its activities on 71 priority districts, mostly urban and peri-urban, selected with the Ministry of Health based on 5 criteria for risk of HIV transmission.
Target Population	Sexually active youth and adults with high-risk behaviours in urban and peri-urban zones with high rates of HIV transmission. Specific high-risk adult categories include: truck drivers, commercial sex workers, STD clinic attendees, night-club patrons, and military/police.
Social Marketing Model	PSI/Mozambique has developed a social marketing behaviour change framework with six synergistic components (Personal Risk, Solution Efficacy, Enabling Environment, Access, Self-confidence, and Brand). Marketing activities are designed within this framework to impact upon the “intermediate” indicators developed for each component.
Products	JeitO (meaning style, skill or flair) condoms were launched in April 1995 and to date 25,273, 888 have been sold. Annual sales have increased from 2 million in 1995 to 4 million in 1996, to 10 million in 1997. JeitO are sold in nearly 3,000 outlets (mostly non-traditional) opened by the project throughout the country.

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Mozambique / PSI continued

Sales Volume of Most Recent Year	1998 – 8,672,442
Period of Operation	1994 – present
Local Collaboration	The project is a component of the NACP and collaborates with several public and private sector entities. For example, the project is working with the Ministry of Health on a programme to promote partner referral of STD clinic attendees and increase treatment/prevention-seeking behaviour.
Donors	USAID, Dutch Government
Promotion Strategy	IEC efforts have evolved and improved over the project life to focus on target group needs and behaviour change components. IEC activities are supported with radio, TV, outdoor and print media. This includes 11 radio spots aired over 20,000 times to date. Recently the project has begun to use television as the reach of this media has expanded greatly. In 1999, 5 new TV/Radio spots will be developed as part of the marketing strategy. Product - from an initial focus on developing brand awareness to destigmatize condom use, the challenge now is to re-position the brand away from association of condoms with disease and to promote generic condoms for their dual protection purposes. Distribution - initial focus on building a distribution structure based on existing formal commercial infrastructure and newly-developed informal community agent distributors has now shifted to maintaining the distribution system and improving access. Communication – initial focus was on developing a demand creation system able to motivate behaviour change in target groups through extensive interpersonal communications. The emphasis now is on consolidating and improving interpersonal communications.
Recommended Retail Price of Condoms (with US \$ equivalent)	The price of a four-pack of JeitO is 1000 <i>Meticais</i> (about \$0.02 per condom), which is affordable even in a country where per capita income is one of the lowest in the world.
Other Information	The project has developed an extensive monitoring, evaluation and research capacity and completed several studies, including the national KAP survey with a sample size of 5000 for the NACP. The data from this survey was used in the 1997 UNAIDS Epidemiological Fact Sheet which shows the project has had an impact on behaviour change.
In-Country Contact Information	Clayton Davis/Jill Shumann, PSI/Mozambique Av. Patrice Lumumba, No. 204 C.P. 4059 Maputo, MOZAMBIQUE Email: cdavis@psimz.uem.mz or jshumann@psimz.uem.mz

MYANMAR

The Union of Myanmar (formerly Burma, until 1989), is a military republic consisting of seven states and seven divisions and with an estimated population of 45,922,000 (1996). Around 26% of the population are urban; 37.4% are under 15 years of age; 58.5% are 15 to 65 and 4.1% are over 65 (1995). With a real GDP per capita of US \$600 (1994), Myanmar spends 2.4% of GNP on education (1992), figures are not available for 1993–94; 0.5% of GDP on health (1990–95); and 7.6% of GDP on defence (1996). In 1995, the literacy rate was estimated at 89% (men) and 72% (women); and life expectancy is 59 for men and 62 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 95 (1996). In 1994, there was 1 physician per 3,554 people and 1 hospital bed per 1,571 people. In 1995, Myanmar had 5.1 TV sets and 89 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 1.79% in 1997.

Myanmar's natural resources include natural gas, petroleum, zinc, tin, copper, tungsten, coal, lead, gems, silver and gold. The main industries are food processing, beverages, cement, fertilisers, plywood, petroleum refining, textiles, paper, motor cars, tractors and bicycles.

PSI/Myanmar Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention; reproductive health; maternal and child health.
Geographic Coverage	Nation-wide
Target Population	Low-income groups; youth, migrant populations; transport workers; commercial sex workers and their clients; injection drug users; women with children.
Social Marketing Model	Develop and market "own brands" through existing/strengthened infrastructures
Products	Aphaw condoms, launched in 1996, have cumulative sales of 5,330,493.
Sales Volume of Most Recent Year	3,196,165 condoms sold in 1998.
Period of Operation	PSI began operations in Myanmar in 1995
Local Collaboration	PSI has worked with UNICEF and groups such as the Myanmar Red Cross in the social marketing of iodised salts; and other NGOs, such as CARE, <i>Medicins du Monde</i> , <i>Medicins sans Frontieres</i> and World Vision in HIV prevention. PSI has also helped to promote local women's stove-producing co-operatives in its woodstove project.
Donors	DfID, UNAIDS, UNOPS, World Vision.

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Myanmar / PSI continued

Promotion Strategy	Through community-based distribution agents drawn from local NGOs and given intensive training in condom promotion and social marketing. The project also uses traditional and non-traditional media and techniques to promote correct and consistent use of Aphaw condoms.
Recommended Retail Price of Condoms (with US\$ equivalent)	10 Kyat (US\$0.028) for a package of four condoms
Other Information	1999 marks a significant shift in marketing strategy from the previous years' generic campaign to a highly targeted plan, which will permeate all aspects of the social marketing activity including sales, distribution and promotional efforts. It is believed that a highly targeted marketing strategy will be a more effective and efficient use of limited resources in stemming the spread of HIV in Myanmar. PSI/Myanmar also plans to study the feasibility of social marketing family planning methods in the context of "dual protection" from both unwanted pregnancy and HIV/STDs.
In-Country Contact Information	Steven Honeyman, Country Representative PSI/Myanmar P.O. Box 752 Yangon, MYANMAR Tel: 95-1-514473 Fax: 95-1-527668 Email: psimyan@datserco.com.mm

NAMIBIA

Namibia is a democracy comprising 13 regions with an estimated total population of 1,575,000 (1996). Around 37% of the population are urban (1995); 41.9% are below the age of 15; 54.4% are 15 to 65 and 3.7% are over 65 (1995). With a real GDP per capita of US \$4,027 (1994), Namibia spends 8.7% of GNP on education (1993/94); 3.9% of GDP on health (1990–95); and 3.0% of GDP on defence (1996). Literacy rates data is not available. Life expectancy is 60 for men and 63 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 91 (1996). In 1993, Namibia was estimated to have 1 physician per 4,328 people and 1 hospital bed per 207 people. In 1995, there were 25 TV sets and 140 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 19.94% in 1997.

Namibia's natural resources include uranium, copper, lead, zinc, silver, tin, gold, salt, semi-precious stones, diamonds (one of the world's leading producers of gem diamonds), hydrocarbons, lithium, manganese, tungsten, cadmium and vanadium. Key industries are food processing (fish), mining and quarrying, metal and wooden products, brewing, meat processing, chemicals, textiles, cement and leather shoes.

The Social Marketing Association

Implementing Agency / International Affiliation	Social Marketing Association (local affiliate); Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, malaria prevention
Geographic Coverage	Northeast Namibia, the towns of Tsumeb and Grootfontein, and Windhoek
Target Population	For HIV prevention, sexually active population, especially young people. For malaria, children under 5 and women.
Social Marketing Model	SMA develops and markets its own brands of condoms.
Products	Maximum Gold condoms were launched in August 1997 and are distributed in the NE and Windhoek through pharmacies, kiosks and general dealers. To date, 75,776 condoms have been sold.
Sales Volume of Most Recent Year	1998 condom sales: 96,853; bednet sales: 200 (nets not widely available until January 1999)
Period of Operation	Since October 1996
Local Collaboration	PSI's local affiliate, the Social Marketing Association (SMA), has signed an operating agreement with the Government of Namibia, represented by the National Planning Commission. PSI/SMA also receives in-kind support from the Government of Namibia and collaborates with Namibia's radio services to produce nine hours a week of entertaining, youth-oriented radio programming in three languages, conveying practical information about how to stay healthy.

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Donors	DfID, French Mission, GTZ
Promotion Strategy	<p>PSI/SMA's grassroots communications campaign in Tsumeb and Grootfontein is implemented by a team of six peer educators and promoters (PEPs), who perform entertaining and culturally appropriate shows in schools, workplaces, farms and other public places. The PEPs – <i>New Generation</i> – present their messages with a young audience in mind. The core strategy of this approach is to present positive reproductive health messages in entertaining formats and to develop new messages based on responses from the target communities. Messages include practical ways to deal with young people's concerns about reproductive health, including correct and consistent condom use.</p> <p>Radio is extensively used to promote PSI/SMA's activities. For example, <i>Youth Africa</i>, a regular twice a week talk show targets a low-income urban audience of Windhoek youth between the ages of 15 and 25.</p>
Recommended Retail Price of Condoms (with US\$ equivalent)	N\$0.25/condom; US\$0.04/condom
Other Information	
In-Country Contact Information	<p>John Harris, Country Representative Social Marketing Association Kenya House, Office 302 Robert Mugabe Avenue P.O. Box 22870 Windhoek, NAMIBIA Tel: 264-61-244-936 Fax: 264-61-244-937 Email: jahl@bigfoot.com</p>

Asia

NEPAL

Nepal is a constitutional monarchy with 14 administrative zones and an estimated population of 22,021,000 (1996). Approximately 14% of the population are urban; 42.4% are under the age of 15, 54.2% are 15–65, and 3.4% are over 65 (1995). With a real GDP per capita of US\$ 1,137 (1994), Nepal spends 2.9% of GNP on education (1993/94), 1.2% of GDP on health (1990–95), and 0.9% of GDP on defence (1996). Literacy was estimated at 38% (men) and 13% (women) in 1995 and life expectancy is 57 for both men and women (1995–2000). In 1996, the under-five child mortality rate per 1,000 live births was 122. In 1993, there was 1 physician per 13,634 people and 1 hospital bed per 4,210 people. In 1995, Nepal had 5.1 TV sets and 36 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15–49 was estimated at 0.24% in 1997.

Nepal's main resources are lignite, talcum, magnesite, limestone, copper and cobalt; and her key industries include bricks and tiles, carpets, clothing, paper, cotton fabrics, cement, leather, jute goods, electrical cable, soap, edible oils, sugar and tourism.

FUTURES/Nepal Social Marketing Project

Implementing Agency / International Affiliation	The Futures Group International (FUTURES) – SOMARC III
Programme Focus	HIV/AIDS prevention; family planning
Geographic Coverage	Nation-wide
Target Population	High-risk groups
Social Marketing Model	Train service providers; expand delivery, including to non-traditional outlets such as truck stops; improve customer awareness
Products/Services	Condoms, pills, vaginal foaming tablets, injectables, IUDs, Norplant, male and female sterilization
Condom Sales Volume of Most Recent Year	6,813,224 (1997)
Period of Operation	1993-98
Local Collaboration	Nepal CRS Company; Pariwar Swasthaya Sewa Network (PSSN)
Donors	USAID
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	\$100,000 (April 1997-September 1998)

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Nepal / FUTURES continued

Promotion Strategy	FUTURES implemented a fully integrated social marketing campaign that combines mass media, video van shows, street drama performances and a comic book targeted at truck drivers – a profession at high risk for HIV infection. Consumer research has shown that the campaign has improved awareness and use of condoms for HIV/AIDS prevention.
Recommended Retail Price of Condoms (with US\$ equivalent)	Not available
Other Information	CRS is currently experiencing high annual sales increases, and PSSN continues to gain new member service providers.
In-Country Contact Information	c/o Nepal CRS Company Ltd. P O Box 842 Dhobajat, Lalitpur Kathmandu, NEPAL Tel: 9771 528 508 Fax: 9771 524 471 Email: 74333.171@compuserv.com

NIGERIA

Nigeria is a federal democratic republic emerging from long years of military rule. It consists of 36 states and a federal capital territory with an estimated total population of 115,020,000 (1996). Around 39% of the population are urban (1995); 46.5% are under 15 years of age; 51.7% are 15 to 65 and 2.8% are over 65 (1995). With a real GDP per capita of US \$1,351 (1994), Nigeria spends 1.3% of GNP on education (1993/94); 1.2% of GDP on health (1990); and 3.5% of GDP on defence (1996). In 1995, the estimated literacy rates were 62% (men) and 39% (women); and life expectancy is 51 for men and 54 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 146 (1996). In 1993, there was approximately 1 physician per 5,208 people and 1 hospital bed per 157 people. As of 1995, there were 55 TV sets and 197 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 4.12% in 1997.

Nigeria's natural resources include petroleum, natural gas, coal, tin, iron ore, uranium, limestone, marble and forest. The main national industries are food processing, brewing, petroleum refinery, iron and steel, motor vehicles (using imported components), textiles, cigarettes, footwear, pharmaceuticals, pulp and paper and cement.

Society for Family Health, Nigeria Social Marketing Project

Implementing Agency / International Affiliation	Society for Family Health (SFH), in collaboration with Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, reproductive health
Geographic Coverage	Nation-wide
Target Population	All Nigerians, particularly youth and high-risk groups
Social Marketing Model	SFH/PSI develops and markets its own brands of condoms and distributes major brands of other contraceptive products at highly subsidised prices.
Products	Gold Circle and Cool condoms; Duofem and Lo-Femenal oral contraceptive pills; Noristerat and Depo Provera hormonal injections; and IUCDs.
Sales Volume of Most Recent Year	In 1998 Gold Circle: 44,567,938 Cool: 5,301,794 Ocs: 2,277,290 IUDs: 52,044 Noristerat: 356,450
Period of Operation	Started by PSI and DKT in 1988-90. A parallel programme was started by FPIA in 1985. The consolidated project is now implemented by SFH and supervised by PSI.

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Local Collaboration	PSI and its locally established NGO, Society for Family Health (PSI/SFH), collaborate with USAID, the Nigerian Consortium on Emergency Contraception, Pathfinder, Planned Parenthood Federation of Nigeria, and the following teaching hospitals around the country: Ogun State University, Lagos University, Jos University, University College Hospital Ibadan.
Donors	DfID, USAID, Private Foundations.
Promotion Strategy	<p>SFH is headquartered in Lagos and has seven regional co-ordinators, 4 Regional Communications Specialists and 20 mobile educators, who conduct communications activities among high-risk groups in all 30 Nigerian states and in the Federal Capital Territory. Using motor cycles to travel quickly, the mobile educators reach high-risk populations in brothels, markets, motor parks, work sites, schools and vocational institutions. Tens of thousands are reached each month through enter-education activities.</p> <p>Internationally renowned footballer, Sunday Oliseh, starred in an advertisement promoting safe sex, including condom use. The promotion, which was first aired during the 1998 World Cup, was supplemented with a nation-wide sticker and poster campaign.</p> <p>The highly popular and entertaining radio drama, <i>One Thing at a Time</i>, premiered recently on 16 radio stations throughout the country. The 26-episode drama highlights key issues of safe sex and provides information about a variety of contraceptive methods, addressing barriers to family planning.</p>
Recommended Retail Price of Condoms (with US\$ equivalent)	<p>Gold Circle : 10 Naira for a 4 pack (US\$0.11) Cool: 5 Naira for 2 pack (US\$0.065) Duofem: 15 Naira per pack (US\$0.175) IUDs: 50 Naira (US\$0.56) Noristerat and Depo Provera: 50 Naira (US\$0.56)</p>
Other Information	
In-Country Contact Information	<p>Tim McLellan The Society for Family Health Away House (Suite 6), 2nd Floor Lagos/Badagry Road, Orile Iganmu Lagos, NIGERIA Tel: 234-1-585-0546/0539 Fax: 234-1-774-2745 E-mail: 107667.2640@compuserve.com</p>

PAKISTAN

The Islamic Republic of Pakistan is an emergent democracy composed of four provinces, the federal capital territory, and the federally administered tribal areas and has an estimated total population of 139,973,000 (1996). Around 35% of the population are urban (1995); 44.3% are under the age of 15; 52.7% are aged 15 to 65; and 3% are over 65 (1995). With a real GDP per capita of US \$2,154 (1994), Pakistan spends 2.7% of GNP on education (1993/94); 0.8% of GDP on health (1990–95); and 5.7% of GDP on defence (1996). In 1995, the estimated literacy rates were 47% (men) and 21% (women); and life expectancy is 63 for men and 65 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 104 (1996). In 1993, there was 1 physician per 1,929 people and 1 hospital bed per 1,534 people. In 1995, Pakistan had 20 TV sets and 92 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15–49 was estimated at 0.09% in 1997.

Pakistan's natural resources include iron ore, natural gas, limestone, rock salt, gypsum, silica, coal, petroleum, graphite, copper, manganese and chromite. Key national industries are textiles (principally cotton), food processing, petroleum refining, leather production, soda ash, sulphuric acid and bicycles.

Population Services International/Social Marketing Pakistan

Implementing Agency / International Affiliation	Population Services International (PSI) in collaboration with Social Marketing Pakistan (SMP)
Programme Focus	HIV/AIDS prevention, family planning, maternal and child health
Geographic Coverage	Nation-wide
Target Population	Sexually active low-income populations
Social Marketing Model	PSI/SMP develops and markets its own brands of condoms
Products	PSI/SMP sells two brands of condoms, Sathi and Touch , with cumulative sales of 730 million to date. SMP/PSI also social market Multiload brand IUDs, Nova brand oral contraceptives, and Nova-Ject hormonal injections.
Sales Volume of Most Recent Year	1998 Sales Sathi (condoms) – 106.8 million Touch (condoms) – 6.1 million Multiload (IUCDs) – 27,360 Nova (OCs) – 268,616 Nova-Ject (Injectable) – 89,688
Period of Operation	1986 – present
Local Collaboration	PSI and its local affiliate, Social Marketing Pakistan, collaborate with several local health care groups, including the Family Planning Association of Pakistan and Behbud.

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Pakistan / PSI continued

Donors	KfW (German Development Bank), Levi Strauss Foundation, UNICEF, PSI
Promotion Strategy	<p>Pakistan's Green Star Clinic Network is a nation-wide network of franchised private sector medical providers. The network is a world-wide innovation in the marketing of high-quality, affordable family-planning services. The Green Star Network is heavily promoted via television, radio, outdoor media, events, etc. PSI/SMP provide training and follow-up to network providers to ensure high quality services. This network comprises over 8,000 providers and will grow to more than 10,000 providers before the year 2000.</p> <p>PSI has conducted research during 1998 on AIDS prevention IEC targeting the high-risk group of truckers. These research results will be used to promote safe behaviour among that target group and will include audio-cassettes, peer counselling, etc.</p>
Recommended Retail Prices of Condoms (with US \$ equivalent)	<p>Sathi – 3 Rupees per 4 pack (US\$0.015/condom) Touch – 5 Rupees per 3 pack (US\$0.033/condom) Multiload – 25 Rupees (US\$ 0.49/IUD) Nova – 7 Rupees (US\$ 0.14/cycle) Nova-Ject – 20 Rupees (US\$ 0.39/ampoule)</p>
Other Information	<p>A 1997 working paper, "Ten Years of Contraceptive Social Marketing in Pakistan: An Assessment of Management, Outputs, Effects, Costs and Cost-Efficiency 1987-96", shows how changes in management structure – from a project implemented by a commercial firm to a non-profit social marketing entity in partnership with PSI – improved the implementation and sustainability of the project.</p>
In-Country Contact Information	<p>Karachi - Jim Rock (rock@smp.fascom.com) Islamabad - Jackie Gaskell (jackie@apollo.net.pk)</p>

PAN-AFRICA / FUTURES**HIV/AIDS Prevention Campaigns**

Implementing Agency / International Affiliation	The FUTURES Group International (FUTURES)
Programme Focus	HIV/AIDS/STI prevention
Geographic Coverage	Africa-wide
Target Population	All, especially young adults
Social Marketing Model	Advertising campaigns
Products/Services	Protector condoms
Condom Sales Volume of Most Recent Year	Approx. 20,000,000 (figure obtained from most recent years' figures in each of the 11 Pan-African project countries)
Period of Operation	1990-1998
Local Collaboration	Local NGOs and commercial distributors in all participating countries.
Donors	USAID
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	
Promotion Strategy	A wide range of IEC activities, including a regional campaign to promote condom use during televised World Cup matches. The purpose of the campaign was to associate condoms with soccer, the most popular sport in Africa. FUTURES also guided the design of an award-winning animated television campaign emphasising condom use for protection against HIV/AIDS/STI and pregnancy. Other events include sponsored road shows, films and other promotions that bring reproductive health messages to thousands of Africans.
Recommended Retail Price of Condoms (with US\$ equivalent)	Varies by country.

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PAN-AFRICA / FUTURES continued

Other Information	FUTURES' work continues in many of these African nations, beyond the SOMARC project. FUTURES is planning interventions to draw upon its resources, experience, and contacts.
In-Country Contact Information	Through: The Futures Group International 1050 17 th Street, N. W., Suite 1000 Washington D. C. 20036, USA. Tel.: +1-202-775-9680; Fax: +1-202-775-9694 Web Site: http://www.tfgi.com Futures Group Europe Edgar Buildings 17 George Street Bath BA1 2 EN, U.K. Tel: 44-(0)1225-321840; Fax 44-(0)1225-443656 E-mail: TFGI-LONDON@tfgi.com

Latin America

PARAGUAY

Paraguay, an emergent democracy with 17 administrative 'departments', has an estimated population of 4,957,000 (1996). Up to 53% of the population are urban (1995); 40.3% are under the age of 15; 55.9% are 15-65 and 3.8% are over 65 (1995). With a real GDP per capita of US \$3,531 (1994), Paraguay spends 2.7% of GNP on education (1994); 1.0% of GDP on health (1990-95); and 1.3% of GDP on defence (1996). Literacy rates were estimated at 92% (men) and 88% (women) in 1995; and life expectancy is 69 for men and 73 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 47 (1996). In 1993, there was approximately 1 physician per 1,231 people and 1 hospital bed per 762 people. In 1995, the country had 93 TV sets and 180 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.13% in 1997.

Paraguay's natural resources include gypsum, kaolin, limestone, salt; deposits (not commercially exploited) of bauxite, iron ore, copper, manganese, uranium; deposits of natural gas discovered in 1994; and exploration for petroleum deposits ongoing in mid-1990s. The main national industries are food processing, beverages, tobacco, wood and wood products, textiles (cotton), clothing, leather, chemicals, metal products and machinery.

PSI/PROMESA Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	Reproductive health, maternal and child health, and HIV/AIDS prevention
Geographic Coverage	Nation-wide
Target Population	All adolescents and young adults (15-24); Low-income urban and peri-urban populations; Low-income rural populations
Social Marketing Model	PSI/PROMESA develops and markets its own brands of condoms
Products	Pantera condoms were launched in August 1998, with sales to date of 350,000
Sales Volume of Most Recent Year	304,780 (five months of 1998)
Period of Operation	October 1997 to present
Local Collaboration	PSI collaborates with Promoción y Mejoramiento de la Salud (PROMESA), a local NGO
Donors	UNAIDS/Paraguay, USAID/Washington, UNICEF, Bergstrom Foundation, Brush Foundation, Ricardo Boettner Foundation, Campbell-Hall Charity Fund, Weyerhaeuser Foundation, Tulane University

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Promotion Strategy	<p>PSI/PROMESA adopted the Pantera brand name and slogan (“Responsabilidad Compartida”) that were developed in Bolivia, thereby extending the domain of Pantera and multiplying its positive impact in central South America. Branded advertising relies heavily on radio and television and, to a lesser extent, on press and outdoor advertising. Pantera has also sponsored a popular music and dance show on TV and had dance club promotions throughout the country. The social marketing project also has an active IEC component that does generic education on reproductive health. The component has a Mobile Video Unit spreading health information in rural areas and is developing a series of testimonial condom ads and miniseries for television as well as other activities.</p> <p>In 1997, PSI/PROMESA launched a major campaign, the Adolescent Reproductive Health Communications Project consisting of a group of 17 peer educators called <i>Arte y Parte</i>. The project has expanded to include three separate <i>Arte y Parte</i> groups in the greater Asunción area. <i>Arte y Parte</i>’s activities include a half-hour weekly radio programme for 15 to 19 year olds covering a broad range of topics; an adolescent sexuality guide called <i>Hablemos Claros Sobre Sexualidad</i>; presentations at schools and sporting events; and participation in scheduled events in local neighbourhoods. <i>Arte y Parte</i> and their activities have been featured in many articles in the Paraguayan broadcast and print media.</p>
Recommended Retail Price of Condoms (with US\$ equivalent)	1,000 guaranies for two condoms (US\$0.17 per condom)
Other Information	The project has been doing iodized salt communications since December 1997 and hopes to extend its work in micronutrients into iron-fortified flour and multivitamins in 1999. Other new products being considered in 1999 include the female condom and clean delivery kits.
In-Country Contact Information	David J. Olson, PSI Country Representative Luis de Granada 220 y Luis de Morales Asunción, PARAGUAY Tel/Fax: (595-21) 228 027 or 214 531 Email: dolson@pla.net.py

THE PHILIPPINES

The Philippines is a republic with 15 administrative regions (including 2 autonomous regions) and an estimated population of 72,000,000 (1996). About 49% of the population are urban and 51% are rural (1996). The population of the Philippines is increasing rapidly, placing great strains on the economy and on social services. Recent years have seen large-scale migration from rural areas to the cities. With an adult literacy rate of 93.5% (1993), the Philippines has one of the highest literacy rates in Asia. Primary education is free and compulsory. Manila has excellent medical facilities, but a shortage of trained medical personnel exists in rural areas. In 1992, there were 82,915 physicians and 83,330 hospital beds. The estimated life expectancy is 66 for women and 63 for men, while the estimated infant mortality rate is 34 per 1,000 live births (1996). According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.06% in 1997.

The Philippines is primarily an exporter of raw materials and an importer of manufactured goods. Commercial crops, led by coconuts and sugarcane, include bananas, pineapples, abaca (Manila hemp), tobacco, coffee and cotton. Industry provides about one-fourth of the GDP. The processing of agricultural products accounts for almost half of all industrial production followed by petroleum refining, chemicals and electrical equipment. In 1994, the Philippines had a per capita gross national product of US\$770.

There are two condom social marketing projects in Philippines:

- (i) DKT/ Philippines Social Marketing Project**
- (ii) FUTURES/ Philippines Social Marketing Project**

(i) DKT/Philippines Social Marketing Project

Implementing Agency / International Affiliation	DKT International
Programme Focus	Family planning; HIV/AIDS prevention
Geographic Coverage	Nation-wide
Target Population	77 million
Social Marketing Model	DKT/Philippines develops and markets its own brands of condoms.
Products	Multi-flavoured Trust condoms were launched in late 1990 and include chocolate and mint flavours. To date, 10,000,000 condoms have been sold.
Condom Sales Volume of Most Recent Year	18 million
Period of Operation	Established in late 1990.
Local Collaboration	Various
Donors	KfW, USAID PATH, Japanese government.

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Philippines / DKT continued

Estimated Level of Funding for Condom Social Marketing for the Most Recent Year	US\$ 850,000
Promotion Strategy	
Recommended Retail Price of condoms (with US\$ equivalent)	US\$0.042 per condom
Other Information	
In-Country Contact Information	<p>Andy Piller DKT International, Inc. 5/F Cedar Executive II 26 Timog Avenue Corner Scout Tobias St. Quezon City 1100, PHILIPPINES Tel: 011-632-411-1128 or 372-6629 Fax: 011-632-372-6630 E.mail: dkt@philonline.com.ph Andy: abp666@stet.com.ph</p>

PHILIPPINES continued

(ii) FUTURES/Philippines Social Marketing Project

Implementing Agency / International Affiliation	The Futures Group International (FUTURES) – SOMARC III
Programme Focus	HIV/AIDS prevention; family planning/maternal and child health
Geographic Coverage	Nation-wide
Target Population	Young adults; women of reproductive age.
Social Marketing Model	Creating a “media tunnel” through mass-media advertising and public relations; collaborating with manufacturers to market their products.
Products/Services	Couples’ Choice programme of condoms, pills, injectables
Condom Sales Volume of Most Recent Year	1,583,899 (1995)
Period of Operation	1993-98
Local Collaboration	Integrated Family Planning and Maternal Health Program (IFPMHP); Wyeth, Schering, Gedeon Richter, Pharmacia & Upjohn
Donors	USAID
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	\$350,000 (April 1997-September 1998)
Promotion Strategy	FUTURES used the strategy of creating a “media tunnel” to affect behaviour change, by which the target population is surrounded by a spectrum of mass media, public relations and interpersonal communications. FUTURES also opened the door to increased involvement of a private sector, which was previously reluctant to be involved in public condom campaigns. A regional distribution network was also established, and the condom market has since grown significantly.
Recommended Retail Price of Condoms (with US\$ equivalent)	Not available

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Philippines / FUTUTRES continued

Other Information	FUTURES maintains contacts with the product manufacturers to assure the ongoing success of the programme.
In-Country Contact Information	FUTURES/Philippines Social Marketing Project 3/F Townes Bldg. 916 Pasay Road Metro Manila Makati City, PHILIPPINES Tel: (63) 2 843-4161 Fax: (63) 2 813-4606 Email: TFGI-PHILIPPINES@tfgi.com

ROMANIA

Romania, an emergent East European democracy, has 41 counties and an estimated population of 22,655,000 (1996). Up to 55% of the population are urban (1995); 20.4% are under 15 years of age, 67.7% are 15-65 and 11.8% are 65 (1995). With a real GDP per capita of US \$4,037 (1994), Romania spends 3.1% of GNP on education (1994); 4.8% of GDP on health (1994); and 2.3% of GDP on defence (1996). In 1995, the literacy rate was 97% for both men and women; and life expectancy is 67 for men and 73 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 30 (1996). In 1995, Romania had 1 physician per 561 people; 1 hospital bed per 131 people; and 220 TV sets and 211 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.01% in 1997.

Romania's resources include brown coal, hard coal, iron ore, salt, bauxite, copper, lead, zinc, methane gas and petroleum (reserves expected to be exhausted by mid to late 1990s). The main national industries are metallurgy, mechanical engineering, chemical products, timber and wood products, textiles, clothing and food processing.

Romanian Social Marketing Project

Implementing Agency / International Affiliation	Population Services International – Romania (PSI/R)
Programme Focus	HIV/AIDS prevention, adolescent reproductive health
Geographic Coverage	Nation-wide
Target Population	Adolescents, young adults
Social Marketing Model	PSI/Romania develops and markets its own brands of condoms
Products	After extensive research on product design and labelling, Love Plus condoms were launched in November 1998.
Sales Volume of Most Recent Year	Not applicable
Period of Operation	1998 to present
Local Collaboration	With UNAIDS, <i>Asociatia Romana Anti-SIDA (ARAS)</i> , Ministry of Health, other NGOs and public agencies, and numerous commercial partners.
Donors	Government of the Netherlands, UNAIDS, UNICEF, USAID and corporate contributions.
Promotion Strategy	PSI/Romania's promotion strategy consists of both mass media and interpersonal communications. Its award-winning mass media campaign focuses on adolescents and young adults and includes both brand-specific advertising and generic education. Media used include TV, radio, print and promotional materials for retail outlets. Interpersonal communications activities bring educational messages directly to young people through interactive media and youth-to-youth outreach with an emphasis on out-of-school locations.

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Romania / PSI continued

<p>Recommended Retail Price of Condoms (with US\$ equivalent)</p>	<p>Price to consumer is 2,500 – 3,000 leu (US\$ 0.20 - 0.24 per condom)</p>
<p>Other Information</p>	<p>In preparation for the launch of Love Plus condoms in 1998, this young project accomplished a number of ground-breaking activities including focus group discussions; baseline and market surveys; production of HIV/AIDS awareness ads for TV and radio; a new TV series entitled <i>In Bed With Love Plus</i>; the launch of a new Love Plus promotion album by Romania's best-known pop-rock band; and placement of HIV/AIDS prevention articles in leading youth publications.</p>
<p>In-Country Contact Information</p>	<p>PSI Romania Str. Sfintii Voievozi, Nr. 53, Ap. 1, Sector 1 Bucharest, ROMANIA Tel./Fax: 40-1-312.8317; 40-1-659.2756 E-mail: psirom@dnt.ro PSI Representative: Michael Holscher</p>

Eastern Europe

RUSSIA

The Russian Federation is an emergent democracy that consists of 21 republics, 6 territories, 49 provinces, 10 autonomous areas, 2 cities with federal status, and one autonomous region. 76% of the estimated total population of 148,146,000 (1996) are urban; 21.1% are under 15 years of age, 66.9% are aged 15 to 65, and 12.1% are over 65 (1995). With a real GDP per capita of US \$4,828 (1994), Russia spends 4.4% of GNP on education (1993/94); 4.1% of GDP on health (1990–95); and 7.4% of GDP on defence (1995). The estimated literacy rate for both men and women was 99% in 1995; and life expectancy is 62 for men and 74 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 27 (1996). In 1994, there was 1 physician per 222 people and 1 hospital bed per 78 people. In 1994, Russia had 377 TV sets and 340 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.05% in 1997.

Russia's natural resources include petroleum, natural gas, coal, peat, copper (world's fourth-largest producer), iron ore, lead, aluminium, phosphate rock, nickel, manganese, gold, diamonds, platinum, zinc and tin. The main national industries are cast iron, steel, rolled iron, synthetic fibres, soap, cellulose, paper, cement, machinery and transport equipment, glass, bricks, food processing and confectionery.

Condom Social Marketing Project

Implementing Agency / International Affiliation	Population Services International – Russia (PSI)
Programme Focus	HIV/AIDS prevention, reproductive health for young people
Geographic Coverage	Sverdlovsk, St. Petersburg, Moscow, and Saratov Oblasts
Target Population	Young adults aged 15-25
Social Marketing Model	PSI Russia develops and markets its own brands of condom in St. Petersburg and Sverdlovsk. PSI conducts generic IEC campaigns in Moscow and Saratov.
Products	PSI/Russia launched Favorite condoms on World AIDS Day in December 1995. In less than one year, project sales (confined only to the Sverdlovsk oblast) had risen to an average of more than 360,000 condoms per month. Cumulative sales to date have reached 4,127,693. An updated Favorite advertising campaign for NW Russia will be re-launched in St. Petersburg in March 1999.
Sales Volume of Most Recent Year	NA (product to be re-launched)
Period of Operation	12/95-present
Local Collaboration	PSI/Russia collaborates with a variety of local NGOs, for-profit companies, and government agencies in the four oblasts in which it operates.

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Donors	USAID, DfID, UNAIDS, and local affiliates of Organon and Scherring (contraceptive manufacturers)
Promotion Strategy	<p>PSI's brand-specific Favorite campaigns and generic IEC campaigns have two main components. Broader, primarily mass media, campaigns reach 15-25 year olds with information and condoms. This broader campaign provides context for targeted, more interpersonal communications campaigns for intravenous drug users, commercial sex workers, and men who have sex with men. Mass media used include television, radio, print, and outdoor formats. Peer education programmes use street theatre, music, and night-club events to reach both the broader and more targeted audiences.</p> <p>PSI's radio call-in show and contraceptive hot-line (a first for Russia) also provide information to young people. The more targeted interventions work very closely with other local NGOs who are in daily contact with drug users, commercial sex workers, and men who have sex with men. PSI's Partnership Programme works to develop the capacity of other local AIDS prevention grass roots NGOs operating in the Moscow and Saratov oblasts by partnering them with similar American grass roots NGOs.</p>
Recommended Retail Price of Condoms (with US\$ equivalent)	NA (product to be re-launched)
Other Information	
In-Country Contact Information	<p>Fiona Wilson PSI/Russia St. Petersburg, RUSSIA Tel/Fax: 7-812-312-8485 E-mail: psispb@mail.wplus.net</p>

RWANDA

Rwanda, a transitional republic with 10 administrative prefectures, has an estimated population of 8.1 million (1998). Only 6% of the population are urban (1995); 46% are under the age of 15, 51.5% are 15-65, and 2.5% are over 65 (1995). With a real GDP per capita of US \$250 (1998), Rwanda spends 3.8% of GNP on education (1992), data for 1993/94 is not available; 1.9% of GDP on health (1990-95); and 6.3% of GDP on defence (1996). In 1995, the literacy rate was estimated at 64% (men) and 37% (women); and life expectancy is 45 for men and 48 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 161 (1996). In 1998, there was 1 physician per 50,000 people and 1 hospital per 234,000 people. As of 1995, there were 101 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 12.75% in 1997.

Rwanda's natural resources include cassiterite (a tin-bearing ore), wolframite (a tungsten-bearing ore), natural gas, gold, columbo-tantalite and beryl. The major national industries are food processing, beverages, tobacco, mining, chemicals, rubber and plastic products, metals and metal products and machinery.

Rwanda Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, maternal and child health
Geographic Coverage	Nation-wide
Target Population	HIV/AIDS prevention: Sexually active individuals, especially women, youth, military, and refugees; Maternal and child health: Pregnant women and children under 5
Social Marketing Model	PSI/Rwanda develops and markets its own brands of condoms, mosquito nets, and insecticide treatment kits for nets
Products	Prudence Plus condoms launched in March 1993 are distributed in pharmacies, kiosks, food stores, boutiques, hair salons, bars, night-clubs, and hotels. Over 11,000,000 sold. SUPANET mosquito nets launched in January 1998; sold in pharmacies, boutiques, and clinics; over 65,000 sold. Karishya re-treatment kits were launched in July 1998; over 23,000 sold.
Sales Volume of Most Recent Year	In 1998: Prudence Plus condoms: 3.6 million SUPANET : 60,000 Karishya : 4,000
Period of Operation	March 1993-March 1994; April 1995-Present
Local Collaboration	PSI/Rwanda collaborates with the National AIDS Control Programme, the National Malaria Control Programme, several local and international NGOs and associations, and UN agencies.

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Donors	KfW, UNFPA, UNICEF, Belgian Co-operation
Promotion Strategy	<p>PSI/Rwanda's community-based initiative established a highly effective nation-wide distribution system with the help of NGOs, clinics, independent sales agents, businesses and government, and included the training of university students, women's groups and other associations in HIV/AIDS prevention and condom sales techniques. Over a million condoms were sold in just the first 10 months of operations.</p> <p>The collapse of civil order in 1994 called for a temporary halt in activities. With the return of a country representative in 1995, and under the advertising theme of "<i>Encore une fois ... Prudence</i>" (Once again ... Prudence), a quickly reassembled sales team re-launched the popular brand of condoms, placing special emphasis on increased sales and use among women. By the end of 1997, cumulative condom sales topped 7 million.</p> <p>PSI/Rwanda uses a mobile video unit to deliver HIV/AIDS and malaria awareness messages in Kinyarwanda. A weekly Prudence Time radio programme features information about reproductive health interspersed with music and commentary.</p>
Recommended Retail Price of Condoms (with US\$ equivalent)	5 franc/condom (US\$0.15)
Other Information	<p>Project plans include IEC campaigns to reach refugee camps and reshaping the distribution system to expand the number of wholesalers.</p> <p>With AIDSMark funding, PSI/Rwanda will set up a Health Communications Centre to offer NGOs and commercial firms full-service, one-stop shopping for mass-media communications and marketing. A big part of the project involves redeveloping the local capacity in communications research that was lost during the war. Research services will be available for a fee to NGOs and the private sector. AIDSMark funding will also purchase additional mobile video unit equipment to increase message delivery capacity.</p>
In-Country Contact Information	<p>Brian Smith, Country Representative PSI/Rwanda B.P. 3040, Immeuble BDR, 1er Etage Boulevard de la Revolution, Kigali, RWANDA</p>

SOUTH AFRICA

South Africa is a liberal democratic republic with nine provinces and an estimated population of 38,000,000 (1996). Up to 51% of the population are urban; 37.3% are under the age of 15, 58.3% are 15-65, and 4.4% are over 65 (1995). With a real GDP per capita of US \$4,291 (1994), South Africa spends 7.1% of GNP on education (1993/94); 3.6% of GDP on health (1990-95); and 1.8% of GDP on defence (1996). In 1995, the literacy rate for both men and women was estimated to be 81% and life expectancy is 62 for men and 68 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 73 (1996). In 1994, there was 1 physician per 1,528 people and 1 hospital bed per 269 people. In 1995, there were 109 TV sets and 316 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 12.91% in 1997.

South Africa's natural resources include gold (world's largest producer), coal, platinum, iron ore, diamonds, chromium, manganese, limestone, asbestos, fluorspar, uranium, copper, lead, zinc, petroleum and natural gas. The main national industries are chemicals, petroleum and coal products, gold, diamonds, food processing, transport equipment, iron and steel, metal products, machinery, fertilisers, textiles, paper and paper products, clothing, wood and cork products.

South Africa AIDS Education & Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, reproductive health
Geographic Coverage	Nation-wide
Target Population	Adolescents; miners
Social Marketing Model	PSI and its local affiliate, Society for Family Health (SFH), develop and market their own brand of male and female condoms.
Products	PSI first launched Lovers Plus condoms in 1992 and 10,313,634 have been sold to date. In October 1998, PSI/SFH launched care brand female condoms and 23,062 have been sold so far.
Sales Volume of Most Recent Year	Lovers Plus: 3,681,002 Care: 23,062
Period of Operation	1992-present
Local Collaboration	Through <i>The Beyond Awareness Campaign</i> , PSI/SFH collaborates with a number of local NGOs including Soul City, Damaide, Ulwazi Educational Radio Project and the Community Agency for Social Enquiry. Drawing on its expertise in condom logistics and distribution, PSI/SFH is providing technical assistance to the National Department of Health to improve its condom distribution system. This work involves in-depth systems analysis, policy reform and training of government staff at the provincial and national levels.

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South Africa / PSI continued

Donors	CEDPA, DfID, MSH (USAID), PSI Partnership Fund, South African Ministry of Health, UNAIDS, UNFPA
Promotion Strategy	<p>Innovative use of traditional media (e.g. radio, television, newspapers) and non-traditional media and IEC activities. Major IEC campaigns include the Adolescent Reproductive Health Project which combines targeted mass media, radio call-in programmes, participatory media development, peer education and distribution aimed at adolescents. An award-winning video called <i>Rubber Revolution</i>, was broadcast on national television and featured interviews with South African leaders, including Archbishop Desmond Tutu. Regular public service announcements promote condom use and a twice-weekly radio programme, Lovers Plus Love Corner airs on Soweto Community Radio targeting adolescents with reproductive health discussions interspersed with music and contests. The live call-in question/answer part of the programme receives an average of 68 calls per show.</p> <p>Other activities have included a high profile advertising campaign during the Africa Cup of Nations and a successful campaign among miners who have some of the highest rates of STD/HIV in the country. PSI/SFH is also managing a consortium of local NGOs who are implementing a national AIDS prevention campaign funded by the Department of Health.</p>
Recommended Retail Price of Condoms (with US\$ equivalent)	2 Rand for a pack of three (US\$0.35).
Other Information	PSI/SFH will use a national marketing campaign and additional IEC activities to reach greater numbers of South African youth.
In-Country Contact Information	<p>Mr. Jeff Barnes, SFH Country Representative Society for Family Health 41 Frost Avenue, Building 7 Auckland Park 2006 Johannesburg, SOUTH AFRICA Tel: 27-11-482-1427 Fax: 27-11-482-3333 Email: health@wn.apc.org</p>

SOUTH KOREA

South Korea, a republic with nine administrative provinces and six cities, has an estimated population of 46,100,000 (1998) making it one of the world's most densely populated nations. About 81% of the population are urban and 19% rural (1998). Life expectancy for women is 76 and for men it is 69 while the infant mortality rate is 8 per 1,000 live births (1998). In 1997, South Korea had 62,609 physicians, 220,427 hospital beds and an adult literacy rate of 98%. In 1999, the per capita gross national product was US\$9,511. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.01% in 1997.

IPPF/Planned Parenthood Federation of Korea (PPFK) Social Marketing Initiative

Implementing Agency / International Affiliation	Planned Parenthood Federation of Korea (PPFK), a member association of IPPF.
Programme Focus	Family planning; sexual and reproductive health, including HIV/AIDS prevention.
Geographic Coverage	Nation-wide
Target Population	Newly-weds, guests in accommodation, youth, acceptors of temporary contraception.
Social Marketing Model	PPFK develops and markets its own brand of condoms through its 12 branches and 11 clinics and through a commercial network.
Products	The in-house brand condom, CHOICE , was launched in 1995 and to date, 6,800,000 have been sold (December 1998).
Condom Sales Volume of Most Recent Year	334,920 (January-March 1999)
Period of Operation	PPFK was established in 1961.
Local Collaboration	Ministry of Health and Welfare, Ministry of Education, Korea Institute for Health & Social Affairs, National Council of Youth Organisations in Korea, private companies (including Korea Schering Co and Organon Co), etc
Donors	The programme is designed not only to offer effective contraceptive services, but also to increase revenues for the financial self-reliance of PPFK.
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	Nil

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South Korea / IPPF continued

Promotion Strategy	To recommend to visitors to PPFK clinics to use condoms, strengthened IEM activities for marginalised groups and those who want to receive medical examinations.
Recommended Retail Prices of Condoms (with US\$ equivalent)	High quality: 3,500 won (\$2.69) for pack of 12 Ordinary quality: 2,500 won (\$1.92) for pack of 12 (exchange rate: 1,300.00)
Other Information	(See promotion strategy)
In-Country Contact Information	Planned Parenthood Federation of Korea (IPPF) # 121-146 dangsan-dong 6ga, Youngdeungpo-gu, Seoul 150-650, Republic of Korea. Tel.: +822-634 8211/2; Fax: +822-671 8212 E-mail: ppfk@unitel.co.kr

Sri Lanka

Sri Lanka is a democratic republic with eight administrative provinces and an estimated population of 17,900,000 of whom 22% are urban and 78% rural (1994). About half of all Sri Lankans rely on agriculture for their livelihood. A unique feature and, unfortunately, a continuing political problem is Sri Lanka's ethnic diversity. Literacy is nearly universal – in 1990, the adult literacy rate was 88%. Government programmes have made health care widely available; in 1990, there were 47,738 hospital beds and 2,962 physicians. In 1994, life expectancy was 75 for women, 70 for men and the infant mortality rate per 1,000 live births was 19.4. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.07% in 1997.

Although industry remains relatively limited, manufactured goods (including textiles, clothing, and petroleum products) now surpass agricultural products (tea, rubber, and coconuts) as the leading source of foreign exchange. Graphite and gemstones are also exported. Fishing remains important, but civil strife has adversely affected tourism. In 1992, Sri Lanka had a per capita GNP of US\$540.

There are two condom social marketing projects in Sri Lanka:

- (i) IPPF/ FPA Sri Lanka Contraceptive Retail Sales Project
- (ii) MSI/ Sri Lanka – Population Services Lanka

(i) IPPF / FPA Sri Lanka Contraceptive Retail Sales Project (FPASL)

Implementing Agency / International Affiliation	Family Planning Association of Sri Lanka (FPASL), a member association of IPPF.
Programme Focus	Family planning; sexual and reproductive health, including HIV/AIDS prevention.
Geographic Coverage	Nation-wide targeting urban (35%), semi-urban (25%), and rural areas (40%).
Target Population	Two of six condoms target young people specifically
Social Marketing Model	Overall, FPASL develops and markets its own brands of products through a network of 8,600 retail outlets, which include pharmacies general stores (only condoms), physicians, para-medics and vending machines (10 in operation).
Products	6 brands of condoms: Preethi, Moon Beam, Rough Rider, Stimula, Sultan, he Man, Preventor, Tutti Frutti.
Condom Sales Volume of Most Recent Year	7.2 million (1998)
Period of Operation	The Contraceptive Retail Sales Project was launched in 1973 as a PSI project and FPASL took it over in 1978.
Local Collaboration	Not available

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Sri Lanka / IPPF/FPASL continued

Donors	IPPF, USAID
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	The annual project budget is US\$835,000 (includes commodities, operational costs and AGS). The project revenue is US\$760,000 and there is a 90% cost recovery of total costs (100% of direct costs).
Promotion Strategy	Approximately 5% of the total annual budget is spent on promotion which includes print, radio, billboards and point-of-sale materials. Television is not used as it is too expensive. Preethi condoms are fully established as market leaders (condoms are known as Preethis in Sri Lanka).
Recommended Retail Prices of Condoms (with US\$ equivalent)	The price of the 6 brands of condoms ranges from Rs10.00 to Rs50.00 per pack of three. The most popular brand, Preethi (85% of sales) retails at Rs15.00 per pack of three or US\$0.22.
Other Information	FPASL plans to raise prices of contraceptives to generate 10-15% net profit. It will accumulate profits in the FPASL Trust to be used as purchasing capital for the Contraceptive Retail Sales Project. The main threats facing the project are the high costs of maintaining brand image; inadequate resources for promotion/advertising; increasing competition from other companies and with planned price increases, there is a danger of pricing products out of target market.
In-Country Contact Information	Family Planning Association of Sri Lanka (FPASL) 37/27 Bullers Lane Colombo 7, SRI LANKA Tel.: +94 (1) 58 4153 / 58 4157 / 58 4203 /58 8588 Fax: +91 (1) 580915; E-mail: dayafpas@slt.lk

(ii) MSI Sri Lanka/Population Services Lanka: Contraceptive Retail Sales Programme

Implementing Agency / International Affiliation	Marie Stopes International (MSI)
Programme Focus	Population Services Lanka (PSL), MSI's local partner is the largest provider of contraceptive services in Sri Lanka, with a network of clinics and outreach services that cover most of the country. The Contraceptive Retail Sales Programme is part of a wide range of services offered. The other services include family planning, reproductive health care, primary health care, obstetric care, male and female sterilisation.
Geographic Coverage	All areas other than North & Eastern Province (conflict areas)
Target Population	1.5 m eligible couples; 2.0 m adolescents
Social Marketing Model	MSI/PSL develops and markets a combination of own-brand and non-proprietary brands of condoms, which are distributed by a team of 3 salesmen through pharmacies and a variety of non-traditional outlets.
Products	Condoms were first launched in 1995: Maximum (1997-1999) Romantic (1995 -1999) Sathuta (1999)
Sales Volume of Most Recent Year	758,000 pieces (1998)
Period of Operation	MSI/PSL was established in January 1995 and it is ongoing.
Local Collaboration	Refugee Project. Voluntary Sterilisation Project.
Donors	Self-funded
Estimated Level of Funding	US\$ 50,000.
Promotion Strategy	There is no 'above-the-line' advertising for the brands that are imported and distributed by Population Services Lanka. Prior to the introduction of Sathuta condoms, no advertising support was given for brands.
Recommended Retail Prices of Condoms (with US\$ equivalent)	Romantic (studded) US\$ 0.17 per condom Maximum (plain) US\$ 0.06 per condom Sathuta (studded) US\$ 0.07 per condom

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Sri Lanka / MSI continued

Other Information	Sathuta (a local name meaning 'Happiness') condoms will be launched in March 1999. The condom has a special feature being 'studded' for extra pleasure. Emphasis will be given towards protection from HIV/AIDS and STDs in the advertising & promotional activity for the brand.
In-Country Contact Information	Population Services Lanka Contraceptive Retail Sales Program No. 155, Kirula Road Colombo 5, SRI LANKA Tel: 00 941 581035 Fax: 00 941 854643 Email: poplanka@pslk.ccom.lk

TANZANIA

Tanzania is an emergent democratic republic consisting of 25 administrative regions with an estimated total population of 30,799,000 (1996). Only 24% of the population are urban; 45.9% are aged under 15, 51.6% are 15-65, and 2.6% are over 65 (1995). With a real GDP per capita of US \$656 (1994), Tanzania spends 5.0% of GNP on education (1993/94); 2.8% of GDP on health (1990-95); and 2.5% of GDP on defence (1996). In 1995, literacy rates were estimated at 79% (men) and 54% (women); and life expectancy is 50 for men and 53 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 126 (1996). In 1991, there was 1 physician per 23,053 people and in 1993, there was an estimated 1 hospital bed per 976 people. In 1995, there were 2.3 TV sets and 276 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 9.42% in 1997.

Tanzania's natural resources include diamonds, other gemstones, gold, salt, phosphates, coal, gypsum, tin and kaolin (exploration for petroleum in progress). The main industries are food processing, textiles, cigarette production, pulp and paper, petroleum refining, diamonds, cement, brewing, fertilisers, clothing, footwear, pharmaceuticals, electrical goods, metalworking and vehicle assembly.

Tanzania Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	STD/HIV/AIDS prevention, maternal and child health (malaria prevention)
Geographic Coverage	Nation-wide (AIDS prevention); 6 regions for malaria prevention
Target Population	Men and women of reproductive age (STD/HIV/AIDS prevention); families with children under 5 years of age and pregnant women (maternal and child health – malaria prevention)
Social Marketing Model	PSI/Tanzania develops and markets its own brands of condoms, bednets, and bednet re-treatment kits.
Products	Salama condoms were launched in December 1993 and are distributed nation-wide through pharmacies, truck stops, kiosks, bars, guest houses and barber shops. To date, 43,384, 687 (Dec. 31) condoms have been sold. care female condoms were launched in late 1998 and are distributed initially through traditional outlets (pharmacies) in Dar es Salaam. NJOZI bednets and NGAO re-treatment were launched in 1998 and are distributed in markets, shops, and by community detailers.
Sales Volume of Most Recent Year	In 1998: Care – 10,260 Salama – 8,494,888 NJOZI – 49,035 NGAO – 64,048
Period of Operation	1992 – 2000

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Local Collaboration	PSI/Tanzania collaborates with more than 20 non-governmental and community organisations; with reproductive health and AIDS prevention programmes and works closely with government institutions (including the National AIDS Control Programme).
Donors	DfID, Dutch Government, USAID
Promotion Strategy	<p>PSI/Tanzania has developed a number of innovative campaigns to publicise the Salama (Peace) brand condoms and promote STD/HIV/AIDS awareness. PSI/Tanzania successfully negotiated with the Government to produce a series of postage stamps, one of which is a picture of the Salama condom logo.</p> <p>PSI/Tanzania spearheaded the development of the Mobile Video Units (MVUs) which reach rural areas. The project also produces a newsletter which is distributed to secondary schools, vocational schools, community youth centres, and through NGOs implementing adolescent reproductive health programmes.</p> <p>The care female condom programme launched in late 1998 draws on lessons from PSI programmes in Zambia and Zimbabwe, including the importance of marketing the product to both men and women, and emphasising interpersonal communication.</p>
Recommended Retail Price of Condoms (with US\$ equivalent)	Salama – 3 for 50 shillings (US \$.083)
Other Information	<p>PSI/Tanzania plans a flag ship “free-play” radio communications campaign geared at educating people on ways to avoid STDs and what to do if one has an infection. Participants will be asked to memorise the rules and repeat a selection in order to win a Salama-branded free-play (wind-up) radio.</p> <p>The communications campaign will also incorporate the development of an STD “prevention pack” for use with STD patients who come for treatment. The pack will consist of a brochure, two packs of Salama condoms, and two contact cards, all in an inconspicuous envelope. PSI/Tanzania hopes that this pack will accompany treatment provided by a number of projects and encourage a focus on STD prevention.</p>
In-Country Contact Information	<p>Timothy Manchester Tanzania AIDS Project/Social Marketing Unit (PSI) P. O. Box 23500 Dar es Salaam, TANZANIA Tel: +255-51-117372 Fax: +255-51-117879</p>

THAILAND

The Kingdom of Thailand is a military-controlled emergent democracy with 76 administrative provinces and an estimated population of 61,470,000 (1999). Around 20% of the population are urban (1995); 22.0% are under the age of 15, 65.0% are 15-59, and 8% are over 60 (1999). With a real GDP per capita of US \$7,634 (1996), Thailand spends 3.8% of GNP on education (1993/94); 1.4% of GDP on health (1990–95); and 2.5% of GDP on defence (1996). The 1995 estimated literacy rate was 96% (men) and 90% (women); and life expectancy is 70 for men and 75 for women (1995–2000). The under-5 child mortality rate per 1,000 live births is 43 (1996) and in 1995 there was approximately 1 physician per 4,480 people and 1 hospital bed per 510 people. In 1995, there were 189 TV sets and 189 radios per 1,000 people in Thailand. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 2.23% in 1997.

Thailand's resources are tin ore, lignite, gypsum, antimony, manganese, copper, tungsten, lead, gold, zinc, silver, rubies, sapphires, natural gas, petroleum and fish. Key industries include textiles and clothing, electronics, electrical goods, cement, petroleum refining, sugar refining, motor vehicles, agricultural products, beverages, tobacco, metals and metal products, plastics, furniture and tourism.

IPPF/ Planned Parenthood Association of Thailand (PPAT): Condom Social Marketing

Implementing Agency / International Affiliation	Planned Parenthood Association of Thailand (PPAT), a member association of IPPF.
Programme Focus	Family planning; reproductive health, including HIV/AIDS prevention.
Geographic Coverage	Nation-wide
Target Population	Low-income people in Thailand
Social Marketing Model	PPAT markets its own brand condoms through a community health volunteer/agents distribution network, which consists of pharmacists, private clinics, drugstores, industrial factories and slum communities.
Products	PPAT Condoms , produced by the Thai Hygiene Factory, were launched in 1991 and to date, 40,000 boxes of 144 pieces each have been sold.
Condom Sales Volume of Most Recent Year	5,550 boxes of 144 pieces per box
Period of Operation	Since 14 April 1970
Local Collaboration	Ministry of Public Health, Community Pharmacies Group
Donors	-

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Thailand / IPPF continued

Estimated Level of Funding for Condom Social Marketing for Most Recent Year	US\$57,000 (1996)
Promotion Strategy	Low cost for low income population.
Recommended Retail Price of Condoms (with US\$ equivalent)	US\$7.00 per box of 144
Other Information	-
In-Country Contact Information	Planned Parenthood Association of Thailand 8 Soi Vubhavadi-Rangsit 44, Super Highway, Ladyao, Chatuchak Bangkok 10900, Thailand Tel.: (00 662) 941 2320; Fax: (00 662) 941 2338 E-mail: ppat@samart.co.th

TOGO

The Republic of Togo is an emergent democracy with five administrative regions and an estimated population of 4,201,000 (1996). Around 31% of the population are urban; 45.7% are under the age of 15, 51.1% are 15-65, and 3.2% are over 65 (1995). With a real GDP per capita of US \$1,109 (1994), Togo spends 6.1% of GNP on education (1993/94); 1.7% of GDP on health (1990-95); and 2.5% of GDP on defence (1996). In 1995, Togo had an estimated literacy rate of 56% (men) and 31% (women) and life expectancy is 55 for men and 59 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 118 (1996). In 1993, there was approximately 1 physician per 11,385 people and 1 hospital bed per 664 people. In 1995, Togo had 12 TV sets and 215 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 8.52% in 1997.

Togo's natural resources are phosphates, limestone, marble, deposits of iron ore, manganese, chromite and peat; exploration for petroleum and uranium was under way in the early 1990s. Key industries include processing of phosphates, steel rolling, cement, textiles, processing of agricultural products, beer and soft drinks.

PSI/Togo Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, child survival, family planning
Geographic Coverage	Nation-wide
Target Population	Men and women of reproductive age; secondary targets: rural population; youth (ages 15-25); women; migrant workers (commercial sex workers, truckers, transport industry users).
Social Marketing Model	PSI/Togo develops and markets its own brand of condoms which are distributed through an extensive network of about 2,500 outlets including bars, hotels, bazaars and gas stations, and a 500 community based distribution agents covering rural areas.
Products	Protector Plus condoms, launched in May 1998, replaced Protector brand condoms. 19,910,911 condoms have been sold to date (as of March 1999).
Sales Volume of Most Recent Year	5,115,330 condoms sold in 1998
Period of Operation	PSI began operations in Togo in 1996 when it was selected to take over the implementation of a condom social marketing programme initiated by another entity. Since then, PSI has increased condom sales to nearly 1.08 per capita, among the highest in Africa.

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Togo / PSI continued

Local Collaboration	CARE, DFS, INTRAH, Ministries of Health, Interior and Tourism, Peace Corps, PNLMD (the national programme against diarrhoea diseases), PNLS, PNLP SFPS, URD, WHO and the local NGO community. PSI/Togo is also collaborating with AIDSMark's West African Regional Migrant Outreach Project, <i>Prevention du SIDA sur les Axes Migratoires de l'Afrique de L'Ouest</i> , or PSAMAO.
Donors	UNICEF, USAID
Promotion Strategy	<p>Working in collaboration with the National Programme to Fight AIDS, PSI/Togo has reached thousands through innovative information, education and communication (IEC) campaigns targeted at high-risk groups. Promotional activities are currently funded by USAID through the regional Family Health and AIDS Prevention Project. These activities dovetail with a nation-wide community-based distribution network working in conjunction with the Peace Corps and local village volunteers.</p> <p>PSI/Togo is currently expanding its distribution network through unique strategies aimed at the private sector. By collaborating with oil companies, the hotel industry and the armed forces, PSI/Togo hopes to develop strategies for marketing to these vast work forces.</p> <p>Protector Plus, with entirely new packaging is being promoted through radio, television and print advertising. The packaging and campaign are designed to target a younger population, especially women.</p>
Recommended Retail Price of Condoms (with US\$ equivalent)	12,5 CFA/condom = \$0.022/condom
Other Information	PSI/Togo expects to sell 6 million condoms in 1999, develop a female condom programme, and expand its migrant AIDS prevention programme.
In-Country Contact Information	<p>PSI/Togo Immeuble Auba, 1er Etage BD BP 13804 Lome, TOGO, West Africa Tel: 011-228-22-2755 Fax: 001-228-22-4624 E-mail: psi.ts@bibway.com</p>

UGANDA

The republic of Uganda has 10 administrative provinces and an estimated population of 21,300,000 (1995) of which 11% are urban and 89% rural. In 1990, the adult literacy rate was 48% and in 1989, Uganda had 20,136 hospital beds and 774 physicians. Estimated life expectancy is 46 for women and 44 for men and the infant mortality rate per 1,000 live births is 115 (1995). According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 9.51% in 1997.

Since 1979, Uganda has depended almost entirely on coffee for foreign-exchange earnings. Over the years, severe inflation and low real wages led to widespread corruption, a black market, and banditry - but also to growing sophistication in trade. Some farmland was shifted from export crops to food crops that could be sold in the cities, causing a modest redistribution of income from the urban to the rural sector. Since 1986, the government has tried to end corruption, and foreign aid has increased, although severe economic problems remain. In 1993, Uganda had a per capita GNP of US\$190.

There are two condom social marketing projects in Uganda:

- (i) MSI/ Uganda HIV/STI Prevention Project
- (ii) Futures/ Uganda Social Marketing Project

(i) Marie Stopes International - Uganda: HIV/STI Prevention Project

Implementing Agency / International Affiliation	Marie Stopes International (MSI)
Programme Focus	Working with the STI project of the Ugandan Ministry of Health MSI Uganda's focus is on HIV/AIDS / STI prevention.
Geographic Coverage	Nation-wide
Target Population	Sexually active men and women – particularly adolescents and high-risk sectors of the population.
Social Marketing Model	MSI Uganda develops and markets its own brands of condoms, which are distributed throughout the country by a team of 3 sales people.
Products	Life Guard male condoms were launched in 1996. The female condom was also sold on a pilot test-marketing scheme in 1997.
Sales Volume of Most Recent Year	12,183,768 pieces (1998)
Period of Operation	January 1996 – June 1999
Local Collaboration	Government of Uganda Ministry of Health; Condom Co-ordination Committee

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Uganda / MSI continued

Donors	KfW (Kreditanstalt für Wiederaufbau)
Estimated Level of Funding	US\$ 2.7m for 5 years
Promotion Strategy	Radio and press are the media of choice for Life Guard condom advertising in Uganda.
Recommended Retail Prices of Condoms (with US \$ equivalent)	Male condoms: 100 Ugandan Shillings for 3 (US\$ 0.025 each) Female condoms: 500 Ugandan Shillings for 3 (US\$.13 each) US\$1 = USH 1310
Other Information	Plans are to expand the presence of MSI-Uganda's products in rural areas. Expand IEC networks to include various organised groups including Post Test clubs, institutions of higher learning, civil service groups such as the army, police and prisons, factories and agricultural estates, youth clubs and women's organisations.
In-Country Contact Information	Marie Stopes International – Uganda P.O. Box 3557 Plot No. 1020 Kisigu, Muyenga Tank Hill Kampala, UGANDA. Tel/Fax: 00-256-41-268756 Email: msi@imul.com

UGANDA continued

(ii) FUTURES/Uganda Social Marketing Project

Implementing Agency / International Affiliation	The Futures Group International (FUTURES) – SOMARC II-III
Programme Focus	HIV/AIDS/STI prevention; family planning; reproductive health.
Geographic Coverage	Nation-wide, with a focus on rural areas
Target Population	Sexually active young adults
Social Marketing Model	Improving and expanding distribution of contraceptives, particularly condoms, through a wide variety of points of sale; Television and radio advertising during the World Cup; Awareness raising through interpersonal communication; Pharmacist and service provider training
Products/Services	Protector condoms, New PilPlan , Injectaplan
Condom Sales Volume of Most Recent Year	8,962,380 (1997)

Period of Operation	1991-98
Local Collaboration	MOH divisions, including Maternal Child Health/Family Planning AIDS Control Programme, Uganda AIDS Commission, STD Control Programme
Donors	USAID, ODA (now the UK Department for International Development), KFW
Estimated Level of Funding for Condom Social Marketing for Most Recent Year	\$500,000
Promotion Strategy	FUTURES/Uganda's integrated IEC promotions strategy involved the creation of a "media tunnel," an important component of which was interpersonal communication with rural populations. This included a long-running radio programme on reproductive health hosted by a media savvy physician who responded to call-in questions and entertaining road shows that reached thousands of Ugandans in rural and urban areas. Condoms were promoted at these road shows. Comprehensive distribution networks were established and a sales and marketing team recruited and trained, and condom sales more than quadrupled over the course of the project.
Recommended Retail Price of Condoms (with US\$ equivalent)	100 Uganda shillings for one package of three condoms (equivalent to US\$.08 per package of three as of March 1999)

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Uganda / FUTURES continued

Other Information	
In-Country Contact Information	As of July 1999, no FUTURES staff are located in Uganda; please refer to this address: P.O. Box 19361, Mucai Drive Nairobi, KENYA Tel: (254) 271 8135 Email: tfgi-kenya@tfgi.com

WEST AFRICA REGIONAL INITIATIVE /PSI

Sante Familiale Prevention du SIDA Social Marketing Project (SFPS)

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	The West African Regional Initiative aims to increase the quantity and quality of, and demand for, service delivery in the areas of family planning, STD/AIDS prevention, and maternal and child health. It is based on principles of regional co-operation, making it different from the country programmes in that it can lead regional initiatives. It is funded by USAID and includes PSI among other partner organisations. The project also helps to support country programmes, including financial assistance, strengthening the technical and managerial capacity of the African partner institutions, and building relationships with projects supported by other international donors.
Geographic Coverage	Côte d'Ivoire, Burkina Faso, Cameroon, Togo (sentinel countries)
Target Population	Sexually active populations, women of reproductive age, mobile populations, youth. (Please see individual country/project profiles for more detailed information)
Social Marketing Model	SFPS develops and markets its own brands of condoms throughout the West African region.
Products	Prudence condoms are sold in Burkina Faso, Côte d'Ivoire and Cameroon; Protector Plus condoms are sold in Togo; and Promesse condoms are sold in Cameroon. (Please see individual country/project profiles for sales and distribution information).
Sales Volume of Most Recent Year	1,100,376 (October – December 1998)
Period of Operation	1996 to present
Local Collaboration	SFPS works toward increased regional capacity through its partnership with a variety of local organisations. The first and most intense partnership is between PSI and its local affiliates. Essentially, PSI and the local entity are indistinguishable at the ground level. The second level of partnership involves working with local, independent organisations to implement specific project components. The third level of partnership involves hiring local independent organisations that specialise in an area that is outside the expertise of PSI or its local affiliate.

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Donors	AIDSMark, USAID
Promotion Strategy	<p>In January 1998, SFPS launched PSAMAO (Prevention du SIDA sur les Axes Migratoires de l'Afrique de l'Ouest), an AIDS prevention project targeting mobile populations across the region along the Ouagadougou-Abidjan axis (long-haul truck drivers, seasonal workers and commercial sex workers). Since then, the project was extended from Abidjan to the border of Ghana and from Ouagadougou to Lome. The launch was followed by SFPS's first-ever Regional Exchange Programme, in which the Ghana Social Marketing Foundation met with Burkina Faso and Côte d'Ivoire partner NGOs to discuss how they could buy in and extend the programme into their own respective countries.</p> <p>Other SFPS activities include regional research and training of regional consultants and supervisors who work closely with SFPS service delivery sites in infection prevention in family planning. SFPS also organises a biannual regional seminar, <i>Conférence Africaine pour le Marketing Social</i>, aimed at sharing and disseminating best practices in the area of social marketing and health.</p>
Recommended Retail Price of Condoms (with US\$ equivalent)	Please see individual country/project profiles for prices
Other Information	Emphasis will be placed on expanding the PSAMAO programme to other countries such as Benin, Niger, Mali and Senegal while seeking a diversified base of partners and donors. Replication of the bus passenger initiative will also be carried out in conjunction with private sector transport companies. Lessons learned will also be documented and disseminated.
In-Country Contact Information	<p>SFPS 22 B.P. 1356 Abidjan 22, CÔTE D'IVOIRE Tel: 011-225-47-10-18 Fax: 011-225-47-17-28 Email: dej@sfps.or.ci</p>

North America

UNITED STATES

The United States of America (USA) is a liberal, democratic federation of 50 states with an estimated total population of 269,444,000 (1996). The majority of the population are urban (76%, 1995); 22% are under the age of 15, 65.3% are 15-65, and 12.6% are over 65 (1995). With a real GDP per capita of US \$27,655 (1996), the USA spends 5.5% of GNP on education (1993-94); 6.7% of GDP on health (1994); and 3.6% of GDP on defence (1996). In 1995, the estimated literacy rate was 99% for both men and women and life expectancy is 73 for men and 80 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 9 (1996). In 1994, there was 1 physician per 398 people and 1 hospital bed per 230 people. As of 1995, the USA had 805 TV sets and 2,093 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.76% in 1997.

The USA's natural resources include coal, copper (world's second-largest producer), iron, bauxite, mercury, silver, gold, nickel, zinc (world's fifth-largest producer), tungsten, uranium, phosphate, petroleum, natural gas and timber. The key industries are machinery, petroleum refining and products, food processing, motor vehicles, pig iron and steel, chemical products, electrical goods, metal products, printing and publishing, fertilisers and cement.

PSI Social Marketing in the United States

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	Adolescent pregnancy prevention
Geographic Coverage	State of Oregon
Target Population	Adolescents; parents of adolescents
Social Marketing Model	
Products	Promotes Teen Health Hotline run by State of Oregon
Sales Volume of Most Recent Year	Not applicable
Period of Operation	July 1998 to present
Local Collaboration	Oregon Health Division, Governor's Teen Pregnancy Prevention Action Agenda Committee, State-wide Reduce Adolescent Pregnancy Program (RAPP) Groups, local Health Departments, Mano a Mano, Multicultural Health Advisory Committee, Open Meadows School, Oregon Council for Hispanic Advancement, Oregon Health Systems in Collaboration, Oregon Teen Pregnancy Prevention Task Force, and Self Enhancement Incorporated
Donors	State of Oregon

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<p>Promotion Strategy</p>	<p>The project's goal is to reduce the teen pregnancy rate in Oregon through a) increasing teens' access to available resources by increasing use of the Teen Health Infoline, and b) increasing direct family communication and involvement of parents, community agencies, and social services in the lives of teens.</p> <p>The intervention incorporates a media campaign (TV, radio, and print); community mobilisation to garner support for the initiative; and communication skills building for adults to increase their ability to talk about sex and relationships with teens.</p>
<p>Recommended Retail Price of Condoms (with US\$ equivalent)</p>	<p>Not applicable</p>
<p>Other Information</p>	
<p>In-Country Contact Information</p>	<p>Alexandra Lowell Campaign Manager 534 S.W. Third Ave, Suite 512 Portland, OR 97204, USA Tel: 503-294-0554 Email: psipdx@aol.com</p>

VENEZUELA

Venezuela is a federal democratic republic with 20 states, 2 federal territories, one federal district, and 72 federal dependencies with an estimated total population of 22,311,000 (1996). The majority of the population (93%) are urban (1995); 36.2% are below the age of 15, 59.7% are 15-65, and 4.1% are over 65 (1995). With a real GDP per capita of US \$8,120 (1994), Venezuela spends 5.1% of GNP on education (1993/94); 2.3% of GDP on health (1990–95); and 1.2% of GDP on defence (1996). The government estimates that 86% of the population lives in poverty. Estimated literacy rates for 1995 were 87% (men) and 86% (women). Life expectancy for men is 70 and for women, it is 76 (1995–2000). The under-5 child mortality rate per 1,000 live births is 25 (1996). In 1993, there was estimated to be 1 physician per 633 people and 1 hospital bed per 385 people. In 1995, there were 169 TV sets and 458 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.69% in 1997.

Venezuela's natural resources are petroleum, natural gas, aluminium, iron ore, coal, diamonds, gold, zinc, copper, silver, lead, phosphates, manganese and titanium. The key national industries include refined petroleum products, metals (mainly aluminium, steel and pig-iron), food products, chemicals, fertilisers, cement, paper and vehicles.

PSI/PROSALUD in Venezuela

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, family planning
Geographic Coverage	Nation-wide
Target Population	Sexually active individuals; adolescents who have not initiated their sexual lives
Social Marketing Model	PROSALUD, PSI's partner in Venezuela, develops and markets its own brands of condoms.
Products	PROSALUD sells Safe Sex and Vive male condoms and Dominique female condoms; Minigynon oral contraceptives; Safe T IUDs; Depo provera injectables; and Safe Test pregnancy tests through a network of 5,000 pharmacies. PROSALUD's distribution of five contraceptive products (oral and injectable contraceptives, an IUD, male and female condoms) provided more than 430,000 CYPs in Venezuela in 1998.
Sales Volume of Most Recent Year	In 1998: Male condoms: 205,466; Minigynon : 3,019,953; Safe T (IUD): 59,912; Depo-provera : 46,876; Female condoms: 6,522; Safe Test (pregnancy test): 10,980.
Period of Operation	Venezuela began operations in 1991 and has continued through the present.
Local Collaboration	PSI collaborates with PROSALUD, a multi-product health promotion and social marketing organisation, which was founded in 1991 as a Venezuelan non-profit association.

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Donors	UNAIDS, Bergstrom Foundation, Conservation, Food and Health Foundation, Brush Foundation, Samuel Rubin Foundation, The Embassies of the Netherlands, Britain, Canada, and Germany, Rotary Club International, Upjohn and Pharmacia, and Schering de Venezuela.
Promotion Strategy	<p>In response to growing levels of HIV rates, PROSALUD opened CONTRASIDA, a division designed to focus more intently on promoting AIDS awareness and prevention nation-wide. To raise needed funding, PROSALUD sponsors an annual gala ballet benefit in Caracas.</p> <p>The CONTRASIDA national AIDS Information Line was launched in early 1998. In its first month of operation, 1,347 phone calls were received: 65% of the calls were from the age group 15-29; 65% were from women; 37% heard about the AIDS line from the radio and 20% from flyers; 41% of the calls were made from public telephone booths; 20% inquired about blood testing; 46% inquired about how and when to use the male condom; and 25% inquired about how and when to use the female condom (PROSALUD launched the Dominique female condom in December 1997).</p>
Recommended Retail Price of Condoms (with US\$ equivalent)	Retail price of Bs 750 (US \$0.433 per condom).
Other Information	Planning to introduce home HIV test kits in the second quarter of 1999.
In-Country Contact Information	<p>Alan Lambert, President PROSALUD Av. Andres Bello, Torre Fondo Comun Piso 13, Ofic. 13-B, Caracas, VENEZUELA. Tel. (02) 574-0549</p>

VIETNAM

Vietnam is a socialist republic with 53 administrative provinces within seven regions and an estimated population of 75,181,000 (1996). In 1995, 21% of the population were urban, 37.5% were under the age of 15, 57.7% were aged 15-65, and 4.9% were over 65 (1995). With a real GDP per capita of US \$1,208 (1994), Vietnam spends 2.7% of GNP on education (1994); 1.1% of GDP on health (1990-95); and 4.0% of GDP on defence (1996). The estimated literacy rate in 1995 was 92% (men) and 84% (women) and life expectancy is 65 for men and 70 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 56 (1996) and in 1993 there was approximately 1 physician per 2,279 people and 1 hospital bed per 261 people. In 1995, Vietnam had 43 TV sets and 106 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 0.22% in 1997.

Vietnam's main resources are petroleum, coal, tin, zinc, iron, antimony, chromium, phosphate, apatite and bauxite. Key industries include food processing, chemicals, machinery, textiles, beer, glass and glassware, cigarettes, crude steel, cement, fertilisers and tourism (steady growth in early 1990s).

DKT/Vietnam Social Marketing Project

Implementing Agency / International Affiliation	DKT International
Programme Focus	Family planning; HIV/AIDS prevention
Geographic Coverage	Nation-wide
Target Population	77 million
Social Marketing Model	DKT/Vietnam develops and markets its own brands of condoms through more than 7,500 retail outlets using its highly trained sales and distribution team.
Products	Trust , a higher-priced condom brand aimed at men who see themselves as sophisticated, sensitive and socially responsible, was launched in August 1993. OK , a mass-marketed condom brand was launched in November 1994. To date, a total of 140,000,000 condoms have been sold.
Condom Sales Volume of Most Recent Year	41 million
Period of Operation	DKT initiated condom distribution in July 1993.
Local Collaboration	Various
Donors	Finnish Government, Packard Foundation, KfW, World Bank, USAID

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Vietnam / DKT continued

Estimated Level of Funding for Condom Social Marketing for the Most Recent Year	US\$ 1.2 million
Promotion Strategy	<p>DKT/Vietnam uses distinctive brand names, attractive packaging and simple instructions in Vietnamese to appeal to target audiences.</p> <p>DKT/Vietnam uses various media, promotional items and events to sell Trust and OK condoms. These include: television, radio, newspapers, mobile advertising, t-shirts, hats, key chains, specially sponsored events such as bicycle races, bodybuilding, a buffalo fighting festival and other public events.</p>
Recommended Retail Prices of condoms (with US\$ equivalent)	<p>OK: 600 Dong (US\$0.04) for a package of three condoms</p> <p>Trust: 1000 Dong (US\$0.07) for a package of three condoms</p>
Other Information	
In-Country Contact Information	<p>Duncan Earl DKT International/Vietnam 8 Trang Thi St. – Glass House No. 13-15 Hanoi, VIETNAM Tel: (+844) 8260043, 260331 Fax: (+844) 8260262 E-mail: dktvn@hn.vnn.vn</p>

ZAMBIA

Zambia, an emergent democratic republic, has nine administrative provinces and an estimated population of 8,275,000 (1996). Around 43% of the population are urban (1995); 47.4% are under 15 years of age, 50.2% are 15-65, and 2.4% are over 65 (1995). With a real GDP per capita of US \$962 (1994), Zambia spends 2.6% of GNP on education (1993/94); 2.6% of GDP on health (1990-95); and 1.8% of GDP on defence (1996). The estimated literacy rate in 1995 was 81% (men) and 65% (women); and life expectancy is 45 for men and 47 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 140 (1996). In 1993, there was approximately 1 physicians per 10,917 people and, in 1991, there was 1 hospital bed per 562 people. In 1995, there were 32 TV sets and 99 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 19.07% in 1997.

Zambia's natural resources are copper (world's fourth-largest producer), cobalt, zinc, lead, coal, gold, emeralds, amethysts and other gemstones, limestone and selenium. Key national industries include metallurgy (smelting and refining of copper and other metals), food canning, fertilisers, explosives, textiles, bottles, bricks, copper wire and batteries.

Zambia Society for Family Health (ZSFH)

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, family planning, maternal and child health
Geographic Coverage	Nation-wide (HIV/AIDS prevention, family planning); Lusaka, Eastern Province and Copper-belt Province (maternal and child health)
Target Population	Youth ages 15-29 and high-risk STD/HIV populations; sexually active couples
Social Marketing Model	ZSFH develops and markets its own brands of condoms
Products	<p>Maximum male condoms were launched in December 1992 and to date, 36,947,009 have been sold.</p> <p>Lovers Plus, a second brand of male condom, was launched in September 1998 and has sold 111,528 condoms to date.</p> <p>Care female condoms were launched in October 1997 and 52,608 have been sold to date.</p> <p>Safeplan oral contraceptive was launched in November 1996 and 480,062 cycles have been sold to date.</p> <p>Prolact a vaginal foaming tablet contraceptive targeted at lactating mothers was launched in September 1997 and 297,545 packs have been sold to date</p> <p>Clorin A home water treatment product was launched in November 1998 and has sold 3,548 units to date.</p> <p>Powernet insecticide treated bednets were launched in September 1998 and has sold 2,294 nets have been sold to date.</p> <p>Powerchem bednet re-treatment insecticide was launched in September 1998 and has sold 2,238 re-treatments to date.</p>

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Sales Volume of Most Recent Year	Product		Sales 1998 (units)
	Maximum	Male Condom	840,672
	Lovers Plus	Male Condom	9,572
	Care	Female Condom	504
	Safeplan	Oral Contraceptive	18,240
	Prolect	Vaginal Foaming Tablet	9,312
	Clorin	Home Water Treatment	960
	Powernet	Bednet	423
	Powerchem	Bednet Insecticide	560
Period of Operation	The Zambia Social Marketing Project (ZSMP) was launched in October 1992 as a partnership between PSI and the Pharmaceutical Society of Zambia (PSZ). Originally, the ZSMP began as an HIV/AIDS prevention programme funded by USAID. In June 1997, the Zambia Society for Family Health was created and officially registered as a Zambian, not-for-profit trust. Currently PSI and PSZ jointly managed ZSFH.		
Local Collaboration	<p>ZSFH collaborates with the Government of Zambia and other international and national agencies and is the social marketing partner within the Zambia Integrated Health Package (ZIHP). ZIHP addresses the main national health issues including health reform, HIV/AIDS prevention and an integrated reproductive health component.</p> <p>ZSFH works with several local NGOs and District Health Management Teams, providing training to enable them to distribute SFH products, thus greatly expanding access to these products in rural and other hard to reach areas. ZSFH also works closely with private sector partners, and is exploring several opportunities for local private sector production of health products that could become part of ZSFH's product line.</p> <p>ZSFH also collaborates with World Vision and Family Health International through an innovative STD/HIV prevention programme targeted at high-risk groups.</p>		
Donors	BASICS (through USAID), DfID, JSI (through USAID), UNAIDS, USAID		
Promotion Strategy	ZSFH's products are promoted through innovative mass media advertising campaigns and education, information and communications (IEC) activities, including consumer clinics, radio and TV shows, Mobile Video shows, a teen discussion show – <i>Club NTG</i> ; and a generic STD awareness campaign. In addition to the generic campaign, ZSFH produces innovative and targeted male and female condom IEC campaigns to increase condom usage and reduce the incidence of STD/HIV infection among high-risk groups.		

/ continued

Zambia / PSI continued

<p>Recommended Retail Price of Condoms (with US\$ equivalent)</p>	<p>200 Kwacha for a pack of three condoms, (US\$0.08) 66.66 Kwacha per condom, (US\$0.03)</p>
<p>Other Information</p>	<p>To address the shortage of quality family planning products and the need to improve mother and child health in Zambia, ZSFH is proposing to include Depo-Provera (a three monthly injectable contraceptive), Oral Rehydration Therapy sachets and a multivitamin supplement into their product range.</p> <p>To improve the quality of the HIV campaign and to address the latent consumer demand to determine their HIV status, ZSFH aims to introduce a comprehensive Voluntary Counselling and Testing service. The clinics will offer high quality, low cost HIV testing which will enable Zambians residing in Lusaka determine their HIV status and encourage appropriate behavioural change.</p>
<p>In-Country Contact Information</p>	<p>PSI/Zambia 39 Central Street Jesmodine, Lusaka ZAMBIA</p>

ZIMBABWE

Zimbabwe is effectively a one-party socialist republic consisting of eight provinces and two cities with provincial status, with an estimated total population of 11,439,000 (1996). Around 32% of the population are urban; 44.1% are under the age of 15, 53.1% are 15-65, and 2.8% are over 65 (1995). With a real GDP per capita of US \$2,196 (1994), Zimbabwe spends 8.3% of GNP on education (1993/94); 2.1% of GDP on health (1990-95); and 3.9% of GDP on defence (1996). In 1995, the literacy rate was estimated at 74% (men) and 60% (women); and life expectancy is 50 for men and 52 for women (1995-2000). The under-5 child mortality rate per 1,000 live births is 103 (1996). There was, in 1993, approximately 1 physician per 7,384 people. In 1995, there were 29 TV sets and 89 radios per 1,000 people. According to UNAIDS/WHO, the prevalence of HIV/AIDS in adults aged 15-49 was estimated at 25.84% in 1997.

Zimbabwe's main natural resources are gold, nickel, asbestos, coal, chromium, copper, silver, emeralds, lithium, tin, iron ore and cobalt. Key industries include metal products, food processing, textiles, furniture and other wood products, chemicals and fertilisers.

Zimbabwe Social Marketing Project

Implementing Agency / International Affiliation	Population Services International (PSI)
Programme Focus	HIV/AIDS prevention, family planning, maternal and child health (malaria prevention)
Geographic Coverage	Nation-wide (HIV/AIDS prevention; urban and peri-urban (family planning); targeted rural areas (malaria prevention).
Target Population	Sexually active couples; high-risk STD/AIDS populations; adolescents; mothers with young children.
Social Marketing Model	PSI/Zimbabwe develops and markets its own brands of condoms and bednets.
Products	PSI/Zimbabwe began marketing Protector , an already existing male condom brand in 1996. A revitalised brand, Protector Plus , was launched in March 1998. To date, 6,362,389 condoms have been sold. The care female condom was launched in July 1997 and to date 240,370 have been sold nation-wide. PSI/Zimbabwe developed and launched Supanet bednets in April 1997 and Supapower re-treatment was launched in March 1998. To date 32,290 bednets and 10,939 re-treatments have been sold.
Period of Operation	1996-2002
Local Collaboration	PSI/Zimbabwe collaborates with Johnson & Johnson, the National AIDS Control Programme and other departments of the Ministry of Health, the Zimbabwe National Family Planning Council, and other local NGOs.

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Donors	DfID; Dutch Government; Population Council (through USAID); UNAIDS; USAID
Promotion Strategy	<p>The Protector Plus male condom brand was launched in March 1998. It had been developed and marketed previously in Zimbabwe by another NGO. The widely recognised brand name, Protector, was retained, but the packaging was modified. The product is now positioned as a high-quality condom in tune with the new generation of Zimbabweans.</p> <p>In summer 1997, PSI/Zimbabwe successfully launched a branded female condom, the care contraceptive sheath, and began selling it in pharmacies throughout the country's three largest cities. Following the results of extensive formative research, PSI/Zimbabwe decided to position the care condom primarily as a family planning product that protects couples from disease, rather than an STD/HIV prevention method, to distance it from the stigma associated with the male condom. Thus far, care sales have surpassed expectations. After three months of sales, nearly 160,000 sheaths had been sold, four times the sales forecast for the first six months.</p>
Recommended Retail Prices of Condoms (with US\$ equivalent)	<p>Box of three Protector Plus Zimbabwe \$4.00 (US \$.11) Box of two care female condoms Zimbabwe \$4.50 (US \$.12)</p>
Other Information	<p>PSI/Zimbabwe has launched the <i>Professional Family Planning Services Project (ProFam)</i>. Started in October 1997, this programme is designed to improve the supply and demand for family planning services and products through the private medical sector in Zimbabwe.</p> <p>PSI Zimbabwe is providing technical assistance to NACP for the implementation of the <i>HIV Voluntary Counselling and Testing Programme</i>, a four-year, 3 million US dollar project funded by AIDSMark, began in September 1997 to create six HIV voluntary counselling and testing centres in several urban areas.</p> <p>PSI/Z is planning to continue to social market Insecticide Treated Mosquito Nets (ITMs) and Re-treatment.</p>
In-Country Contact Information	<p>Kyle Peterson PSI/Zimbabwe #4 Rocklands Road Hatfield, Harare ZIMBABWE Tel: (011) 263-4-572-600/613/614 Fax: (011) 263-4-572-856</p>

Part Four

Major Bilateral Donor Agencies

Although condom social marketing organisations and projects undertake various fund-raising and resource mobilisation efforts involving private individuals, foundations and national governments, the bulk of the support for condom social marketing has consistently been provided by four major bilateral donor agencies, which are described in this section.

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4.3 UK Department for International Development (DfID)	174
4.4 U.S. Agency for International Development (USAID)	174

4.1 Ministry of Foreign Affairs of the Netherlands¹⁶

Fighting the HIV/AIDS epidemic remains one of the key objectives of the Dutch government's development policy. This policy is consistent with the broader policy goals to which the Dutch government is committed, such as the promotion of reproductive and sexual health.

Increasingly, support is targeted towards strategies with a proven record of accomplishment, including the further development of sex education in schools and the social marketing of condoms. Social marketing activities in Haiti, Benin, Mozambique, Tanzania, Ethiopia, Cambodia and Romania have received long-term funding. There are plans for adding Eritrea, the Philippines and Guinea-Bissau to the list. At the end of 1997, the government also decided to extend the range of products included in the scheme.

The Netherlands is currently funding major HIV/AIDS programmes, in 20 developing countries. In addition, Dutch embassies in 16 countries have made use of the opportunities available to them for spending local funds on AIDS-related projects. The Dutch government has also sought, in a number of countries in West Africa and Latin America, to integrate HIV/AIDS and STD (sexually transmitted diseases) components into existing primary healthcare programmes. MATRA, the Social Transformation Programme, has been used to fund activities in and for the benefit of Eastern European countries, and funds have also been routed through multilateral channels including UNAIDS, WHO and UNICEF.

4.2 Kreditanstalt für Wiederaufbau (KfW - German Development Bank)¹⁷

The main goal of Germany's development co-operation is to help improve the economic and social conditions of people in developing countries and to support them in unfolding their creative abilities. KfW seeks to achieve as broad an impact as possible in the projects supported. The main objectives are to alleviate poverty, to promote education, to protect the environment and increase the partner countries' economic strength.

Since the early 1960s, Kreditanstalt für Wiederaufbau (KfW) has been promoting investments in developing countries with favourable loans and grants on behalf of the German Federal Government. Under this financial co-operation, KfW is working today with over 100 countries in nearly 1,700 development projects. More than 2,600 projects have already been concluded. KfW co-finances investments, advises its partners in all matters of project implementation and supports reforms of economic policy.

Improving the social infrastructure has become an important promotional task. Among other things, it includes the extension of education and health-care facilities, drinking water supplies and sewage and waste disposal. With the advent of the HIV/AIDS pandemic, KfW's support for health and family planning increasingly includes the social

¹⁶ Source: *Second Progress Report on AIDS and Development, January 1998*, (Ministry of Foreign Affairs, The Netherlands).

¹⁷ Source: *KfW – The German Development Bank: Partner of the Developing Countries*, (Frankfurt am Main, July 1998); and personal correspondence.

marketing of condoms. Currently, KfW supports social marketing projects, including the social marketing of condoms, in 13 countries.

KfW also assists its partner countries in building up a strong economic infrastructure (electricity supplies, transport and telecommunications) and developing a broad offer of financial services, which is the precondition for economic growth. Also, a good third of the projects are contributing directly to the protection of the environment and natural resources. The responsibility for the projects always lies with the local partner institutions. As a development bank, however, KfW shares the responsibility for the success of the projects. This is why it advises local implementing agencies not only in planning and setting up development projects but in many cases also in continuing projects under their own management once the promotion from Germany has been concluded. KfW disburses the agreed funds to the partners in line with the progress of the projects, supervises their proper use and later examines whether the project produces a lasting benefit.

4.3 UK Department for International Development (DfID)¹⁸

Improving access to reproductive health services is a core component of the UK Government's commitment to eliminating poverty, outlined in the Department for International Development's 1997 White Paper, "Eliminating World Poverty: A Challenge for the 21st Century". The contributions of reproductive health services to improved health and well-being of women and children are well-documented. The onset of the HIV/AIDS pandemic has led to a substantial increase in donor support for the supply of barrier methods of contraception and infection prevention. DfID plays an important role in this.

Recent years have seen a significant increase in DfID resources allocated to reproductive health programmes, including condom social marketing projects. DfID currently supports around 30 social marketing programmes in 15 countries, through its various funding programmes and schemes which include the bilateral programme, the reproductive health Seedcorn Fund and the NGO Joint Funding Scheme.

4.4 United States Agency for International Development (USAID)¹⁹

The U.S. Agency for International Development (USAID) continues to lead international efforts to address the HIV pandemic and its consequences through development assistance, research, and policy dialogue. USAID has worked in partnership with international organisations, donors, national governments, and non-governmental organisations (NGOs) to develop innovative approaches to prevent HIV/AIDS and

¹⁸ Source: K. Hanson, L. Kumaranayake and I. Thomas, *Supplying Subsidised Contraceptives: Economic Rationale and Programme Issues for Promoting Sustainability* (produced by Options Consultancy Services Ltd., for Health and Population Division, Department for International Development, UK, August 1998) and N. Price with R. Pollard, *Social Marketing: A Guide for DFID on Appraisal, Monitoring and Evaluation* (produced by Options Consultancy Services Ltd., for Health and Population Division, Department for International Development, UK, August 1998).

¹⁹ Source: *Achievements In HIV/AIDS Programs: Highlights from the USAID HIV/AIDS Program, 1995-1997* and *USAID Responds to HIV/AIDS: A Strategy for the Future* (United States Agency for International Development, Washington, DC, June 1998)

sexually transmitted infections (STIs) and to build the capacity of individuals and communities to slow the spread of the pandemic.

USAID has focused on three primary approaches: increasing access to and demand for condoms, mainly through condom social marketing programmes; reducing sexual risk through behaviour change communications; and treating and controlling STIs.

Since 1989, USAID-funded programmes have provided interventions to facilitate behaviour change to over 22 million people, trained over 150,000 persons as educators, worked with over 600 private voluntary and non-governmental organisations to expand prevention services, improved STI programmes in 19 countries, and in 1997 alone, distributed over 230 million condoms.

USAID's changing strategy is based upon two over-arching themes: (i) the need for continued and expanded emphasis on sustainable approaches to prevent HIV transmission through behaviour change, condom social marketing, and controlling sexually transmitted infections, and (ii) a new focus on mitigating the HIV/AIDS pandemic's impact on people and communities, while more closely studying its social, economic, and policy effects. The new strategy includes:

- ❑ Strengthening programmes which range from prevention to care,
- ❑ Increasing emphasis on HIV/sexually transmitted infections (STIs) surveillance systems,
- ❑ Promoting operations research to identify "best practices", and
- ❑ Assisting private voluntary organisations and non-governmental organisations, including community-based organisations, involved in HIV/IDS activities.

Part Five

Organisations in Related Activities

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5.1 Horizons²⁰

Horizons is a global, five-year (1997-2002) operations research project designed to identify components of effective HIV/AIDS programmes and policies, test potential solutions to problems in prevention, care, support and service delivery, and disseminate and utilise findings with a view toward replication and scaling-up of successful interventions. The mission of Horizons is to strengthen and refine responses to HIV/AIDS in developing countries through operations research on topics of global significance, including the social marketing of condoms for HIV/AIDS and STIs prevention. Horizons undertakes field-based, applied operations research in developing countries.

Horizons is implemented by the Population Council, an international, non-governmental institution, along with the following partner organisations:

- ❑ International Centre for Research on Women (ICRW)
- ❑ Program for Appropriate Technology in Health (PATH)
- ❑ The International HIV/AIDS Alliance
- ❑ The University of Alabama at Birmingham
- ❑ Tulane University

5.2 International Family Health (IFH)²¹

International Family Health (IFH) was established in 1991 with the goal of improving the sexual and reproductive health of people in low-income countries. IFH supports partner organisations through technical assistance, consultancy, fund-seeking and project management. Currently, IFH has partners in India, Nigeria, Ethiopia, Uganda, Zambia, Zimbabwe, South Africa, Kenya and Sri Lanka.

Through its consultancy services, IFH provides technical assistance in policy formulation and programme design, implements projects and offers wide-ranging consultancy expertise utilising its database of more than 300 consultants. IFH has managed projects in more than 20 developing countries and has published technical papers and reports for dissemination to key decision-makers.

IFH's current programming emphasis includes piloting of community-based social marketing in Southern India, training African networks of church-based and non-governmental health facilities in improved integrated post-abortion care and promoting the integration of sexual health into rural development in Northern India.

²⁰ Source: Horizons Web Site: <http://www.popcouncil.org/horizons>

²¹ Source: "International Family Health: Sexual Health Consultancy" (IFH promotional brochure).

Part Six

Contact Information of Condom Social Marketing And Related Organisations

This section contains contact information of key organisations involved in condom social marketing and related activities.

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6.1 Major Bilateral Donor Agencies

Social and Institutional Development Department (DSI/SB)
Ministry of Foreign Affairs
Attention: Dr J. Hans Moerkerk, AIDS Co-ordinator
Postbus 20061
2500 The Hague
THE NETHERLANDS
Tel: +31-70-3486009
Fax: +31-70-3485366
E-mail: j.moerkerk@dsi.minbuza.nl
(See page 173)

Kreditanstalt für Wiederaufbau (KfW)
Palmengartenstrasse 5-9
Postfach 11 11 41
60046 Frankfurt am Main
GERMANY
Tel: (+49)-69 7431 – 0
Telex: 4 15 25 60 kw d
Fax: (+49)-69 7431 – 2944
Web Site: <http://www.kfw.de>
(See page 173)

UK Department for International Development (DfID)
Health and Population Division
94, Victoria Street
London SW 1E 5 JL
UNITED KINGDOM
Tel: +44 (0) 171 917 7000
Fax: +44 (0) 171 917 0428
Web Site: <http://www.dfid.gov.uk>
(See page 174)

U.S. Agency for International Development
1300 Pennsylvania Avenue, NW
Washington, DC 20523-0016, USA
Tel: (+1-202) 712 4810
Web Site: <http://www.info.usaid.gov>
(See page 174)

6.2 Implementing Organisations

DKT International
Suite 610, 1120 19th Street, N. W.
Washington, D. C. 20036, USA.
Tel: +1-202-785 0094
Fax: +1-202-223 5351
E-mail: dktmichele@delphi.com (*DKT International Profile, p.18*)

International Planned Parenthood Federation (IPPF)
Regent's College, Inner Circle, Regent's Park
London NW1 4NS, UK.
Tel.: +44 (0) 171 487 7900
Fax: +44 (0) 171 487 7950
E-mail: info@ippf.org
Web Site: <http://www.ippf.org> (*IPPF Profile, p.19*)

Marie Stopes International (MSI)
153-157 Cleveland Street
London W1P 5PG, U.K.
Tel: +44 (0)171 574 7400
Fax: +44 (0)171 574 7417
E-mail: services@stopes.org.uk
Web Site: <http://www.mariestopes.org.uk> (*MSI Profile, p. 21*)

Population Services International (PSI)
Suite 600, 1120 19th St. NW
Washington DC, 20036 USA
Tel. +1-202-785-0072
Fax: +1-202-785-0120
E-mail: generalinfo@psiwash.org
Web Site: <http://www.psiwash.org> (*PSI Profile, p. 22*)

PROFAMILIA
Carrera 15 No. 34-47,
Bogota, COLOMBIA
Tel: (571) 340 2826
Fax: (571) 286 6967
E-mail: mercadeo@profamilia.org.co (*PROFAMILIA Profile, p. ...*)

Social Marketing Company, Bangladesh
“LANDMARK” Building (3rd and 4th Floor)
12-14 Gulshan North C/A
Dhaka-1212, BANGLADESH
Tel: +880-2-871423, 886749
Fax: +880-2-887583
E-mail: smcbdesb@citechco.net (*SMC Bangladesh Profile, p.23*)

The Futures Group International, 1050 17th Street, N. W., Suite 1000
Washington D. C. 20036, USA.
Tel.: +1-202-775-9680; Fax: +1-202-775-9694
Web Site: <http://www.tfgi.com>

Futures Group Europe
Edgar Buildings, 17 George Street
Bath BA1 2 EN, U.K.
Tel: 44-(0)1225-321840; Fax 44-(0)1225-443656
E-mail: TFGI-LONDON@tfgi.com (*FUTURES/FUTURES UK Profile, p.25*)

6.3 Individual Projects by Country

Albania

Marie Stopes International Albania
Rruga Musa Karapici 4
Tirana, ALBANIA
Tel/Fax: 00-355-42-41019
(See page 28)

ASMA/PSI
Kastytis Kaleda
KP 2430, Tirana, ALBANIA
Tel: 011-355-42-34376
Fax: 011-355-42-34378
(See page 30)

Angola

PSI/Angolan HIV/AIDS Prevention &
Reproductive Health Social Marketing Project (Proposed)
Contact details not yet available.
(See page 32)

Bangladesh

Social Marketing Company
“LANDMARK” Building (3rd and 4th Floor)
12-14 Gulshan North C/A
Dhaka-1212, BANGLADESH
Tel: 880-2-871423, 886749
Fax: 880-2-887583
E-mail: smcbdesb@citechco.net
(See page 34)

Benin

PSI/Benin
B.P. 08-0876
Cotonou, BENIN
Office: 011-229-31-15-00
Fax: 011-229-31-11-75
(See page 36)

Bolivia

PSI/Bolivia
Chris Brady
Calle 11, No. 824, Zona de Obrajes
esq. Av. 14 de Septiembre
Casilla de Correo No. 9502,
La Paz, BOLIVIA
(See page 38)

Botswana

PSI/Botswana
Private Bag 00465
Gaborone. BOTSWANA
Tel. & Fax. # 267-305-265 (Project Director 267-357-610)
Email: psibots.1plus@info.bw
(See page 40)

Brazil

DKT do Brasil
Carlos Ferreros, Avenida Brigadeiro Faria Lima, 1739
6. Andar Conjunto 1110, CEP 01452 – 000
Sao Paulo, BRAZIL
Tel: 011-55-11-815-7522
Fax: 011-55-11-816-1273
Telex: 391-11-81482 BOCS
E-mail: dktbra@ibm.net
(See page 42)

The Brazil Social Marketing Project
Carlos Ferreros
Avenida Brigadeiro Faria Lima, 1739
6 Andar Conjunto 1110, CEP 01452 – 000
Sao Paulo, BRAZIL
(See page 44)

Burkina Faso

PSI/Burkina Faso
Cite SOCOGIB Dassagho
Villa No. 15 Rue 28/49
01 B.P. 636, Ouagadougou 01
BURKINA FASO
Tel: 011-226-36-45-47
Fax: 011-226-36-45-51
(See page 45 and p. 159 – West Africa Regional Initiative)

Burundi

PSI/Burundi
Prudence Center
Ex-Cultural Americain
CH. Rwagasore, B.P. 1474
Bujumbura, BURUNDI
(See pages 47)

Cambodia

PSI/Cambodia
John Deidrick
P.O. Box 153
Phnom Penh
CAMBODIA
(See page 49)

Cameroon

PSI-PMSC
B.P. 14025
Yaoundé, CAMEROON
Tel & Fax: 011-237-20-92-24
(See page 51 and p.159 – West Africa Regional Initiative)

Central African Republic

PSI/RCA
Danielle Ring, Country Representative
B.P. 127, Rue Africare
Bangui, RCA
Tel: 236-61-6795
Fax: 236-61-9198
(See page 53)

Central America (*Belize, Costa Rica, El Salvador, Guatemala, Nicaragua*)

Daun Fest
PSI Regional Representative
13 Calle 3-40, Zona 10 – Edificio Atlantis- 6p. Nivel – Oficina 606
Guatemala City, GUATEMALA
Tel: +502- 366-1557 al 59
Fax: +502 – 366- 1567
Email: mcato@guate.net
(See page 55)

Chad

PSI/Project MASOCOT
B.P. 1467
N'djamena, TCHAD
Office telephone: 011-235-52-2293
Fax: 011-235-52-34-68
E-Mail: masocot@intnet.td
(See page 59)

China

DKT International – China Shanghai Office
Mr Zhi-Hao Jimmy Cai
59 South Mao Ming Road, Room 1341, Jin Jian Fan Dian
Shanghai 200020, CHINA
Tel/fax: 011-86-21-64721777
Alternate Telephone: 011-86-62566258 Ext. 2343
E-mail: dkchina@publicl.sta.net.cn
(See page 61)

Colombia

PROFAMILIA / Colombia
Catalina Uribe de Bedout
Social Marketing Manager
Carrera 15 No. 34-47, Bogota, COLOMBIA
Phone: (571) 340 2826 Fax: (571) 286 6967
E-mail: mercadeo@profamilia.org.co
(See page ...)

Congo-Brazzaville

PSI/Congo-Brazzaville
Contact through ASF in Congo-Kinshasa
(See page 63)

Congo-Kinshasa

PSI/Association de Santé Familiale (ASF)
Building Shell
No. 12 Blvd. 30 Juin
Kinshasa 1, DEMOCRATIC REPUBLIC OF CONGO (DRC)
(See page 65)

Côte d'Ivoire

PSI/ECODEV
15 B.P. 95
Abidjan 15, CÔTE D'IVOIRE
Office telephone: 011-225-41-60-57
Fax: 011-225-41-9414
(See page 67 and p.159 – West Africa Regional Initiative)

El Salvador

FUTURES/Salvadoran Demographic Association
Refer to nearest FUTURES Office:
6, calle 1-36 zona 10
Edificio Valsari
Cuarto nivel. Oficina 402
Guatemala City, GUATEMALA
Tel: +502 362 3578
Fax: +502 362 3578
(See page 69 and p.55 PSI/Central America)

Eritrea

ESMG (Eritrea/PSI)
P. O. Box 5839
Asmara, ERITREA
Tel: (011) 29-1-126240
Fax: (011) 29-1-127350
(See page 70)

Ethiopia

Joint DKT & PSI / Ethiopia Social Marketing Project
Christopher Purdy
P. O. Box 8744, Addis Ababa, ETHIOPIA
Tel: (011) 251-1-518216; (011) 251-1-519300 (switchboard)
Fax: (011) 251-1-519966
E-mail: chrisp@telecom.net.et
(See page 72)

Ghana

FUTURES/Ghana Family Planning and Health Project
Ghana Social Marketing Foundation
No. 8 Gowa Close
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DKT/Bombay Social Marketing Project
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Fax: 011-91-22-639-2146/631-0347
Back-up Fax: 011-91-22-644-1347 (Attn. Trevor Page)
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6.4 Multilateral and Related Agencies

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E-mail: horizons@pcdc.org

Web Site: <http://www.popcouncil.org> (See page 177)

International Family Health
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Web Site: <http://www.oneworld.org/ifh> (See page 177)

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World Health Organisation (WHO)
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E-mail: info@who.int

Web Site: <http://www.who.ch>

Part Seven

Condom Social Marketing References: A Selected Bibliography

This section consists of a brief annotated bibliography of selected references considered particularly important in condom social marketing. Other references and organisation-specific sources consulted during the compilation of this Directory are given as footnotes in the relevant sections of the Directory.

A Selected Bibliography

Andreasen, R., **Marketing Social Change: Changing Behavior to Promote Health, Social Development, and the Environment**, (Georgetown University, Washington DC, 1995).

Andreasen divides the book in two sections: 'preparing for social marketing' provides the fundamentals upon which social marketing campaigns and programmes are built and 'doing social marketing' guides readers through the practical application of the theory. The focus throughout is on the client-centred approach, which differentiates social marketing from other behaviour change programmes. Andreasen provides numerous examples of social marketing programmes from throughout the world to make the book particularly useful. The reference and index sections of the book are particularly helpful to social marketing theorists and practitioners.

Social Marketing: An Effective Tool in the Global Response to HIV/AIDS, (UNAIDS Key Material, Geneva, Switzerland, 1998).

A practical publication that explains social marketing and how it has been applied to condoms. It justifies the use of social marketing, provides extensive data on sales of condoms and outlines some challenges.

The Male Latex Condom, (WHO/UNAIDS, Geneva, Switzerland, 1998)

Consists of a package that includes: specifications and guidelines for condom procurement; 10 fact sheets on various topics such as facts about latex condoms, condom programming, quality assurance, promotion, logistics management, research, social marketing and synthetic condoms. It also contains a bibliography and a list of organisations working in manufacturing, logistics and social marketing of condoms.

The Female Condom: An Information Pack, (WHO/UNAIDS, Geneva, Switzerland, April 1997)

The pack contains information and educational materials on the female condom, including questions and answers. It deals with programmatic and technical issues and lists various studies.

“Socially Marketed Condom Sales in Developing Countries, 1991-1996 – Appendix 1” in **Confronting AIDS: Public Priorities in a Global Epidemic**, (A World Bank Policy Research Report published for the World Bank by Oxford University Press, Oxford, 1997)

The document aims to inform and motivate political leaders, policymakers, and development specialists to support the public health community, concerned civil society, and people living with HIV/AIDS in dealing with this devastating disease. The report offers examples of successful HIV/AIDS programmes from many countries; and presents an analytical framework for deciding which government interventions should have high priority for addressing the epidemic in developing countries. It advocates a broad strategy that can be adapted by countries according to their resources and the stage of their epidemic. The data on socially marketed condom sales in Appendix 1, is particularly useful for countries, institutions and organisations.