Media Fact Sheet

International Conference on Family Planning (ICFP) 2015

Since 1989, DKT International’s core mission has been to provide safe and affordable options for family planning and HIV prevention through social marketing. Today, DKT designs and implements social marketing programs in 19 countries in Latin America, Africa, and Asia. DKT programs served over 28 million couples in 2014, using standard conversion factors for couple years of protection (CYPs), making DKT one of the largest private providers of contraceptives and family planning services in the developing world. In addition to branded, product-specific campaigns, DKT implements behavior change communication campaigns that provide people with the information they need to make smart, informed decisions that can help them stay healthy, and even save their lives.

Highlights of DKT social franchises include:

- **Brazil**: In July, DKT Brazil sold its 1.5 billionth condom. This success is attributed to DKT Brazil’s outreach and marketing programs that target youth. In addition to having a strong Facebook, Instagram and YouTube presence, DKT Brazil promotes the use of condoms among young people in bars and nightclubs. Additionally, DKT Brazil continues to fund the non-profit program Multiplier Youth, which targets 10-12th grade students, promoting the use of condoms, and increasing awareness of family planning services and prevention of sexually-transmitted infections. In 2014, DKT Brazil sold 108 million condoms, and provided 1.1 million couple years of protection.

- **China**: DKT China is pleased to announce that it has been approved for a WeChat platform — an online text and video messaging application that can be used on all smartphones with 600 million active accounts, the majority of those users being Chinese. This makes WeChat a user-friendly informational platform for DKT, especially in China. In 2014, DKT China sold over 20 million condoms, almost 6,600 emergency contraception pills, and 184,000 IUDs. This translates into 1 million CYPs.

- **Egypt**: DKT Egypt conducts IUD insertion training sessions for junior doctors each month focusing on our range of IUD products, quality of care, and safe insertion and removal. In the past year, DKT Egypt has trained approximately 500 providers, and sold over 200,000 IUDs. In July, DKT partnered with the El-Hosary Mosque, which has a medical clinic that provides services to low-income people. This partnership helps to break down cultural barriers that stand in the way of reproductive health equality and social progress in Egypt. A concert sponsored by Fiesta condoms drew 5,000 attendees at the American University in Egypt — Arabic rap music, women’s rights chants, millennials screaming in support — all while wearing traditional Hijab.
The concert was well received by the thousands of teenagers and young people in attendance, even though it was sponsored by a condom brand in an otherwise traditional and religious country where this is a taboo subject.

- **Ethiopia**: As an active member of the Abortion Advocacy Working Group in Ethiopia, DKT supported the legalization of abortion, and became the first organization to import and sell the abortion pill when the country liberalized its abortion laws. Today, DKT is the only provider of such drugs to the private sector and acts as the main back-up supplier to the Federal Ministry of Health. DKT has provided more than 1.1 million doses of the abortion pill pack to Ethiopians since 2009. In 2014, DKT Ethiopia prevented 334,000 unsafe abortions through its sale of contraceptives and reproductive health.

- **Indonesia**: DKT Indonesia’s most recent television advertising campaign does something that has scarcely been done before. In a country that values modesty and discretion, Andalan IUD commercials ask **husbands** and **wives**, “How has it felt since getting an IUD?,” opening up a conversation about sexual pleasure. Often, contraceptives are discussed purely from a family planning point of view and sex is hardly mentioned at all. By encouraging IUD users to discuss how it has impacted their sex lives, Andalan is rewriting the narrative that IUDs are not only practical and reliable for family planning, they can also make sex better. In 2014, DKT sold 862,000 IUDs in Indonesia.

- **Myanmar**: In July, DKT celebrated the first sale of IUDs in Myanmar. The **Lydia Sleek IUD** was offered in a Yangon pharmacy by trained **Lydia** medical representatives, and has been well-received by the public. DKT sells IUDs in 18 programs worldwide.

- **Mexico**: Spokes-models distribute Prudence condoms to young adults outside of universities, at high-profile events and televised concerts, emphasizing condoms as sexy and fun. In 2014, DKT’s program sold nearly 26 million condoms. Mexico’s sales translate into 583,490 CYPs.

- **Mozambique**: In July, DKT Mozambique implemented a new marketing campaign nudging people to visit an INTIMO family planning clinics. By strategically placing attention grabbing signs about family planning for women, the number of first time clients that visit INTIMO clinics has increased significantly. In June, there were 186 first-time visits, while July resulted in more than a two-fold increase, totaling 400 first-time visits

- **Pakistan**: This year, DKT Pakistan cleverly implemented a marketing strategy tailored to the Ramadan schedule. During the day, DKT Pakistan visited communities, going door to door inviting people to an Iftar party at the local DKT Dhanak health center. Newspapers also spread awareness of the events. In total, over 1,600 men and women attended the Iftar parties sponsored by DKT, celebrating the end of their fast as a community, and also learning about family planning and birth spacing services.

- **Vietnam**: DKT Vietnam’s **OK** and **Super Trust** condoms and **New Choice** oral contraceptives are currently available from over 11,000 outlets, including 9,000 pharmacies. In 2014, DKT Vietnam
sold over 9.6 million condoms and over 4.7 million oral contraceptives. This translates into 762,029 CYPs.

**Building a Record of Accomplishment: DKT International by the Numbers**

- Established field organizations in 19 African, Asian and Latin American countries.
- In 2014, DKT sold over 552 million condoms.
- DKT operates in countries that contain 61% of the world’s people.
- In 2014, DKT sold over 86 million oral contraceptives. That many pill packs weigh more than 4,800 metric tons.
- DKT provided over 2.4 million IUDs in 2014. That’s over 4 a minute!
- For less than $2 of donor funding, DKT can provide a couple with contraception for one year.
- In 2014, DKT helped to avert 6.5 million unwanted pregnancies, 12,500 maternal deaths, and 3.6 million abortions.
- DKT’s headquarters expenses are less than 2% of the total budget, while fundraising expenses are about .2% of the total budget.
- DKT delivered 28.2 million CYPs in 2014, making it one of the largest private family planning providers in the world.