DKT Ethiopia
Social Marketing Program
2017 updates
Ethiopia is a Federal State and has 14 Regions with Over 80 Ethnic and Linguistic Groups

Ethiopia’s location gives it strategic dominance as a jumping off point in the Horn of Africa, close to the Middle East and its markets. Landlocked, it borders Eritrea, Somalia, Kenya, South Sudan, and Sudan—its tiny neighbor, Djibouti, is also its main port. Ethiopia’s huge population makes it the second most populous nation in Africa.

Two third of the population lives in two big regions. The highlands are densely populated. As compared to other African countries Ethiopia is mountainous.
Land of Extremes

Afar Salt Field

“Gheralta” Mountains

“Semen” Mountains

Erta Ale Active Volcano

Dallol Depression
Demography

- **Total Population**: 98 millions
- **Population Growth Rate**: 2.5% / Year
- **Women in 15-49 years**: 23 millions
- **66% of Total Youth under 24 years**: 4.6 Children
- **Total Fertility Rate**: 2.5% / Year
Considering a declining fertility, the total population of Ethiopia will reach 172 millions by mid of the 21st Century. During this period, Ethiopia will be the 10th populous country in the World.
Addis Ababa
Capital of Ethiopia
Home for 4 million People
4% Annual Growth Rate

20% of Ethiopians
Lives in Urban

5%
Annual Rate of Urbanization in Ethiopia
Ethiopian Economy is one of the fastest growing economy (10% in last decades) with GDP estimated to be 81 billions USD.

$830 average GDP Per capita.
**Health Sector Strategy & Impact**

- Health promotion - Increasing Health Seeking Behaviour,
- Disease prevention & Curative services,
- Strengthened community ownership,
- Building Collaboration with partners and private sectors

**65 Years**
Life Expectancy at Birth

**67/1000 Births**
Under Five Mortality

**412/100,000 LB**
Maternal deaths

**0.9%**
Adult HIV/AIDS Prevalence

**36%**
Married Women age 15-49 Using Contraceptives
36% of Married Women age 15-49Years Use Contraceptives in 2016. It was 6% in 2000

58% Total Demand for FP

22% of Married Women age 15-49 years with Unmet need

- 13% for Spacing
- 9% for Limiting

Overall, about 6 in 10 currently married women age 15-49 have their demand for family planning satisfied.

Source: EDHS
“As a personal and moral issue, family planning is a big winner. The ability of parents to control the number and timing of pregnancies and births is an enormously liberating phenomenon.”

Phil Harvey
DKT International Founder
HIV/AIDS

HIV Prevalence by Gender
among Adults aged 15-49 Years

HIV Prevalence in Urban Areas
among Adults aged 15-49 Years

The 2016 DHS reveals, Adult HIV Prevalence in Ethiopia has been Declining over the periods. Even though the level in urban areas is higher, the prevalence has also been declining from 5.5% in 2005 to 2.9% in 2016.

Source: FHAPCO and EDHS
Abortion

In 2005 Ethiopia expanded its abortion law. Abortion is legal in case of rape, incest or fetal impairment. A woman can legally terminate a pregnancy if her life/physical health is in danger, if she has physical or mental disabilities, or is mentally or physically unprepared for child birth.

**Incidence**

620,000 abortions performed per year

**Annual Rate**

28 abortions per 1000 Women aged 15-49 Years

Abortions rate is very high in Urban Areas

- 92/1000 women in Addis Ababa
- 78/1000 women in Smaller Urban regions of Dire Dawa, Harar

**4.9 millions Pregnancies / Year**

- **13%** Unitended Pregnancy Ending in Abortion
- **25%** Unitended Pregnancy Ending in miscarriage or birth or unwanted birth
- **62%** Intended Pregnancy Ending in miscarriage or birth

- In 2014, **53%** of the Induced abortion (326,000) were legal procedures. It was 27% in 2008.
- **66%** of the abortions are provided by Private and NGOs.
- The share of legal abortion performed by medication increased from **0%** in 2008 to over a **third** in 2014.

Source: GUTTMACHER Institute
Social marketing improves public health by leveraging the power and efficiencies of the private sector. By using existing commercial infrastructure, incentives and methodologies, the goals of social marketing are straightforward:

1) to ensure wide availability of high-quality, affordable reproductive health products by building supply chains to register, import and distribute these products to a wide range of sales outlets and
2) to create demand for contraceptives through the development of integrated, evidence-based behavior change campaigns that promote the benefits of family planning and safer sex.

DKT ensures that contraceptives are easy to buy and that people want to use them. If women and men can find contraceptives at a nearby store or clinic, have confidence in the quality of the product and are able to choose a contraceptive that fits their needs, they are more likely to use them.

DKT uses mass media and, increasingly, digital and social media, to increase awareness of family planning generally and DKT’s contraceptive brands specifically.
Benefits

**Non-patronizing**: DKT contraceptives are not perceived as charity by consumers, who voluntarily spend their own money to obtain a product or service. Therefore, these programs are coercion-proof. Indeed, most consumers are unaware that the products they purchase are supplied by a non-profit.

**Cost-effective**: Charging a small price for contraceptives has several advantages: first, retailers make a small profit when selling these products, motivating them to keep it in stock. Secondly, products that are purchased are more likely to be used than products that are given away for free, reducing wastage. Similarly, many customers have greater confidence in the efficacy of purchased contraceptives and prefer to purchase them rather than get them for free at government clinics.

**Quick**: By using existing retail spaces and health service delivery networks, we are able to quickly scale up programming and provide contraceptives to thousands of outlets in a short period of time.
DKT- The Organization

DKT Ethiopia Head Office Address

DKT Ethiopia, PO Box 8744
Addis Ababa, ETHIOPIA
Bole Sub city, Cameroon St
Tel: +251-11-663-22-22
Fax: +251-11-663-22-23
Web site: www.dktethiopia.org

Click on the map to get the address on google map
The Organizational Structure is **Highly decentralized, Bottom-up, Flexible**. The overall operation will have main divisions, as follows:

**Head Offices:** provides support to overall operations which includes Sales, Marketing, Projects (HEI, Wise Up, Technical, Finance Logistics, M&E)

**Area Offices:** the regional operations are currently managed by 8 Area Offices. Each Area office has an area manager, Sales Persons, Admin Assistance and Nurses/Detailers
It is a Social Marketing organization founded in 1990 when the country had been hit by HIV/AIDS which became a national health priority. DKT Social Marketing has currently been focusing on promotion of Family Planning (FP), the prevention of Sexually Transmitted Infections (STIs) and Promoting Maternal and Child health.

DKT promotes the use of condoms and a wide range of contraceptives; through innovative and irreverent Social Marketing campaigns to capture the attention of the population, design of sexual and reproductive education platforms, implementation BCC campaigns and the increase of specialized FP services by health providers.

DKT also partners with the public sector in a variety of ways including supplying commodities as needed to ensure contraceptive security, supporting governments with service delivery and outreach work and training health providers.

DKT is a non-profit company.
DKT - Value, Mission and Vision

RELIABLE: Ensuring Continuous and sustainable FP/RH Product access.

INNOVATIVE: Striving to find new, better, and creative ways to solve RH problems.

DIVERSITY: Servicing as many people as financial resources allow.

Provides couples with an affordable and safe options for FP/RH, maternal and child health through Dynamic Social Marketing approach.

Become the most innovative, impactful and self-sustaining Social Marketing organization that improves people’s life in Ethiopia.
**DKT- Program Strategies**

**INCREASE ACCESS TO FP/RH COMMODITIES**
- Import and Socially Marketing of 13 FP/RH Commodities
- Work with private commercial outlets both medical and non medical, NGOs and GoE

**IMPROVE DEMAND**
- Brand promotion through mass and printed medias,
- BCC such as HEI interventions, Wise-Up Workplace Interventions

**IMPROVE CAPACITY**
- Train health service providers, build partnerships for Quality services
- Involve in Design, review health related policies, strategies and guidelines.
### DKT- Target Population

#### PREVENTION OF HIV/AIDS
- Sex Workers and Their Clients
- Persons in the Uniform (Military and Police Staffs)
- Youth, HEI Students
- Other MARPs (Persons with Multiple Sexual Partners)

#### PROMOTING FAMILY PLANNING
- Married women and Men age 15-49 Years
- Adolescent women and men who are in cohabitation/Want to get married in near future.

#### PROMOTING MATERNAL AND CHILD HEALTH
- Married Women at risk of PPH
- Pregnant women at the risk of unsafe abortion
- Women and their Children suffered from Diarrhea
Nation wide, DKT has owned **19 Warehouses & Ministores** to facilitate the door to door supply activities.

DKT used the 8 area offices with **28 Sales Teams** to perform regular door to door sales of condoms, contraceptives, MCH products to geographically wide spread commercial outlets.

DKT regularly reach over **10Ks Commercial Outlets** directly and over **30Ks** indirectly through Young Marketers. The Commercial Partners Include:

- NTOs (Kiosks, Hotels, Pensions)
- Clinics
- Pharmacies
- NGOs & GO

Millions of Couples, Adolescents, Children
DKT- Donors

Funds secured in 2017

8.5 millions USD

- Bill & Melinda Gates Foundation
- Embassy of the Kingdom of the Netherlands
- Sida
- The David & Lucile Packard Foundation
- UNFPA
- Anonimous
- DKT International
DKT Creates and promotes brands. The brands are well known in and dominate the market. DKT’s brands contributed over a third of the Ethiopian contraceptive and RH commodities market share. DKT is a contraceptives and Condom brand leader in Ethiopia.

- **Male Condoms (Hiwot Trust & Sensation)**- Of men who had 2 and more sexual partner or had paid for sex and used condom during last sex, over 80% used DKT Brands either Senssation and Hiwot Trust (DHS 2016)

- **Oral Contraceptive Pills (Choice, Iplan and Style)**- In 2016/17 DKT contributed over 34% of Ethiopia’s OCP supply (MOH). Of the women used OCP, 68% used DKT’s brands either Choice, Iplan or Style (DHS 2016)

- **Emergency Contraceptive (Postpill and Mela One)**- In 2016/17 DKT contributed over 80% of Ethiopia’s EC supply (MOH)

- **Injectable Contraceptives (Confidence +Generic)**- In 2016/17 DKT contributed over 44% of Ethiopia’s Injectable Contraceptives supply (MOH)

- **LARCs (Longact + Implants)**- In 2016/17 DKT contributed 18% of Ethiopia’s LARC supply (MOH)
Introduced in 1990, DKT’s first condom brand and one of the most widely known brands in Ethiopia. It is lubricated and manufactured to the highest international standards.

Sensation was introduced in 2004. Sensation condoms are lubricated, sheaths, or coverings, that fit over a man’s erect penis. They work by forming a barrier that keeps sperm out of the vagina, preventing the transmission of sexually transmitted infections.

**Choice**
- A combined hormonal oral contraceptive pills. Each active pill contains the same dose of estrogen and progestin.

**Style**
- A tri-phasic combined OCP with "low-dose" formula offers fewer side-effects than standard OCPs.

**iPlan**
- A progestin-only OCP formula. iPlan is an excellent brand for breastfeeding mothers.

**Confidence**
- A hormonal contraceptive injection that prevents pregnancy for up to three (3) months.

**Long act**
- A T-shaped, non-hormonal IUCD. It can prevent pregnancy for 12 years.

**Hiwot Trust**

**Sensation Varients**

**Postpill**
- A 2 dose emergency contraceptive pill recommended as a one-time contraceptive method following unprotected intercourse.

**Mela One**
- A single tablet emergency contraceptive which can prevent pregnancy within 72 hours of unprotected sexual intercourse.

**Miso Fem**
- is a potentially life-saving treatment for women PPH. It works by contracting the uterus and reducing bleeding, which can be an essential action for women experiencing bleeding after birth.

**Safe- t- Kit**
- is a combination-pack of 1 tab Mife...& 4 tabs of Miso.., used to terminate early-term pregnancy. It must be administered under the supervision of a trained health care provider.

**LemLem**
- is a low-osmolarity oral rehydration salt (ORS) that treats diarrhea-induced dehydration.
Initiated in May 2015 as pilot project, DKT/E’s partner clinic project has been operational in recognition of the need to improve comprehensive FP/RH services uptake in private sectors. The Project has three key activities; demand creation, commodity supply and capacity strengthening.

Currently DKT is working with 89 Private Specialized MCH, GYN/OBs and Medium Clinics Nation wide. Since Jan 2016

- Over **90,000** clients has been reached with FP/RH services of which **52%** are new Users.
- DKT supplied to the clinics contraceptives, MA and MVA that translated to over 52,000 CYPs

The HEI is DKT/E’s activity to reach Ethiopia’s students in universities/collages who are particularly vulnerable to HIV and unwanted pregnancy. The Project uses a mix of BCC approaches including mass events, dormitory-based sessions, social media and training to reduce risk behaviors among these populations.

Currently DKT is working with 15 Higher Education Institutions. Since the project initiated in late 2009, DKT

- Supplied over 3 millions condom, Contraceptives
- Trained over 100,000 students on SRH, life planning
- Undertook thousands of BCC campaigns (Mass communication and block based interventions)
- Registered 70,306 users on Temari-net (student tailored social media platform where students get SRH messages, academic documents etc...)
- Installed multi purpose condom kiosks in the universities, and SRH discussion rooms
Young Marketers (YM) is DKT’s condom distribution initiative that deploys anti-AIDS clubs nationwide to carry out labor-intensive retail sales in their communities.

YM clubs are structured as a preferential wholesale channel, purchasing condom stock from DKT at heavily subsidized prices. They then sell this stock to NTOs at a small, volume-driven profit.

The Project

- In 2017, 89 Young Marketer Clubs were active in Condom Social Marketing
- From May 2007 - Dec 2017, YM Clubs Sold **207 million** condoms nation wide (30% of the Total Condom supply).
- Generated **15millions** birr for the clubs since the project began.

![Condom Sales by YM Clubs](chart.png)

Source, DKT MIS. It excludes condoms given as incentives.
In 2017 DKT’s Social Marketing program delivered about 3.5 million Couples years of Protection (CYPs). 50% of the CYP is from Injectable Contraceptives and Medical abortions.
In 2014, DKT Supplied huge amount of IUCD & Implants to the private clinics and pharmacies as Incentives which contributed to the Higher CYP reported

Cost of CYP which is calculated by dividing the total investment (expenditure) allocated to deliver one CYP

Impact-Trends

CYP Delivered

Sold
1.3 Billion condoms
59 million Cycle of OCPs
36 million Vials of Injectables
17 million Cycle of ECs,
3.7million LARCs,
2.4 million MA, 69,000 MVA

Delivered
41 millions Couple Years of Protection (CYPs)

Averted
9.7 million unwanted Pregnancies
27 millions DALYs
14,000 deaths
<table>
<thead>
<tr>
<th>Service</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Condom</td>
<td>59,545,569</td>
</tr>
<tr>
<td>OCP</td>
<td>5,010,035</td>
</tr>
<tr>
<td>Injectable Contraceptive</td>
<td>4,165,000</td>
</tr>
<tr>
<td>EC</td>
<td>4,163,372</td>
</tr>
<tr>
<td>ORS</td>
<td>3,500,000</td>
</tr>
<tr>
<td>IUCD</td>
<td>609,157</td>
</tr>
<tr>
<td>Implant</td>
<td>28,557</td>
</tr>
<tr>
<td>MA</td>
<td>576,864</td>
</tr>
<tr>
<td>MVA</td>
<td>12,782</td>
</tr>
<tr>
<td>Misoprostol (PPH)</td>
<td>201,414</td>
</tr>
</tbody>
</table>

**DKT - Target for 2018**

**KPI**

Key Performance Indicators

**CYP**

4 millions
THE END...