



PSI Procurement of Female Condoms

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Long Ago and Far Away...

- First distribution of the female condom in December 1995 in Zambia.
- First branded female condom, CARE contraceptive sheath, launched in Zimbabwe in 1997.
- PSI has launched female condoms in 30 countries.

Top Ten Countries by Sales

Country	Total Sales	Launch Date
Zimbabwe	4,145,474	Jun 1997
Zambia	1,074,650	Dec 1995
Tanzania	666,977	Nov 1998
South Africa	623,761	Mar 1996
Lesotho	392,998	May 2001
Haiti	357,995	Dec 1996
Togo	261,225	Aug 1999
Bolivia	161,088	Aug 1996
Cameroon	151,494	Nov 2002
Myanmar	148,940	Jul 2003

Procurement

- Sole Source
- Commodity cost consistent
- Small fluctuations are due to currency exchange, shipping costs and packaging.
- Moving to Indefinite Quantity Contract (IQC)
- Quality Control

Female Condom Programming

Demand from Stakeholders



Resources



Country Program Capacity

Demand

- Women's groups and/or local associations
- Host Country Government
- Donor
- Consumer data

Resources

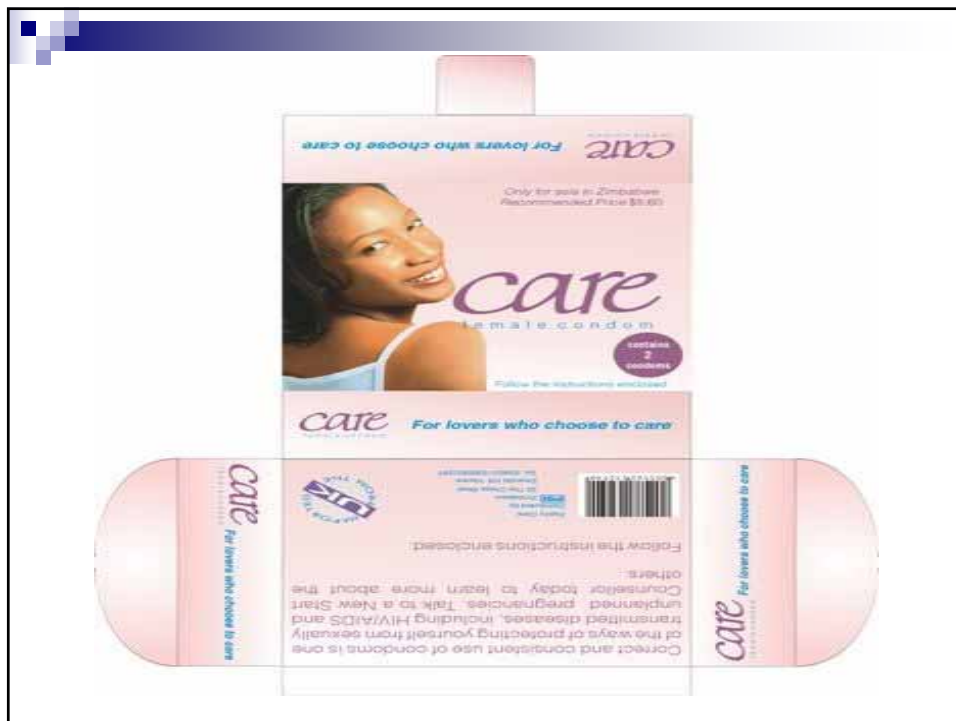
- Commodity cost
- BCC and programmatic costs
- Support from DFID, Dutch, KFW, UNFPA, USAID and WB
- Allocation decisions
 - Cost per CYP
 - 120 male condoms = \$2.40
 - 120 female condoms = \$90.00
 - 2004 Unit cost all PSI Programs \$1.80

Capacity

- Established HIV/AIDS or FP program
- Strong network among target groups
- Support from Country Program Senior Staff

Positioning and Segmenting

- HIV Prevention or Family Planning
- Target Groups
 - General Population
 - Married couples
 - Men
 - CSWs







Moving Forward

- Increase Contraceptive and HIV prevention choices in PSI programs
- Challenge of limited resources
- As commodity costs decrease and/or public health impact increases more opportunity to add Female Condom to method mix available through Social Marketing