



A PENSAR NAQUILO QUE É BEM-BOM?

VENHAM OS DOIS FALAD DE PLANEAMENTO FAMILIAR

PRUDENCE É BEM-BOM

CERTIFICADO

o momento certo é o planeamento

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**dkt**  
MOZAMBIQUE

# 2023 RESULTS

## DKT MOZAMBIQUE

# TOTAL CYPs 620 699

**443 533  
CYPs**

**Social Marketing  
in Private Sector**

<b>Family Planning Method</b>	<b>Sales (Units)</b>
Condoms	<b>8 771 247</b>
Lubricants	<b>36 177</b>
IUD	<b>2 417</b>
Implant	<b>4 910</b>
Injectable	<b>19 730</b>
Oral Contraceptive	<b>801 093</b>
Emergency Contraceptive	<b>145 773</b>
MVA	<b>29</b>
Misoprostol	<b>180 012</b>
Mife/Miso	<b>156 702</b>

**Outreach through  
Mobile Clinics \*Free**

**177 165  
CYPs**

<b>Family Planning Method</b>	<b>Outreach (Units)</b>
Condoms	<b>802 295</b>
IUD	<b>5 209</b>
Implant	<b>32 683</b>
Injectable	<b>52 774</b>
Oral Contraceptive	<b>177 387</b>
Emergency Contraceptive	<b>2 344</b>

**+156 000** safe abortions provided through the sale of Seguro.



**\$7.39** the cost per CYP.

**11** Mobile clinics throughout **10** provinces - servicing **146 457** women, of which **35 108m (24%)** were first time ever visits.



**Provided support to over 10 600** vulnerable women displaced by conflict in Northern Mozambique.

**+25%** revenue growth over prior year (2022)  
Total Revenue: **1 578 873 USD** **35%**  
self-sustainable.



**+1 200 Pharmacies** | **11 Partner clinics**  
Other outlets: Supermarkets, small shops, gas  
stations, bottle stores, pop up stores etc.



**583** safe abortions performed  
at 5 Intimo fixed clinics.



**620** Health Providers trained  
**31** providers trained on LARCs.  
**589** providers trained on safe abortion.



TV spots - over 460 airings  
Radio spots - over 370 airings  
Billboards - 14



**U COMEKIE?!**  
**PRUDENCE**

**Prudence Comekie talk show over 1.5 million views on social media: Facebook, Instagram, Youtube.**

Registered 7 new products (an ECP, 2 injectables, 2 abortifacients, lubricant and sildenafil).



**Digitalization of sales, optimizing sales processes and fostering the team's performance.**



DKT hotline received 6 606 calls and 2 314 people interacted with us via WhatsApp.



Launched 2 new national mass media campaigns for the Intimo & Prudence brands with 4 major launch concerts in Maputo, Sofala and Nampula with the presence of over 5 000 young people.



New abortion website [www.abortoseguro.co.mz](http://www.abortoseguro.co.mz) with a 24/7 responsive chatbot and reliable information on SRH.

PRESERVATIVOS  
**PRUDENCE**  
Sinta prazer.

  
**ÍNTIMO**  
PLANEAMENTO FAMILIAR

**fiesta**  
PRESERVATIVOS

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