

FAMILY PLANNING 2020 COMMITMENT

DKT INTERNATIONAL

[HTTP://WWW.FAMILYPLANNING2020.ORG/DKT](http://www.familyplanning2020.org/dkt)



The following text summarizes the commitment made by DKT International in December 2016.

PROGRAM & SERVICE DELIVERY COMMITMENTS

As a part of its commitment to FP2020, DKT will leverage its social marketing expertise using culturally relevant marketing and educational campaigns to increase the accessibility, availability, and affordability of a wide variety of modern contraceptives. Currently operating in 33 countries—17 of which are FP2020 focus countries—DKT plans on expanding its programming to an additional 11 FP2020 focus countries by 2018.

Through these activities, DKT expects to provide an incremental 10 million couple years of protection (CYPs) above and beyond what it would otherwise have provided by the end of 2020.

Financially, DKT will reinvest approximately \$300 million of its own sales revenue into its social marketing programs over the next four years. DKT also will spend \$20 million of its discretionary funds to achieve FP2020 goals.