

## Let Every Child Be Wanted

How Social Marketing Is Revolutionizing Contraceptive Use Around the World

Let Every Child Be Wanted is the first comprehensive examination of contraceptive social marketing. It includes a full description of the most important of these programs, documentation a form of international assistance that has attracted over one billion dollars from government and other donors. A wealth of previously unpublished material illustrates this remarkable story. In addition, Harvey challenges the widespread belief that family planning can be made available only through medically-oriented programs and that foreign assistance must be catalytic rather than long-term.

A useful handbook for philanthropic agencies, independent charities, and government programs, this book will also be invaluable for preparing students to work in public health programs around the world. It can guide a new generation of health workers and business people towards tremendous advances in the battles against unwanted pregnancy and AIDS.

Excerpts from Reviews:

"Phil Harvey's book, *Let Every Child Be Wanted*, describes a highly effective way of making affordable contraceptives available to even very low-income couples in Africa, Asia, and Latin America. It contributes in a lively and interesting way to our understanding of foreign assistance programs, particularly those for family planning and AIDS prevention."  
— President Jimmy Carter

"Harvey is the guru of social marketing. ..From selling condoms in pharmacies owned by nuns in the Philippines to the use of a defunct Land Rover as a rolling condom storehouse, this book makes its point clearly and in easy to read fashion. ...A blueprint to confront the mounting problems facing the international community as it struggles to implement the Cairo agenda of universal access to family planning and slowing AIDS with limited resources." -  
*Malcolm Potts, Bixby Professor of Family Planning and Population, University of California, Berkeley*

"Chronicles the history of contraceptive social marketing and tells us why this activity has attracted substantial and growing financial support over the past 35 years. Harvey is the true pioneer in this field and his book serves as a manual both for those who manage social marketing programs and those who wish to learn how they operate." -  
*Noel Capon, Professor, Graduate School of Business, Columbia University*

"Fills an important gap. ..[*Let Every Child Be Wanted*] is a testament to the perseverance of those who saw in social

marketing a powerful tool to apply in taking modern contraception to the hundreds of millions of the very poorest of the world." -  
*William p, Schellstede, VP, Family Health International*

"An important contribution to the family planning literature." -  
*Allan Rosenfield, MD, The Joseph L. Mailman School of Public Health, Columbia University*

"Phil Harvey. ..has been a pioneer in conceptualizing and advancing many marketing ideas in the field. ..The book is comprehensive. ..and covers Social Marketing issues from different perspectives (economic, religious, and social) are in different countries (Bangladesh, Sri Lanka, Kenya). It is lively with anecdotes, yet rigorously documented. ...A real contribution." -  
*V. Kasturi Rangan, Professor of Business Administration, Harvard University*

About the author

PHILIP D. HARVEY is president of DKT International, a non-profit organization that oversees social marketing programs in eight countries in Asia, Africa, and Latin America. In Bangladesh, where Harvey helped launch the contraceptive social marketing project in 1974, more than 1.6 billion condoms have now been sold. Harvey is a sought-after public speaker at many U.S. schools of business and public health His innovative work has been featured in the *Harvard Business Review*, *Christian Science Monitor* and *The Chronicle of Philanthropy*.