SOGOG · Survey Report

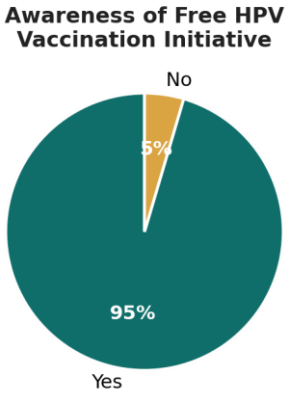
Gynecologists' Knowledge & Support for the Free HPV Vaccination Initiative

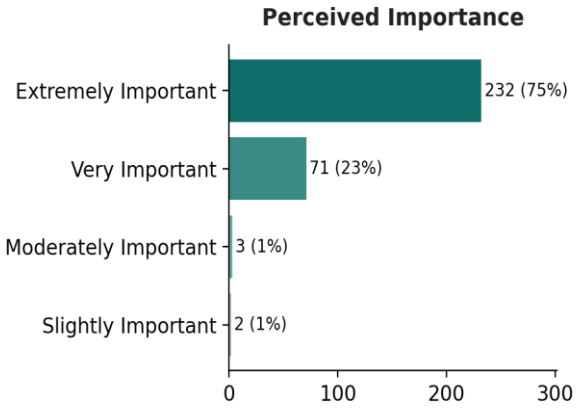
Gujarat, India | Survey conducted among practicing gynecologists (SOGOG)

The Society of Obstetricians and Gynaecologists of Gujarat (SOGOG) conducted this survey to assess gynecologists' awareness, opinions, and outreach intentions regarding the Government of India and Government of Gujarat's Free HPV Vaccination Initiative. A total of 309 responses were collected from practicing gynecologists across the state, spanning private clinics, private hospitals, government hospitals, and medical college hospitals.

309	95%	98%	97%
Total Respondents	Aware of Initiative	Rate it Extremely/ Very Important	Will Actively Spread Awareness

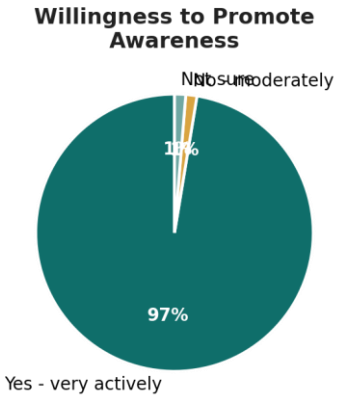
1. Awareness & Perceived Importance

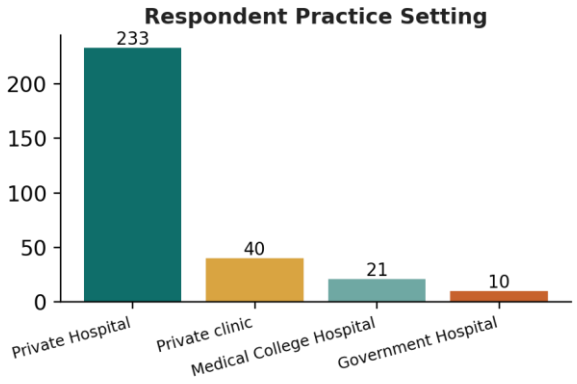




293 of 309 respondents (95%) are aware of the free HPV vaccination initiative, while 14 (5%) are not yet aware. On clinical importance, 232 respondents (75%) rated HPV vaccination “Extremely Important” and a further 71 (23%) rated it “Very Important” in preventing cervical cancer — together 98% of the cohort, confirming near-universal clinical conviction.

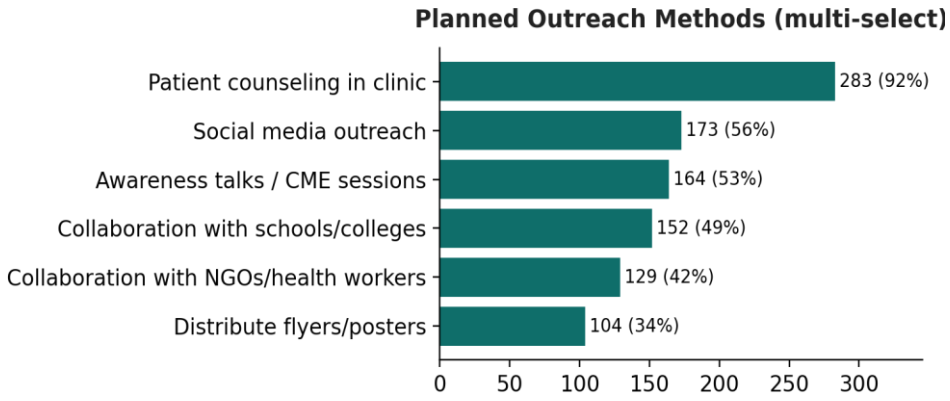
2. Willingness to Promote & Practice Setting





300 respondents (97%) plan to “actively / very actively” spread awareness about the initiative; only 4 said moderately and 4 were not sure. Most respondents practice at private hospitals (233, 75%), followed by private clinics (40, 13%), medical college hospitals (21, 7%), and government hospitals (10, 3%), indicating the private sector will be a key channel for outreach.

3. Planned Outreach Methods



Respondents could select multiple outreach methods. In-clinic patient counseling is by far the most preferred channel (91.6%), followed by social media outreach (56.0%) and CME / awareness talks (53.1%). Collaboration with schools/colleges (49.2%) and NGOs/public health workers (41.7%) were also widely selected, while printed flyers/posters (33.7%) were the least preferred. This suggests gynecologists favor direct, trust-based patient interaction over mass or print media.

4. Key Takeaways

- Near-universal awareness (95%) and clinical conviction (98% rate it Extremely/Very Important) show strong buy-in among SOGOG gynecologists for the Free HPV Vaccination Initiative.
- Willingness to act is exceptionally high — 97% intend to actively spread awareness, translating conviction into planned behaviour.
- In-clinic counseling and social media are the preferred outreach channels; campaign material and CME support should prioritise these over print media.
- Private-sector practitioners (private hospitals + clinics = 88% of respondents) will be the primary touch-point for patients and should be central to any state-wide roll-out plan.
- The small pocket of unaware/hesitant respondents (5% unaware; 8 respondents moderate/not sure on outreach) can be targeted with focused CME sessions to reach near-total mobilisation.