

# Clinical Trial Protocol

## Iranian Registry of Clinical Trials

10 Jun 2026

### A randomized trial to assess the effectiveness of message framing on oral health-related behaviors among students

#### Protocol summary

##### Study aim

Determine the effectiveness of message framing on oral health among students

##### Design

A randomized trial with a control group, education based, parallel group, and without blinding. Randomisation was computerised with concealed randomisation sequence.

##### Settings and conduct

Faculties of Shahid Beheshti University, without blinding.

##### Participants/Inclusion and exclusion criteria

Inclusion criteria: having consent to participate in the study  
Exclusion criteria: not fulfill the study questionnaire

##### Intervention groups

Intervention groups: Gain-framed and loss-framed

##### Main outcome variables

Oral health behavior

#### General information

##### Reason for update

##### Acronym

##### IRCT registration information

IRCT registration number: **IRCT20111119008132N6**

Registration date: **2018-02-18, 1396/11/29**

Registration timing: **retrospective**

Last update: **2018-02-18, 1396/11/29**

Update count: **0**

##### Registration date

2018-02-18, 1396/11/29

##### Registrant information

##### Name

Leila Jahangiry

##### Name of organization / entity

Tabriz University of Medical Sciences

##### Country

Iran (Islamic Republic of)

##### Phone

+98 914 307 0128

##### Email address

jahangiry@razi.tums.ac.ir

##### Recruitment status

**Recruitment complete**

##### Funding source

##### Expected recruitment start date

2014-04-21, 1393/02/01

##### Expected recruitment end date

2014-07-06, 1393/04/15

##### Actual recruitment start date

2014-04-21, 1393/02/01

##### Actual recruitment end date

2014-07-06, 1393/04/15

##### Trial completion date

empty

##### Scientific title

A randomized trial to assess the effectiveness of message framing on oral health-related behaviors among students

##### Public title

Message framing

##### Purpose

Health service research

##### Inclusion/Exclusion criteria

##### Inclusion criteria:

Having consent to participate in the study

##### Exclusion criteria:

not fulfill the study questionnaire

##### Age

No age limit

##### Gender

Both

##### Phase

N/A

## Groups that have been masked

No information

## Sample size

Target sample size: **180**

Actual sample size reached: **230**

## Randomization (investigator's opinion)

Randomized

## Randomization description

In this study, units of the study was randomly selected from faculties in Shahid Beheshti university of Medical Sciences including Health, Nursing and Paramedical Faculties. Then, randomly sampling was conducted among Bachelor students in each faculty. allocation concealment was done by an independent researcher.

## Blinding (investigator's opinion)

Not blinded

## Blinding description

### Placebo

Not used

### Assignment

Parallel

## Other design features

## Secondary Ids

empty

## Ethics committees

### 1

#### Ethics committee

##### Name of ethics committee

Ethics committee of Shahid Beheshti University of Medical Sciences

##### Street address

Shahid Beheshti University of Medical Sciences, Velenjak Avenu, Tehran, Iran.

##### City

Tehran

##### Province

Tehran

##### Postal code

1985717443

#### Approval date

2014-04-09, 1393/01/20

#### Ethics committee reference number

IR.SBMU.PHNS.REC.1395.15

## Health conditions studied

### 1

#### Description of health condition studied

Oral Health

#### ICD-10 code

K08.54

#### ICD-10 code description

Contour of existing restoration of tooth biologically incompatible with oral health

## Primary outcomes

### 1

#### Description

Oral Health Behavior

#### Timepoint

Before intervention, and 2 weeks after intervention

#### Method of measurement

Oral Health questionnaire

## Secondary outcomes

### 1

#### Description

Knowledge related to oral Health

#### Timepoint

Before intervention, and 2 weeks after intervention

#### Method of measurement

Oral Health questionnaire

## Intervention groups

### 1

#### Description

Intervention group: Gain-framed: intervention groups received the same message in content but different in message framing. The gain-framed intervention group was educated with the gain-framed message on oral health and gain-framed picture that showed the advantages of brushing and flossing the teeth (one educational session during 30 minutes) and the questionnaire was fulfilled two weeks after the intervention .

#### Category

Behavior

### 2

#### Description

Intervention group: Loss-framed: intervention groups received the same message in content but different in message framing. The loss-framed intervention group was educated with the loss-framed message on oral health and loss-framed picture that showed the consequences of not brushing and not flossing the teeth (one educational session during 30 minutes) and the questionnaire was fulfilled two weeks after the intervention .

#### Category

Behavior

### 3

#### Description

Control group: Comparison group

#### Category

Behavior

## Recruitment centers

1

### Recruitment center

**Name of recruitment center**

Faculties of Shahid Beheshti University of Medical Sciences

**Full name of responsible person**

Ali Ramazankhani

**Street address**

Shahid Beheshti University of Medical Sciences, Velenjak Avenu, Tehran, Iran.

**City**

Tehran

**Province**

Tehran

**Postal code**

1985717443

**Phone**

+98 21 23871

**Email**

jahangiry@razi.tums.ac.ir

**Web page address**

<http://ph.sbm.ac.ir/>

## Sponsors / Funding sources

1

### Sponsor

**Name of organization / entity**

Vice chancellor for research of Shahid Beheshti University of Medical Sciences

**Full name of responsible person**

Dr.Yadollah Mehrabi

**Street address**

Shahid Beheshti University of Medical Sciences, Velenjak Avenu, Tehran, Iran.

**City**

Tehran

**Province**

Tehran

**Postal code**

1985717443

**Phone**

+98 21 2243 2040

**Email**

jahangiry@razi.tums.ac.ir

**Grant name****Grant code / Reference number****Is the source of funding the same sponsor organization/entity?**

Yes

**Title of funding source**

Vice chancellor for research of Shahid Beheshti University of Medical Sciences

**Proportion provided by this source**

100

**Public or private sector**

Public

**Domestic or foreign origin**

Domestic

**Category of foreign source of funding**

empty

**Country of origin****Type of organization providing the funding**

Academic

## Person responsible for general inquiries

**Contact****Name of organization / entity**

Shahid Beheshti University of Medical Sciences

**Full name of responsible person**

Neda Naeimavi

**Position**

student

**Latest degree**

Master

**Other areas of specialty/work**

Public Health

**Street address**

Shahid Beheshti University of Medical Sciences, Velenjak Avenu, Tehran, Iran.

**City**

Tehran

**Province**

Tehran

**Postal code**

1985717443

**Phone**

+98 21 2243 2040

**Email**

jahangiry@razi.tums.ac.ir

**Web page address**

<http://ph.sbm.ac.ir/>

## Person responsible for scientific inquiries

**Contact****Name of organization / entity**

Shahid Beheshti University of Medical Sciences

**Full name of responsible person**

Neda Naeimavi

**Position**

student

**Latest degree**

Master

**Other areas of specialty/work**

Public Health

**Street address**

Shahid Beheshti University of Medical Sciences, Velenjak Avenu, Tehran, Iran

**City**

Tehran

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Tehran

**Postal code**

1985717443

**Phone**

+98 21 2243 2040

**Email**

Jahangiry@razi.tums.ac.ir

**Web page address**

<http://ph.sbmu.ac.ir/>

**Person responsible for updating data**

**Contact**

**Name of organization / entity**

Tabriz University of Medical Sciences

**Full name of responsible person**

Leila Jahangiry

**Position**

Professor

**Latest degree**

Ph.D.

**Other areas of specialty/work**

Public Health/Community Medicine

**Street address**

Azadi Street

**City**

Tabriz

**Province**

East Azarbaijan

**Postal code**

5165665931

**Phone**

+98 41 3335 7582

**Email**

[jahangiry@razi.tums.ac.ir](mailto:jahangiry@razi.tums.ac.ir)

**Web page address**

<http://healthfac.tbzmed.ac.ir/>

**Sharing plan**

**Deidentified Individual Participant Data Set (IPD)**

Yes - There is a plan to make this available

**Study Protocol**

No - There is not a plan to make this available

**Statistical Analysis Plan**

Yes - There is a plan to make this available

**Informed Consent Form**

Yes - There is a plan to make this available

**Clinical Study Report**

Yes - There is a plan to make this available

**Analytic Code**

Yes - There is a plan to make this available

**Data Dictionary**

No - There is not a plan to make this available

**Title and more details about the data/document**

All data will be available.

**When the data will become available and for how long**

after publishing study article

**To whom data/document is available**

Based on reasonable request

**Under which criteria data/document could be used**

No els

**From where data/document is obtainable**

send email to study responsible

**What processes are involved for a request to access data/document**

during a week

**Comments**