

Clinical Trial Protocol

Iranian Registry of Clinical Trials

18 Sep 2026

The impact of Social Marketing Model in Educating Esophageal Cancer Preventive Behaviors in Health Workers

Protocol summary

Summary

The aim of This study is Educating of Risk factors of Esophageal Cancer to Health workers in Golestan province. Health workers in Gonbad City as intervention groups are 227 and health workers in Aqqala and kalale City as control group are 223 . This intervention is done double-blind. Implementation of intervention is based on Social Marketing model .inclusion Criteria is Satisfaction and To be Health Workers and then be One of the intervention groups . Exclusion Criteria is Dissatisfaction and Lack of access to domestic automation Network. Primary Intervention is focus group discussion as qualitative study, after analyzing the results of FGD, a Prepared guideline Sent for health workers via internal automation network. A standardized questionnaire is done pre-test - post-test, evaluate Health workers, this questionnaire will be prepared on the results of the qualitative research, health Educator Experts and by professors validity and reliability Measured. Intervention Outcomes: The primary outcome intervention is change of attitudes , Knowledge and Self- Efficacy of health workers in the field of risk factors for esophageal cancer in Golestan. Increase Self- efficiency is done through automation network, include training of health workers from the experiences of people and using the experiences of other health workers by domestic automation network, Then encourages feedback from colleagues and appropriate emotional status . Secondary Outcomes is Educating of these risk factors to Health workers and Village health center's clients.

General information

Acronym

IRCT registration information

IRCT registration number: **IRCT2015090523899N1**

Registration date: **2015-11-26, 1394/09/05**

Registration timing: **registered_while_recruiting**

Last update:

Update count: **0**

Registration date

2015-11-26, 1394/09/05

Registrant information

Name

Ahmad Eri

Name of organization / entity

School of Health, Tehran University of Medical Sciences

Country

Iran (Islamic Republic of)

Phone

+98 17 3447 4081

Email address

a-eri@razi.tums.ac.ir

Recruitment status

Recruitment complete

Funding source

Tehran University of Medical Sciences

Expected recruitment start date

2015-09-23, 1394/07/01

Expected recruitment end date

2015-12-21, 1394/09/30

Actual recruitment start date

empty

Actual recruitment end date

empty

Trial completion date

empty

Scientific title

The impact of Social Marketing Model in Educating Esophageal Cancer Preventive Behaviors in Health Workers

Public title

The impact of Social Marketing Model in Preventing Esophageal Cancer

Purpose

Prevention

Inclusion/Exclusion criteria

Inclusion criteria: willingness to participate in the study; being health workers; being in the intervention or control area. Exclusion criteria: unwillingness to participate in the study; Lack of access to domestic automation network.

Age

No age limit

Gender

Both

Phase

N/A

Groups that have been masked

No information

Sample size

Target sample size: 550

Randomization (investigator's opinion)

Not randomized

Randomization description

Blinding (investigator's opinion)

Double blinded

Blinding description

Placebo

Not used

Assignment

Parallel

Other design features

Secondary Ids

empty

Ethics committees

1

Ethics committee

Name of ethics committee

Tehran University of Medical Sciences

Street address

Tehran University of Medical Sciences, Por sina St,
Gods Av, Tehran City

City

Tehran

Postal code

4897111375

Approval date

2015-08-25, 1394/06/03

Ethics committee reference number

IR.tums.REC.1394.656

Health conditions studied

1

Description of health condition studied

Oesophageal cancer

ICD-10 code

C15

ICD-10 code description

Malignant neoplasm of oesophagus

Primary outcomes

1

Description

Changing Knowledge

Timepoint

before of intervention and after of intervention

Method of measurement

quaestinnnaire

2

Description

Changing Attitude

Timepoint

Before of intervention and after of intervention

Method of measurement

quaestinnnaire

3

Description

Changing of Self-Efficacy

Timepoint

Before of intervention and after of intervention

Method of measurement

quaestinnnaire

Secondary outcomes

empty

Intervention groups

1

Description

The intervention group, Using internal automation network Receive the guidelines of education , they Sending experiences through automation to partners, colleagues send positive feedback to each .other's experiences.This intervention takes 2 months

Category

Prevention

2

Description

The control group did not receive any intervention

Category

Prevention

Recruitment centers

1

Recruitment center

Name of recruitment center

Gonbad health center

Full name of responsible person

Ahmad eri

Street address

No.12, mosque alley, Katook street, Simin shahr,
Golestan

City

Simin shahr

Sponsors / Funding sources

1

Sponsor

Name of organization / entity

Tehran University of Medical Sciences

Full name of responsible person

Masud Yunesian

Street address

Department of Environmental Health Engineering,
School of Public Health, Tehran University of Medical
Sciences

City

Tehran

Grant name

Grant code / Reference number

**Is the source of funding the same sponsor
organization/entity?**

Yes

Title of funding source

Tehran University of Medical Sciences

Proportion provided by this source

100

Public or private sector

empty

Domestic or foreign origin

empty

Category of foreign source of funding

empty

Country of origin

Type of organization providing the funding

empty

Person responsible for general inquiries

Contact

Name of organization / entity

School of Health, Tehran University of Medical
Sciences

Full name of responsible person

Eri Ahmad

Position

Student

Other areas of specialty/work

Street address

No.12, mosque alley, Katook street, Simin shahr,
Golestan

City

Simin Shahr

Postal code

48971 31175

Phone

+34 474081

Fax

Email

ahmaderi@yahoo.com

Web page address

Person responsible for scientific inquiries

Contact

Name of organization / entity

School of Health, Tehran University of Medical
Sciences

Full name of responsible person

Majlesi Fereshta

Position

Professor

Other areas of specialty/work

Street address

School of Health , Tehran University of Medical
Sciences

City

Tehran

Postal code

00981417614411

Phone

+98 21 8898 2134

Fax

+98 88989129021

Email

dr_f_majlessi@yahoo.com

Web page address

Person responsible for updating data

Contact

Name of organization / entity

School of Health, Tehran University of Medical
Sciences

Full name of responsible person

Eri Ahmad

Position

Student

Other areas of specialty/work

Street address

No.12, mosque alley, Katook street, Simin shahr,
Golestan

City

Simin Shahr

Postal code

48971 31175

Phone

+98 173434474081

Fax

Email

ahmaderi@yahoo.com

Web page address

Sharing plan

Deidentified Individual Participant Data Set (IPD)

empty

Study Protocol

empty

Statistical Analysis Plan

empty

Informed Consent Form

empty

Clinical Study Report

empty

Analytic Code

empty

Data Dictionary

empty