

Clinical Trial Protocol

Iranian Registry of Clinical Trials

16 Jul 2026

Study of the effect of an intervention based on social marketing model on selecting normal vaginal delivery by prim gravid pregnant women

Protocol summary

Summary

Aims: Aim of this study is evaluation of the effect of an intervention based on social marketing model on selecting normal vaginal delivery by prim gravid pregnant women in Boyrahmad city. **Design:** The study population is all pregnant women with prim gravid in Boyrahmad city. **Method:** This study has three phases: design, implementation and evaluation. A formative research (Qualitative and Quantitative research) is used in designing phase. Phenomenological qualitative research is based on modified social marketing model and purposeful sampling will be used. In qualitative study data are collected in depth interviews with primigravida pregnant women and focus group discussions with their health care providers. Data for the quantitative study will be collected using Standard questionnaire based on theory of planned behavior. Educational and interventional programs are developed based on formative research data's analysis. One month after the intervention among study population, intending to choose mode of delivery is measured again and data will be compared with the baseline situation. **Participants:** Study population is primigravida pregnant women with 3 and 4 months gestational age. Women who have not prenatal care records will not be included in the study. **Interventions:** Interventions of this plan will be determined after formative research. So, at this stage intervention program and training materials are not determined. **The main outcome variables:** primary outcome variable is intending to choose mode of delivery. Secondary outcome variable is type of delivery that will be done by target group.

General information

Acronym

IRCT registration information

IRCT registration number: **IRCT2015092424168N1**

Registration date: **2015-12-05, 1394/09/14**

Registration timing: **retrospective**

Last update:

Update count: **0**

Registration date

2015-12-05, 1394/09/14

Registrant information

Name

Mostafa Maleki

Name of organization / entity

Yasuj University of Medical Sciences

Country

Iran (Islamic Republic of)

Phone

+98 74 3322 6850

Email address

maleki.mostafa@yums.ac.ir

Recruitment status

Recruitment complete

Funding source

Vice chancellor of Research, Yasuj University of Medical Sciences

Expected recruitment start date

2015-10-23, 1394/08/01

Expected recruitment end date

2015-11-22, 1394/09/01

Actual recruitment start date

empty

Actual recruitment end date

empty

Trial completion date

empty

Scientific title

Study of the effect of an intervention based on social marketing model on selecting normal vaginal delivery by prim gravid pregnant women

Public title

Promotion of normal vaginal delivery

Purpose

Prevention

Inclusion/Exclusion criteria

Inclusion criteria: Inclusion criteria: Primigravida pregnant women who have prenatal care records at health centers; Primigravida pregnant women who have gestational age of 3 and 4 months; Primigravida pregnant women that sign informed consent to participate in the study. Exclusion criteria: Eligible Pregnant women for inclusion in the study, who change their address; eligible pregnant women for inclusion in the study, who have indications for cesarean delivery.

Age

From **15 years** old to **49 years** old

Gender

Female

Phase

N/A

Groups that have been masked

No information

Sample size

Target sample size:

Randomization (investigator's opinion)

N/A

Randomization description**Blinding (investigator's opinion)**

Not blinded

Blinding description**Placebo**

Not used

Assignment

Single

Other design features

-

Secondary Ids

empty

Ethics committees**1****Ethics committee****Name of ethics committee**

Ethics committee of Yasuj University of Medical Sciences

Street address

Yasuj University of Medical Sciences, Shahid Motahari Bolv, Yasuj

City

Yasuj

Postal code**Approval date**

2015-10-05, 1394/07/13

Ethics committee reference number

yums.rec.1394.52

Health conditions studied**1****Description of health condition studied**

Elective Cesarean

ICD-10 code

O82.0

ICD-10 code description

Delivery by elective cesarean section

Primary outcomes**1****Description**

Intention of delivery mode selection

Timepoint

Before the intervention and 1 month after the intervention

Method of measurement

Questionnaire

Secondary outcomes**1****Description**

Type of childbirth done by woman

Timepoint

2 months after the intervention

Method of measurement

Investigating of pregnancy records or callinn with mother

Intervention groups**1****Description**

Intervention will be developed based on formative research data analysis. It dose not define in this stage of study.

Category

Behavior

Recruitment centers**1****Recruitment center****Name of recruitment center**

Shahid Shafiei Health center

Full name of responsible person

Mostafa Maleki

Street address

Farhang Alley, Ariobarzan Aquare, Yasuj

City

Yasuj

2

Recruitment center

Name of recruitment center

Shahid Ashrafi Health center

Full name of responsible person

Mostafa Maleki

Street address

Alley 6, Bahonar Blvd, Yasuj

City

Yasuj

3

Recruitment center

Name of recruitment center

Shahid Sadoghi Health center

Full name of responsible person

Mostafa Maleki

Street address

In front of Bahrestan bread complex, Jomhori Blvd,
Yasuj

City

Yasuj

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Recruitment center

Name of recruitment center

Shahid dastgheib Health center

Full name of responsible person

Mostafa Maleki

Street address

Next to Blood Transfusion Center, Shahid motahari
Blvd, Yasuj

City

Yasuj

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Recruitment center

Name of recruitment center

Shahid shafiei Health center

Full name of responsible person

Mostafa Maleki

Street address

Behind the Ghoba mosqui, Gharani Blv, Yasuj city

City

Yasuj

Sponsors / Funding sources

1

Sponsor

Name of organization / entity

Vice chancellor for research, Yasuj University of
Medical Sciences

Full name of responsible person

Doctor Abdolmohammad Moosavi

Street address

Vice chancellor for research, Yasuj University of
Medical Sciences, Motahari Blvd, Yasuj

City

Yasuj

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, Yasuj 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 Public Health, Yasuj University of Medical
Sciences

Full name of responsible person

Mostafa Maleki

Position

Master of Science

Other areas of specialty/work**Street address**

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Sciences

Full name of responsible person

Doctor Mohsen Shams

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Ph.D of Health Education and Promotion

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Person responsible for updating data

Contact
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Full name of responsible person
Mostafa Maleki
Position
Master of Science
Other areas of specialty/work
Street address
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City
Yasuj

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