

Clinical Trial Protocol

Iranian Registry of Clinical Trials

15 Jul 2026

The impact of social marketing model based educational intervention to reduce salt consumption in people aged between 25-50 years old and comparison with people will not receive the intervention

Protocol summary

Summary

Aims: Aim of this study is evaluation of the effect of an intervention based on social marketing model on reduction of salt intake. **Design:** The study population is 103 people of Yasuj that aged between 25 - 50 years old. This people will be allocated to intervention group (52 people) and comparison group (51 people) based on amount of daily salt intake. **Method:** This study has three phases: design, implementation and evaluation. A formative research is used in designing phase. Data for the quantitative study will be collected using Standard questionnaire based on Knowledge, attitude and practice of salt intake. Intervention programs are developed based on formative research data's analysis and be conducted for one month. Two months after the intervention among study population, Knowledge, attitude, practice of salt intake and the amount of urinary salt are measured again and will be compared with the comparison group and baseline status. **Participants:** Study population is Yasuj residents with the age range of 25 - 50 year. People with special diet due to cardiovascular disease, hypertension and diabetes will not be included in the study. **Interventions:** intervention program will consist of: holding educational classes, providing consultation and distribution of pamphlet among intervention group. The main outcome variables: primary outcome variable are raising awareness and improving the attitude and practice of salt consumption. Secondary outcome variable is measuring the amount of salt in the urine of the intervention group

General information

Acronym

IRCT registration information

IRCT registration number: **IRCT2016042427568N1**
Registration date: **2016-12-19, 1395/09/29**

Registration timing: **registered_while_recruiting**

Last update:

Update count: **0**

Registration date

2016-12-19, 1395/09/29

Registrant information

Name

Mehdi Layeghi Asl

Name of organization / entity

Yasuj University of Medical Sciences

Country

Iran (Islamic Republic of)

Phone

+98 74 3322 6850

Email address

mehdi.layeghi@yums.ac.ir

Recruitment status

Recruitment complete

Funding source

Vice chancellor of Research, Yasuj University of Medical Sciences

Expected recruitment start date

2016-10-01, 1395/07/10

Expected recruitment end date

2016-12-30, 1395/10/10

Actual recruitment start date

empty

Actual recruitment end date

empty

Trial completion date

empty

Scientific title

The impact of social marketing model based educational intervention to reduce salt consumption in people aged

between 25-50 years old and comparison with people will not receive the intervention

Public title

The impact of social marketing model to reduce salt consumption

Purpose

Prevention

Inclusion/Exclusion criteria

Inclusion criteria: Yasuj residents with the age range of 25 - 50 year that sign informed consent to participate in the study. Exclusion criteria: People with special diet due to cardiovascular disease, hypertension and diabetes and people who do not complete questionnaire or people who do not give a urine sample or people who do not participate in the study.

Age

From **24 years** old to **49 years** old

Gender

Both

Phase

N/A

Groups that have been masked

No information

Sample size

Target sample size: **103**

Randomization (investigator's opinion)

Randomized

Randomization description

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 Yasuj University of Medical Sciences

Street address

Yasuj University of Medical Sciences, Shahid Motahari Bolv,

City

Yasuj

Postal code

Approval date

2016-08-15, 1395/05/25

Ethics committee reference number

IR.YUMS.REC.1394.146

Health conditions studied

1

Description of health condition studied

The amount of salt consumption

ICD-10 code

T57.3

ICD-10 code description

Toxic effect: Strychnine and its salts

Primary outcomes

1

Description

Knowledge, Attitude and Practice

Timepoint

Before the intervention and two months after that

Method of measurement

Questionnaire

Secondary outcomes

1

Description

The urinary sodium

Timepoint

Before intervention and two months after that

Method of measurement

The measurement of urinary sodium using Kawasaki test

Intervention groups

1

Description

There is no intervention for comparison group.

Category

Behavior

2

Description

Intervention group will receive below interventions during one month: Five Educational sessions about too much salt intake and its effect on health and ways to reduce salt intake. Each session lasts 45 minute. Consultation about advantages of salt reduction and distribution of pamphlet.

Category

Behavior

Recruitment centers

1

Recruitment center

Name of recruitment center

Shahid Sadoghi Health Center

Full name of responsible person

Medli Layeghi Asl

Street address

In front of Bahrestan Bread Complex, Jomhori Blvd

City

Yasuj

2**Recruitment center****Name of recruitment center**

Shahid Ashrafi Health Center

Full name of responsible person

Medli Layeghi Asl

Street address

Alley 6, Bamonar Blvd,

City

Yasuj

Sponsors / Funding sources**1****Sponsor****Name of organization / entity**

Vice chancellor of 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,

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 of 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

Mehdi Layeghi asl

Position

Master of Science

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

Shahid Dastjerdi Street, Emam Hosein Square,

City

Yasuj

Postal code**Phone**

+98 74 3322 6850

Fax**Email**

m.layeghiasl@gmail.com

Web page address**Person responsible for scientific inquiries****Contact****Name of organization / entity**

School of Public Health, Yasuj University of Medical Sciences

Full name of responsible person

Doctor Mohsen Shams

Position

Ph.D in Health Education and Promotion

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

Shahid Dastjerdi Street, Emam Hosein Square, Yasuj

City

Yasuj

Postal code**Phone**

+98 74 3322 6850

Fax**Email**

Moshisf@yahoo.com

Web page address**Person responsible for updating data****Contact****Name of organization / entity**

School of Public Health, Yasuj University of Medical Sciences

Full name of responsible person

Mehdi Layeghi asl

Position

Master of Science

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

Shahid Dastjerdi Street, Emam Hosein Square, Yasuj

City

Yasuj

Postal code**Phone**

+98 74 3322 6850

Fax**Email**

m.layeghiasl@gmail.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