

Clinical Trial Protocol

Iranian Registry of Clinical Trials

13 Jun 2026

The Effect of Social Marketing Based on Health Belief Model to Preventive Behavior of Tooth Decay among Pregnant Women in Health Centers in Mashhad

Protocol summary

Study aim

The aim of this study was to determine the effect of social marketing based on health belief model to preventive behavior of tooth decay among pregnant women.

Design

In this randomized clinical trial, 60 pregnant woman who referred to health Center No. 2 of Mashhad were chosen with available sampling method and were randomly divided into two groups of control and intervention.

Settings and conduct

This study was conducted on 60 pregnant woman who referred to health Center No. 2 of Mashhad that were randomly divided into two groups (n = 30).

Participants/Inclusion and exclusion criteria

Inclusion criteria: Gestational age less than 24 weeks.
Exclusion criteria: Not attending one of the training sessions.

Intervention groups

Intervention group: in intervention group, was conducted 3 educational sessions of 60 to 90 minutes for women.
Control group: in control group, was conducted routine education of oral health for this period, too.

Main outcome variables

Knowledge of pregnant women
Performance of pregnant women

General information

Reason for update

Acronym

IRCT registration information

IRCT registration number: **IRCT20171130037690N1**
Registration date: **2018-01-18, 1396/10/28**
Registration timing: **retrospective**

Last update: **2018-01-18, 1396/10/28**

Update count: **0**

Registration date

2018-01-18, 1396/10/28

Registrant information

Name

Zahra Talaei manesh

Name of organization / entity

Country

Iran (Islamic Republic of)

Phone

+98 51 3858 3868

Email address

talaeimz2@mums.ac.ir

Recruitment status

Recruitment complete

Funding source

Expected recruitment start date

2017-11-06, 1396/08/15

Expected recruitment end date

2018-01-05, 1396/10/15

Actual recruitment start date

2017-11-06, 1396/08/15

Actual recruitment end date

2018-01-05, 1396/10/15

Trial completion date

empty

Scientific title

The Effect of Social Marketing Based on Health Belief Model to Preventive Behavior of Tooth Decay among Pregnant Women in Health Centers in Mashhad

Public title

The Effect of Social Marketing to Preventive Behavior of Tooth Decay among Pregnant Women

Purpose

Prevention

Inclusion/Exclusion criteria

Inclusion criteria:

Gestational age less than 24 weeks
Unemployment in dental care or health care jobs
Not having advanced oral and dental disease
Not having high risk pregnancy

Exclusion criteria:

Not attending one of the training sessions

Age

From **18 years** old to **35 years** old

Gender

Female

Phase

2-3

Groups that have been masked

No information

Sample size

Target sample size: **60**

Actual sample size reached: **60**

Randomization (investigator's opinion)

Randomized

Randomization description

The women divided to intervention and control group with simple randomization method.

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 Mashhad University of Medical Sciences

Street address

Mashhad University of Medical Sciences, Vice chancellor for research, Ghoraishy Building, University St

City

Mashhad

Province

Razavi Khorasan

Postal code

9137913316

Approval date

2017-11-05, 1396/08/14

Ethics committee reference number

IR.MUMS.REC.1396.186

Health conditions studied

1

Description of health condition studied

Knowledge

ICD-10 code

ICD-10 code description

2

Description of health condition studied

Practice

ICD-10 code

ICD-10 code description

Primary outcomes

1

Description

Knowledge

Timepoint

Before the intervention and the end of second week

Method of measurement

Oral Care in Pregnant Mothers based on Health Belief Model questionnaire

2

Description

Performance

Timepoint

Before the intervention and the end of second week

Method of measurement

Oral Care in Pregnant Mothers based on Health Belief Model questionnaire

Secondary outcomes

empty

Intervention groups

1

Description

Intervention group: in intervention group, was conducted 3 educational sessions based health belief method (including 7 phases: 1- preliminary Planning, 2- consumer analysis, 3- market analysis, 4- channel analysis, 5- develop interventions and materials, 6- implementation and 7- evaluation) of 60 to 90 minutes of oral health for women.

Category

Prevention

2

Description

Control group: in control group, was conducted 3 routine educational sessions of 60 to 90 minutes of oral health (with face to face method) for women, too.

Category

Prevention

Recruitment centers

1

Recruitment center

Name of recruitment center

Health Center No. 2

Full name of responsible person

Ali Asghar Mahmoudi

Street address

Woman Department, Health Center No. 2, Vahdat St,
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Sponsors / Funding sources

1

Sponsor

Name of organization / entity

Mashhad University of Medical Sciences

Full name of responsible person

Mohsen Tafaghodi

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Mashhad University of Medical Sciences, Vice
chancellor for research, Ghoraihy Building,
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Grant name

Grant code / Reference number

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

Yes

Title of funding source

Mashhad 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

Mashhad University of Medical Sciences

Full name of responsible person

Zahra Talaei Manesh

Position

Student

Latest degree

Bachelor

Other areas of specialty/work

Anesthesiology

Street address

Mashhad Faculty of Nursing and Midwifery, Ebn-e Sina
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Person responsible for scientific inquiries

Contact

Name of organization / entity

Mashhad University of Medical Sciences

Full name of responsible person

Shahrokh Maghsoudi

Position

Instructor

Latest degree

Master

Other areas of specialty/work

Nursery

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Person responsible for updating data

Contact

Name of organization / entity

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Full name of responsible person

Zahra Talaei Manesh

Position

Student

Latest degree

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Other areas of specialty/work

Anesthesiology

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Sharing plan

Deidentified Individual Participant Data Set (IPD)

No - There is not a plan to make this available

Justification/reason for indecision/not sharing IPD

Confidentiality of the participants' information

Study Protocol

Yes - There is 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

Yes - There is a plan to make this available

Title and more details about the data/document

The study report published in the dissertation form and article for researcher.

When the data will become available and for how long

The start of access is 6 months after the announcement of the results.

To whom data/document is available

Researchers at university centers

Under which criteria data/document could be used

Data is authorized only with permission from the author of the articles and with the source.

From where data/document is obtainable

Zahra Talaei Manesh, Emam Reza Hospital No. 2, Central Operation Room, Contact Number: 00989151579378, Email: talaeimz2@mums.ac.ir

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

After submitting a request, the request is reviewed and, if the request is accepted, is answered within 1 month.

Comments

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