Clinical Trial Protocol
Iranian Registry of Clinical Trials

04 Jul 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
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Iran (Islamic Republic of)
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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.

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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.

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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
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

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Person responsible for scientific inquiries

Contact

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Position
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Latest degree
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Other areas of specialty/work
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Position

Professor

Latest degree

Ph.D.

Other areas of specialty/work

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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