

Clinical Trial Protocol

Iranian Registry of Clinical Trials

11 Sep 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

Iran (Islamic Republic of)

Phone

+98 914 307 0128

Email address

jahangiry@razi.tums.ac.ir

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

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

Country

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.

City

Tehran

Province

Tehran

Postal code

1985717443

Phone

+98 21 23871

Email

jahangiry@razi.tums.ac.ir

Web page address

<http://ph.sbmu.ac.ir/>

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.

City

Tehran

Province

Tehran

Postal code

1985717443

Phone

+98 21 2243 2040

Email

jahangiry@razi.tums.ac.ir

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

Street address

Shahid Beheshti University of Medical Sciences,
Velenjak Avenu, Tehran, Iran.

City

Tehran

Province

Tehran

Postal code

1985717443

Phone

+98 21 2243 2040

Email

jahangiry@razi.tums.ac.ir

Web page address

<http://ph.sbmu.ac.ir/>

Person responsible for scientific inquiries

Contact**Name of organization / entity**

Shahid Beheshti University of Medical Sciences

Full name of responsible person

Neda Naeimavi

Position

student

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Master

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Public Health

Street address

Shahid Beheshti University of Medical Sciences,
Velenjak Avenu, Tehran, Iran

City

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Province

Tehran

Postal code

1985717443

Phone

+98 21 2243 2040

Email

Jahangiry@razi.tums.ac.ir

Web page address

<http://ph.sbmu.ac.ir/>

Person responsible for updating data

Contact

Name of organization / entity

Tabriz University of Medical Sciences

Full name of responsible person

Leila Jahangiry

Position

Professor

Latest degree

Ph.D.

Other areas of specialty/work

Public Health/Community Medicine

Street address

Azadi Street

City

Tabriz

Province

East Azarbaijan

Postal code

5165665931

Phone

+98 41 3335 7582

Email

jahangiry@razi.tums.ac.ir

Web page address

<http://healthfac.tbzmed.ac.ir/>

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