

# Clinical Trial Protocol

## Iranian Registry of Clinical Trials

11 Jul 2026

### Comparative study of message framing for mother education on complementary feeding children from 4 to 8 months

#### Protocol summary

##### Study aim

Comparative study of the type of effective message (gain or loss framed) In the training mothers about complementary feeding

##### Design

Clinical practice has 1 control group and 2 intervention groups. With parallel groups. One blind spot. Randomized

##### Settings and conduct

This study was conducted on 90 couples of mothers and children with files active in health centers of subset the health center number one which is divided into three groups intervention 1 and 2 and control, and each group is divided into 30 person. before and immediately after the intervention, the questionnaire was completed by the sample mothers and also, the measurement of the values and curves of height and weight and round the head of the children is done by the researcher. the mothers are not aware of the type of message and study is one-way blind

##### Participants/Inclusion and exclusion criteria

Inclusion criteria in the child: no Starting complementary feeding. The child is single, Child is health, The time of child's birth is timely (37 weeks), Child's age (5-4 months) In the mother: have at least reading and writing Literacy, Have a smartphone and golden telegram and soroush programs. ability to work with golden telegrams and soroush programs. cooperation consent. Exclusion criteria in the child: the child becomes sick In the mother: Lack of cooperation consent, smart phone deterioration or left the channel

##### Intervention groups

The mothers of the two intervention groups received complementary feeding education messages based on the components of knowledge, attitude, self-efficacy and behavior with two gain and loss framed Receive for 4 months (4 to 8 months ) with two distinct channels in the golden and soroush telegrams (both simultaneously). the control group does not receive a message and receives

only routine training of health personnel.

##### Main outcome variables

Mothers' behavior about their children's complementary feeding

#### General information

##### Reason for update

##### Acronym

##### IRCT registration information

IRCT registration number: **IRCT20180901040919N1**

Registration date: **2018-10-29, 1397/08/07**

Registration timing: **retrospective**

Last update: **2018-10-29, 1397/08/07**

Update count: **0**

##### Registration date

2018-10-29, 1397/08/07

##### Registrant information

##### Name

Ziba Rafieyankopaei

##### Name of organization / entity

##### Country

Iran (Islamic Republic of)

##### Phone

+98 31 3792 3200

##### Email address

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##### Recruitment status

**Recruitment complete**

##### Funding source

##### Expected recruitment start date

2018-05-26, 1397/03/05

##### Expected recruitment end date

2018-09-27, 1397/07/05

##### Actual recruitment start date

empty

**Actual recruitment end date**

empty

**Trial completion date**

empty

**Scientific title**

Comparative study of message framing for mother education on complementary feeding children from 4 to 8 months

**Public title**

The Impact of framing mothers' education messages on complementary feeding children

**Purpose**

Education/Guidance

**Inclusion/Exclusion criteria****Inclusion criteria:**

no start of complementary feeding for the baby (breastfeeding) The child is single Child is health (no congenital or chronic illness) The time of child's birth is timely that is 37 weeks Child's age (5-4 months) Criteria for entering a child's mother: having at least a reading and writing literacy Have a smartphone and a Gold Telegram and Soroush program Satisfaction for cooperation

**Exclusion criteria:**

in the child: the child becomes sick in mother: dissatisfaction for cooperation Smart phone deterioration left the intervention channel in the golden telegram or Soroush

**Age**From **4 months** old to **5 months** old**Gender**

Both

**Phase**

N/A

**Groups that have been masked**

- Participant

**Sample size**Target sample size: **90****Randomization (investigator's opinion)**

Randomized

**Randomization description**

Among the health centers subset of isfahan health center 1, randomly selected six centers that are in similar economic, social and cultural conditions and are in municipal areas adjoining, we put them randomly in 3 groups of first intervention (educating with gain framed messages), second intervention (educated with loss framed messages) and control (without training) so that each group has 2 centers.from each center, 15 couples of mother and child are randomly selected and entered into the study.We will have 30 couples of mother and child in each group.

**Blinding (investigator's opinion)**

Single blinded

**Blinding description**

The mothers of the children under study are not aware of the kind of messages (gain or loss framed) that regarding to complementary feeding and they receive them through channels in the golden telegram and

Soroush .Therefore, the study is One-way blind.

**Placebo**

Not used

**Assignment**

Parallel

**Other design features****Secondary Ids**

empty

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

Ethics committee of isfahan University of Medical Sciences

**Street address**

hezar jerib street, isfahan University of Medical Sciences, school of public helth, isfahan, iran

**City**

isfahan

**Province**

Isfahan

**Postal code**

8174673461

**Approval date**

2018-01-30, 1396/11/10

**Ethics committee reference number**

IR.MUI.REC.1396.3.770

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

Message framing, complementary feeding children, Training intervention, Knowledge, Attitude, Self-efficacy, Behavior and Intent to behave (performance)

**ICD-10 code****ICD-10 code description****Primary outcomes****1****Description**

Knowledge, attitude, self-efficacy and behavior (performance) of mothers about complementary feeding of children

**Timepoint**

Measuring the mean scores of knowledge, attitude, self-efficacy and maternal complementary feeding in children before and immediately after intervention

**Method of measurement**

Questionnaire constructed by researcher

**Secondary outcomes**

## 1

### **Description**

Amount and curves height, weight, and Round the head of children

### **Timepoint**

Amount and curves before and immediately after the intervention

### **Method of measurement**

Metr and Standard Scale

## **Intervention groups**

## 1

### **Description**

First intervention group : Mothers of this group have complementary feeding education messages with a gain framed and for 4 months (from 4 to 8 months of childhood- before starting complementary feeding for early onset of food and after the start of complementary feeding to start a timely, appropriate and correct food for the baby) receive 4 messages per 4 days a week through a channel in the Golden Telegram and Soroush (both simultaneously). educational films provide complementary food without a gain or loss framed orientation from two weeks before the start of food , as well as electronic pamphlets summarizing gain messages sent to the channel at the end of each month and as well as the experiences of mothers about nutritionally gain orientation is also used in the channel.Messages contain elements of knowledge, attitude, self-efficacy, and associated with related photos.before and immediately after the intervention, they complete the questionnaire. Also, the measurement of their weight and their head in the children's head is done by the researcher along with the chart.

### **Category**

Behavior

## 2

### **Description**

Second Intervention group: : Mothers of this group have complementary feeding education messages with a loss framed and for 4 months (from 4 to 8 months of childhood- before starting complementary feeding for early onset of food and after the start of complementary feeding to start a timely, appropriate and correct food for the baby) receive 4 messages per 4 days a week through a channel in the Golden Telegram and Soroush (both simultaneously). educational films provide complementary food without a gain or loss framed orientation from two weeks before the start of food , as well as electronic pamphlets summarizing loos messages sent to the channel at the end of each month and as well as the experiences of mothers about nutritionally loos orientation is also used in the channel. Messages contain elements of knowledge, attitude, self-efficacy, and associated with related photos.before and immediately after the intervention, they complete the questionnaire. Also, the measurement of their weight and their head in the children's head is done by the researcher along with

the chart.

### **Category**

Behavior

## 3

### **Description**

Control group: No messages will be sent to this group and only receive routine training of health personnel.before and immediately after the intervention, they complete the questionnaire. Also, the measurement of their weight and their head in the children's head is done by the researcher along with the chart.after the completion of the study and completion of the questionnaire, messages will be sent to them.

### **Category**

N/A

## **Recruitment centers**

## 1

### **Recruitment center**

#### **Name of recruitment center**

Isfahan Number One Health Center

#### **Full name of responsible person**

Dr. Hamid Turkzadeh

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feyz Street, Feyz Square, Isfahan

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health\_1@mui.ac.ir

#### **Web page address**

## **Sponsors / Funding sources**

## 1

### **Sponsor**

#### **Name of organization / entity**

Esfahan University of Medical Sciences

#### **Full name of responsible person**

Dr. Shaghayegh Hagh Joy Javan Mard

#### **Street address**

Hezar Jerib Street, Isfahan University Of Medical Sciences, School Of Public Health, Isfahan, 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**

Esfahan 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**

Esfahan University of Medical Sciences

**Full name of responsible person**

Ziba Rafieyan kopaei

**Position**

Master Student

**Latest degree**

Bachelor

**Other areas of specialty/work**

Health Promotion

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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**

Does not exist more information

**Study Protocol**

No - There is not a plan to make this available

**Statistical Analysis Plan**

No - There is not a plan to make this available

**Informed Consent Form**

No - There is not a plan to make this available

**Clinical Study Report**

No - There is not a plan to make this available

**Analytic Code**  
Not applicable

**Data Dictionary**  
Not applicable