

Clinical Trial Protocol

Iranian Registry of Clinical Trials

18 Sep 2026

The Effect of Social Marketing Techniques in Organizational-Based Intervention Using Pender's Health Promotion Model on Fruit and Vegetable Consumption and Approval Test of Total Antioxidant Capacity in Governmental Employees

Protocol summary

Study aim

The Effect of Social Marketing Techniques in Organizational-Based Intervention Using Pender's Health Promotion Model on Fruit and Vegetable Consumption and Approval Test of Total Antioxidant Capacity in Governmental Employees

Design

Clinical trial with control group, community-based and educational / counseling, non-blind, non-random

Settings and conduct

The study and intervention will take place in the selected office where the planned training programs in the office will be implemented as an intervention group. Questionnaires are completed as pre-test and post-test in both offices (intervention and control). Blood sampling is performed to determine the antioxidant level of blood in both groups by referring to the contracting laboratory.

Participants/Inclusion and exclusion criteria

Terms of entry: working in the selected office as study groups; complete the consent form to participate in the study. Terms of non-entry: contra-indications for antioxidant testing in subjects (antioxidant tablets such as vitamin C, E and beta-carotene tablets and other supplements) three months before starting the study; vegetarian diet; diseases such as cancer and cardiovascular; kidney, liver, diabetes, infectious and metabolic and gastrointestinal diseases (based on medical documentation).

Intervention groups

Governmental employees are selected offices that in the first office as educational intervention group based on the Pender's Health Promotion Model and based on the Social Marketing Planning process, but in the second office as control group is not conducted .

Main outcome variables

Fruit and vegetable consumption behavior; total Anti

oxidant Capacity

General information

Reason for update

Acronym

IRCT registration information

IRCT registration number: **IRCT20191127045527N1**

Registration date: **2020-01-16, 1398/10/26**

Registration timing: **registered_while_recruiting**

Last update: **2020-01-16, 1398/10/26**

Update count: **0**

Registration date

2020-01-16, 1398/10/26

Registrant information

Name

Firoozeh Mostafavi darani

Name of organization / entity

Country

Iran (Islamic Republic of)

Phone

+98 31 3792 3244

Email address

f_mostafavi@yahoo.com

Recruitment status

Recruitment complete

Funding source

Expected recruitment start date

2020-01-05, 1398/10/15

Expected recruitment end date

2020-02-04, 1398/11/15

Actual recruitment start date

empty

Actual recruitment end date

empty

Trial completion date

empty

Scientific title

The Effect of Social Marketing Techniques in Organizational-Based Intervention Using Pender's Health Promotion Model on Fruit and Vegetable Consumption and Approval Test of Total Antioxidant Capacity in Governmental Employees

Public title

Fruit and Vegetable Consumption in Governmental Employees

Purpose

Education/Guidance

Inclusion/Exclusion criteria**Inclusion criteria:**

Working in the selected office as study groups
Completing the consent form for the study

Exclusion criteria:

Contraindications for antioxidant testing in subjects (no antioxidant tablets such as vitamin C, E and beta-carotene tablets and other supplements) three months before starting the study Vegetarian diet Diseases such as cancer and cardiovascular, kidney, liver, diabetes, infectious and metabolic and gastrointestinal diseases (based on medical documentation)

Age

No age limit

Gender

Both

Phase

N/A

Groups that have been masked

No information

Sample size

Target sample size: **140**

Randomization (investigator's opinion)

Not randomized

Randomization description**Blinding (investigator's opinion)**

Not blinded

Blinding description**Placebo**

Not used

Assignment

Other

Other design features**Secondary Ids**

empty

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

Ethics committee of Esfahan University of Medical

Sciences

Street address

Dept.of Health Education and promotion , Faculty of Health , Esfahan University of Medical Sciences , Hezar jerib street

City

Isfahan

Province

Isfahan

Postal code

8174673461

Approval date

2019-10-24, 1398/08/02

Ethics committee reference number

IR.MUI.RESEARCH.REC.1398.465

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

Measurement of Total Anti oxidant Capacity of Blood's Serum

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

Increase intake of fruits and vegetables

Timepoint

The effect of training based on "Social Marketing Planning Process and Pender's Health Promotion Model on fruit and vegetable consumption behavior" at baseline (before intervention) and three months after intervention

Method of measurement

Feed Frequency Questionnaire

2**Description**

Increase the mean score of fruit and vegetable consumption behavior questionnaire based on Pender's Health Promotion Model

Timepoint

The effect of training based on "Social Marketing Planning Process and Pender's Health Promotion Model on fruit and vegetable consumption behavior" at baseline (before intervention) and three months after intervention

Method of measurement

fruit and vegetable consumption behavior questionnaire based on Pender's Health Promotion Model

Secondary outcomes**1****Description**

Increase the total antioxidant capacity of blood's serum

Timepoint

The effect of training based on "Social Marketing Planning Process and Pender's Health Promotion Model on Total Antioxidant Capacity of Blood" at baseline (before intervention) and three months after intervention

Method of measurement

Laboratory - Kit for Blood Antioxidant Measurement

Intervention groups

1

Description

Intervention group: The training program on the benefits of consuming fruits and vegetables is based on the Pender's Health Promotion Model and applying social marketing planning techniques in the intervention group

Category

Behavior

2

Description

Control group: no training program is administered in the control group.

Category

N/A

Recruitment centers

1

Recruitment center

Name of recruitment center

Esfahan University of Medical Sciences

Full name of responsible person

Firoozeh Mostafavi Darani

Street address

Dept.of Health Education and promotion , Faculty of Health , Isfahan University of Medical Sciences , Hezar jirib street

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mostafavi@hlth.mui.ac.ir

Sponsors / Funding sources

1

Sponsor

Name of organization / entity

Esfahan University of Medical Sciences

Full name of responsible person

Shaghayegh Haghjoy Javanmard

Street address

Deputy of Research and Technology , Building NO.4 ,

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8174673461

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+98 31 3668 8138

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research@mui.ac.ir

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

Firoozeh Mostafavi darani

Position

Associate professor

Latest degree

Ph.D.

Other areas of specialty/work

Health Promotion

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Person responsible for scientific inquiries

Contact

Name of organization / entity

Esfahan University of Medical Sciences

Full name of responsible person

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Position

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Fax**Email**

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Sharing plan

Deidentified Individual Participant Data Set (IPD)

Undecided - It is not yet known if there will be a plan to make this available

Study Protocol

Undecided - It is not yet known if there will be a plan to make this available

Statistical Analysis Plan

Undecided - It is not yet known if there will be a plan to make this available

Informed Consent Form

Undecided - It is not yet known if there will be a plan to make this available

Clinical Study Report

Undecided - It is not yet known if there will be a plan to make this available

Analytic Code

Undecided - It is not yet known if there will be a plan to make this available

Data Dictionary

Undecided - It is not yet known if there will be a plan to make this available