

# Clinical Trial Protocol

## Iranian Registry of Clinical Trials

09 Jun 2026

### The Effect of Social Media-based Education On Postpartum Body Image in Primiparous Women (based on Dr. Cash eight- steps program to improve Body image)

#### Protocol summary

##### Study aim

Determining the effect of social media-based education on postpartum body image in Primiparous women

##### Design

The trial consisted of two groups of control and intervention, in parallel and one-way blind and random.

##### Settings and conduct

health centers in Sari. Randomization into 2 intervention and control groups. 8 intervention sessions are performed twice a week for the intervention group. The evaluation is performed in 3 times of before intervention, immediately and one month after the intervention.

##### Participants/Inclusion and exclusion criteria

being primiparous, 3 to 12 weeks after delivery, not having any mental illness and hospitalization history , not having body-dysmorphic disorder, ability to use social networks, having a smart phone, internet access and living in Sari, couples not addicted to addictive substances , being monogamy, not taking drugs that affect sexual function, not attending training programs in more than two programs, see a psychiatrist or use Psychiatric medication during the intervention and happen unfortunate event such as loss of Relatives during the intervention.

##### Intervention groups

A social media-based training program will be conducted in the intervention group in addition to postnatal care. These interventions are providing training related to body image in the form of videos, photos and educational texts with the aim of improving women's body image through social media programs by creating a virtual group and using it at home for the convenience of women. The researchers will be placed in 8 training sessions in this group during a month. for control group, irrelevant content with body image is placed in a virtual group for one month.

##### Main outcome variables

body image

#### General information

##### Reason for update

To increase the accuracy of the study and to blind the study, we prepare non-body image related materials and provide them to the intervention group during 8 sessions. The educational topics of the control group include: child care, child growth, complementary nutrition of children

##### Acronym

##### IRCT registration information

IRCT registration number: **IRCT20150608022609N9**

Registration date: **2020-08-12, 1399/05/22**

Registration timing: **prospective**

Last update: **2021-04-17, 1400/01/28**

Update count: **1**

##### Registration date

2020-08-12, 1399/05/22

##### Registrant information

##### Name

Zohre Shahhosseini

##### Name of organization / entity

Mazandaran University of Medical Science, Nasibe School Of Nursing and Midwifery

##### Country

Iran (Islamic Republic of)

##### Phone

+98 11 3336 7342

##### Email address

z.shahhosseini@mazums.ac.ir

##### Recruitment status

**Recruitment complete**

##### Funding source

**Expected recruitment start date**

2020-08-15, 1399/05/25

**Expected recruitment end date**

2020-09-15, 1399/06/25

**Actual recruitment start date**

empty

**Actual recruitment end date**

empty

**Trial completion date**

empty

**Scientific title**

The Effect of Social Media-based Education On Postpartum Body Image in Primiparous Women (based on Dr. Cash eight- steps program to improve Body image)

**Public title**

The Effect of Social Media-based Education On Postpartum Body Image

**Purpose**

Education/Guidance

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

Willingness to participate in the study Being Primiparous 3 to 12 weeks have passed since delivery Ability to use social networks Having a smart phone Having Internet access Living in Sari city Monogamy

**Exclusion criteria:**

Having any mental illness and history of hospitalization (according to the client report) having body dysmorphic disorder (according to the diagnostic criteria for body dysmorphic disorder DSM5) Couples are addicted to drugs such as cigarettes, alcohol, morphine, codeine, hydrocodone, oxycodone, marijuana, heroin and cocaine Using drugs that affect sexual function such as commonly used psychiatric drugs and anti hypertensive drugs and chemotherapy drugs

**Age**

No age limit

**Gender**

Female

**Phase**

N/A

**Groups that have been masked**

- Participant

**Sample size**

Target sample size: 80

**Randomization (investigator's opinion)**

Randomized

**Randomization description**

The list of all eligible women will be obtained from selected health centers in Sari city. At this stage, after identifying eligible Primiparous women, they will be selected to enter the study as available in health centers and using random allocation method by using computer program Random block permutation in order to select individuals in the intervention and control groups. Women in both groups will be matched in terms of body mass index and type of delivery.

**Blinding (investigator's opinion)**

Single blinded

**Blinding description**

After randomizing the participants into two groups( intervention and control) , both groups are entered in a virtual group and educational materials related to each group are placed in that group.

**Placebo**

Not used

**Assignment**

Parallel

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

empty

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

Ethics committee of Mazandaran University of Medical Science

**Street address**

Deputy of Research and Technology of Mazandaran University of medical Sciences, Moalem Square, Moalem Avenue

**City**

Sari

**Province**

Mazandaran

**Postal code**

4816715793

**Approval date**

2020-08-15, 1399/05/25

**Ethics committee reference number**

IR.MAZUMS.REC.1399.507

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

body image

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

body image

**Timepoint**

Before intervention, immediately after the intervention and a month later

**Method of measurement**

Multidimensional Body-Self Relations Questionnaire

## Secondary outcomes

### 1

#### Description

Women's Sexual quality of life

#### Timepoint

Before intervention, immediately after the intervention and a month later

#### Method of measurement

Women's Sexual quality of life Questionnaire

### 2

#### Description

Women's Sexual Satisfaction

#### Timepoint

Before intervention, immediately after the intervention and a month later

#### Method of measurement

Multidimensional Sexual Satisfaction Scale for Women

### 3

#### Description

Women's image from their genitals

#### Timepoint

Before intervention, immediately after the intervention and a month later

#### Method of measurement

Women's image from their genitals questionnaire

## Intervention groups

### 1

#### Description

Intervention group: After the pre-test, an educational intervention program based on social networks will be performed in the intervention group in addition to postnatal care. These interventions are the same as providing training related to body image in the form of videos and photos and text and audio educational messages with the aim of improving women's body image through social media programs by creating a virtual group and using it at home for women's comfort. In this way, the women of the intervention group become members of a virtual group and the educational content prepared by the researchers will be included in 8 training sessions in this group during a month. And topics such as physical and psychological consequences of childbirth, strengthening self-confidence and self-esteem, creating a positive feeling and strategies to improve body image along with homework to express the feelings and thoughts of women, which is designed based on Dr.Cash eight steps to improve body image. These eight steps will be to try to change the unpleasant body image and enjoy our acceptance. The first version of this program was released in 1991 and has been changed and supplemented over the years with expert opinions. The presence of women in the created group will be examined and will be followed by determining a specific

time, the assignments intended for each session will be checked in the next session in the same group.

#### Category

Other

### 2

#### Description

Control group: After the pre-test, in addition to postnatal care, information related to child health, child care, child growth and complementary nutrition will be provided to women in a virtual group for one month during eight training sessions.

#### Category

Other

## Recruitment centers

### 1

#### Recruitment center

##### Name of recruitment center

مراکز بهداشتی شهر ساری

##### Full name of responsible person

حامد روحانی زاده

##### Street address

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## Sponsors / Funding sources

### 1

#### Sponsor

##### Name of organization / entity

Mazandaran University of Medical Sciences

##### Full name of responsible person

Akbar Hedayatzadeh Omran

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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**  
Mazandaran 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**  
Oroumia University of Medical Sciences  
**Full name of responsible person**  
Erfaneh Talebi  
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midwife  
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Bachelor  
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## Person responsible for scientific inquiries

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## Person responsible for updating data

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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