Clinical Trial Protocol
Iranian Registry of Clinical Trials

07 Nov 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

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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 Useing 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
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Sponsors / Funding sources

1

Sponsor
Name of organization / entity
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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
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midwife
Latest degree
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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