Clinical Trial Protocol
Iranian Registry of Clinical Trials

18 Sep 2026

Design, implementation and evaluation of intervention based on community-based social marketing model about Source Recycling in Genaveh women

Protocol summary

Study aim
Design, implementation and evaluation of intervention based on community-based social marketing model about Source Recycling in Genaveh women
Design
Clinical trial with control group, with parallel groups, without blinding, on 216 women, cluster randomization
Settings and conduct
In this study, 216 women living in Genaveh who have ability to write and read are included using cluster randomization from 5 locals. Our intervention is 6 weeks training on waste recycling. The control group behaves according to the normal routine. There is no blinding.
Participants/Inclusion and exclusion criteria
Inclusion criteria: Women living in Genaveh, Enough literacy to answer questions. Exclusion criteria: Unwillingness to participate in the study
Intervention groups
The intervention group includes 6 weeks of in-house training on waste. The control group behaves as usual and no additional training is provided.
Main outcome variables
Awareness score, score of structures related to source recycling, average dry waste weight and rate of origin recycling behavior

General information

Reason for update
Acronym
IRCT registration information
IRCT registration number: **IRCT20200715048109N1**
Registration date: **2020-09-12, 1399/06/22**
Registration timing: **prospective**

Last update: **2020-09-12, 1399/06/22**
Update count: **0**

Registration date
2020-09-12, 1399/06/22

Registrant information
Name
Esmat Heydari
Name of organization / entity
Country
Iran (Islamic Republic of)
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+98 21 8670 4820
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esmat.h.5@gmail.com

Recruitment status
Recruitment complete
Funding source

Expected recruitment start date
2020-10-06, 1399/07/15
Expected recruitment end date
2020-11-20, 1399/08/30
Actual recruitment start date
empty
Actual recruitment end date
empty
Trial completion date
empty

Scientific title
Design, implementation and evaluation of intervention based on community-based social marketing model about Source Recycling in Genaveh women

Public title
Impact of educational and promotional intervention about Source Recycling in Genaveh women
Purpose
Prevention
Inclusion/Exclusion criteria

Inclusion criteria:
Women living in Genaveh Enough literacy to answer questions
Exclusion criteria:
Unwillingness to participate in the study
Age
No age limit
Gender
Female

Phase
N/A
Groups that have been masked
No information
Sample size
Target sample size: **108**
Randomization (investigator's opinion)
Randomized
Randomization description
From Genaveh locals, two locals are randomly selected, so that one local is randomly selected as the intervention group and one local as the control group. Since each local consists of several blocks, we randomly select one block in each neighborhood; If the sample size of this block is not covered, we select another block from the other unselected blocks to complete the sample size for each group. Upon entering the selected block from the main street overlooking the block, from the first passage on the right, the first residential building is selected as the first sample and information is collected. By stating the goals of the project and attracting the participation of women in the household, the invited person will be invited to cooperate according to whether the household is in the local of the control group or the intervention group. The sample size for this stage is estimated to be 108 people for each group.
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 Iran University of Medical Sciences
Street address
Iran University of Medical Sciences., Hemmat Highway., Next to Milad Tower., Tehran Town
City
Tehran
Province
Tehran
Postal code
1433933111
Approval date
2018-10-27, 1397/08/05
Ethics committee reference number
IR.IUMS.REC.1397.642

Health conditions studied

1

Description of health condition studied
Awareness of waste recycling
ICD-10 code
ICD-10 code description

Primary outcomes

1

Description
Awareness
Timepoint
Three times: At the beginning of the study, it is measured immediately after the training (one week after the presentation of the second session) and 6 weeks later.
Method of measurement
A researcher-made questionnaire that will be valid and reliable

Secondary outcomes

1

Description
Dry waste weight
Timepoint
6 times: It is measured every week.
Method of measurement
A researcher-made questionnaire that will be valid and reliable

2

Description
Behavior (source recycling)
Timepoint
Two times: Behavior (recovered from the origin) is measured once before and once 6 weeks later.
Method of measurement
A researcher-made questionnaire that will be valid and reliable

Intervention groups

1

Description
Intervention group: 108 Genaveh women who receive

interventions related to waste recycling in person at the door. Each time 30 minutes of face-to-face training is provided and each time the previous learning is questioned and the relevant questionnaires are filled. The interventions are in order to increase awareness and change the behavior related to waste recycling. .

Category

Lifestyle

2

Description

The control group behaves as usual and no additional training is provided

Category

Lifestyle

Recruitment centers

1

Recruitment center

Name of recruitment center

شهر گناوه بصورت پژوهش حضوری درب منزل

Full name of responsible person

Esmat Heydari

Street address

This study is a in-house survey and includes all locals, so no specific location can be mentioned and covers the entire city.

City

Gonaveh

Province

Boushehr

Postal code

7514633341

Phone

+98 77 3332 2081

Email

Research@Bpums.Ac.Ir

Sponsors / Funding sources

1

Sponsor

Name of organization / entity

Iran University of Medical Sciences

Full name of responsible person

سید عباس متولیان

Street address

Fifth floor, Central staff, Iran University of Medical Sciences, Hemmat Highway

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Postal code

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Phone

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Email

amotevalian@yahoo.com

Grant name

Grant code / Reference number

Is the source of funding the same sponsor organization/entity?

Yes

Title of funding source

Iran 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

Iran University of Medical Sciences

Full name of responsible person

Esmat Heydari

Position

Faculty member

Latest degree

Ph.D.

Other areas of specialty/work

Environmental Health

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School of Public Health, Iran University of Medical Sciences, Shahid Hemmat Highway, Tehran, Iran.

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Person responsible for scientific inquiries

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Sharing plan

Deidentified Individual Participant Data Set (IPD)
Yes - There is a plan to make this available
Study Protocol
Yes - There is 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
Yes - There is a plan to make this available
Title and more details about the data/document
Information will be provided without the authors' names
When the data will become available and for how long
One year after the end of the study
To whom data/document is available
Faculty member researchers
Under which criteria data/document could be used
Sending email to Esmat Heydari
From where data/document is obtainable
Sending email to Esmat Heydari
What processes are involved for a request to access data/document
Sending email to Esmat Heydari
Comments