

# Clinical Trial Protocol

## Iranian Registry of Clinical Trials

17 Jul 2026

### The Effect of Educational Intervention Based on Media Literacy on Substance Abuse Prevention among College Students Applying the Integrated Social Marketing Approach: a clinical trial study

#### Protocol summary

##### Study aim

The Effect of an Educational Intervention Based on Media Literacy on Substance Abuse Prevention among College Students: Applying the Integrated Social Marketing Approach

##### Design

A randomized, single-blind, controlled clinical trial with a parallel group design of 116 students, who will be registered and studied from January 2020 to May 2021 and will be followed for three months.

##### Settings and conduct

This study will be conducted in the universities of medical sciences, Islamic Azad and Bu Ali in Hamadan City. The sample number is 116 students who will be assigned to intervention groups (intervention and control) by random cluster method. The intervention includes five web-based education sessions. The intervention is performed at the universities of the experimental group and three months after the intervention, the questionnaires are completed again and the data obtained from the two groups are analyzed and compared.

##### Participants/Inclusion and exclusion criteria

Inclusion criteria in this study can be: Internet access at least 4 hours per week, Studying at the university, desire to participate in the study (completing the consent form, interview, completing the questionnaire). Exclusion criteria included: Students who are not able to answer the questionnaire and participate in the study, Unwillingness to cooperate to continue participating in the program, Incomplete completion of the questionnaire.

##### Intervention groups

Students of universities in Hamadan will include students of the University of Medical Sciences, Islamic Azad University of Hamadan and Bu Ali University.

##### Main outcome variables

Change of substance abuse intention and behavior  
Scores, media literacy related to substance abuse score

#### General information

##### Reason for update

##### Acronym

##### IRCT registration information

IRCT registration number: **IRCT20200914048719N1**

Registration date: **2020-10-06, 1399/07/15**

Registration timing: **prospective**

Last update: **2020-10-06, 1399/07/15**

Update count: **0**

##### Registration date

2020-10-06, 1399/07/15

##### Registrant information

##### Name

Hanieh Jormand

##### Name of organization / entity

##### Country

Iran (Islamic Republic of)

##### Phone

+98 81 3838 0090

##### Email address

jormand69h@gmail.com

##### Recruitment status

**Recruitment complete**

##### Funding source

##### Expected recruitment start date

2020-12-21, 1399/10/01

##### Expected recruitment end date

2021-04-21, 1400/02/01

##### Actual recruitment start date

empty

##### Actual recruitment end date

empty

**Trial completion date**  
empty

**Scientific title**  
The Effect of Educational Intervention Based on Media Literacy on Substance Abuse Prevention among College Students Applying the Integrated Social Marketing Approach: a clinical trial study

**Public title**  
Effect of an Educational Intervention Based on Media Literacy on Substance Abuse Prevention among College Students

**Purpose**  
Prevention

**Inclusion/Exclusion criteria**  
**Inclusion criteria:**  
Access to the Internet and Social Networks such as what's app, telegram, and Instagram Being a student in one of the universities in the city of Hamadan Being interested in participating in the study  
**Exclusion criteria:**

**Age**  
No age limit

**Gender**  
Both

**Phase**  
N/A

**Groups that have been masked**

- Participant

**Sample size**  
Target sample size: **116**

**Randomization (investigator's opinion)**  
Randomized

**Randomization description**  
Using Block randomization (quadruple blocks), individuals are assigned to two groups of intervention and control.

**Blinding (investigator's opinion)**  
Single blinded

**Blinding description**  
Students participating in the study will be placed in intervention or control groups (delayed intervention group) after obtaining informed consent. Trials that are planned in such a way that people are aware of all the aims of the study, based on the planning of the research group, all members of the intervention or control group will have access to all educations. The members of the intervention group will be educated at the beginning and the members of the control group will receive training three months after receiving the post-test results. It is necessary to be mentions, students are unaware of assignments to study groups.

**Placebo**  
Not used

**Assignment**  
Parallel

**Other design features**

## Secondary Ids

empty

## Ethics committees

### 1

#### Ethics committee

##### Name of ethics committee

Vice Chancellor for Technology Research, Hamadan University of Medical Sciences

##### Street address

Department of public health, School of public health, Hamadan University of Medical Sciences, in front of Mardoom Park, Shahid Fahmideh Blvd; Hamadan

##### City

Hamadan

##### Province

Hamadan

##### Postal code

6517838736

#### Approval date

2019-12-28, 1398/10/07

#### Ethics committee reference number

IR.UMSHA.REC.1398.827

## Health conditions studied

### 1

#### Description of health condition studied

Substance abuse intention and behavior, media literacy related to substance abuse.

#### ICD-10 code

#### ICD-10 code description

## Primary outcomes

### 1

#### Description

Change of Substance Abuse Attitude Score

#### Timepoint

Before and three months after the intervention

#### Method of measurement

Researcher made Questionnaire of substance abuse behavior based on Prototype Willingness Model

### 2

#### Description

Change of Subjective Norms Score

#### Timepoint

Before and three months after the intervention

#### Method of measurement

Researcher made Questionnaire of substance abuse behavior based on Prototype Willingness Model

### 3

#### Description

Change of risk Images score

**Timepoint**

Before and three months after the intervention

**Method of measurement**

Researcher made Questionnaire of substance abuse behavior based on Prototype Willingness Model

**4**

**Description**

Change of substance abuse behavioral willingness score

**Timepoint**

Before and three months after the intervention

**Method of measurement**

Researcher made Questionnaire of substance abuse behavior based on Prototype Willingness Model

**5**

**Description**

Change of Substance Abuse Media Literacy Score

**Timepoint**

Before and three months after the intervention

**Method of measurement**

Researcher made questionnaire

## Secondary outcomes

**1**

**Description**

Change of Substance Abuse Intention Score

**Timepoint**

Before and three months after the intervention

**Method of measurement**

Researcher-made questionnaire

**2**

**Description**

Change of substance abuse behavior score

**Timepoint**

Before and three months after the intervention

**Method of measurement**

Researcher-made questionnaire

## Intervention groups

**1**

**Description**

In the intervention group: The educational intervention includes five web based education sessions about substance abuse prevention and substance abuse media literacy. Each session includes 40-45 minutes of training with question and answer methods and group discussion (Chat rooms) will be held with the help of multimedia tools and reminder messages. For example; the first educational session aimed at familiarizing students with Drugs and the consequences of substance abuse, the second session aimed at familiarizing students with substance abuse media literacy skills and critical

thinking, and the media consumption regime. The third session aimed at familiarizing Students with interpersonal skills and self-awareness and the fourth session will introduce students to the saying no skills and problem solving. The fifth session will be held to correct students' beliefs and attitudes towards substance abuse with the mentioned web based teaching methods and materials.

**Category**

Prevention

**2**

**Description**

Control group: (delayed intervention group) who did not receive any educational intervention, but in order to comply with research ethics and commitments to blindness, after receiving the results of three months follow up in the intervention group, all educational interventions will be provided to the control group.

**Category**

Other

## Recruitment centers

**1**

**Recruitment center**

**Name of recruitment center**

Hamadan University of Medical Sciences, Islamic Azad University of Hamadan and Bu Ali University.

**Full name of responsible person**

Hanieh Jormand

**Street address**

Department of public health, School of public health, Hamadan University of Medical Sciences, in front of Mardoom Park, Shahid Fahmideh Blvd; Hamadan.

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## Sponsors / Funding sources

**1**

**Sponsor**

**Name of organization / entity**

Hamedan University of Medical Sciences

**Full name of responsible person**

Saeed Bashirian

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Vice Chancellor for Research and Technology of Hamadan University of Medical Sciences; Hamadan, Iran

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Fanavari@umsha.ac.ir  
**Web page address**  
<http://en.umsha.ac.ir/?p=289>  
**Grant name**  
**Grant code / Reference number**  
9811018459  
**Is the source of funding the same sponsor organization/entity?**  
Yes  
**Title of funding source**  
Hamedan 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**  
Hamedan University of Medical Sciences  
**Full name of responsible person**  
Majid Barati  
**Position**  
Associate professor  
**Latest degree**  
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**Other areas of specialty/work**  
Health Promotion  
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## Person responsible for scientific

## inquiries

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**Other areas of specialty/work**  
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## Person responsible for updating data

**Contact**  
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**Full name of responsible person**  
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**Latest degree**  
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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**

Not applicable

**Informed Consent Form**

Yes - There is a plan to make this available

**Clinical Study Report**

Not applicable

**Analytic Code**

Not applicable

**Data Dictionary**

Not applicable

**Title and more details about the data/document**

All data is potentially shareable after unidentified individuals.

**When the data will become available and for how**

**long**

6 months after the publication of the article.

**To whom data/document is available**

All researchers who request data access to one of the authors of the article.

**Under which criteria data/document could be used**

For further studies.

**From where data/document is obtainable**

Vice Chancellor for Research and Technology of  
Hamadan University of Medical Sciences

**What processes are involved for a request to access data/document**

Up to one month.

**Comments**