

Clinical Trial Protocol

Iranian Registry of Clinical Trials

31 Jul 2026

Design, implementation and evaluation of an intervention based on social marketing model for screening Human papillomavirus in women

Protocol summary

Study aim

Design, implementation, and evaluation of an intervention based on social marketing model for screening HPV in women living in Mashhad city

Design

The present study is a quasi-experimental study. The samples will select by convenience sampling method and will be assigned to two equal groups .intervention will be designed based on the social marketing model. the required training on the basis of the needs assessment will be performed at the formative stage in three 30 - minute sessions and a total of 90 minutes . Data will be collected through a demographic characteristics questionnaire and a researcher-made questionnaire.

Settings and conduct

Sampling will be carried out in the city of Mashhad city. A health center is considered a control center and another center that has the greatest resemblance to the center of intervention in terms of the economic, social, and cultural features of the clients. This study is a type of two-group Quasi-experimental design. Before the intervention, participants will complete the questionnaire before intervention. The questionnaire will be re-completed immediately following the intervention and 8 weeks later.

Participants/Inclusion and exclusion criteria

dwelling place in Mashhad Age between 20 and 65 Active sexually active Lack of participation in training courses on STDs

Intervention groups

The intervention group includes three 30 - minute training sessions and a total of 90 minutes on the HPV virus - the transmission - screening methods, its connection with cervical cancer, and the introduction of people to the laboratory (with previous coordination) to save time. The group did not receive the training control group.

Main outcome variables

HPV screening rate

General information

Reason for update

Acronym

IRCT registration information

IRCT registration number: **IRCT20210207050286N1**

Registration date: **2022-07-20, 1401/04/29**

Registration timing: **registered_while_recruiting**

Last update: **2022-07-20, 1401/04/29**

Update count: **0**

Registration date

2022-07-20, 1401/04/29

Registrant information

Name

Elahe Daghighbin

Name of organization / entity

Country

Iran (Islamic Republic of)

Phone

+98 51 3606 1182

Email address

daghighbine971@mums.ac.ir

Recruitment status

Recruitment complete

Funding source

Expected recruitment start date

2022-06-06, 1401/03/16

Expected recruitment end date

2022-08-06, 1401/05/15

Actual recruitment start date

empty

Actual recruitment end date

empty

Trial completion date

empty

Scientific title

Design, implementation and evaluation of an intervention based on social marketing model for screening Human papillomavirus in women

2021-01-02, 1399/10/13

Ethics committee reference number
IR.MUMS.REC.1399.547

Public title

Social marketing in screening Human papillomavirus

Purpose

Screening

Inclusion/Exclusion criteria

Inclusion criteria:

Have complete satisfaction to participate in the study
Mashhad resident Age between 20 and 65

Exclusion criteria:

The company is in codified training courses related to sexually transmitted diseases Have a history of Co - testing genital warts and clinical examination in the last five years since the start of the study having psychiatric disorders under treatment

Age

From **20 years** old to **65 years** old

Gender

Female

Phase

N/A

Groups that have been masked

No information

Sample size

Target sample size: **30**

Randomization (investigator's opinion)

Not randomized

Randomization description

Blinding (investigator's opinion)

Not blinded

Blinding description

Placebo

Not used

Assignment

Factorial

Other design features

Secondary Ids

empty

Ethics committees

1

Ethics committee

Name of ethics committee

Ethics committee of Mashhad univesity of medical Sciences

Street address

Midwifery department, Islamic Azad university
Neyshabur branch, Neyshabur

City

Mashhad

Province

Razavi Khorasan

Postal code

9319975853

Approval date

Health conditions studied

1

Description of health condition studied

Human Papillomavirus (hvp)

ICD-10 code

Z11.51

ICD-10 code description

Encounter for screening for human papillomavirus (HPV)

Primary outcomes

1

Description

human papillomavirus(hvp) screening

Timepoint

Before the intervention begins - immediately after the intervention - 8 weeks after the intervention

Method of measurement

The questionnaire- hvp screening test

Secondary outcomes

empty

Intervention groups

1

Description

The intervention was designed based on the social marketing model. In the intervention group, the training program is performed in the Evolution stage 3 - 30 minutes and a total of 90 minutes on the HPV virus - the transmission of the virus and its connection with cervical cancer, and the introduction of the teaching file and introducing people to the laboratory to save time (with previous coordination).

Category

Early detection

2

Description

Control group: The control group will not receive the intervention.

Category

Early detection

Recruitment centers

1

Recruitment center

Name of recruitment center

State Health Center / Vice Health

Full name of responsible person

Dr Seyed Javad Hosseini

Street address

Khorasan Razavi, Mashhad, Sanabad Ave

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health@mums.ac.ir

Sponsors / Funding sources

1

Sponsor**Name of organization / entity**

Mashhad University of Medical Sciences

Full name of responsible person

دکتر محسن تفقدي

Street address

Mashhad university of medical sciences

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vcresraech@mums.ac.ir

Grant name**Grant code / Reference number****Is the source of funding the same sponsor organization/entity?**

Yes

Title of funding source

Mashhad 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**

Mashhad University of Medical Sciences

Full name of responsible person

Elahe Houshmand

Position

associate professor

Latest degree

Ph.D.

Other areas of specialty/work

Health Service Management

Street address

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Person responsible for scientific inquiries

Contact**Name of organization / entity**

Mashhad University of Medical Sciences

Full name of responsible person

Elahe Daghighbin

Position

phd Candidate

Latest degree

Master

Other areas of specialty/work

Health Service Management

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Person responsible for updating data

Contact**Name of organization / entity**

Mashhad University of Medical Sciences

Full name of responsible person

Elahe Daghighbin

Position

PHD candidate

Latest degree

Master

Other areas of specialty/work

Health Service Management

Street address

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Fax**Email**

Daghighbine971@mums.ac.ir

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