

Clinical Trial Protocol

Iranian Registry of Clinical Trials

22 Jul 2026

The effect of a health communication campaign for reducing hot tea consumption among female students.

Protocol summary

Summary

This study is a quasi-experimental type. The aim of this study is to determine the effect a campaign for reducing hot tea consumption among female students . The study sample including 130 female school students are assigned either to the intervention (n=65) or the control groups (n=65). The various stages of designing a campaign program (step 12).The first stage: Project Management , Step 2: Revisit Your Health Promotion Strategy, Step 3: Analyze and Segment Audiences , Step 4: Develop Inventory of Communication Resources , Step 5: Set Communication Objectives , Step 6: Select Channels and Vehicles , Step 7: Combine and Sequence Communication Activities , Step 8: Develop the Message Strategy , Step 9: Develop Project Identity , Step 10: Develop Materials , Step 11: Implement Your Campaign and Step 12: Complete the Campaign Evaluation . Groups are followed up one month after the intervention. Finally, the data are analyzed through SPSS software.

General information

Acronym

IRCT registration information

IRCT registration number: **IRCT201504157132N10**

Registration date: **2015-05-12, 1394/02/22**

Registration timing: **registered_while_recruiting**

Last update:

Update count: **0**

Registration date

2015-05-12, 1394/02/22

Registrant information

Name

Tahereh Dehdari

Name of organization / entity

Iran University of Medical Sciences and Health

Services

Country

Iran (Islamic Republic of)

Phone

+98 2188779118263

Email address

t-dehdari@tums.ac.ir

Recruitment status

Recruitment complete

Funding source

Vice chancellor for research of Iran University of Medical Sciences

Expected recruitment start date

2015-04-20, 1394/01/31

Expected recruitment end date

2015-08-25, 1394/06/03

Actual recruitment start date

empty

Actual recruitment end date

empty

Trial completion date

empty

Scientific title

The effect of a health communication campaign for reducing hot tea consumption among female students.

Public title

The effect of a health communication campaign for reducing hot tea consumption among female students.

Purpose

Prevention

Inclusion/Exclusion criteria

Inclusion criteria: Studying at the school(five and six grade); Being female. Exclusion criteria: There is no exclusion criteria

Age

From **10 years** old to **14 years** old

Gender

Female

Phase

N/A

Groups that have been masked

No information

Sample size

Target sample size: 130

Randomization (investigator's opinion)

N/A

Randomization description

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

Iran University of Medical Sciences and Health Services

Street address

Shahid Hemmat Highway, Iran University of Medical Sciences

City

Tehran

Postal code

Approval date

2015-04-20, 1394/01/31

Ethics committee reference number

25807

Health conditions studied

1

Description of health condition studied

esophageal cancer

ICD-10 code

C15.9

ICD-10 code description

Oesophagus, unspecified

Primary outcomes

1

Description

hot tea consumption

Timepoint

Before and 1 month after the intervention

Method of measurement

scale

Secondary outcomes

empty

Intervention groups

1

Description

Intervention group: Performing educational intervention .The educational intervention content will be designed based on 12 steps of communication campaign

Category

Prevention

2

Description

No intervention

Category

N/A

Recruitment centers

1

Recruitment center

Name of recruitment center

Khadijeh Kobra School

Full name of responsible person

Madineh Sohrabi

Street address

Hor Street

City

Tazehabad

2

Recruitment center

Name of recruitment center

Golha School

Full name of responsible person

Jamaleh Mohamadi

Street address

Tayjuzi Town

City

Tazehabad

3

Recruitment center

Name of recruitment center

Molavi School

Full name of responsible person

Sadra Khoshsoorat

Street address

Ashnaei Town

City

Tazehabad

Sponsors / Funding sources

1

Sponsor

Name of organization / entity

Iran University of Medical Sciences and Health Services

Full name of responsible person

Dr. Morteza Naserbakht

Street address

Shahid Hemmat Highway, Iran University of Medical Sciences

City

Tehran

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 and Health Services

Proportion provided by this source

100

Public or private sector

empty

Domestic or foreign origin

empty

Category of foreign source of funding

empty

Country of origin

Type of organization providing the funding

empty

Person responsible for general inquiries

Contact

Name of organization / entity

Iran University of Medical Sciences and Health Services

Full name of responsible person

Tehereh Dehdari

Position

Ph.D of Health Education

Other areas of specialty/work

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Sharing plan

Deidentified Individual Participant Data Set (IPD)

empty

Study Protocol

empty

Statistical Analysis Plan

empty

Informed Consent Form

empty

Clinical Study Report

empty

Analytic Code

empty

Data Dictionary

empty