

# Clinical Trial Protocol

## Iranian Registry of Clinical Trials

02 Jul 2026

### The effect of a communication campaign in order to quit hookah in villagers of consumer of hookah.

#### Protocol summary

##### Summary

This study is a quasi-experimental type. The aim of this study is to determine the effect of a theory-based communication campaign for empowerment of villagers in order to quit hookah. The study sample including 300 villagers of consumer of hookah are assigned either to the intervention (n=150) or the control groups (n=150). The various stages of designing a campaign program (step 12 ). In the first stage: Will be done project total management , Step 2: Will be reviewed Health Promotion Strategies, Step 3: Will be analyzed and divided audiences, Step 4: Will be provided a list of available communication resources, Step 5: Will be set Communication objectives, Step 6: Will be selected appropriate communication channels and equipment, Step 7: Will be prepared Communication activities, Step 8: Will be designed and pretest appropriate message , Step 9: Will be develop project, Step 10: Will be designed materials, Step 11: Runs Campaign and finally in step 12: Will be evaluated the effect of the program. Groups are followed up one and six month after the intervention.

#### General information

##### Acronym

##### IRCT registration information

IRCT registration number: **IRCT201605217132N15**

Registration date: **2016-09-07, 1395/06/17**

Registration timing: **registered\_while\_recruiting**

Last update:

Update count: **0**

##### Registration date

2016-09-07, 1395/06/17

##### 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

Iran University of Medical Sciences

##### Expected recruitment start date

2016-06-04, 1395/03/15

##### Expected recruitment end date

2018-06-05, 1397/03/15

##### Actual recruitment start date

empty

##### Actual recruitment end date

empty

##### Trial completion date

empty

##### Scientific title

The effect of a communication campaign in order to quit hookah in villagers of consumer of hookah.

##### Public title

Effect of a theory-based communication campaign for empowerment of villagers in order to quit hookah.

##### Purpose

Prevention

##### Inclusion/Exclusion criteria

Inclusion criteria: Reside in the village; Having Iranian nationality; Current consumption hookah at least once a week; Aged 20 to 65 years. Exclusion criteria: Diagnosis of cancer such as lung, larynx, esophagus and other cancers that tobacco leads to them.

##### Age

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

**Gender**

Both

**Phase**

N/A

**Groups that have been masked**

*No information*

**Sample size**

Target sample size: **300**

**Randomization (investigator's opinion)**

Not randomized

**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**

Iran University of Medical Sciences, Shahid Hemmat Highway, Tehran, Iran

**City**

Tehran

**Postal code****Approval date**

2016-01-06, 1394/10/16

**Ethics committee reference number**

IR.IUMS.REC.1394.9221108202

**Health conditions studied****1****Description of health condition studied**

Tobacco use

**ICD-10 code**

F17.2

**ICD-10 code description**

tobacco dependence

**Primary outcomes****1****Description**

Performance of quit hookah

**Timepoint**

1 month and 6 month after intervention

**Method of measurement**

Questionnaire

**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. Control group: No intervention

**Category**

Lifestyle

**2****Description**

Control group: No intervention

**Category**

N/A

**Recruitment centers****1****Recruitment center****Name of recruitment center**

Hesam - Abad village

**Full name of responsible person**

Miss ghertasi

**Street address**

Health center of Hesam-Abad village, Hesam-Abad village, Shiraz, Iran.

**City**

Shiraz

**2****Recruitment center****Name of recruitment center**

Dere - bad village

**Full name of responsible person**

Miss Bahmani

**Street address**

Health center of Dere - bad village, Dere - bad village, Shiraz, Iran.

**City**

Shiraz

**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**

Iran University of Medical Sciences, Shahid Hemmat  
Highway, Tehran, Iran

**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  
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**Full name of responsible person**

Tahereh Dehdari

**Position**

PhD in Health Education

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## Person responsible for scientific inquiries

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## Person responsible for updating data

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Nasim Mirzaei

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PhD Candidate in Health Education

**Other areas of specialty/work**

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**Web page address**

## 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*