

# Social media campaign to increase COVID-19 testing in migrant groups

<b>Submission date</b> 14/06/2021	<b>Recruitment status</b> No longer recruiting	<input type="checkbox"/> Prospectively registered <input checked="" type="checkbox"/> Protocol
<b>Registration date</b> 15/06/2021	<b>Overall study status</b> Completed	<input type="checkbox"/> Statistical analysis plan <input checked="" type="checkbox"/> Results
<b>Last Edited</b> 05/10/2022	<b>Condition category</b> Infections and Infestations	<input type="checkbox"/> Individual participant data

## Plain English summary of protocol

Background and study aims:

Norwegian health authorities are using social media campaigns in the effort to reduce the spread of COVID-19, e.g. to encourage adherence to infection control measures, COVID-19 testing etc. A particular target group for such campaigns are migrants. The study's aim is to evaluate the effect of the social media campaign on the rate of migrants testing for Covid-19.

Who can participate?

The trial includes all persons with a Norwegian national identity number, registered as a resident of a Norwegian municipality or city district (in Oslo, Bergen and Trondheim), of age 18 or older and registered as born in either Eritrea, Pakistan, Poland, Russia, Somalia, Syria or Turkey.

What does the study involve?

Being exposed to the social media campaign.

What are the possible benefits and risks of participating?

Being exposed to the campaign may lead to more testing, which in turn may reveal COVID-19 infections that would otherwise not have been detected.

Where is the study run from?

The Norwegian Institute of Public Health

When is the study starting and how long is it expected to run for?

June 2021 for 1 month

Who is funding the study?

The Norwegian Institute of Public Health

Who is the main contact?

Ingeborg Hess Elgersma, [IngeborgHess.Elgersma@fhi.no](mailto:IngeborgHess.Elgersma@fhi.no)

## Contact information

**Type(s)**

Scientific

**Contact name**

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## Additional identifiers

**EudraCT/CTIS number**

Nil known

**IRAS number****ClinicalTrials.gov number**

Nil known

**Secondary identifying numbers**

Nil known

## Study information

**Scientific Title**

Evaluation of social media campaign to increase COVID-19 testing in migrant groups: A cluster randomised trial

**Study objectives**

A social media campaign can increase the rate of testing for COVID-19 among migrants.

**Ethics approval required**

Old ethics approval format

**Ethics approval(s)**

Not required. The study does not qualify as health research, but as a quality improvement study, since health outcomes are not measured and the intervention is similar to interventions that are being routinely implemented by the government.

**Study design**

Interventional cluster randomized trial

**Primary study design**

Interventional

**Secondary study design**

Cluster randomised trial

**Study setting(s)**

Internet/virtual

**Study type(s)**

Screening

**Participant information sheet**

No participant information sheet available

**Health condition(s) or problem(s) studied**

Testing for COVID-19

**Interventions**

Those belonging to the intervention group will be targeted, to the extent possible, with the social media campaign, which entails a message encouraging everyone to get tested for COVID-19. The campaign will run over 2 weeks.

Those belonging to the control group will not receive any intervention related to the study.

The randomisation is done at the municipality level, by means of a web-based randomisation tool.

**Intervention Type**

Behavioural

**Primary outcome measure**

Number of COVID-19 tests conducted during the study period, as registered in the national registry for infection control (MSIS)

**Secondary outcome measures**

Data from Facebook will be used to describe the reach of the campaign, e.g. the number of views, the number of clicks, the number of times the content was shared

**Overall study start date**

01/06/2021

**Completion date**

22/06/2021

**Eligibility****Key inclusion criteria**

1. Norwegian national identity number, registered as resident of a Norwegian municipality or city district (in Oslo, Bergen and Trondheim)
2. Registered as born in either Eritrea, Pakistan, Poland, Russia, Somalia, Syria or Turkey

**Participant type(s)**

Healthy volunteer

**Age group**

Adult

**Sex**

Both

**Target number of participants**

234,112

**Total final enrolment**

233903

**Key exclusion criteria**

Does not meet inclusion criteria

**Date of first enrolment**

01/06/2021

**Date of final enrolment**

14/06/2021

**Locations****Countries of recruitment**

Norway

**Study participating centre**

Norwegian Institute of Public Health

PO Box 222 Skøyen

Oslo

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**Sponsor information****Organisation**

Norwegian Institute of Public Health

**Sponsor details**

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**Sponsor type**

Government

**Website**

<http://www.fhi.no/>

**ROR**

<https://ror.org/046nvst19>

**Funder(s)****Funder type**

Government

**Funder Name**

Norwegian Institute of Public Health

**Funder Name**

Helsedirektoratet

**Alternative Name(s)**

Norwegian Directorate of Health

**Funding Body Type**

Government organisation

**Funding Body Subtype**

National government

**Location**

Norway

**Results and Publications**

Publication and dissemination plan

Planned publication in peer-reviewed journal.

### Intention to publish date

01/11/2021

### Individual participant data (IPD) sharing plan

The datasets generated during and/or analysed during the current study are not expected to be made available due to legal (ethical and data privacy) reasons. However, we will attempt to prepare a synthetic version of the dataset if we receive requests from researchers who wish to replicate our analyses. The data code for our analyses will be made readily available for anyone who requests them.

### IPD sharing plan summary

Not expected to be made available

### Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
<a href="#">Results article</a>		24/03/2022	25/04/2022	Yes	No
<a href="#">Protocol file</a>	version 1	14/06/2021	05/10/2022	No	No