ISRCTN13915540 https://doi.org/10.1186/ISRCTN13915540

The effect of a Snapchat based intervention on oral health knowledge among pregnant women in Saudi Arabia

Submission date
08/11/2021

Recruitment status
No longer recruiting

Registration date
10/11/2021

Overall study status
Completed

Last Edited
21/12/2023

Condition category
Other

[X] Prospectively registered
[X] Protocol
[_] Statistical analysis plan
[X] Results
[X] Individual participant data

Plain English summary of protocol
Background and study aims
Social media is defined as a collection of applications that use the internet to create technical and ideological foundations that permit generating and sharing contents. Public and patients tend to seek different health information from social media. However, there is spreading of fake health information on social media was cited as a major concern in literature. There is a growing interest in the use of social media and mobile health applications to improve pregnants' well-being. One of the most famous social media platforms is Snapchat. Snapchat is usually used to make 'selfies' photo and videos between friend and family in a relaxed manner. However, in terms of dental health, many pregnant women tend to avoid attending dental clinics because they believe they would be harmed. For this reason, the aim of this study is to evaluate the effect of social media (snapchat) health promotional intervention on oral health pregnancy awareness among pregnant women in Saudi Arabia.

Who can participate?
Pregnant women living in Saudi Arabia who have access to Snapchat and Whatsapp

What does the study involve?
Participants will be randomly allocated to receive advice on oral health during pregnancy either via a series of Snapchat stories or via a written flyer on Whatsapp.

What are the possible benefits and risks of participating?
Expected benefits: Helping pregnant women to get useful information about oral and dental treatment and setting. As an incentive, the participants will also be entered into six separate random prize drawings for 50 Saudi Riyal (USD 13.33) in the form of local bookstore gift cards given only to participants who completed all the questionnaires.
Expected risks: Not applicable.

Where is the study run from?
Umm Al-Qura University (Saudi Arabia)

When is the study starting and how long is it expected to run for?
November 2021 to November 2022

Who is funding the study?
Investigator initiated and funded

Who is the main contact?
Dr Khalid Aboalshamat, dr.khalid.sh@hotmail.com

Contact information

Type(s)
Scientific

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Additional identifiers

Clinical Trials Information System (CTIS)
Nil known

Protocol serial number
HAPO-02-K-012-2021-11-810

Study information

Scientific Title
The effect of a social media (Snapchat) intervention on the awareness of pregnancy oral health among pregnant women in Saudi Arabia: randomized controlled trial

Study objectives
There is a relationship between oral health promotion intervention by using Snapchat and knowledge of pregnant women

Ethics approval required

Old ethics approval format

Ethics approval(s)
Approved, 03/11/2021, Umm Al-Qura University Institutional Review Board (Umm Al-Qura University, Makkah, 24352, Saudi Arabia; +966 (0)125270000; irb.uqudent@uqu.edu.sa), ref: HAPO-02-K-012-2021-11-810.

Study design
Parallel-group single-blind randomized controlled trial

Primary study design
Interventional

Study type(s)
Other

Health condition(s) or problem(s) studied
Knowledge about oral health during pregnancy

Interventions
Intervention group:
Participants in the Snapchat group (SG) will receive information regarding oral health during pregnancy using the Snapchat mobile application. The oral health information was retrieved from previous studies, The content was validated by oral pathology and oral medicine consultants. The information includes general information about dental treatment among pregnant women, the most recommended time for dental treatment and emergencies, dental setting position, the recommendation for elective dental treatment, dental appointment, Root Canal Treatment (RCT) safety issues for pregnant women, radiographic precautions, local anesthesia, antibiotic usage, analgesics, pregnancy gingivitis and how to reduce periodontal problems. The intervention will be delivered throughout two weeks; each week will have two Snapchat stories (the story is a series of short videos, each 10 seconds, as permitted by the Snapchat application). Each story will be about 5 to 10 minutes. Participants can send their questions regarding the given material and a short recap of the questions will be in the following story.
The stories will be presented as a diary of one of the research team members as most of the stories in Snapchat. The research team will perform roles within the clinic of the dental teaching hospital in Umm Al-Qura University, as dental chair setting, precaution during taking radiographs, showing the materials which are likely to be used during the dental treatment, and demonstration of dental flossing and toothbrushing. Through intervention days the participants will receive the contents spontaneously.

Control group:
The control group (CG) will receive the same information in a written flyer sent via WhatsApp.

Randomization:
The participants will be randomly assigned to either the SG or the CG by the research team. A simple randomization process will be used, using previously shuffled sealed envelopes with an equal allocation ratio placed in a bowl. Each participant will randomly choose an envelope, so that will give them an equal chance of being placed in one of the two groups. The sealed envelope will be opaque and sequentially numbered to ensure allocation concealment.

Intervention Type
Other

Primary outcome(s)
Questionnaires, self-reported, are administered at T1 (before the intervention), T2 (immediately after the intervention), and T3 (after the intervention with one month):
1. Demographic information
2. Use of social media
3. Oral health knowledge
4. Experiences and perceptions of the social media used

Key secondary outcome(s))
There are no secondary outcome measures

Completion date
15/11/2022

Eligibility

Key inclusion criteria
1. Arabic speakers
2. Pregnant women in Saudi Arabia
3. Able to use Snapchat and WhatsApp social media platforms

Participant type(s)
Healthy volunteer

Healthy volunteers allowed
No

Age group
Adult

Sex
Female

Total final enrolment
68

Key exclusion criteria
Did not agree to sign the consent form

Date of first enrolment
20/11/2021

Date of final enrolment
01/03/2022

Locations

Countries of recruitment
Saudi Arabia

Study participating centre
Umm Al-Qura University, Dental hospital
Taif Road
Makkah
Saudi Arabia
21955

Sponsor information

Organisation
Umm al-Qura University

ROR
https://ror.org/01xjqrm90

Funder(s)

Funder type
Other

Funder Name
investigator initiated and funded

Results and Publications

Individual participant data (IPD) sharing plan
The datasets generated during and/or analysed during the current study are available from the corresponding author on reasonable request.
Dr. Khalid Aboalshamat, Umm Al-Qura University, Faculty of Dentistry, Saudi Arabia.
SPSS file (unidentified)
The data will be available upon request for 2 years.
Data can be accessed by the journal to which we will submit our article, any Saudi Governmental authority, researchers after careful consideration of their scientific intention to use.
All data are anonymous with no identification

IPD sharing plan summary
Available on request

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article		16/02/2023	21/12/2023	Yes	No
Dataset			26/08/2022	No	No
Dataset		16/02/2023	21/12/2023	No	No
Protocol (other)		16/02/2023	21/12/2023	No	No
Protocol file			10/11/2021	No	No