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

Submission date
14/06/2021

Recruitment status
No longer recruiting

Registration date
15/06/2021

Overall study status
Completed

Last Edited
05/10/2022

Condition category
Infections and Infestations

[_] Prospectively registered
[X] Protocol
[_] Statistical analysis plan
[X] Results
[_] 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?
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Contact information

Type(s)
Scientific

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Additional identifiers

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.

Primary study design
Interventional

Study design
Interventional cluster randomized trial

Study type(s)
Screening

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

Key secondary outcome(s)
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

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

Healthy volunteers allowed
No

Age group
Adult

Sex
All

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
Norway
0213

Sponsor information

Organisation
Norwegian Institute of Public Health

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

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?
Results article		24/03/2022	25/04/2022	Yes	No
Protocol file	version 1	14/06/2021	05/10/2022	No	No