

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

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

Contact information

Type(s)

Scientific

Contact name

Miss Ingebord Hess Elgersma

ORCID ID

<https://orcid.org/0000-0002-3402-4049>

Contact details

Norwegian Institute of Public Health

PO Box 222 Skøyen

Oslo

Norway

0213

+47 91649828

atle.fretheim@fhi.no

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.

Study design

Interventional cluster randomized trial

Primary study design

Interventional

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