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A school-based intervention to improve media literacy and promote body esteem among adolescents in Honduras

Submission date 22/09/2026	**Recruitment status** Recruiting	[_] Prospectively registered [_] Protocol [_] Statistical analysis plan [_] Results [_] Individual participant data [X] Record updated in last year
Registration date 24/09/2026	**Overall study status** Ongoing	
Last Edited 24/09/2026	**Condition category** Other	

Plain English summary of protocol

Background and study aims
Body dissatisfaction and low media literacy are common problems in young people and can affect their mental health.
Despite this, there are very few programmes to improve body image and media literacy that have been tested in Latin American countries. This study is testing a classroom-based programme aimed at helping adolescents feel better about their bodies by improving their understanding of how the media can influence appearance ideals. The programme includes four sessions, all activities are interactive and aimed at adolescents between 11 and 17 years. A small pilot study in San Pedro Sula, Honduras (involving 124 students) showed that the program was both acceptable to students and potentially effective. We are now planning to assess the effectiveness of the intervention program with 1250 adolescents.

Who can participate?
Adolescents in grades 7 to 10 (11 to 17 years old) from five different regions in Honduras (Cortes, Comayagua , Atlántida, Colón, Islas de la Bahía)

What does the study involve?
The study involves participating in a four-session intervention during school time where we talk about media, appearance pressures, comparisons and appearance comments. Before and after the sessions, we will give participants some questionnaires to fill out about how they feel about your body, media literacy, appearance comparisons, general wellbeing, eating disorder symptoms, risky appearance-related behaviours and attitudes about skin colour. These questionnaires will be collected at three different time points: before the program starts (baseline), 1 week after it ends (post-test) and 2 weeks (follow-up).

What are the possible benefits and risks of participating?
We expect participants to feel better about themselves and improve their media literacy skills. We do not expect any risks or negative consequences from participating in this study.

Where is the study run from?
Durham University (UK)

When is the study starting and how long is it expeted to run for?
September 2026 to December 2028

Who is funding the study?
The study is funded by the UKRI Horizon Guarantee scheme grant

Who is the main contact?
Prof. Lynda Boothroyd, l.g.boothroyd@durham.ac.uk

Contact information

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Scientific, Principal investigator

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Study information

Scientific Title

A facilitator-delivered, school-based intervention to improve media literacy and promote body esteem among adolescents in Honduras: a cluster-randomized trial

Acronym
BIRes

Study objectives
1. Examine whether participants assigned to the intervention group demonstrate greater improvements in media literacy, higher body esteem, and enhancements in secondary outcomes at post-intervention (timepoint 2) compared to those in the control group, relative to baseline levels. Further, we will assess whether changes were maintained at follow-up (timepoint 3).
2. Investigate the influence of potential moderating factors, such as socioeconomic status (SES), and geographical location, on the intervention's effectiveness across primary, secondary and exploratory outcomes.

Ethics approval required
Ethics approval required

Ethics approval(s)
Approved 02/07/2024, Durham University Psychology Ethics Committee (South Road, Durham, DH1 3LE, United Kingdom; +44 (0)1913343240; psychology.ethics@durham.ac.uk), ref: PSYCH-2024-0327-1476

Primary study design
Interventional

Allocation
Randomized controlled trial

Masking
Open (masking not used)

Control
Active

Assignment
Parallel

Purpose
Prevention

Study type(s)

Health condition(s) or problem(s) studied
Body image and media literacy in adolescents

Interventions
Schools will be randomized to either the intervention or control group using an allocation sequence generated with computer-generated random numbers via researchrandomizer.org.

“Soy como soy” is a school-based body image intervention and includes four 45-minute sessions. The intervention aims to improve media literacy and promote body esteem among adolescents. It is intended to be delivered in mixed gender classroom groups in 7th to 10th grade (adolescents aged 11 – 17 years), in groups of 20 - 40 participants.
The activities are designed to enhance media literacy by promoting critical analysis of media messages, build resilience to appearance-related pressures, and encourage valuing the body for non-appearance-based qualities. Each of the four sessions includes elements of psychoeducation, interactive discussions supported by comics, and written exercises to promote self-reflection. Sessions will be delivered over a 2-week period, with schools able to choose between individual or double sessions according to their scheduling preferences and availability.

The control group will receive the same intervention after post-test (timepoint 2), 4 weeks after baseline questionnaires. Participating schools will randomly be allocated to either intervention or control group.

Intervention Type
Behavioural

Primary outcome(s)
1. Media literacy measured using the Perceived Reality Scale – Social Media (PRS-SM) at baseline (week 1), post-test (week 4), follow-up (week 7)

2. Body esteem measured using the Body Esteem Scale for Adolescents and Adults (BESAA) at baseline (week 1), post-test (week 4), follow-up (week 7)

Key secondary outcome(s)
1. Comparison attitudes measured using the Multidimensional Physical Appearance Comparison Scale (M-PACS) at baseline (week 1), post-test (week 4), follow-up (week 7)

2. Thin-ideal internalization measured using the Sociocultural Attitudes Towards Appearance Questionnaire-4 (SATAQ-4) at baseline (week 1), post-test (week 4), follow-up (week 7)

3. Curvy ideal internalization (girls only) measured using the Curvy Ideal Internalization scale (CII) at baseline (week 1), post-test (week 4), follow-up (week 7)

4. Drive for muscularity (boys only) measured using the Drive for Muscularity Scale (DMS) subscale Muscularity-Oriented Body Image (MBI) at baseline (week 1), post-test (week 4), follow-up (week 7)

5. Eating disorder symptoms measured using the Eating Disorder Examination Questionnaire (EDE-QS) short version at baseline (week 1), post-test (week 4), follow-up (week 7)

6. General wellbeing measured using the WHO-5 Wellbeing Questionnaire for Adolescents at baseline (week 1), post-test (week 4), follow-up (week 7)

7. Attitudes toward and interest in risky appearance-altering behaviours (girls only) measured using the Risky Appearance-Altering Behaviours Inventory (RAABI) at baseline (week 1), post-test (week 4), follow-up (week 7)

8. Colourism attitudes measured using Colorism scale self-concept and attractiveness subscales at baseline (week 1), post-test (week 4), follow-up (week 7)

9. Skin colour satisfaction measured using one question: “How satisfied are you with your skin colour?”, which will be answered on a Likert scale from 1 (not at all satisfied) to 5 (very satisfied), at at baseline (week 1), post-test (week 4), follow-up (week 7)

10. Materialism attitudes measured using the Materialism scale developed by the research team (manuscript in preparation) based on questions from Richins & Dawson (1992) at baseline (week 1), post-test (week 4), follow-up (week 7)

Completion date
01/12/2028

Eligibility

Key inclusion criteria
1. Aged 11 – 17 years
2. Attending a participating school and class
3. Negative parental consent obtained before the start of the study
4. Written assent from adolescent participants before the start of the study
5. Being located in one of the five participating regions of Honduras (Cortes, Comayagua , Atlántida, Colón, Islas de la bahía)

Healthy volunteers allowed
Yes

Age group
Child

Lower age limit
11 Years

Upper age limit
17 Years

Sex
All

Total final enrolment
0

Key exclusion criteria
1. Participants aged ≤ 11 or ≥ 17 years
2. Parents withdrew consent for their adolescent children to participate
3. Participants with mental health conditions (e.g., active eating disorders) are not excluded from the study. However, parents are advised to think carefully about whether their child’s participation in the study is in their best interest and if not, to withdraw their consent for participation in the study.

Date of first enrolment
09/09/2026

Date of final enrolment
09/09/2028

Locations

Countries of recruitment
Honduras

Sponsor information

Organisation
Durham University

ROR
https://ror.org/01v29qb04

Funder(s)

Funder type

Funder Name
UK Research and Innovation

Alternative Name(s)
UKRI

Funding Body Type
Government organisation

Funding Body Subtype
National government

Location
United Kingdom

Results and Publications

Individual participant data (IPD) sharing plan

IPD sharing plan summary
Not expected to be made available