عنوان مقاله:

Effects of Gain- and Loss-Framed Messages on Preventive Nutrition Behaviors of Osteoporosis in Iranian Female Students: A Text Messaging Intervention

محل انتشار:

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خلاصه مقاله:

Background:Adopting a healthy life style in children may protect them against osteoporosis in later life. This study was done to determine the effectiveness of gain-framed versus loss-framed using mobile phones short-messages service (SMS) intervention in promoting knowledge, attitude and preventive nutrition behaviors of osteoporosis among a sample of Iranian female students. Materials and Methods:In this quasi-experimental study, ۳۴۵ female students in Semnan, Iran were randomly selected and assigned to either intervention group ۱ (receiving gain-framed text messages, n=۱۱۵), intervention group ۲ (receiving loss-framed text messages, n=۱۱۵), and control group (no receiving text messages, n=۱۱۵). Knowledge, attitude and dietary behaviors related to osteoporosis prevention were collected by a researcher-made questionnaire before and one month after the delivery of the framed information via SMS. Seventy two short messages that emphasized the benefits of adopting the behavior (n=۳۶), and the costs of non adopting it (n=۳۶) have been sent to the participants' phones in intervention group ۱ and ۲, respectively during the ۳۶-day intervention period. Results: The age of participants in the three groups was ۱۲ years. They were studying in the seventh grade. After the intervention, the mean scores of knowledge (۲.۳۲±۰.۶۰, p <۰.۰۰۱), attitude (۱.۵۲±۰.۶۰, p=۰.۰۳), and adopting the preventive nutrition behaviors of osteoporosis (۱.۳۰±۰.۵۸, p=۰.۰۵) variables in the intervention group ۱ had a significant increase compared to the intervention group ۲. Conclusion: The results of the study showed that gain-framed text messages significantly improved adopting osteoporosis preventive nutrition behaviors than loss-framed text messages.

کلمات کلیدی: