

# A weapon against COVID-19: (Social) media and influencers

No registrations found.

<b>Ethical review</b>	Positive opinion
<b>Status</b>	Recruiting
<b>Health condition type</b>	-
<b>Study type</b>	Interventional

## Summary

### ID

NL-OMON26438

### Source

Nationaal Trial Register

### Brief title

TBA

### Health condition

SARS-CoV-2

## Sponsors and support

**Primary sponsor:** Fred Foundation ; Noaber Foundation

**Source(s) of monetary or material Support:** Fred Foundation ; Noaber Foundation

## Intervention

## Outcome measures

### Primary outcome

Elevation of proper hygiene behaviour (behavioural change)

### Secondary outcome

Effectiveness of the different media outlets

## Study description

### Background summary

To combat the spread and mortality of COVID-19 we utilised social influencers and traditional news outlets to measure the state of hygiene behaviour (e.g. hand washing, social distancing) in the general Dutch population. After analysis of pre intervention data we designed a personalised video intervention. In the post intervention survey we assess the effects of our campaign video on behaviour.

### Study objective

The hygiene around COVID-19 prevention lacks in proper behaviour and needs to be intervened to prevent spreading and mortality.

### Study design

Pre and post intervention measurement of hygiene behaviour.

### Intervention

Infotainment intervention with (social) media and influencers.

## Contacts

### Public

Amsterdam UMC (VU University medical center)  
Hamza Yousuf

00 31 20 444 22 44

### Scientific

Amsterdam UMC (VU University medical center)  
Hamza Yousuf

00 31 20 444 22 44

## Eligibility criteria

## Inclusion criteria

Able to fill in the questionnaire in Dutch

## Exclusion criteria

Younger than 8 years old

## Study design

### Design

Study type:	Interventional
Intervention model:	Other
Allocation:	Non-randomized controlled trial
Masking:	Open (masking not used)
Control:	Active

### Recruitment

NL	
Recruitment status:	Recruiting
Start date (anticipated):	16-03-2020
Enrollment:	17000
Type:	Anticipated

### IPD sharing statement

**Plan to share IPD:** Undecided

## Ethics review

Positive opinion	
Date:	26-03-2020
Application type:	First submission

## Study registrations

### Followed up by the following (possibly more current) registration

No registrations found.

### Other (possibly less up-to-date) registrations in this register

No registrations found.

### In other registers

Register	ID
NTR-new	NL8483
Other	METC VUMC : METc VUmc 2020.141

## Study results