

Review of: "Design of an Educational Campaign Based on the Theory of Planned Behavior to Encourage People to Donate Organs: A Study Protocol"

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Potential competing interests: No potential competing interests to declare.

The study protocol titled "Design of an Educational Campaign Based on the Theory of Planned Behavior to Encourage People to Donate Organs" presents a comprehensive plan to tackle the organ donation shortage in Sirjan, Iran. While the protocol exhibits several strengths, there are areas where improvements could enhance the study's effectiveness and credibility. Firstly, providing clearer descriptions of intervention components, such as the content of educational materials and the frequency of activities, would ensure consistency and clarity in implementation. Additionally, while the protocol outlines engagement with various stakeholders, including government agencies and healthcare providers, greater emphasis on directly involving the target population could enhance relevance and cultural sensitivity. Secondly, while acknowledging the absence of a control group is important, exploring alternative control measures, like comparing organ donation rates in similar regions without the intervention, could strengthen the study design. Thirdly, incorporating long-term follow-up measures to assess sustained behavior change among participants would provide valuable insights into the campaign's lasting effects. Fourthly, while the protocol primarily relies on quantitative methods, incorporating qualitative approaches could offer deeper insights into participants' attitudes and beliefs. Fifthly, considering the influence of socioeconomic factors on organ donation behavior and addressing potential barriers among disadvantaged populations could improve the study's applicability. Lastly, evaluating the campaign's reach and exposure across different demographic groups and communication channels would offer valuable information about its effectiveness. Addressing these points could enhance the protocol's robustness and contribute to its overall success in increasing organ donation rates in Sirjan, Iran.