

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 proposed work, utilizing the TPB framework to evaluate the effectiveness of the campaign, is a commendable project for its rigorous and meticulous methods and planning. However, these are the few observations from my end as a fellow researcher.

1. At present, the introduction focuses on the statistics of organ donation globally and, in comparison to Sirijan, a brief overview of the TPB framework, and the effectiveness of health campaigns. It would be recommended to add the relevance of the TPB framework in this context in comparison with equally competing theoretical frameworks aiming to explain health behaviors and behavioral changes.
2. Provide an introduction to the geographical coverage of the study. What is the current rate of organ donation in Sirjan? The psycho-socio-cultural, economic, educational, and religious background of the place and its impact on the target behavior will help to contextualize the study in a better manner.
3. The method is very rigorous, as I already mentioned in the beginning of this review. However, mention and explain the protocol type/format details followed.
4. 2.3.1 can be improved by contextualizing the populace by their demographic characteristics.
5. 2.3.3 - Specify the method of random selection planned for the study at all the proposed levels of data collection and campaigning, wherever applicable. Also, lay down the clear plan for obtaining permission for data collection from concerned authorities.
6. Specify the ethical considerations followed and approvals sought by the researchers, considering the sensitive nature of the topic.
7. 2.3.4 - Exclude the existing organ donors as well.
8. Mention and cite the formula to calculate CVR.
9. Methods/plans of the current organ donation status survey are missing.
10. Outcome measures - behaviors can be confounded by other factors, e.g., someone's close relative being the organ donor. Collect the qualitative open feedback on the details of the behavior engaged in to understand the same.
11. Can the outcome variable be a scale-level variable rather than the categorical one as proposed in the current study? A scale score can be used, and the SEM models can be used effectively to understand the fitness of the theoretical models selected (refer to Jose K, A., & Sia, S. K. (2022). Theory of planned behavior in predicting the construction of

eco-friendly houses. *Management of Environmental Quality: An International Journal* 33(4), 938-954.).

12. 2.3.10 and 2.3.11 are very well presented. Consider adding the citations to improve.