

# 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 program's aim to enhance organ donation is an important issue, and the choice of a theory in order to provide theory-based messages is a strength of the program. However, there are some issues regarding it as a piece of scientific paper.

First, the original TPB is introduced rather differently from what it is. Although the authors have pointed to the main components of TPB, which are behavioral attitude, subjective norm, and perceived behavioral control, that shape behavioral intention and, in turn, behavior, they also pointed to knowledge and perception, etc. Knowledge and perception are not within TPB. Though the authors may decide to include them in their study, at least they should be expressed as extended elements of TPB.

For providing a questionnaire, I think the authors have to take one step before designing the questionnaire: doing a qualitative study to extract the culturally relevant beliefs that shape behavioral attitude, subjective norm, and perceived behavioral control. Although the authors may use those beliefs already in the literature, they have to mention the relevant references. The structured interview based on TPB is recommended, considering the cultural differences; Sirjan is a highly traditional and religious city such that different beliefs may hinder or facilitate the components of TPB.

2.3.11: I do not understand how the calculation of sample size is conducted. Authors have based their sample size calculation on 10% of the people living in Sirjan who are assumed to have an organ donation card; where did this 10% come from? And how was the calculation computed? And why base it on 10%, rather than the population of the city?

Authors are advised to consider the distinction between a campaign, which is an educational strategy, and educational content. I think to design and evaluate the effect of educational messages based on TPB, it could be conducted in a smaller study with a randomized controlled trial. After confirming the effect of messages, then it could extend to a campaign, and it could still be evaluated.

There are different styles in referencing within the text.