

## Comparing Gain and Loss Framed Message Texting (SMS) on Foot Self-Care Behaviors Among Women with Type 2 Diabetes

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### Abstract

**Background:** The effectiveness of the educational message for motivating to change behavior may be greater than the actual content of a message, depending on how the message is designed.

**Objectives:** The purpose of this study was to compare the effect of gain and loss messages via SMS mobile phone on foot self-care behaviors in women with Type 2 diabetes who were referred to the Ahwaz diabetic clinic.

**Methods:** In this randomized controlled trial study, 189 Type 2 diabetes patients were selected by convenience sampling and then randomly divided into 3 exp. groups and cont. group. Two experimental groups received gain and loss educational message of foot care behaviors via mobile phone short message service for 2 months. Research data were collected through interviews using demographic and disease characteristics questionnaires and the summary of diabetes self-care activities were measured. The collected data were analyzed by using the SPSS 16 software, paired t-test, one-way ANOVA, and Chi-square at the level of 0.05 significance.

**Results:** Before the intervention disease characteristics, individual variables and the average score of foot care behaviors of the study groups were similar. After the intervention, a significant increase occurred in the mean score foot care in experimental groups ( $P = 0.001$ ). It was also shown that this increase in loss framed message group is significantly more than the gain message group ( $P = 0.01$ ).

**Conclusions:** According to the results, designing and implementing educational programs based on mobile phone short message service and loss framed messages could improve foot-care behaviors in diabetic patients.

**Keywords:** Type 2 Diabetes; Framing Message; Short Message Service; Women; Gain and Loss Framed Message