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**Using social marketing to promote normal vaginal delivery in primigravida women in Iran****Mohsen Shams, Mostafa Maleki, Ali Mousavizadeh and Saadat Parhizkar**  
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Designing and implementing the effective interventions to promote normal vaginal delivery is a main health priority in Iran. This study is aimed at reducing selection of Cesarean section by primigravida through an intervention based on social marketing in Iran. In this field trial, a mixed method was done to analyze audience, market and channel. Pregnant women who intended to do Cesarean section were selected as the specific target segment. Tailored intervention was developed based on the findings of this formative research and marketing mix or 4P (Product, Price, Place, Promotion) was developed. The product was an educational course, and messages for brief intervention in health facilities and phone consultations by a trained midwife. Their intention to do Cesarean section was studied and compared with baseline measure. Before the intervention, 25.2% of the women intended to do Cesarean section (44.5% in urban and 10% in rural regions). After the intervention, we found that the intention of 78.9% of the pregnant women who had cesarean intention was changed (76.7% in urban and 87.5% in rural regions) ( $P < 0.001$ ). The study showed the effectiveness of an intervention based on consumer-oriented social marketing theory and could be used to reduce Cesarean intention.

**Biography**

Mohsen Shams, MD, PhD in health education and associate professor of Yasuj University of Medical Sciences- IRAN, has his expertise in designing, implementing and evaluating the health education, health promotion, and health communication. His work is an intervention based on social marketing model to promote normal vaginal delivery and reduce the Cesarean section in primigravida pregnant women in Yasuj, Iran.

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