

Dear Parent/Carer,

NHS England has commissioned the **Smoking, Drinking and Drug Use among Young People in England survey**, to find out about young people's attitudes to smoking, vaping, drinking and drugs. This survey has been running since 1982 and it **is one of the most important national surveys** of young people.

Ipsos, an independent research organisation, is running this survey on behalf of NHS England. Ipsos strictly adheres to the Market Research Society's Code of Conduct. You can find out more on the [Ipsos website](https://www.ipsos.com/en) (<https://www.ipsos.com/en>).

The survey is the main source of information for government departments, local authorities and charities on the prevalence of smoking, vaping, drinking and drug use among young people and is **essential in informing health and education policy**. The results will provide vital information to better understand the issues young people are facing and contribute to the development of curriculum content.

With the co-operation of the headteacher, your child's school has kindly agreed to take part in the survey. Your child will be asked to take part in an online survey at school in exam conditions. The survey will take around 20-30 minutes to complete.

Ipsos will store the information that your child provides securely, all responses are **confidential** and only shared with authorised individuals.

- Your child will not be required to provide their name or any other personal identifiable information.
- The survey will be completely **anonymous**. A teacher will be present in the classroom during the survey activities, to supervise the session, but has been asked not to view student responses.

If you would like to withdraw your child from taking part in this study, please contact the school as soon as possible.

If you have any further queries or questions, please do not hesitate to contact the survey team by e-mail at [SDDsurvey@ipsosresearch.com](mailto:SDDsurvey@ipsosresearch.com) or telephone on **0800 5422 157**.

Yours faithfully,

Sam Clemens  
Study Director, Ipsos

## More information about the study



**What are the questions about?** The questions in the survey ask about student demographics, including ethnicity, as well as smoking, vaping, drinking and drug use, and attitudes towards these behaviours. The survey is completely voluntary: students will be provided with information about the survey and given an opportunity to withdraw from taking part before they are asked to complete the survey. They can also choose not to answer a question by selecting a 'prefer not to say' option.



**How is the data collected?** The study involves students completing an online survey administered in 'examination conditions' during one of their classes, under the supervision of the class teacher. The survey will be completed on a PC, laptop or tablet. It will take around 20-30 minutes. Once answers have been submitted no one will have access to the responses, and responses are not linked to individual students. Students are given a leaflet with information about the study, and sources of advice.



**How is the survey data used?** The survey findings are used by government departments, including the Department of Health and Social Care (DHSC), NHS England, and the Department for Education (DfE) in policymaking and to evaluate the impact of changes in laws. The NHS, local authorities and charities also use the data to identify local smoking, vaping, drinking and drug use problems, and to develop and target initiatives to prevent these behaviours. The survey findings also support greater understanding of the issues that young people are experiencing and inform curriculum content.



**What happens to the data collected from the survey?** Ipsos will store students' information securely and keep it confidential. Students will not be required to provide their name or any other identifying information when completing the survey, so all data will be anonymous. You can read Ipsos's privacy policy for students and find out more about the survey here [sddsurvey.co.uk](https://sddsurvey.co.uk).