



Data Collection & Sharing Guide for a School Tobacco/Nicotine Survey

Conducting a school tobacco/nicotine survey of students will give your coalition, group or school data that can be used to share real-life local facts about tobacco/nicotine use in your community. The survey results will...

- Help engage your community to get behind tobacco prevention, cessation, and secondhand smoke efforts.
- Catch the attention of tribal leaders, community members and others to help them understand and support the need for policy, education, and community engagement surrounding tobacco/nicotine use.
- Speak to the severity of tobacco and nicotine use in your community and the type of work that is needed to protect youth from the dangers of *commercial tobacco and nicotine.

Communities need local facts to make informed decisions about tobacco & nicotine.
#NotAReplacementCustomer

Steps Needed:

1. Decide what grades you would like to survey - Middle School, High School or both.
 - If surveying both, consider collecting survey results by grade so you can get separate data for Middle School and High School. You can combine results later to get data for the overall school.
2. Determine the survey questions you would like to ask. Sample questions can be found [here](#).
3. Prepare a [passive permission form](#) for parents/guardians to opt out if they don't want their student to participate.
4. Put together a packet (paper and electronic) that you can use to explain the survey (see box to right).
5. Contact school administrator(s) to schedule a meeting to discuss the survey with them.
6. Meet with school administrator(s) and talk through the contents of the packet. Emphasize the value of the data to protect youth from the dangers of *commercial tobacco and nicotine.
 - Make sure that the administrator(s) know that the survey asks youth about the usage and perceptions of all forms of *commercial tobacco (cigarettes, chew, cigars, cigarillos, hookah, synthetic nicotine products, and all forms of e-cigarettes/vape, etc.)
 - Agree upon how data will be used and shared following the survey. Try to get this in writing and having the administrator(s) sign off on this.
7. Find out what permissions are needed to do the survey (School Administrators, School Board, Parents/Guardians, or the Tribe if the school is located on a reservation). Our guide on tribal approval processes may be helpful, for support click [here](#).
 - If individual youth data responses are anonymous, tribal approval may not be needed.

Recommended Administrator Packet Contents:

- Fact Sheet that states why survey is needed, how you plan to collect the data, how results will be used, and how students and/or school's confidentiality will be protected. Don't forget to include your contact info.
- Sample Survey Questions
- Parent/Guardian Passive Permission Form

8. Decide on paper or electronic surveys.
9. Work with the school to choose a day, class period, location, and staff to help administer the survey. Avoid Monday's, Friday's, before or after a school holiday, and during the end the school year to maximize student attendance.
10. Prepare classroom survey packets (see box to right).
11. **Day of survey collection**, hand deliver packets to classroom teachers, address questions or problems, collect completed surveys, thank school staff and administrators.
 - Keep all data confidential until it is shared with school administrators and then follow the agreement to share and use the data.
12. If paper surveys were used, enter data into an online survey collection instrument to make analysis easier. Remember to enter Middle School data separate from High School data.
13. Analyze data by Middle School and High School. Compile overall results for all students.
14. Prepare a fact sheet showing the data. See an example from the 2019 South Dakota Youth Risk Behavior Survey [here](#).
15. Schedule a meeting with school administrator(s) to go over the data and discuss the results.
16. [Share results](#) in a meaningful way with consideration for the agreement you made with the school.

Recommended Classroom Survey Packet Contents:

- Note to teacher with instructions and a thank you
- Paper copies of survey or survey link
- Pencils if using paper survey
- Envelope for completed surveys

***Commercial tobacco refers to** cigarettes, chew, cigars, cigarillos, hookah, synthetic nicotine products, and all forms of e-cigarettes/vape. Commercial tobacco is distinctly different from traditional tobacco, such as čaŋšáśá (pronounced chun-shah-shah) used by Lakota people in tribal ceremonial practices.

Estimated Cost:

Cost varies based on the number of surveys to be collected and methods used.

- Data collection expense: paper copies of survey and pencils and/or online survey collection instrument (examples: Survey Monkey, QuestionPro, and etc.)
- Staff time: Time will include navigating the approval process, meeting with school administration, organizing survey tools and packets, collecting and entering data, data analysis, and sharing results

Timeline:

Varies based on the approvals needed, number of schools that will be surveyed, and the number of students.

Resources:

1. CDC. Youth Risk Behavior Surveillance System (YRBSS). <https://www.cdc.gov/healthyouth/data/yrbs/index.htm>
2. O'Leary, R. and Huber, C. (2021). Tribal Tobacco Advocacy Toolkit. <https://www.findyourpowersd.com/toolkit/collect-local-surveys/> and <https://www.findyourpowersd.com/toolkit/share-data-in-a-meaningful-way/>.

