

Participant Information Sheet

Population Study commissioned by the Department of Health

You have been randomly selected to take part in a study commissioned by the Department of Health. Before you decide whether to participate it is important for you to understand why this research is being done and what will be involved. We would like you to read this information sheet carefully and take your time to decide whether or not you would like to take part.

What is this research about?

The Department of Health has commissioned Ipsos B&A to complete a national survey about health behaviours on its behalf. This is the twelfth wave of the survey and covers a variety of health behaviours in Ireland. The topics covered by this wave of the survey include:

- General Health
- Smoking
- E-cigarettes and Nicotine Pouches
- Alcohol
- GP and Health System Utilisation
- Diet and Nutrition
- Dental Hygiene
- Skin protection & Sunbed Use
- Demographics (age, gender etc.)
- Experience of Suicide

This survey is conducted as part of Healthy Ireland, the National Framework for action to improve health and wellbeing of people living in Ireland. Healthy Ireland's vision is one where everyone can enjoy physical and mental health and wellbeing to their full potential. The eleven waves of the survey completed so far have provided an up-to-date picture of the nation's health. These data are being used to inform current and future policy direction, programme development and implementation; your participation is therefore extremely valuable in terms of putting policies in place to improve public health and wellbeing. The first results of this research phase will be published in 2026. Publications from previous waves of this survey can be found on the Department of Health website, www.gov.ie/healthyireland.

How was my telephone number selected?

Mobile numbers are randomly generated using telephone number stems known to be in operation and contacted by our team of telephone interviewers. Each number may be contacted multiple times in order to maximise the opportunity of speaking to the person who owns that telephone number.

What will be involved if I take part?

A researcher from Ipsos B&A will ask you a series of questions about health-related issues, and your attitudes and behaviours towards these. We ask that you answer these questions as accurately as possible. The survey will take approximately 25 minutes to complete and your answers to the survey will be securely encrypted at all stages.



An Roinn Sláinte
Department of Health

What if I decide not to take part?

There is no obligation for you to take part. If you decide to take part but then change your mind you are free to withdraw at any time without having to give a reason and any information that you have given will not be used. You are also entitled to refuse to answer any questions you don't want to answer.

What will happen to the information I give?

Any information that you give the interviewer will be strictly confidential. The data will be encrypted on a password protected device. The confidential information will not be disclosed to anyone outside of the research team. The research team includes Ipsos B&A and the Department of Health. Only Ipsos will have access to all of the data. The Department of Health will only have access to the anonymised data, i.e. the data without information that could lead to an individual being identified.

The research data will remain confidential at all times and answers of all survey participants will be grouped together so that no individual's responses will be identified. It will not be possible to identify you or any other member of your household from the published information, research data or the retained anonymised dataset.

A supervisor from Ipsos B&A may contact you to check that the interviewer called and to verify your answers to a small number of questions.

The anonymised data will be retained for additional analysis, including comparisons for future surveys. The data will not be used for commercial purposes or given to commercial entities for analysis. Anonymised data from the Healthy Ireland study may be analysed in the future by different researchers and health service personnel, from other organisations outside the Department of Health, under agreed conditions. The Department of Health will be the Data Controller and the body responsible for the secure holding/retention of the data.

Your rights under GDPR (General Data Protection Regulation)

This research is being conducted in full compliance with GDPR and is overseen by the Data Protection Officers at both the Department of Health and Ipsos B&A. In accordance with GDPR you have the right to request deletion of your data before it is anonymised. Identifiable information will be held for less than two years. The interviewer can direct you to a copy of the Privacy Notice for this study should you wish to view it.

If I have any questions or problems, who can I contact?

If you have any questions or problems regarding this research you can contact Ipsos B&A on 01 4389000. Alternatively, you may contact the Health and Wellbeing Programme by email at healthyireland@health.gov.ie or call the Department of Health on [\(01\) 635 4000](tel:016354000) and ask for Healthy Ireland.

It is important to note that whilst Ipsos B&A interviewers are experienced data collectors and have received specific training relating to this project, they are not experts on health matters and will not be able to provide individual advice on these topics. If you have any queries on health-related matters please contact the HSE Live service on Freephone: [1800 700 700](tel:1800700700) or Phone: [01 240 8787](tel:012408787), or contact your GP. For more information on Healthy Ireland visit www.gov.ie/healthyireland.