

YOUR OPPORTUNITY TO BE PART OF GENERATION NEW ERA

Dear Parent,

We are writing to let you know that you have the opportunity to **be part of Generation New Era** - a new UK study of babies born in 2022, and their families. It will provide vital scientific insights into the health and development of children growing up in our changing world, and help researchers, governments and service providers improve the lives of children and families in the UK.

Generation New Era is led by University College London (UCL). Ipsos, an independent research organisation, will collect the information on our behalf. It is paid for by the Economic and Social Research Council.

You don't need to decide now if you'd like to take part. Within the next few months, **Ipsos will send you an invitation to the study** with more information. **A trained interviewer** from Ipsos will then call at your address to answer any questions you have, and ask if you would like to take part.

If you prefer not to receive further information about the study or prefer not to take part, please let us know and we won't contact you any further. You can let us know by Freephone 0800 151 0610 or email gnestudy@ipsos.com. Please include your reference number at the top of this letter. **If you live with your baby's other parent**, and if they have also received this letter, **they will also need to contact us separately** if they do not wish to receive further information or prefer not to take part.

Thank you in advance for your help. We hope you'll decide to be part of this landmark study.

Yours sincerely,



Professor Alissa Goodman CBE

Study Director, UK
University College London

What will taking part involve?

We will be asking mothers and fathers to take part in an interview. For one parent this will take around 60 minutes, and for the other parent around 30-40 minutes. **Taking part is completely up to you.** As a thank you for their time, each parent will receive a **voucher**. We would also like to speak to you again as your child gets older. We hope to invite you to take part every few years. **It will always be up to you** to decide whether you want to take part.

Interviews can be done in languages other than English. This letter, and other study information, is available in other languages on the study website: gnestudy.info.

How was I chosen for this study?

Firstly, the study only includes babies born in November and December 2022. Secondly, only 250 areas within the UK were chosen for the study. Babies born in these areas are chosen to be representative of all those born in the UK in 2022.

Your family was **chosen at random from records of births** held by NHS England for England and Wales, and the National Records of Scotland and Public Health Scotland. These organisations provided your name, address and additional information about you and your baby.

The families selected for the study reflect the diversity of families across the UK as a whole. Each family chosen for the study is unique and we can't replace you with anyone else.

What if I live apart from my baby's other parent?

To help us build a full picture of each child's life, we want to include mothers or fathers who live apart from their child's other parent.

Where we have both parents' names and addresses from birth records, we will contact each parent separately to invite them to take part. If this applies to you, your child's other parent will have received this letter. Where parents are living in different households, they will each need to contact us separately if they do not wish to take part.

If you prefer that we do not make any further contact with your child's other parent or if you have any concerns about this, please contact us at 0800 151 0610 or gnestudy@ipsos.com.

Your confidentiality

The information you give the study will be kept completely confidential and used for research purposes only. UCL has a legal basis for processing your personal data because it is for 'a task in the public interest' under the General Data Protection Regulation. We also have special approval to receive information from birth records in order to contact you from the NHS Health Research Authority's Confidentiality Advisory Group, NHS England's Independent Group Advising on the Release of Data, and the NHS Scotland Public Benefit and Privacy Panel for Health and Social Care. This has been granted following a careful review of the information the study will collect, and how we will ensure that your data and privacy are protected. Full details about how we will look after your information, including what happens to your information if you decide not to take part, are in the **Privacy Notice** on the study website gnestudy.info/privacy.

