

# GENERATION NEW ERA

A STUDY OF CHILDREN  
BORN IN THE 2020s



# ABOUT GENERATION NEW ERA

# What is Generation New Era?

**Generation New Era is a groundbreaking new scientific study of several thousand children and their families.** Every baby is special, but those born today belong to a one-of-a-kind generation. The pandemic and the cost-of-living crisis have brought unique challenges for mothers and fathers like you, your children and your futures.

## How will it make a difference?

Generation New Era will provide **vital new scientific insights into the health and development of children growing up in our changing world**, and will be used by researchers, governments and service providers to improve the lives of children and their families in the UK.



**By being part of Generation New Era, you can help shape the future for UK families.**

## Why do we want to hear from you?

**There is no one quite like your child and your family.** For the study findings to benefit all kinds of families, we need to hear from many different families, from across the UK, including yours.

By including families from all backgrounds and cultures, and all kinds of children, we can build a full picture of the lives of this generation and give everyone a chance to be heard.



**It will  
always be up  
to you to decide  
whether you want  
to take part.**

## When is Generation New Era starting?

The interviews take place when the babies are around 9-10 months old. All babies grow and develop differently and change a lot in their first year of life. We are visiting families at this time to understand these changes, and so we can collect information about different babies at the same age.

## How long will it carry on for?

We hope to invite you to take part every few years to find out how your child is getting on as they get older.



# What's involved in taking part?

1

Within the next few months, you will be sent an invitation to the study, with more information to help you decide whether to take part.



2

A fully trained interviewer will then call at your home address to find out if you'd like to take part. They'll be happy to answer any questions you may have. The interviewer will always carry photo ID. If you're out or it's not convenient, the interviewer will come back at a better time.



3

If you decide to take part, the interviewer will arrange a day and time that works for you for your interview.



4

We would like one parent to complete a **60-minute interview** in person with the interviewer.



5

We would like the other parent to complete a separate **30-40 minute interview**. This can be done either in person with the interviewer or online, whichever suits best. We can also sometimes do this by telephone.



6

Everyone who takes part will **receive a voucher** as a thank-you for their time.

The interviewers are used to speaking with mothers and fathers in many different communities, situations and types of family. Interviews can be done in other languages.



**Everyone who  
takes part will  
receive a high  
street voucher as  
a thank you for  
their time.**



## Who runs the study?

The Centre for Longitudinal Studies (CLS), at **University College London (UCL)**, is in charge of the study. CLS is the UK's leading cohort studies research centre. UCL is one of the world's leading universities.

The study team also includes Swansea University in Wales, the University of Edinburgh in Scotland and Ulster University in Northern Ireland.

**Ipsos** is carrying out the interviews ([ipsos.com](https://www.ipsos.com)). Ipsos is an independent research organisation that follows the rules of the Market Research Society Code of Conduct.

Generation New Era is funded by the Economic and Social Research Council, the UK's leading academic funder of social research and part of UK Research and Innovation.

## Who has approved this research?

This research has been reviewed and approved by an NHS Research Ethics Committee. This is an independent group of people committed to protecting your safety, rights, wellbeing and dignity.

## What will happen to the information I give?

The information is used for **research purposes only**. Your survey responses will be put together with the answers from all the people who are interviewed throughout the United Kingdom. These are made securely available for researchers via the UK Data Service and other trusted research repositories. Sometimes this may include commercial organisations using the data for approved research purposes. This research data does not contain any names, addresses, or other personal details that could directly identify individuals in the study.

### **Your study information is treated in strict confidence and kept securely.**

It is used in accordance with the General Data Protection Regulation (GDPR) and will be retained until no longer required by the study. Generation New Era has strict security rules and secure systems to protect your information.

The information you give will be kept entirely confidential from other members of your family and from organisations who provide services or administer benefits that you or your baby may use or receive.

In very exceptional circumstances your confidentiality may be broken, for example, if something you tell us indicates that someone is at significant risk of harm.

## What if I choose not to take part, or withdraw from the study?

You do not have to take part in Generation New Era if you do not want to, and you have the right to withdraw from the research at any stage, without having to give a reason. If you do withdraw or if we lose touch with you, **we will retain and continue to use your study information for research unless you tell us not to.**

If you choose not to take part, we will use the information from birth records to understand who does and doesn't take part.

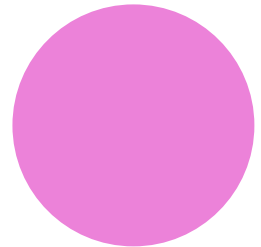
## Who is responsible for the study information?

The data controller for this project is **University College London (UCL)**. UCL's legal basis for using your information is for 'a task in the public interest' under the General Data Protection Regulation.

More information about privacy, confidentiality and legal rights and responsibilities, is available on the Generation New Era website: [gnestudy.info/privacy](https://gnestudy.info/privacy), including the study's privacy notice.

If you are concerned about how your personal data is processed for the study you can contact:

- **UCL Data Protection Office:** [data-protection@ucl.ac.uk](mailto:data-protection@ucl.ac.uk)
- **Information Commissioner's Office:** [ico.org.uk](https://ico.org.uk)



# How do I find out more about Generation New Era?

For more information about the study in general please visit the study website or instagram page:

**[gnestudy.info](https://gnestudy.info)**

**[@gnestudy](https://www.instagram.com/gnestudy)**

Contact Ipsos for questions about your interview: **[gnestudy@ipsos.com](mailto:gnestudy@ipsos.com)** or **0800 151 0610**

**Freepost IPSOS GNE STUDY**

Contact UCL study team for general queries about the study: **[gnestudy@ucl.ac.uk](mailto:gnestudy@ucl.ac.uk)**, **0808 175 6330** or at **[gnestudy.info/contact-us](https://gnestudy.info/contact-us)**

**Freepost GENERATION NEW ERA**

