

**GENERATION
NEW ERA**

A STUDY OF
CHILDREN BORN
IN THE 2020s



IF YOU NEED LARGE PRINT
PHONE US FREE ON
0800 151 0610 OR EMAIL
gnestudy@ipsos.com

YOU'RE INVITED TO BE PART OF GENERATION NEW ERA

Dear Parent,

We are writing to invite you to **be part of Generation New Era** - a groundbreaking new study of several thousand babies born in 2022/23, and their families. You may remember receiving a letter about the study a few months ago from your Health Trust.

Generation New Era will be the first UK-wide study of its kind for over 20 years. It aims to follow the lives of this one-of-a-kind generation as they grow up in our changing world. By providing vital new insights into the health and development of children, Generation New Era will help researchers, governments and service providers to improve the lives of children and families in the UK.

Your family has the opportunity to be part of this important scientific research, that will benefit the lives of families and children for many years to come.

Your family was chosen at random from maternity records held by your Health Trust, who provided your name, your address and your and your baby's month and year of birth.

We've enclosed a **booklet** which is your guide to the study.

Generation New Era is led by the Centre for Longitudinal Studies at University College London and Ulster University. Ipsos, an independent research organisation, is collecting the information on our behalf. It is paid for by the Economic and Social Research Council.

What does taking part involve?

We want to hear from mothers and fathers to help build a full picture of each child's life. We will invite one parent, usually whoever spends most time with the baby, to complete a 60-minute interview in person with the interviewer, and the other parent to complete a separate 30-40 minute interview, which can be done in person or online. The interview involves answering some questions about yourself and your baby.

As a thank you for your time, each parent interviewed will receive a voucher. Interviews can be done in languages other than English.

Taking part is completely up to you. We hope that you will decide to take part in this important research and that you will enjoy the interview.

We hope to invite you to take part every few years to find out how your child is getting on as they get older. It will always be up to you to decide whether you want to take part.

What happens next?

A trained interviewer from Ipsos will call at your address in the coming days to find out if you'd like to take part. They'll be happy to answer any questions you may have. If you're out or it's not convenient, the interviewer will come back at a better time. If you decide to take part, the interviewer will arrange a day and time for the interview that works best for you.

As we only have your name and address, the interviewer is not able to email or text you. However, if you would like to contact your interviewer before they call at your address, you can do this by text or phone using their mobile number, if they've included this on the card enclosed with this letter.

The interviewer will carry an identification card with their photograph.

If you prefer not to take part, please let us know using the contact details at the end of this letter – we'll let the interviewer know and we won't contact you any further.

Any questions?

To find out more about the study, please visit: gnestudy.info, or you can contact the study team at Ipsos directly on:

- Email: gnestudy@ipsos.com
- Freephone: 0800 151 0610
- Freepost IPSOS GNE STUDY

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

Yours sincerely,

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