BABYSTEPS

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BABYSTEPS

BabySteps is a **free smartphone app** for families taking part in Generation New Era. Parents who complete the longer interview will be invited to join BabySteps.

With the app you can:

- take part in short monthly research activities
- earn points towards **e-vouchers:** 5 completed tasks = **£5**
- track your baby's milestones
- save special memories
- read short, trusted articles about child development
- stay in touch with the study team

By joining BabySteps, you help researchers make new discoveries about how babies grow and thrive. It's an easy way to make the information we collect even more valuable for future generations.

Your privacy matters

Your app information is:

- kept **secure and confidential**
- **never shared** with advertisers
- **not used** to track your location

You can find our Privacy Notice at gnestudy.info/privacy and in the 'About' section of the app.

Getting started

You can download the app any time to explore its Welcome pages. During your interview, you'll get a unique login code (which can be recorded below) to get fully set-up.

1 Dowload the app

Scan the QR code or search **"Generation New Era BabySteps"** in the App Store or Google Play.

2 Join BabySteps

Open the app and tap **"Join BabySteps"**.

3 Give consent

Confirm you're happy to take part, add your signature and tap **Done**.

4 Set up your account

You'll be asked for:

- your **unique login code** (from your interview):
- your **email address**, a **password** and a few **simple details** about you and your baby, or babies if twins or multiples.

You'll get 2 reward points for joining.

Don’t miss updates

Allow app notifications so you know when new research activities and rewards are available. You can change this anytime in your phone settings.

Need help?

Visit the **Q&As** on the website, in the app or contact the study team:

gnestudy.info
gnestudy@ipsos.com
0800 151 0610

Please have your reference number/ unique login code handy if possible.