

# Fathers matter

## Why we need to hear from dads

Generation New Era is a major new study following thousands of children across the UK as they grow up. To understand their lives fully, we need to include all parents – **including all fathers**.

Whatever role you play in your child's life – **we want to hear from you**.

## Your chance to be heard

Many fathers tell us they're rarely asked about their experience of being a dad. This study gives you the opportunity to share yours.

Every father's story is different. Your experiences, challenges, relationship and time spent with your child all matter. By hearing from fathers like you, we can better understand what children and dads need, and how best to support them.



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**I am nothing but proud to be a 'study' dad. I have been part of something that has helped scientists all over the world make discoveries that genuinely impact how we live today.**

Father participating in the  
Children of the 90s study

## Research with fathers has already helped:

- improve support for dads' mental health
- provide better advice on safe sleep for babies
- encourage health visitors and schools to include dads
- shape government policy, including two weeks of paid paternity leave.

## Help shape a better future for children

What you tell us will help improve:

- children's health and development
- support for fathers
- services for families

## Need help?

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

 [gnestudy@ipsos.com](mailto:gnestudy@ipsos.com)

 0800 151 0610

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

Get a voucher as a thank-you for taking part

## Take part in a way that suits you

Choose what works for you, daytime or evening. Weekday or weekend. Online, by phone, or with an interviewer. We'll work around your schedule.

## Your information is confidential and secure

Everything you share is **kept private** and **used only for research**. Nothing you say is shared with your baby's other parent. Find out more: [gnestudy.info/privacy](https://gnestudy.info/privacy)



Join thousands of fathers making a difference. Be part of Generation New Era.