

GENERATION NEW ERA

A STUDY OF CHILDREN
BORN IN THE 2020s



BE PART OF GENERATION NEW ERA

Your guide to the study

ABOUT THE STUDY

Generation New Era is the first new UK-wide study of babies in 25 years.

Families across the UK have experienced a lot of change in that time. What is life like for babies born now? What opportunities and challenges do children have today?

By being part of Generation New Era, **you'll make an important contribution to society**, helping to shed light on issues that matter to families now.

“This study gives a once-in-a-lifetime opportunity to find out what life is like for families today, so we can learn how to give every child the best start in life.”

– Joyce, lead nurse

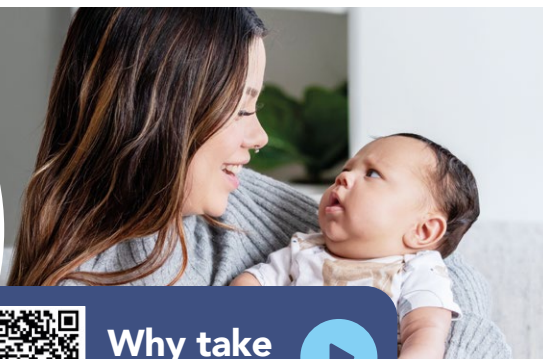
Everyone who takes part will receive a high street shopping voucher as a thank you for their time.

How will it make a difference?

Generation New Era will help bring about real change for families. Findings from other studies like it have:

- Supported better rights for parents (longer maternity and adoption leave, paid time off for fathers and flexible working rights).
- Helped to secure £50m funding for infant feeding services in 75 deprived areas.
- Provided more of an understanding of children and young people's mental health challenges.

Four other national studies of people born in 1946, 1958, 1970 and 2000 are still running today. Find out more about the difference these studies have made and what people say about taking part: gnestudy.info



Why take part?



WHAT'S INVOLVED?

1

A trained friendly interviewer will visit you at home – they'll ask if you'd like to take part and answer your questions. They will always carry photo ID. If it's not convenient, they will come back at a better time. You can tell us when's good to call: ipsos.uk/contactgne.

2

An interview appointment will be made – If you want to take part, the interviewer will arrange a day and time that works for you.

3

One parent does a 60-minute interview – this is in person with the parent who spends most time with the baby.

4

The other parent (if they live at the same address) does a 30-minute interview – this can be in person, online or sometimes by phone – whichever suits best.

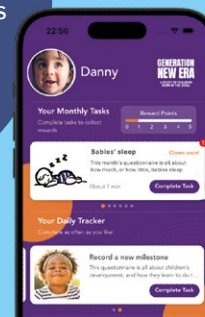
5

One parent can choose to download the 'BabySteps' app – you can track your baby's milestones and earn extra vouchers through research activities.

Taking part is always your choice, and you can withdraw from the study at any time.

One interview is longer as we only need to ask some questions once per household.

We'll invite you to take part again to find out how your child is doing as they grow up – likely when they are 3 years old. When your child is older, they can decide for themselves if they want to keep taking part.



Why do we want to hear from you specifically?

Many families are finding life difficult right now, while others may feel more comfortable. For this study to truly matter, we need to hear from all types of families, cultures and communities – helping understand different experiences across the UK.

We can't invite everyone, but the families we do invite reflect the diversity of each region and the UK as a whole. This study aims to represent everyone, giving all families a voice.

It's important we hear from fathers as well as mothers, including parents who may not live with their child, no matter what their involvement is with their baby. This helps us build a full picture of each child's life.

If you don't live with your child's other parent, we'll ask you if we can contact them and invite them to take part a few months later. If you'd prefer we don't contact them, or have concerns, you can tell your interviewer.



'It's interesting to be part of.... it feels kind of special to be chosen'

- Study participant



What will we ask you about?

We'll ask about **your baby's health, growth, behaviour, sleep, diet and daily activities**. For twins or multiples, some questions are asked for each baby.

We'll also ask about **your experiences as a mother or father and your family**: your home, work, finances, health and wellbeing, other children you have, your partner and any support, services or childcare you use.

You can skip any questions you don't want to answer. Sensitive questions are answered privately on the interviewer's computer - not discussed aloud.

We hope both parents take part, but it's up to each of you to make your own decision.

What is adding information?

Government departments and agencies (such as the NHS) routinely collect administrative records about us all to help plan and provide services. We'd like to add information from **health, education and social care records** about you and your child to your study information. We'll ask about this in your interview.

By agreeing, you will play an important role in helping researchers bring evidence to real-world problems that affect us all. Such as:

- How schools and childcare can best support children's learning and development
- How parents' health and education affect their child
- How different families use health and other services.

Your interviewer will give you an information leaflet about this before your interview. It's your choice whether to let us do this – you can still take part in the study if you decide not to. You may want to discuss this with your child's other parent, as only the parent doing the longer interview will be asked about your child's records.

Who carries out the interviews?

Ipsos, an independent research organisation, oversees the interviews for the study. Interviewers from one of three independent research organisations (Ipsos, NatCen or Verian) will carry out the interviews. Interviewers are trained and follow strict rules to protect you and your information.



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

LOOKING AFTER YOUR INFORMATION

Who runs the study?

The Centre for Longitudinal Studies (CLS) at University College London (UCL) runs the study and we are responsible for looking after your study information. We were chosen to run the study because we are very experienced in managing similar studies of people born 1958, 1970, and 2000, and experts in this kind of research.

The team also includes study directors from Swansea University (Wales), University of Edinburgh (Scotland) and Ulster University (Northern Ireland). The study is funded by the Economic and Social Research Council, the UK's main social research funder and part of UK Research and Innovation.

How do we use and protect your information?

We understand concerns you may have about sharing details about your life and your baby's experiences. The information you give is **kept confidential and secure and used for research purposes only**.

Your study information from the interviews and BabySteps app research activities will be put together with the information from everyone

else in the study. This research data is made available to researchers around the world through secure research environments like UK Data Service.

Research data never includes any names, addresses or other personal details that could directly identify you or your family.

Your study information is used in line with GDPR, a law protecting your personal data and privacy and giving you rights over your data. UCL's legal basis under GDPR for processing your personal data is called 'a task in the public interest'.

Your information stays entirely confidential from other family members, and from organisations providing services or benefits that you or your baby may use or receive.

In very exceptional circumstances, we may have to share what you tell us – for example, if someone is at serious risk of harm.

More information, including the study's privacy notice, can be found at: gnestudy.info/privacy. You can contact us if you have any questions. If you are concerned about how your personal data is processed for the study, you can also contact: UCL Data Protection Office: data-protection@ucl.ac.uk. Information Commissioners Office: ico.org.uk

What happens if you choose not to take part, or withdraw from the study?

It's your choice whether to take part. You have the right to withdraw from the study at any time, from all of it or just parts of it, without explaining why.

If in the future you decide to stop taking part or if we lose contact, we'll continue to use the study information you've already provided for research.

If you choose not to take part at all, your and your baby's name and address from birth records won't be kept or used for any other purpose. We'll use other limited demographic information from birth records to help us understand who hasn't taken part, and then securely delete it.

Who has approved this study?

An independent **NHS Research Ethics Committee** has approved the study. This is an independent group of people committed to protecting your safety, rights, wellbeing and dignity.

Special committees in England, Wales, Scotland, and Northern Ireland have approved using records of births to invite families to the study. Your family was chosen at random from information held by government departments and agencies. These organisations provided your name, address and additional information about you and your baby.

Help and advice

We hope you enjoy answering questions about your baby and life as a parent. Taking part should not cause any harm and will never affect any services or care you receive. If anything in the interview raises concerns, there are organisations that can help.

For general advice and support for parents:

Home Start:

home-start.org.uk, 0116 464 5490

For advice and support about money issues:

Citizens Advice Bureau:

citizensadvice.org.uk

For confidential support when experiencing feelings of distress or despair:

Samaritans:

samaritans.org, 116 123

For support about domestic abuse:

Refuge:

refuge.org.uk, 0808 2000 247

Respect:

mensadviceline.org.uk, 0808 8010327

For advice about health concerns: contact your **local GP or health visitor**.

More sources of support can be found on the study website gnestudy.info.

HAVE A QUESTION ABOUT THE STUDY?

@ **gnestudy@ipsos.com**

📞 **0800 151 0610**

(calls from landlines are free but costs from mobile phones may vary, so please check with your provider)

🌐 **gnestudy.info**

📷 **@gnestudy**

✉️ **Freepost IPSOS GNE STUDY**

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