



GENERATION NEW ERA

A STUDY OF CHILDREN
BORN IN THE 2020s

Generation New Era Partner & Supporter Pack

Helping shape the future for UK families

Contents

- [Who is this supporter pack for?](#)
- [Why your support matters](#)
- [About Generation New Era](#)
- [About the families invited to take part](#)
- [Four simple ways you can help](#)
- [Key messages](#)
- [Social media toolkit](#)
- [Example posts for social media](#)
- [Content for newsletters, bulletins and websites](#)
- [Stay connected](#)



Who is this supporter pack for?

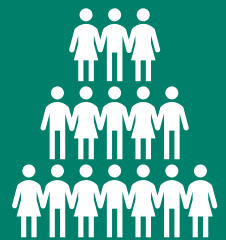
Thank you for supporting **Generation New Era (GNE)**.

This pack is for organisations and individuals who can help raise awareness of the study among parents, families and the professionals who support them. Your voice is vital. Families are more likely to take part in research when they hear about it from people and organisations they know and trust.

Our aim is to reach families across England, Scotland, Wales and Northern Ireland so that Generation New Era reflects the experiences of children and families from every community.

Why your support matters

Generation New Era will provide evidence to help shape research, policy and services that support children and families for years to come. To do this, we need families from all backgrounds and life experiences to take part.



Whether you're sharing the study with healthcare professionals, community organisations or directly with parents, your support will help us reach more families and build a study that truly represents the UK.

Inside this pack you'll find:

- key messages tailored to your audience
- ready-to-use social media posts, newsletter copy and promotional materials
- suggested ways to share the study through your networks.

All core assets are available in both English and Welsh to support inclusive communications across the UK.

Every conversation, newsletter, social media post and shared resource helps more families discover Generation New Era. Together, we can help shape one of the UK's most important studies of children and families for a generation.

If you have any questions or need support, please contact us at [**gnestudy@ucl.ac.uk**](mailto:gnestudy@ucl.ac.uk).

About Generation New Era

A study that will help shape the future for generations to come

Generation New Era is a groundbreaking scientific study of around 30,000 babies born in 2026, and their families. It's the first UK-wide study of its kind in 25 years, and the largest ever.

It is led by the UCL Centre for Longitudinal Studies (CLS), and brings together leading researchers from University College London, the University of Edinburgh, Swansea University and Ulster University.

The UK Research and Innovation (UKRI) Infrastructure Fund and the Economic and Social Research Council (ESRC) have invested £42.8 million into making this birth cohort study happen.

ESRC Executive Chair Stian Westlake said:

"I am excited to see what Generation New Era will discover about the lives of children and how they differ across the UK.

The evidence this study produces can underpin policy that makes the UK a happier, healthier and fairer place, improving lives and livelihoods. It is an investment in the future that we are proud to make."

Generation New Era follows babies as they grow up in our changing world. By providing vital new insights into children's health and development, this study will help researchers, governments and service providers to improve the lives of children and families in the UK.

GNE 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. Read more examples from other studies on our website: gnestudy.info/why-take-part/making-a-difference

About the families invited to take part

Families will be **chosen at random** using records of birth held by government departments. An independent NHS Research Ethics Committee has approved the study, and given approval by special committees in England, Wales, Scotland, and Northern Ireland.

Parents **receive an invitation to take part** when their baby/babies are 9-10 months old. These families will **reflect the diversity** within each region and country – across the UK.

Unfortunately, **families cannot nominate themselves** for the study. This is so we can make sure we have the right **balance of different families** taking part and that the study represents the population as a whole.

Each family chosen for the study is **unique and cannot be replaced** by anyone else.



Four simple ways you can help

- ❑ Share a post on social media (repost one of ours or use the examples below)
- ❑ Include GNE in your newsletters to staff and/or families and share widely with your networks
- ❑ Mention the study during team meetings or events (why not show our video!)
- ❑ Display our posters where professionals or families will see them



Key messages

When talking about Generation New Era, these are the main messages we'd love you to share.



- Generation New Era is a groundbreaking new scientific study of around 30,000 babies born in 2026, and their families. It's the first UK-wide study of its kind in 25 years, and the largest ever.
- Generation New Era aims to follow 30,000 babies as they grow up in our changing world. By providing vital new insights into children's health and development, this study will help researchers, governments and service providers to improve the lives of children and families in the UK, just like you.
- Many families will be finding life especially difficult right now. Other families may be more comfortable. For the Generation New Era study to be valuable, we need babies growing up in all different circumstances and in all different communities to take part. This will enable researchers to make comparisons, see how these differences matter for children's development and pinpoint the things that could help all children get the best start in life.
- If you've had a baby already in 2026, or if you are expecting one, you could be invited to take part in Generation New Era! You can expect to receive a letter inviting you to take part when your baby is around 10 months old. This is your chance to help shape the future for families in the UK.
- Be the voice for families like yours - by taking part in Generation New Era, you will be making an important contribution to society, helping to shed light on issues that matter to families now.
- The new Generation New Era study follows thousands of children across the UK; to understand their lives fully, all parents who've been invited need to be involved - including all fathers. Whatever role you play in your child's life - your experience matters.
- Find out more about the study at gnestudy.info

Social media toolkit

Social media is a powerful way to help raise awareness of Generation New Era. By sharing posts across your channels in the months, weeks and days leading up to the first invitations going out in September you'll help build awareness and trust with staff who may be in contact with families, and directly with families who may be invited - encouraging their participation.



We'll be sharing posts on our Instagram **@gnestudy**, but please share across your preferred channels if you use LinkedIn, Facebook, Threads and BlueSky. You can support the study by resharing our Instagram posts or using the ready-made content included in this pack.

Hashtags

Include the suggested posts and hashtags **#GenerationNewEra** and **#HelpingShapeTheFuture**.

Study launch date and fieldwork timings

The study includes babies born over a whole year, between January and December 2026 – a total of around 30,000 families. The first families will receive invitations in September 2026, then we will be inviting families all the way through to October 2027.

Therefore, it's important to keep sharing messages about the study over the year to maintain engagement and highlight key messages to families invited later next year.

We'd really appreciate it if you could share information about the study throughout the whole fieldwork period.

Example posts for social media

You'll find below suggested posts with accompanying graphics, text and alt text. We also have content specific to England, Wales, Scotland and Northern Ireland. Please use the hashtags #GenerationNewEra #HelpingShapeTheFuture and tag us @gnestudy on Instagram.



	Post text	Graphic	Alt Text
Option 1	We're proud to support Generation New Era! Every family has a story to tell. Generation New Era is the UK's newest birth cohort study, following around 30,000 babies born in 2026 to build a better understanding of children's lives as they grow up. The findings will help shape future research, policies and services that support children and families across the UK. If you receive an invitation to take part, we encourage you to get involved! 🔗 visit gnestudy.info and follow @gnestudy to find out more! #GenerationNewEra #HelpingShapeTheFuture	A square graphic with a light blue background. At the top right is the "GENERATION NEW ERA" logo, which includes the text "A STUDY OF CHILDREN BORN IN THE 2020s". The main text in the center reads "YOU COULD BE PART OF A STUDY SHAPING A GENERATION." in large, bold, white capital letters. Below this, in smaller white text, it says "Expecting a baby in 2026? You could help researchers understand how children are growing up in the UK today." There are decorative light blue circles in the top left and bottom left corners.	Text on image reads 'you could be part of a study shaping a generation.' in large font, followed by 'Expecting a baby in 2026? Help researchers understand how children are growing up in the UK today.' in smaller font. The Generation New Era logo is at the top right.

Option 2	Generation New Era is the UK's newest birth cohort study, following babies born in 2026 as they grow to better understand what helps children thrive. If you've had a baby in 2026, or if you are expecting one, you could be invited to take part! If chosen, you'll receive an invitation by letter when your baby is around 9 months old. We're supporting Generation New Era because every family's experiences can help build a better understanding of childhood in the UK today. Visit gnestudy.info and follow @gnestudy to find out more! #GenerationNewEra #HelpingShapeTheFuture		Text on image reads 'Have you heard of Generation New Era? Discover how 30,000 families are helping shape the future of child research in the UK.' in large font, with the Generation New Era logo in the top right.
Option 3	If you've had a baby in 2026, or if you're expecting one, your baby could be one of the 30,000 invited to take part in Generation New Era! We're supporting this groundbreaking new study because every family's experience can help shape a better future for children in the UK. Do you want to make an important contribution to society, helping to shed light on the issues that matter to families now? If you're invited, we'd encourage you to take part! By being part of this, you'll make a difference to families across the UK. Visit gnestudy.info and follow @gnestudy to find out more!		Text on image reads '30,000 babies will be part of a groundbreaking new UK-wide study' in large font, with the Generation New Era logo in the top right.

	#GenerationNewEra #HelpingShapeTheFuture		
Option 4	Have you heard about Generation New Era? It's the first new UK-wide study of its kind in 25 years. If you've had a baby in 2026, or if you are expecting one, you could be invited to take part! If chosen, you will receive an invitation by letter when your baby is around 9 months old. Every baby is special, but those born today belong to a one-of-a-kind generation. The cost-of-living crisis, advances in digital technology, and environmental concerns have all brought unique challenges for mothers and fathers like you, your children and your futures. By being part of this study, you'll be providing vital new insights into children's health and development - helping researchers, governments and service providers to improve the lives of children and families in the UK Visit gnestudy.info and follow @gnestudy to find out more! #GenerationNewEra #HelpingShapeTheFuture		Text on image reads 'Be part of something big. Learn more at gnestudy.info' in large font, with the Generation New Era logo in the top right.

As an organisation supporting families, we're proud to help raise awareness of **Generation New Era**.

This landmark study will help researchers better understand what life is like for children growing up in the UK today.

If you're invited to take part, your experiences could help shape research that benefits families for generations to come.

Visit **gnestudy.info** and follow **@gnestudy** to find out more!

#GenerationNewEra
#HelpingShapeTheFuture

WELSH

Fel sefydliad sy'n cefnogi teuluoedd, rydym yn falch o helpu i godi ymwybyddiaeth o Generation New Era.

Bydd yr astudiaeth arwyddocaol hon yn helpu ymchwilwyr i ddeall yn well sut beth yw bywyd i blant sy'n tyfu i fyny yn y DU heddiw.

Os cewch eich gwahodd i gymryd rhan, gallai eich profiadau helpu i lunio ymchwil a fydd o fudd i deuluoedd am genedlaethau i ddod.

Ewch i **gnestudy.info** a dilynwch **@gnestudy** i ddysgu mwy!

#GenerationNewEra
#HelpuLunio'rDyfodol



Text on image reads 'Have you had a baby in 2026? You could be invited to take part in Generation New Era! Learn more with an arrow pointing to **gnestudy.info**' in large font, with the Generation New Era logo in the top right.



Mae'r testun ar y ddelwedd yn darllen 'Ydych chi wedi cael babi yn 2026? Gallech gael eich gwahodd i gymryd rhan yn Generation New Era! Dysgwch fwy' mewn ffont mawr, gyda logo Generation New Era yn y gornel dde uchaf, a saeth yn pwyntio at **gnestudy.info**.

Option 5	Here in Northern Ireland, we're proud to support Generation New Era. Around half of all families in Northern Ireland expecting a baby in 2026 will be invited to take part! Making Northern Ireland a vital part of this landmark study. By taking part, families can help researchers better understand children's health, wellbeing and development, creating evidence that could benefit children and families for generations to come. If you receive an invitation to take part in this study, we'd encourage you to get involved! Help shape a better future for families in Northern Ireland.  Visit gnestudy.info for more information and follow @gnestudy for updates! #GenerationNewEra #HelpingShapeTheFuture	 The infographic has a red background with white and pink text. It features the text 'DID YOU KNOW?' in small white letters, followed by '1 in 2' in large white font. Below this, it says 'FAMILIES IN NORTHERN IRELAND WILL BE INVITED TO TAKE PART.' in bold pink letters. At the bottom, in smaller white text, it reads 'Generation New Era is the UK's largest birth cohort study, following 30,000 children born in 2026.' and includes the 'GENERATION NEW ERA' logo.	Text on image reads '1 in 2' in large font followed by 'families in Northern Ireland will be invited to take part.' Followed by 'Generation New Era is the UK's largest birth cohort study, following 30,000 children born in 2026.' with the Generation New Era logo in the top right.
Option 6	We're proud to support Generation New Era. Generation New Era is following around 30,000 babies born in 2026 across the UK to build a better understanding of children's lives. Around 1 in 4 families in Scotland expecting a baby in 2026 will be invited to take part. If you receive an invitation to take part in this study, we'd encourage you to get involved! Every family who takes part helps create evidence that can support children and families for generations to come.	 The infographic has a dark blue background with white and teal text. It features the text 'DID YOU KNOW?' in small white letters, followed by '1 in 4' in large white font. Below this, it says 'FAMILIES IN SCOTLAND WILL BE INVITED TO TAKE PART.' in bold white letters. At the bottom, in smaller white text, it reads 'Generation New Era is the UK's largest birth cohort study, following 30,000 children born in 2026.' and includes the 'GENERATION NEW ERA' logo.	Text on image reads '1 in 4' in large font followed by 'families in Scotland will be invited to take part.' Followed by 'Generation New Era is the UK's largest birth cohort study, following 30,000 children born in 2026.' with the Generation New Era logo in the top right.

	🔗 Learn more at gnestudy.info and follow @gnestudy for updates #GenerationNewEra #HelpingShapeTheFuture		
Option 7	We're proud to support Generation New Era. Generation New Era is helping build one of the most detailed pictures yet of children growing up in the UK. Around 1 in 3 families in Wales expecting a baby in 2026 will be invited to take part. If you receive an invitation to take part in this study, we'd encourage you to get involved! Every family's experience will help shape research that could improve support for future generations. 🔗 Find out more at gnestudy.info and follow @gnestudy for updates #GenerationNewEra #HelpingShapeTheFuture WELSH Rydym yn falch o gefnogi Generation New Era. Mae Generation New Era yn helpu i lunio un o'r darluniau mwyaf manwl hyd yma o blant sy'n tyfu i fyny yn y DU. Un o bob tair teulu yng Nghymru sy'n disgwyl babi yn 2026 yn cael gwahoddiad i gymryd rhan. Os cewch wahoddiad, rydym yn eich annog i gymryd rhan! Bydd profiad pob teulu yn helpu i lunio ymchwil a		Text on image reads '1 in 3' in large font followed by 'families in Wales will be invited to take part.' Followed by Generation New Era is the UK's largest birth cohort study, following 30,000 children born in 2026.' with the Generation New Era logo in the top right. Mae'r testun ar y ddelwedd yn darllen '1 o bob 3' mewn ffont mawr, ac yna 'teuluoedd yng Nghymru yn cael eu gwahodd i gymryd rhan.' Wedi hynny ceir 'Generation New Era yw astudiaeth cohort geni fwyaf y DU, sy'n dilyn 30,000 o blant a anwyd yn 2026,' gyda logo Generation New Era yn y gornel dde uchaf.

	allai wella'r gefnogaeth i genedlaethau'r dyfodol.  Dysgwch fwy yn gnestudy.info a dilynwch @gnestudy am ddiweddariadau #GenerationNewEra #HelpulLunio'rDyfodol		
Option 8	We're proud to support Generation New Era. Generation New Era is the UK's newest birth cohort study, following around 30,000 babies born in 2026 to help researchers better understand how children are growing up across the UK. Around 1 in 20 families in England expecting a baby in 2026 will be invited to take part. If you receive an invitation to take part in this study, we'd encourage you to get involved! By sharing your family's experiences, you'll be helping shape research that could improve policies and services for children and families for years to come.  Learn more at gnestudy.info and follow @gnestudy #GenerationNewEra #HelpingShapeTheFuture		Text on image reads '1 in 20' in large font followed by 'families in England will be invited to take part.' Followed by Generation New Era is the UK's largest birth cohort study, following 30,000 children born in 2026.' with the Generation New Era logo in the top right.

Content for newsletters, bulletins and websites

Please copy and paste these ready-to-use study narratives to include in your newsletters, bulletins or websites – helping you share the message clearly and consistently across your channels.

Introduction/short narrative

Generation New Era is a groundbreaking scientific study of around 30,000 babies born in 2026, and their families. It's the first UK-wide study of its kind in 25 years, and the largest ever.

The study follows babies as they grow up in our changing world. By providing vital new insights into children's health and development, Generation New Era will help researchers, governments and service providers to improve the lives of children and families in the UK for many years to come.

[For families] If you've had a baby in 2026, or if you are expecting one, you could be invited to take part! You can expect to be invited by letter when your baby is around 9-10 months old.

[For professionals] The first families will receive invitations in September 2026, then families will be invited all the way through to October 2027, as their baby/babies turn 9-10 months old. If you're asked about the study, please encourage parents to take part!

Together, we can help create one of the UK's most important research studies for a generation. Learn more about this important study at gnestudy.info

Longer narrative for families

Generation New Era (gnestudy.info) is a groundbreaking scientific study of around 30,000 babies born in 2026, and their families. It's the first UK-wide study of its kind in 25 years, and the largest ever.

If you've had a baby in 2026, or if you are expecting one, you could be invited to take part! You can expect to get an invitation by letter when your baby is around 9-10 months old.

Generation New Era is led by the UCL Centre for Longitudinal Studies (CLS), and brings together leading researchers from University College London, the University of Edinburgh, Swansea University and Ulster University.

The study aims to follow the babies as they grow up in our changing world. By providing vital new insights into children's health and development, Generation New Era will help researchers, governments and service providers to improve the lives of children and families in the UK. Read more about the impact these types of studies have had on society: gnestudy.info/why-take-part/making-a-difference

Families across the UK have experienced a lot of change over the last few decades. What is life like for babies born now? What opportunities and challenges do children have today? By being part of Generation New Era, you're helping to shed light on issues that matter to families now.

Families will be chosen at random and invited using records of births held by government departments and agencies. An independent NHS Research Ethics Committee has approved the study, and given approval by special committees in England, Wales, Scotland, and Northern Ireland. The families who have been invited reflect the diversity within each region and country, and across the UK as a whole.

It's important that fathers take part as well as mothers, and parents who may be living apart from their child's other parent. This is vital so that we have a complete picture of each child's life.

Unfortunately, you can't nominate yourself for the study if you haven't been invited. This is to ensure there is the right balance of different families taking part and that the study represents the whole population.

You can learn more about the study on their website gnestudy.info and you can follow the study on Instagram @gnestudy

Longer narrative for professionals

Generation New Era (gnestudy.info) is a groundbreaking scientific study of around 30,000 babies born in 2026, and their families. It's the first UK-wide study of its kind in 25 years, and the largest ever.

It is led by the UCL Centre for Longitudinal Studies (CLS), and brings together leading researchers from University College London, the University of Edinburgh, Swansea University and Ulster University.

The study aims to follow the babies as they grow up in our ever-changing world. By providing vital new insights into children's health and development, Generation New Era will help researchers, governments and service providers to improve the lives of children and families in the UK. Read more about the impact these types of studies have had on society: gnestudy.info/why-take-part/making-a-difference

The first families will receive invitations in September 2026, then families will be invited all the way through to October 2027, as their baby/babies turn 9-10 months old. If you're asked about the study, please encourage parents to take part!

Unfortunately, families are not able to nominate themselves for the study. This is so there is the right balance of different families taking part and that the study represents the whole population.

Families will be chosen at random using records of births held by government departments. An independent NHS Research Ethics Committee has approved the study, and given approval by special committees in England, Wales, Scotland, and Northern Ireland.

For the study to be valuable, babies growing up in all different circumstances and in all different communities need to take part. This is vital as it will enable researchers to make comparisons, see how these differences matter for children's development and pinpoint the things that could help all children get the best start in life.

As a trusted professional in contact with families who may be invited, your endorsement and support of the study will help to influence parents on whether to be involved or not. If you are asked about the study by a parent, please share information about Generation New Era and say why their participation matters.

It's important that fathers take part as well as mothers, and parents who may be living apart from their child's other parent. This is vital so that we have a complete picture of each child's life.

You can learn more about the study on their website gnestudy.info and you can follow the study on Instagram @gnestudy. If you have any questions, please contact the study team at gnestudy@ucl.ac.uk.

Stay connected

Study website: cls.ucl.ac.uk/cls-studies/generation-new-era

Participant website: gnestudy.info

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

Email: gnestudy@ucl.ac.uk



Every conversation, newsletter article, social media post or shared resource helps us inform families across the UK about Generation New Era.

Together, we can help create one of the UK's most important research studies for a generation.

If you have any questions or need support sharing the study, contact us at gnestudy@ucl.ac.uk