

Generation New Era: an important new scientific study

Dear Parent,

Following the recent birth of your child, I am writing to let you know that you have the opportunity to be part of Generation New Era - a new study of babies born in the UK in 2026, and their families. In Northern Ireland nearly 1 in 2 families with a baby born in 2026 will be invited to take part. The study is led by University College London (UCL) and Ulster University in Northern Ireland. The interviews for the study will be carried out by three independent research organisations (Ipsos, NatCen and Verian).

The study is paid for by the Economic and Social Research Council, is supported by the Department of Health and has been reviewed by the Privacy Advisory Committee in Northern Ireland. For more information about the study, including what taking part involves, please see the study guide.

Your family was chosen at random from maternity records held by Health and Social Care Trusts. Your Health Trust have instructed the Health and Social Care Business Services Organisation (BSO) to send you this letter on their behalf and on behalf of the study team. The BSO securely stores and processes patient records for the health and social care sector in Northern Ireland.

The BSO will securely transfer your name, address, month and year of your birth, and the month and year of your baby's birth to the study team who will then contact you again by letter to invite you to take part. A trained interviewer will then call at your address to answer any questions you have and ask if you would like to take part. The study team will hold your information securely in the strictest confidence and only use this for the purposes of this study. **If you prefer that the BSO does not pass your details on to the study team, please let the BSO know** and they will not do this and you will not be contacted again about taking part in this research.

If you prefer not to receive further information about the study or prefer not to take part, please either initial and return the slip included with your copy of the letter in the enclosed prepaid envelope, call BSO on **0800 1830040** or e-mail them at **gnestudy@hscni.net**. You can also get in touch with BSO by phone or email if you have any questions about the study.

When contacting the BSO, it is very important that you include your **reference number**, which can be found at the top of your letter. If you ask the BSO not to pass on your details to the study team, or if you decide later not to take part in the study, additional information from your maternity records will be used to understand who does and does not take part. The research team will only access this information using a safe setting hosted by the BSO and the data will not contain your name and address. If you prefer that your information is not used for this purpose, you can let us know using the phone or e-mail contact details above.

Full details about how BSO and UCL will use your information for the study are available in the Privacy Notice on the study website gnestudy.info/privacy. If you have any questions about how your information is being used for the study, please contact the BSO using the details above.

Thank you in advance for your help. We hope you'll decide to take part in this important scientific study about the health and development of children in Northern Ireland.