GENERATION NEW ERA A STUDY OF CHILDREN BORN IN THE 2020s

UCL University College London

YOUR CHANCE TO BE PART OF GENERATION NEW ERA

Dear Parent,

We are writing to let you know that you have the chance to **be part of Generation New Era** – a new UK study of babies born in 2026, and their families. If you live with your child's other parent, they may have also received this letter.

The study collects important scientific information about children's health and how they grow up in our changing world. This will help improve support for families across the UK. It involves interviews with mothers and fathers about themselves and their baby. As a thank you, every parent who takes part will receive an e-voucher.

Generation New Era is led by University College London (UCL). The interviews will be carried out by three independent research organisations – Ipsos, NatCen and Verian. It is paid for by the Economic and Social Research Council.

What happens next?

- **You don't need to decide anything now**
- In the next few months, we will send you more details and invite you to join the study.
- A trained interviewer will then call at your address, answer any questions you have, and ask if you would like to take part.
- It's your choice whether to take part and you can withdraw at any time.
- **If you would prefer not to receive any more information about the study, or if you do not want to be part of the study, please let us know and we won't contact you any further.** You can call us on Freephone 0800 151 0610 or email gnestudy@ipsos.com. Please include your reference number at the top of this letter.

Thank you in advance for your help. We really hope you'll decide to be part of this important study. Please read the Q&As on the back of this letter for more information.

Yours sincerely,

Alissa Goodman

Professor Alissa Goodman CBE
Study Director, UK
University College London

Please turn over →

What does it involve?

We will be asking mothers and fathers to take part in an interview. For one parent the interview will take around 60 minutes, and for the other parent around 30 minutes. **Taking part in the study is completely up to you.**

We would like to speak to you again every few years to find out how your child is doing as they grow up – the next time will likely be when they are 3 years old. **It will always be up to you** to decide whether you want to take part.

How was I chosen for this study?

The families who have been invited to take part reflect the diversity of each region and the UK as a whole.

Your family was **chosen at random from records of births** held by NHS England for England and Wales who provided your name, address and additional information about you and your baby.

We have special approval from NHS England's independent Advisory Group for Data to receive information from birth records so we can contact you. The use of confidential patient information without consent has received support from the Health Research Authority following advice from the Confidentiality Advisory Group. They reviewed the study carefully to make sure your data and privacy are protected.

What if I live apart from my baby's other parent?

To help us fully understand each child's life, we want to include mothers or fathers who live separately from their child's other parent. If you live separately from your child's other parent, we will ask you about getting in touch with them during your interview. If you prefer us not to contact your child's other parent, or if you have any concerns, you can let your interviewer know.

How is my information kept safe?

Your answers will be kept completely confidential and used only for research. UCL is allowed to use your personal data because the study is carried out for a task in the public interest under GDPR, the law that protects your personal information. If you choose not to take part, your and your baby's name and address from birth records will not be kept or used for any other purpose. We will use other limited demographic information from birth records to help us understand who does and doesn't take part and to ensure findings reflect a wide range of UK families. We will then also securely delete this information.

For full details, please see our **Privacy Notice at gnestudy.info/privacy.**

Ipsos
National Centre for Social Research
verian

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