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

## YOU'RE INVITED TO BE PART OF GENERATION NEW ERA

Dear Parent,

We are writing to invite you to **be part of Generation New Era** – a new UK study of 30,000 babies born in 2026, and their families. You may remember receiving a letter from us a few months ago.

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.

You can find more information about what's involved and what we'll ask you at [gnestudy.info](http://gnestudy.info), where you can also find a copy of the study guide. It's your choice whether to take part and you can withdraw at any time. As a thank you for taking part, **you will receive a 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?

- A friendly, trained interviewer will visit your address in the coming days to tell you about the study and answer any questions you may have. **If you're out or it's not convenient**, they'll come back another time.
- **If you'd like to take part**, the interviewer will arrange an interview at a time that suits you. **Your interviewer will carry a photo ID card** so you can check who they are.
- As we only have your name and address, the interviewer can't email or text you. You can share your contact details or the best time to visit at [ipsos.uk/contactgne](http://ipsos.uk/contactgne).
- If you don't wish to take part, let us know on **Freephone 0800 151 0610** or [gnestudy@ipsos.com](mailto:gnestudy@ipsos.com) – we'll let the interviewer know and we won't contact you any further.

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

Yours sincerely,



**Professor Alissa Goodman, CBE**  
Study Director, UK  
University College London

## What does it involve?

**We want to hear from mothers and fathers to help us build a full picture of each child's life.** If you live with your child's other parent, they may have also received this letter. For one parent the interview will take around 60 minutes in-person with the interviewer, and for the other parent (if they live at the same address) around 30 minutes, which can be done in-person and online. **Taking part in the study is completely up to you.**

One parent will be invited to download the study's smartphone app BabySteps – you can track your baby's milestones and earn extra vouchers by taking part in research activities.

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.**

The UK is a world leader in this kind of research, with national studies of people born in 1946, 1958, 1970 and 2000 still running today.

## How was I chosen for this study?

The study includes babies who were born in 2026. We can't invite everyone, but the families invited to take part reflect the diversity of each region and the UK as a whole.

Families in England, Wales and Scotland have been invited to take part using birth records held by NHS England for England and Wales, and Public Health Scotland and National Records of Scotland who provided your name, address and additional information about you and your baby. In Northern Ireland, families have been invited to take part using maternity records held by your Health Trust, who provided your name, your address and your and your baby's month and year of birth.

We have special approval from NHS England's independent Advisory Group for Data, the NHS Scotland Public Benefit and Privacy Panel, and the Northern Ireland Health and Social Care Trusts to receive information from these 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 then also securely delete this information. For full details, please see our **Privacy Notice at [gnestudy.info/privacy](https://gnestudy.info/privacy).**

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