

# 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 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.**



**Why take part?**

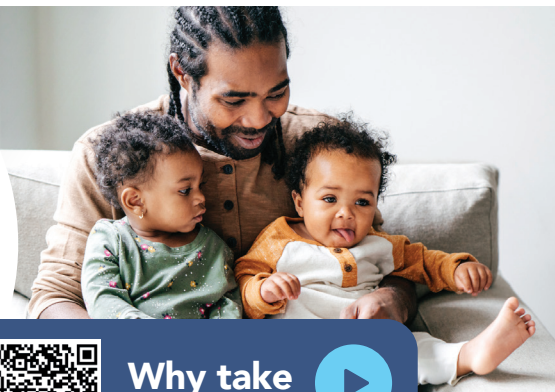


## How will it make a difference?

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.
- proven it's safer for babies to sleep on their back, informing safe sleep guidance.

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](http://gnestudy.info).



# WHAT'S INVOLVED?

**Find out more**



**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](http://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.

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

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

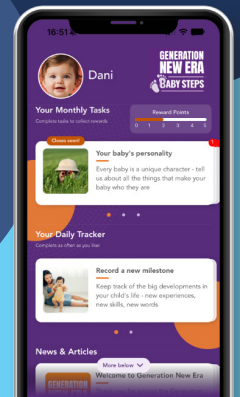
**4**

**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 will be invited to download the BabySteps app** – you can track your baby's milestones and earn extra vouchers through research activities.

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.



## Which family members are invited to take part?

**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 about getting in touch with them in your interview 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.

## How was your family chosen for the study?

Your family has been chosen from records of births held by government health departments and agencies. These organisations provided your name, address and additional information about you and your baby so we can invite you to take part. This has been approved by special health data committees in each country.

## Why do we want to hear from you specifically?

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. 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.

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

**– Study participant**



## What will we be asking 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.**

## 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, experienced 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.**

# ADDING INFORMATION

Government departments and agencies (like the NHS) routinely keep records about all of us. It's how they 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 will ask you about this in your interview.

By agreeing to these records being added to your study data, you'll play an important role in helping researchers look into even more things that affect families. Such as:

- How does home life and childcare affect how ready children are for school?
- What can make it difficult for young children and their families to get the healthcare and other services they need?
- How can we better support parents who grew up in care, and families who are getting help from children's services?

**Your interviewer will give you an information leaflet about this. 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 wish 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.



**Find out more**



# LOOKING AFTER YOUR INFORMATION

## Who runs the study?

The Centre for Longitudinal Studies (CLS) at **University College London (UCL)** runs the study and is responsible for looking after your study information. We were chosen to run the study because we are very experienced in running 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 any concerns you may have about sharing details about your life and your baby's experiences. **Your privacy matters.** 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 stored securely and made available to researchers around the world through trusted data services like the

UK Data Service. If you choose to add information from health, education and/or social care records, these will also be made available to researchers. **Research data never includes any names, addresses or other personal details** that identify you or your family.

**Your information stays entirely confidential from other family members, including your baby's other parent,** and from organisations providing services or benefits that you or your baby receives.

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

**Strict security rules and secure systems are always used to keep your information safe.** UCL is legally required to look after your information in line with GDPR, the law that protects your personal data, and uses 'task in the public interest' as the GDPR legal basis for doing this.

More information, including the study's privacy notice, can be found at: [gnestudy.info/privacy](https://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](mailto:data-protection@ucl.ac.uk). Information Commissioners Office: [ico.org.uk](https://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 does and doesn't take part to ensure findings reflect a wide range of UK families. We will then also securely delete this information.

## 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.

## 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.

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For general advice and support for parents:

**Home-Start:**

[home-start.org.uk](https://home-start.org.uk), 0808 802 6666  
[info@home-start.org.uk](mailto:info@home-start.org.uk)

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For advice and support about money issues:

**Citizens Advice Bureau:**

[citizensadvice.org.uk](https://citizensadvice.org.uk)

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For confidential support when experiencing feelings of distress or despair:

**Samaritans:**

[samaritans.org](https://samaritans.org), 116 123

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For support about domestic abuse:

**Refuge:**

[refuge.org.uk](https://refuge.org.uk), 0808 2000 247

**Respect:**

[mensadvice.org.uk](https://mensadvice.org.uk), 0808 8010327

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For confidential advice on drugs and alcohol:

**Talk to FRANK:**

[talktofrank.com](https://talktofrank.com), text 82111,  
0300 123 6600, or webchat

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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](https://gnestudy.info).



Find  
out  
more



# HAVE A QUESTION ABOUT THE STUDY?



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



[gnestudy.info](http://gnestudy.info)



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



Freepost IPSOS GNE STUDY

## INTERVIEWS CAN BE DONE IN OTHER LANGUAGES

To get this booklet and more study information in other languages, please visit **gnestudy.info**

### ARABIC

يمكن إجراء المقابلات باللغة العربية للحصول على هذا الكتيب ومزيد من المعلومات المرتبطة بالدراسة باللغة العربية، يرجى زيارة الموقع الإلكتروني [gnestudy.info/arabic](http://gnestudy.info/arabic)

### CHINESE

访谈也可使用其他语言进行如需获取本手册以及简体中文版本的调查信息，请访问 [gnestudy.info/chinese](http://gnestudy.info/chinese)

### PUNJABI

ਇੰਟਰਵਿਊ ਹੋਰਨਾਂ ਭਾਸ਼ਾਵਾਂ ਵਿੱਚ ਕੀਤੀਆਂ ਜਾ ਸਕਦੀਆਂ ਹਨ। ਇਸ ਬੁੱਕਲੈਟ ਅਤੇ ਹੋਰ ਅਧਿਐਨ ਜਾਣਕਾਰੀ ਨੂੰ ਪੰਜਾਬੀ ਵਿੱਚ ਪ੍ਰਾਪਤ ਕਰਨ ਲਈ, ਕਿਰਪਾ ਕਰਕੇ [gnestudy.info/punjabi-gurmukhi](http://gnestudy.info/punjabi-gurmukhi) 'ਤੇ ਜਾਓ।

### POLISH

Wywiady mogą zostać przeprowadzone po polsku. Aby otrzymać niniejszą broszurę oraz uzyskać więcej informacji na temat badania po polsku, prosimy odwiedzić witrynę internetową [gnestudy.info/polish](http://gnestudy.info/polish).

### PORTUGUESE

As entrevistas podem ser realizadas noutros idiomas. Para receber este panfleto e mais informações sobre o estudo em português, visite [gnestudy.info/portuguese](http://gnestudy.info/portuguese).

### BENGALI

সাক্ষাৎকার অন্যান্য ভাষাতেও নেওয়া যেতে পারে। এই পুস্তিকা এবং বাংলা ভাষায় আরও অধ্যয়নের তথ্য পেতে, অনুগ্রহ করে [gnestudy.info/bengali](http://gnestudy.info/bengali) ভিজিট করুন।

### GUJARATI

ઇન્ટરવ્યુ ગુજરાતી ભાષા કરી શકાય છે. ગુજરાતીમાં આ પુસ્તિકા અને વધુ અભ્યાસ માહિતી મેળવવા માટે, કૃપા કરીને [gnestudy.info/gujarati](http://gnestudy.info/gujarati) ની મુલાકાત લો.

### SHAHMUKHI

انٹرویو دوجی زبانوں میں بھی کیے جاسکتے ہیں۔ یہ کتابچہ آپ کے مطالعے کے بارے میں معلومات فراہم کرے گا۔ پنجابی زبان میں حاصل کرنے کے لیے، [gnestudy.info/punjabi-shahmukhi](http://gnestudy.info/punjabi-shahmukhi) "آئیے جاؤ۔"

### ROMANIAN

Interviurile pot fi realizate și în alte limbi. Pentru a obține această broșură, precum și mai multe informații despre studiu în română, vă rugăm să accesați [gnestudy.info/romanian](http://gnestudy.info/romanian).

### URDU

انٹرویوز دوسری زبانوں میں بھی کیے جاسکتے ہیں۔ یہ کتابچہ اور اردو زبان میں مزید مطالعاتی معلومات حاصل کرنے کے لیے، براہ کرم [gnestudy.info/urdu](http://gnestudy.info/urdu) ملاحظہ کریں۔ "آئیے جاؤ۔"

Funded by:



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Interviews done by:



verian

National Centre for Social Research