

Generation New Era Partner & Supporter Pack

Helping shape the future for UK families

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Who is this supporter pack for?

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

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 that GNE includes 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 and social media post 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 have any feedback or suggestions for making it more helpful, please contact us at **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 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 will follow a cohort of 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.

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 insights into 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/examples

How are families invited to take part

Families will be **chosen at random** using records of birth held by government agencies. We have been given special approval to contact families by special health data 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 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.



Four simple ways you can help



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



Key messages

When talking about GNE, these are the main messages we'd love you to share with parents and families. Please share the study website **gnestudy.info** so families can find out more!

- 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 just like yours.
- 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 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.
- To fully understand children's lives, we need to hear from dads as well as mums. We need all parents who've been invited to take part, whatever role you play in your child's life - your experience matters.

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 November – and across the whole year after this – you'll help build awareness and trust with health professionals and other colleagues 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. You can support the study by resharing our Instagram posts or using the suggested ready-made content included in this pack.

We're also happy for you to create your own posts about GNE, **please tag us on Instagram @gnestudy!** You can use the hashtags #GenerationNewEra #HelpingShapeTheFuture.

When should you share GNE on social media?

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 November 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.

Please add GNE to your content calendar across the year, so families can hear about the study throughout the whole fieldwork period (November 2026 to October 2027).

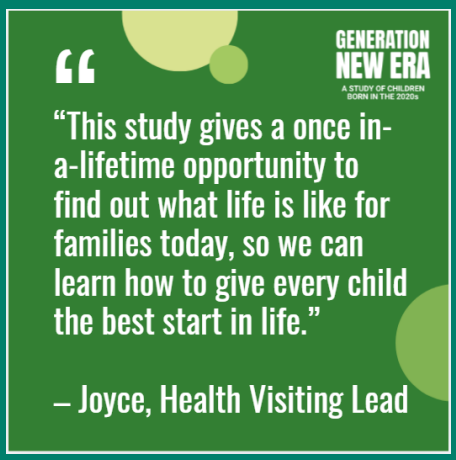
Example posts for social media

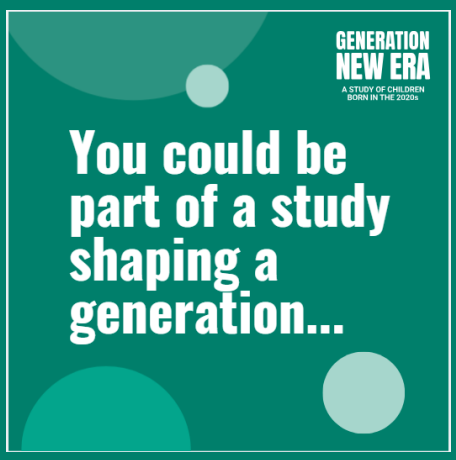
You'll find below suggested posts with accompanying text and alt text. We also have content specific to England, Wales, Scotland and Northern Ireland. **Please use the hashtags #GenerationNewEra #HelpingShapeTheFuture and tag us @gnestudy on Instagram.**

Please click the 'Download here' button or find them on our website: gnestudy.info/supporterpack

Download here

Post text	Suggested graphics	Alt Text
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	 	Text on image reads 'Generation New Era is here.' in large font and the Generation New Era logo is at the top right. Text on the image reads 'Have you had a baby in 2026?' with the Generation New Era logo in the top right.

		Text on the image reads 'Have you heard of Generation New Era?' with the Generation New Era logo in the top right.
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. Generation New Era is the UK's newest birth cohort study, following babies born in 2026. It will follow them as they grow up to better understand what helps children thrive. 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?.' in large font, with the Generation New Era logo in the top right. Text on image reads '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, Health Visiting Lead.' in large font, with the Generation New Era logo in the top right.
If you've had a baby in 2026, 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		Text on image reads '30,000 babies will in a groundbreaking new UK-wide study starting this year' in large font, with the Generation New Era logo in the top right.

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! #GenerationNewEra #HelpingShapeTheFuture		
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 10 months old. 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 'You could be part of something big... Learn more at gnestudy.info' in large font, with the Generation New Era logo in the top right. Text on image reads 'You could be part of a study shaping a generation…" 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



Text on image reads 'Have you had a baby in 2026? You could be invited to take part in a new UK-wide study of babies!' with the Generation New Era logo in the top right.

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
#HelpuILunio'rDyfodol



Mae'r testun ar y ddelwedd yn darllen 'Ydych chi wedi cael babi yn 2026? Gallech gael eich gwahodd i gymryd rhan mewn astudiaeth newydd ledled y DU ar fabanod!' gyda logo Generation New Era yn y gornel dde uchaf.

Have you heard of Generation New Era? Around 1 in 2 families in Northern Ireland with a baby born in 2026 will be invited to take part! We're supporting this groundbreaking new study of 30,000 babies because every family's experience can help shape a better future for children in the UK. The Generation New Era study is helping build one of the most detailed pictures yet of what it's like to grow up in the UK today. If you receive an invitation to take part in this study, we'd encourage you to get involved! 🔗 Find out more at gnestudy.info and follow @gnestudy for updates. #GenerationNewEra #HelpingShapeTheFuture		Text on image reads '1 in 2' in large font followed by 'families in Northern Ireland will be invited to take part in Generation New Era.' with the Generation New Era logo in the top right.
Have you heard of Generation New Era? Around 1 in 4 families in Scotland with a baby born in 2026 will be invited to take part! We're supporting this groundbreaking new study of 30,000 babies because every family's experience can help shape a better future for children in the UK. The Generation New Era study is helping build one of the most detailed pictures yet of what it's like to grow up in the UK today. If you receive an invitation to take part in this study, we'd encourage you to get involved! 🔗 Find out more at gnestudy.info and follow @gnestudy for updates.		Text on image reads '1 in 4' in large font followed by 'families in Scotland will be invited to take part in Generation New Era.' with the Generation New Era logo in the top right.

#GenerationNewEra
#HelpingShapeTheFuture

Have you heard of Generation New Era?

Around 1 in 3 families in Wales with a baby born in 2026 will be invited to take part!

We're supporting this groundbreaking new study of 30,000 babies because every family's experience can help shape a better future for children in the UK.

The Generation New Era study is helping build one of the most detailed pictures yet of what it's like to grow up in the UK today.

If you receive an invitation to take part in this study, we'd encourage you to get involved!

🔗 Find out more at gnestudy.info and follow @gnestudy for updates.

#GenerationNewEra
#HelpingShapeTheFuture



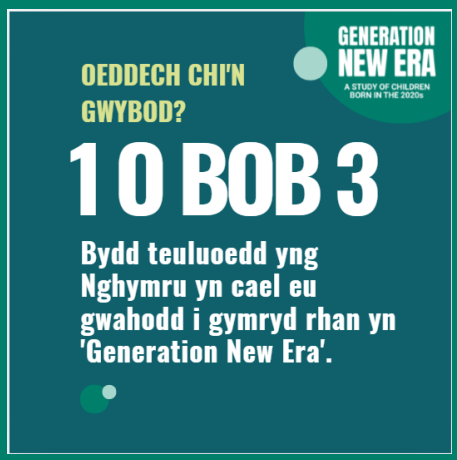
WELSH

Ydych chi wedi clywed am Generation New Era?

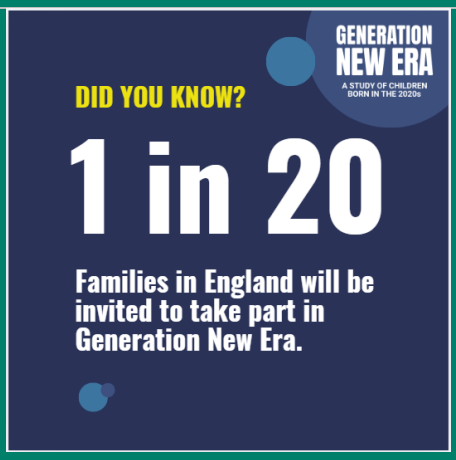
Bydd tua un o bob tair teulu yng Nghymru sydd â babi yn cael ei eni yn 2026 yn cael gwahoddiad i gymryd rhan!

Rydym yn cefnogi'r astudiaeth newydd arloesol sy'n cynnwys 30,000 o fabanod oherwydd gall profiad pob teulu helpu i lunio dyfodol gwell i blant yn y DU.

Mae astudiaeth Generation New Era yn helpu i lunio un o'r darluniau mwyaf manwl hyd yma o sut beth yw tyfu i fyny yn y DU heddiw.



Mae'r testun ar y ddelwedd yn darllen '1 o bob 3' mewn ffont mawr, ac yna 'Bydd teuluoedd yng Nghymru yn cael eu gwahodd i gymryd rhan yn 'Generation New Era'. gyda logo Generation New Era yn y gornel dde uchaf.

Os cewch wahoddiad i gymryd rhan yn yr astudiaeth hon, rydym yn eich annog i gymryd rhan! 🔗 Dysgwch fwy yn gnestudy.info a dilynwch @gnestudy am ddiweddariadau. #GenerationNewEra #HelpuILunio'rDyfodol		
Have you heard of Generation New Era? Around 1 in 3 families in Wales with a baby born in 2026 will be invited to take part! We're supporting this groundbreaking new study of 30,000 babies because every family's experience can help shape a better future for children in the UK. The Generation New Era study is helping build one of the most detailed pictures yet of what it's like to grow up in the UK today. If you receive an invitation to take part in this study, we'd encourage you to get involved! 🔗 Find out more at gnestudy.info and follow @gnestudy for updates. #GenerationNewEra #HelpingShapeTheFuture		Text on image reads '1 in 20' in large font followed by 'families in England will be invited to take part in Generation New Era.' with the Generation New Era logo in the top right.

Content for newsletters, bulletins and websites

You can write and share your own content about the study, or you can 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 November 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.

You can read more about what taking part involves here: gnestudy.info/whats-involved.

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/examples

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 face today?

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. 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 approval has been given by special health data 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.

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/examples

The first families will receive invitations in November 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 approval has been given by special health data 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 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 encourage parents to get involved and take part. 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 full 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/gne
Participant website: gnestudy.info
Participant Instagram: @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