

Appendices

**Early Life Cohort Feasibility Study –
Testing study materials, processes, and
survey questions**

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Appendix 1

This is one of two appendices to be read alongside the report 'Early Life Cohort Feasibility Study – Testing study materials, processes and survey questions'. It includes the following:

1. An overview of previous engagement work carried out by the Centre for Longitudinal Studies (CLS) study team which informed the design of the Early Life Cohort Feasibility Study (ELC-FS), including the study engagement materials.
2. Copies of the research materials used for the qualitative research carried out to test study materials, process and survey questions for the Early Life Cohort Feasibility Study. Final materials used in Generation New Era are available on the study website gnestudy.info/letters/english. The documents included in testing are listed below.

Participant engagement materials:

- Recruitment screener.
- Information sheet.

Research materials used for stage 1 of the research:

- Stage 1 topic guide.
- Stage 1 stimulus materials:
 - Opt-out letter.
 - Advance letter.
 - Advance booklet.
 - Please note that for opt-out letters and advance letters there were versions for England, Wales, Scotland and Northern Ireland. For brevity, we have included only copies of the England versions in this document. The difference between the letters was the name of the health body mentioned (England and Wales: NHS Digital, Scotland: NHS Scotland, Northern Ireland: Public Health Agency) and mention/ inclusion of logos for different partner universities (England: University College London, Wales: Swansea University, Scotland: University of Edinburgh, and Northern Ireland: Ulster University).

Research materials used for stage 2 of the research:

- Stage 2 topic guide.
- Stage 2 stimulus materials:
 - Example information provided for opt-in and opt-out data linkage processes.
 - Advance booklet pages: adding information from administrative records.
 - Advance booklet pages: adding information about where you live.
 - Advance booklet pages: adding information about your and your baby's genes.
 - Advance booklet pages: looking after your information.

1 Previous CLS engagement work

Prior to the ELC-FS testing study materials, processes and survey questions research, the CLS study team engaged extensively with young people and parents from a wide variety of socioeconomic and ethnic backgrounds. The aim of this engagement was to inform the design of the ELC-FS and ensure a diverse set of participant voices were considered. The CLS study team also sought feedback via research with fathers who live separately from their babies and child's other parent. During this research, fathers provided their views on the study design, including who should be asked to be interviewed and the content and look of the materials and the questionnaire.

This feedback from young people and parents has been carefully incorporated into every aspect of the ELC-FS, including the design of the questionnaire and materials that was tested in this qualitative research. The table below gives an overview of this engagement work:

Project	Aim	Partner	Study group	Topics covered
1	Explore acceptability of using administrative data	Kantar Public	122 mothers and fathers of young children	Understanding acceptability of using administrative data as a sampling frame, for targeted recruitment and tracing.
2	Explore wider participant engagement issues	National Children's Bureau	Family (parents, mainly mothers) and youth (10-20 years old) research advisory group	Questionnaire design, motivations and barriers to taking part, recruitment strategy, publicity strategy, study name ideas, feedback on website and impact examples
3	Testing study name and brand	IFF research	Two focus groups of mothers and fathers, split by lower and higher socio-economic status	Tested four name and brand ideas
4	Engaging target groups in ELC-FS	Ipsos	Qualitative interviews with 30 OHPs and 30 low-income parents with a high quota of ethnic minority parents.	Motivations and barriers to taking part, recruitment approaches, questionnaire design, attitudes to saliva collection, study engagement strategy

2 Participant engagement materials

2.1 Recruitment screener

INTRODUCTION:

Hello, my name is [Recruiter]. I am currently arranging a research project and would like to ask you some questions and, if you are eligible, invite you to participate.

I need to let you know some information before we go any further. I am working on behalf of Criteria Fieldwork, a research agency. They have been commissioned by Ipsos to organise some research on their behalf. The research is about parenting.

The answers that you give to me to today will be shared with Criteria Fieldwork and Ipsos.

Ipsos UK is carrying out research on behalf of the Centre for Longitudinal Studies (CLS) at University College London (UCL). CLS have asked Ipsos to find out how best to invite parents to take part in research about their child/ren and gather views about the types of questions that could be included in future surveys with parents.

Anything you say during the research interview itself or during this interview will remain confidential. You can access Criteria's privacy notice on their website: www.criteria.co.uk.

You have the right to withdraw your consent to process the information you provide or object to our processing of your information. The research activity and this interview will be conducted in accordance with the Market Research Society Code of Conduct, and the information you provide will be treated in accordance with data protection law.

This interview is just to establish eligibility for the research project and will take around 10-minutes.

Administer to Online IDIs:

The research project itself will comprise a one-to-one online interview and will last 1-hour. Eligible participants will receive £45.00 for their time.

Administer to F2F IDIs:

The research project itself will comprise a one-to-one interview and will last 1-hour. Eligible participants will receive £45.00 for their time.

Administer to All:

During this interview I will need to ask specific questions about your ethnicity. This information will only be collected with your explicit consent and is being collected to ensure that the research is representative.

Q1.	Are you happy to continue on this basis? SINGLE CODE ONLY		
	Yes	1	CONTINUE
	No	2	THANK AND CLOSE

Q2.	Do you or any members of your immediate family work in any of the following areas, either in a paid or unpaid capacity? SINGLE CODE ONLY		
	Journalism/ the media	1	THANK AND CLOSE
	Public relations (PR)	2	
	Market Research	3	
	Local or central Government	4	
	No, none of these	5	CONTINUE
	Don't know	6	

Q3a.	How long ago did you last attend a market research group discussion/depth interview? SINGLE CODE ONLY		
	In the last 6 months	1	THANK AND CLOSE
	6 Months-2 years ago	2	
	More than 2 years ago	3	ASK Q3B
	Never	4	CONTINUE TO Q4

Q3b.	What was each of those market research studies about?		
	WRITE IN:	IF ON A SIMILAR SUBJECT AS THIS SURVEY, CLOSE INTERVIEW	

Q4.	Do you have at least one child aged 2 years or under? This includes both birth and adopted children. Please don't include stepchildren, your partner's children who are not your birth children, or long-term-fostered children. SINGLE CODE		
	YES, I have at least one birth/ adopted child aged 2 or under	1	CONTINUE
	NO, I don't have a birth/adopted/ child aged 2 or under	2	THANK AND CLOSE

Q4b.	What are the ages of all of your child(ren)?		
	WRITE IN:	RECORD FOR INFORMATION PURPOSES (ENSURE ALL PARTICIPANTS HAVE AT LEAST X1 CHILD AGED 2 OR UNDER)	

Q4c.	Thinking specifically about your child/ren aged 2 years or under, which of the following best describes your parental situation? Please think about what best describes a typical two-week (fortnightly) period.		
	Recruiter Note: [If more than one birth/adopted child aged 2 or under, ask about the involvement with the youngest of these children]		
	SINGLE CODE		
	I live with my child full-time	1	AT LEAST X4 TO BE OWN HOUSEHOLD FATHERS DO NOT LIVE WITH THEIR CHILD FULL-TIME/DO NOT LIVE OR STAY WITH THEIR CHILD FOR THE MAJORITY OF NIGHTS IN A TYPICAL TWO-WEEK (FORTNIGHTLY) PERIOD (ALL OWN HOUSEHOLD FATHERS SHOULD CODE 3-7)
	I live or stay with my child for the majority of nights in a typical fortnight (in my household, in their mother's household, or elsewhere)	2	
	I stay with my child for around half of a typical fortnight (in my household, in their mother's household, or elsewhere). That would be six to eight nights	3	
	I stay with my child for one to five nights in a typical fortnight (in my household, in their mother's household, or elsewhere). For example, one or two nights a week or every other weekend	4	
	I infrequently or never have contact with my child	5	
	I spend regular time with my child face-to-face (in person) but don't live with them or stay with them overnight in a typical fortnight	6	
	I have regular time with my child by video-call (e.g., Zoom or WhatsApp) or am in regular contact with their other parent but don't live with them or stay with them overnight in a typical fortnight	7	
	Other	8	

Ask those who code 3-7 'own household fathers' at Q4c ONLY:

Q4d.	We know that there are a range of different family circumstances, and we would like to include a range of these in our research.		
	Please can I ask, which of the following best describes your current relationship with your child's mother? – that is the mother of your birth/adopted child aged 2 years or under with whom you don't live full-time.		
	SINGLE CODE		
	We're in a romantic relationship	1	RECORD FOR INFORMATION PURPOSES
	We're not in a romantic relationship (For example, you may have separated from the mother of your child, or were never in a romantic relationship with her)	2	

Ask those who code 1-4 at Q4c ONLY:

Q4e.	Which of the following best describes your household?		
	Single parent household	1	MIN X4 & MAX X8 TO BE SINGLE PARENT HOUSEHOLDS (CODE 1)
	Two parent household	2	

Ask all:

Q5.	How would you describe your gender? SINGLE CODE		
	Male	1	X16 TO IDENTIFY AS MALE X16 TO IDENTIFY AS FEMALE
	Female	2	
	Non-Binary	3	
	Another gender	4	
	Prefer not to say	5	

Q6.	How old were you on your last birthday? WRITE IN & CODE EXACT AGE		
	Exact Age		
	Under 18	1	THANK & CLOSE
	18-26	2	AT LEAST X8 TO BE AGED 18-26 YEARS (CODE 2)
	27-34	3	AT LEAST X8 TO BE AGED 27-34 YEARS (CODE 3)
	35+	4	AT LEAST X8 TO BE AGED 35+ YEARS (CODE 4)

Q7.	How would you describe your ethnicity? SINGLE CODE ONLY		
	White British (English, Welsh, Scottish, Northern Irish, British)	1	AT LEAST X10 TO BE FROM AN ETHNIC MINORITY BACKGROUND (CODE 2-13)
	White and Black Caribbean	2	
	White and Black African	3	
	White and Asian	4	
	Other Mixed / Multiple ethnic background. Please specify: _____	5	
	Indian	6	
	Pakistani	7	
	Bangladeshi	8	
	Chinese	9	
	Other Asian background Please specify: _____	10	
	Black African	11	
	Black Caribbean	12	
	Other Black / African / Caribbean background. Please specify: _____	13	
	Non-British European Please specify: _____	14	
	Other. Please specify: _____	15	

Q8a.	What is your current employment status? SINGLE CODE ONLY		
	In full-time employment	1	RECORD FOR INFORMATION PURPOSES
	In part-time employment	2	
	Currently not in paid employment	3	
	In full-time education/studying	4	
	Look after the home / children	5	
	Carer	6	
	Retired	7	

Q8b.	And could you tell me what it is you do for a living?		
	Position/rank/grade		RECRUIT TO QUOTA
	Industry/type of company		

Q8c.	And could you tell me what the chief income earner does for a living (if not yourself)?		
	Position/rank/grade		X16 TO BE BC1 SEG (MIX) X16 TO BE C2DE SEG (MIX)
	Industry/type of company		
	Number in charge of		
	Social Grade		

Q9.	Where in the UK do you currently live? SINGLE CODE ONLY		
	England	1	X16 TO BE LIVING IN ENGLAND (CODE 1) X4 TO BE LIVING IN NORTHERN IRELAND (CODE 2) X6 TO BE LIVING IN SCOTLAND (CODE 3) X6 TO BE LIVING IN WALES (CODE 4)
	Northern Ireland	2	
	Scotland	3	
	Wales	4	

Ask All:

Q10a.	RECRUITER – NOTE INTERVIEW TYPE:		
	Online interview (MS Teams)	1	RECORD FOR INFORMATION PURPOSES
	F2F interview	2	

Ask Online IDIs ONLY:

Q10b.	Which of the following devices, if any, do you own?		
	Smartphone	1	ALL TO OWN A LAPTOP/ DESKTOP PC/ TABLET (CODE 2-4)
	Laptop	2	
	Desktop PC	3	RECRUITER NOTE: PLEASE REFER TO OFFICE IF PARTICIPANT ONLY OWNS A SMARTPHONE
	Tablet	4	

Q10c.	The one-to-one interview will take place online via Microsoft Teams. You will require a desktop computer, laptop or tablet with a working webcam and microphone to take part. Are you happy to continue on this basis? SINGLE CODE ONLY		
	Yes	1	CONTINUE
	No	2	THANK AND CLOSE

Q10d.	CHECK ACCESSIBILITY REQUIREMENTS: We would like to make sure that your participation is as comfortable as possible. Please can I check:	
	Do you have any accessibility requirements for example, would you like the information in large print on any written communication?	Write in:

Ask VIDEO INTERVIEWS ONLY:

Q11.	<p>We would like to send you some information to look at during the interview. We will send this in the post and will ask you not to open the envelope until told to do so by the Ipsos researcher. This is because we would like you to tell you what order to look at the information and would like to capture your initial reactions to the information. We will be sending you the following:</p> <ul style="list-style-type: none"> • Some copies of letters and leaflets that could be used in the future to invite parents to take part in a research study about their child. • A copy of some questions that could be included in future surveys with parents. <p>Please can I check if you would be happy for us to send this to you in the post?</p>		
	Yes	1	CONTINUE AND COLLECT POSTAL ADDRESS
	No	2	CONTACT OFFICE

Ask All:

Q12.	<p>Ipsos may want to conduct some follow-up interviews with participants from this study – these would take place in the next 12 months. Are you happy for Ipsos to retain your details and to contact you by email or telephone if they would like you to participate in a follow-up interview? You would only be contacted if strictly necessary and only in connection with this research.</p>		
	Yes	1	CONTINUE
	No	2	THANK AND CLOSE

Please record response on profiles at Q12

Recruiter Note:

This question is to ensure that participants can be contacted directly in relation to this research. It does not permit re-contact of participants for any other purpose or panel building.

Q13.	<p>As a token of appreciation for taking part in the research, you will receive £45.00 via bank transfer from Criteria Fieldwork. Could I please record your bank details for this purpose? You will receive the incentive payment within 3-5 working days of taking part in the research.</p> <p>Alternatively, if you would prefer a Love2Shop voucher for the same amount then please confirm the email address or postal address that you would like it delivered to.</p>	
	Payee Name:	
	Sort Code:	
	Account Number:	
	(If Love2Shop) Email address / postal address	

Please record bank details at Q13

Interviewer number:

Interviewer name (CAPS):.....

I confirm that I have conducted this interview over the telephone/ face to face with the named person of the address attached and that I asked all the relevant questions fully and recorded the answers in conformance with the survey specification and within the MRS Code of Conduct and the Data Protection Act 2018.

Interviewer Signature:

Date:.....

RESPONDENT'S DETAILS (PLEASE COMPLETE IN BLOCK CAPITALS)															
Title: Mr/ Mrs/ Miss/ Ms/ Other: _____															
First name: _____															
Surname: _____															
Email Address: _____															
Mobile Number: _____															
House Number/Name: _____ Street: _____ _____ Town/City: _____ Postcode: _____ Telephone Number (Home): _____ Telephone Number (Work): _____	<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: left; padding: 5px;">METHOD OF SENDING INVITATION</th> </tr> <tr> <th colspan="2" style="text-align: left; padding: 5px;">PLEASE RECORD IN FULL (MAY MULTICODE)</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">Post</td> <td style="text-align: right; padding: 5px;">1</td> </tr> <tr> <td style="padding: 5px;">Email</td> <td style="text-align: right; padding: 5px;">2</td> </tr> <tr> <td style="padding: 5px;">Fax:</td> <td style="text-align: right; padding: 5px;">3</td> </tr> <tr> <td colspan="2" style="padding: 5px;">(write in number: _____)</td> </tr> <tr> <td style="padding: 5px;">Other: _____</td> <td style="text-align: right; padding: 5px;">4</td> </tr> </tbody> </table>	METHOD OF SENDING INVITATION		PLEASE RECORD IN FULL (MAY MULTICODE)		Post	1	Email	2	Fax:	3	(write in number: _____)		Other: _____	4
METHOD OF SENDING INVITATION															
PLEASE RECORD IN FULL (MAY MULTICODE)															
Post	1														
Email	2														
Fax:	3														
(write in number: _____)															
Other: _____	4														
CHECKLIST: PLEASE ENSURE YOU HAVE DONE ALL OF THE FOLLOWING BEFORE CLOSING	INTERVIEWERS DECLARATION														
Have you? (please circle once completed)	This interview was conducted in accordance with the Market Research Code of Conduct. The respondent is not a relative or friend of mine.														
Re-confirmed time and date of group/depth?	<table style="width: 100%;"> <tr> <td style="width: 50%;">Face to Face</td> <td style="text-align: right;">1</td> </tr> <tr> <td>Telephone</td> <td style="text-align: right;">2</td> </tr> <tr> <td>Street</td> <td style="text-align: right;">3</td> </tr> <tr> <td>Door to Door</td> <td style="text-align: right;">4</td> </tr> </table>	Face to Face	1	Telephone	2	Street	3	Door to Door	4						
Face to Face	1														
Telephone	2														
Street	3														
Door to Door	4														
Given venue details & directions?	Interviewer's name:														
Given Criteria's telephone number (020 7431 4399)?	_____														
Reconfirmed incentive amount?	Interviewer's signature:														
Recorded mobile number & email address? (where applicable)	_____														
Explained invitation & directions procedure?	Date: _____ 2022														

2.2 Information sheet

All about our research and what taking part would involve

We would like to invite parents to take part in a research interview to understand how best to include parents in future research about children.

For this research we specifically want to speak to **parents with a child aged 2 years or under**.

We want to hear from **parents in a variety of different circumstances** across the UK, including from those who live with the child's other parent, to single parents, and those who live with their child full time to those who have less frequent or no contact with their child. We are keen to speak to parents from all of these different types of circumstances to make sure that we include a range of views in our research.

Who is the research for?

Ipsos, an independent research organisation, is carrying out this research on behalf of a project team led by the Centre for Longitudinal Studies (CLS) at University College London (UCL). CLS carries out research studies exploring the experiences and development of children as they grow up in the UK. CLS are currently planning for a new study called Generation New Era. To help with their plans we would like to get your views on how CLS might invite parents to take part in their future study and the types of survey questions that the new study might include.

The Directors of the study are Professor Lisa Calderwood, Professor Pasco Fearon and Professor Alissa Goodman.

What do Ipsos want to find out?

We want to ask parents about:

- The type of information that is provided to parents when inviting them to take part in research about their child/ren. To do this we will show you some examples of the type of information that might be used to invite parents to take part in future research.
- The types of questions that could be included in future research with parents. We will show you some questions that could be included in future surveys and ask you for your view on these topics and how clear the questions are.

What would taking part involve?

We would like you to take part in either a **video interview** (using MS Teams) or **in-person interview** with one of our Ipsos researchers. During the interview we will talk to you in more detail about your views on the topics mentioned above.

The interview will last around **1 hour**, and we can schedule the interview to happen at a time and place that is convenient for you. As a thank you for your time, you will receive **£45** for taking part in this research. This will be paid as a BACS transfer, or can be provided as a Love2Shop e-voucher if you prefer.

If you take part in a video interview we would like to send you some information to look at during the interview. We will send this in the post and will ask you not to open the envelope until told to do so by the Ipsos researcher. This is because we would like you to tell us what order to look at the information and would like to capture your initial reactions to the information. We will be sending you the following:

- Some copies of letters and leaflets that could be used in the future to invite parents to take part in a research study about their child.
- A copy of some questions that could be included in future surveys with parents.

We will ask you for your permission to send you this information in the post.

After this first research interview, we may contact you again to invite you to take part in a follow-up research interview during the next 12 months. This interview will cover similar topics as described

above. This would be a separate conversation and those that take part would receive an additional thank you for taking part. We will ask your permission to get back in touch with you.

Do I have to take part?

No. **Taking part is completely voluntary.** You can also choose to not answer individual questions or stop the interview completely at any time. Even if you agree to take part now you can change your mind. You do not have to give a reason why.

Participation in **this research will not impact any state benefits you might be receiving.**

Will you record what I say?

Yes. We would like to audio record the interview, but we will ask you if that is OK before we start. The reason for recording the interview is to help us to remember what you have said when we write up our findings in the report. **Ipsos will keep your personal data and responses in strict confidence.** We will only securely share recorded material(s) from the interview with the Ipsos research team and our transcription agency partner, Take Note. Your responses will be used for research purposes and no personal information will be shared with any third parties.

We will follow the current laws, such as the General Data Protection Regulations (GDPR), when we store and access this information. **You can contact us after you have taken part if you would prefer us to delete your information.**

What will happen to the information I provide?

Ipsos adheres to the Market Research Society (MRS) code of conduct, which will be followed throughout the research process. Our supplier organisation Criteria Fieldwork Ltd is responsible for the recruitment of volunteers to take part in this study and will collect your personal information, with your consent, as part of this process. Criteria will securely pass this information to Ipsos, including your name, your contact number, your email address, your gender, age, which part of the UK you live in and ethnicity. All this data will be securely stored and deleted one year after the research study ends. No personal information will be shared with CLS, Ipsos alone will hold this data.

After the interview, everything you say to a researcher will be anonymised. We will not tell anyone that you have spoken to us, or share anything that identifies you, unless you or someone else is in danger of serious harm.

Ipsos will write a report for CLS to summarise the findings. The report may include case studies and direct quotes from participants - however, **we will not mention any personal details that might identify you or your child.** You can withdraw your consent to take part in this research right up until the end of November 2022, when we will be finalising the report.

Where can I get more information?

You can find more information about the personal data we will collect, how we will use it, who we share it with and what your legal rights are in the Privacy Notice.

If you would like to speak to someone about taking part in the research, you can contact:
[Contact details]

Who can I contact if I have concerns before, during or after I take part?

The following provide advice on a range of issues relevant to parents and families:

- Family Lives
 - Website: www.familylives.org.uk

- Telephone: 0808 800 2222
- Being Parents Apart | Relate
 - Website: www.relate.org.uk
 - Telephone: 0300 0030396
- Citizens Advice Bureau
 - Website: www.citizensadvice.org.uk
 - Telephone number for England and Northern Ireland: 0800 144 8848
 - Telephone number in Wales: 0800 702 2020
 - Telephone number in Scotland: 0800 028 1456
- Families Need Fathers
 - Website: www.fnf.org.uk
 - Telephone: 0300 0300 363
- The Association for Shared Parenting
 - Website: www.sharedparenting.org.uk
- The Mental Health Foundation
 - Website: www.mentalhealth.org.uk
- Samaritans
 - Website: www.samaritans.org
 - Telephone: 116 123

3 Stage 1 research materials

3.1 Topic guide

Centre for Longitudinal Studies: Topic Guide for Early Life Cohort Feasibility Study

Research Objectives

The aim of this interview is to gather feedback on engagement materials for the ELC-FS as well as cognitively test questions for inclusion in the survey. To understand this, we will be exploring their views on:

- Engagement materials
 - Opt-out letter (referred to as Letter 1)
 - Advance letter (referred to as Letter 2)
 - Advance booklet (referred to as Booklet)
- A selection of survey questions

Notes:

Interviews will be carried out either via MS Teams video call or in person. Each interview will last up to **1 hour**, and each participant is being provided with a thank you of **£45** either by BACs or Love2Shop e-voucher.

This topic guide is intended to guide the discussion with interviewees. It will be used to ensure the topics are covered with participants but not all questions will necessarily be asked, or the exact wording used. The order of some questions may also differ as the moderator will be led by the participant, ensuring that the interview reflects the participant's views and experiences.

Timings are provided but are for guidance only.

Moderator notes:

Before the interview itself, participants will have received the following materials in the post and will have been asked to look at them:

- **Letter 1 (opt-out letter)** – this will explain why they have been selected and what would happen if they take part and notification of how to opt-out.
- **Letter 2 (advance letter)** – this will reiterate what taking part involves. It will be received in conjunction with the advance booklet
- **Booklet (advance booklet)** – to encourage participation, provide further information about the study, why taking part is important and further clarifications.

Moderators: please do not use terminology opt-out letter, advance letter or advance booklet with participants, please just refer to them as 'letter 1, letter 2 and booklet.

When speaking to Own-Household Fathers, be sure to acknowledge that we know fathers can have different types of involvement with their children. At recruitment, fathers will have been asked about any involvement they have with their child – check sample profile to see what level of contact they have and reflect this in the interview. Please note that we should not use the term 'own household father' when speaking to participants, instead please use the term 'fathers that do not live with their child full-time'.

Topic guide flow

The topic guide has the following sections:

Section	Timings
Introduction	5 mins
Materials testing	30 mins total including: <ul style="list-style-type: none"> • Letter 1 (5-10 mins) • Letter 2 (5-10 mins) • Booklet (15 mins)
Cognitive testing	20 mins If you do not use all time in this section, please revisit materials/ explore these in more detail with any available time. In particular please ensure that participant has had time to fully feed back on: <ul style="list-style-type: none"> - Parts of the letters/ booklet they find engaging vs. off-putting. - Any areas of confusion/ lacking clarity. - Words/ phrases that catch their attention vs. are difficult to understand. - Views on the look, design and length of the letters/ booklet.
Wrap-up	5 mins

Topic Guide

Questions	Timings
<p>Introduction</p> <ul style="list-style-type: none"> • <i>This section is to ensure informed consent is gained.</i> • <i>Please note that all participants have been provided an information sheet and privacy policy outlining how their data will be used and their rights. Please confirm receipt of this.</i> • <i>Please see participant information to confirm how participant will be paid their incentive and confirm this with them during the interview.</i> 	5 minutes

Introduce yourself and the purpose of the research project

I'd like to start by introducing myself, and the purpose of this research project...

- I'm X, and I work for an organisation called Ipsos, an independent research organisation.
- We are carrying out this research on behalf of a study team at the Centre for Longitudinal Studies (CLS) at University College London. CLS carries out research studies exploring the experiences of children as they grow up in the UK. They have asked us to carry out this research to understand how best to include as many parents from as a wide range of circumstances as possible in future research about children.
- There are no right or wrong answers! We are just interested in your views and thoughts.
- *[Ask if conducting a remote interview]* Please can I check, are you currently in a location where you're happy to take part in this discussion?
- The interview will last around one hour. We very much appreciate you taking part, and as a thank you, you will receive £45 for your time.

Reassurances

- This research project is being carried out in accordance with the Market Research Society (MRS) Code of Conduct.
- It is completely up to you whether you take part, and you can change your mind at any time.
- Any information collected will remain confidential and will be used for research purposes only.
- The findings of this research will be anonymous, and you will NOT be identifiable in the published report. Any direct quotes used in in the report will not be attributed to you.

Consent to take part in the research

- Are you happy to take part?
- Before we begin, do you have any questions?

Consent for audio recording

- With your permission, we would like to digitally audio record the interview. We will listen back to these recordings to make notes of our discussion, so we have an accurate record of what we talked about. The recording will be securely deleted after the research project is completed. Is that okay?
- ONCE RECORDING HAS STARTED, PLEASE CONFIRM THAT YOU ARE NOW RECORDING.

Participant introduction

Now that I've introduced myself and the research project, it would be great if could you tell me a little bit about yourself and your family...

- Do you live with anybody else, such as any other family members?
- How do you spend most of your time day to day?

As you know, we are speaking to mothers and fathers with children aged 2 years or under. Are you able to confirm the age of your child?

- And do you have any other children?

Moderator note for OHFs: participants may have different types of involvement with their child (see recruitment screener response to Q4c) – please reflect father's own language that describes their involvement where possible when discussed during the interview.

Materials testing

30 minutes

I want to start by giving you a brief overview about **this** research.

As you may already know, the Centre for Longitudinal Studies (CLS) carries out research studies exploring the experiences of children as they grow up in the UK. They are currently setting up a new study which will recruit families with a baby around 9 months old and they want to test out the information that will be sent out to parents to invite them to take part is clear, easy to understand and gives parents the information they need to decide whether to take part.

Just to clarify, we are not asking you or your child to take part in this new study. We would like your views on information that the new study will send to those parents who are invited to take part in it. So the information we are looking at are just examples of letters and a booklet that could be used by the study.

Could I please check that you have been able to read Letter 1, Letter 2 and the Booklet that were sent to you in the post?

[Moderator: if no, then please ask them to confirm if they have received the materials. If they have not, please ask to reschedule the interview and contact [staff members]. If they have received the materials, ask if they would be able to read the materials in the time they had cleared for the interview, and say that we will reschedule the interview for a few days time (moderator availability depending). If interview is in person, ask them to read materials now and we can continue the interview once they have done this – N.B. ideally in this situation, ask participants to extend the interview time by 10 minutes or so to ensure we still have 1 hour for the interview.]

I'd like to spend the first part of our discussion looking at the documents we sent you to look at.

To start with, please can we look at **Letter 1**.

STIMULUS 1A: LETTER 1 (5-10 minutes)

- What were your first thoughts and impressions on reading this?
- What is the letter telling you?
 - What pieces of information stood out the most to you?
 - Did you find any information surprising? If yes, what/ why?
 - What words or phrases stood out to you?
 - Were there any words or phrases that were unclear or confusing? (*Moderator please explore these*)
 - Were there any words or phrases that you particularly liked or disliked?
 - FOR PARTICIPANTS IN WALES/ SCOTLAND/ NORTHERN IRELAND: The letter mentions that the Centre for Longitudinal Studies are working with [Swansea University/ University of Edinburgh/ Ulster University], did you notice this?
 - What do you think about this?
 - How important is it to include this and their logo in the letter?
- Is anything in the letter difficult to understand or unclear?
 - *If yes what was difficult to understand? (Probe on the following if not mentioned spontaneously)*
 - Language/ terminology
 - Logistics of how the study would work in practice

WHERE BOTH PARENTS LIVE IN SAME HOUSEHOLD:

- The study will invite both parents to take part. They plan to do this by sending a separate copy of Letter 1 to each parent.
 - What do you think about this?
- Looking at section 'if you prefer not to receive further information about the study or prefer not to take part'.
 - How clear is this?
 - If one parent replied to say they preferred not to take part, would you expect the other parent to still be contacted by the study or not?
 - If only one parent replied to say they preferred not to take part the other parent could still be sent Letter 2 and the Booklet. Is this what you would expect? What do you think about this?

FOR PARENTS WHO DO NOT LIVE TOGETHER:

- Looking at section 'Where we have both parents' names and addressed from birth records. Both parents would receive this letter in the post.
 - How clear is this?
 - How do you feel about this?
 - If one parent replied to say they do not wish to take part, would you expect the other parent to still be contacted by the study or not?
 - If only one parent replied to say they do not wish to take part the other parent could still be sent Letter 2 and the Booklet. Is this what you would expect? What do you think about this?
- What could be done to make this letter easier to understand?
- What questions, if any, do you have about the study after reading this letter?
 - *[If participant lives apart from their baby's other parent]* how clear is the information about both parents taking part?
- How does this letter make you feel about the study?
 - Positive / negative?
 - Curious / disengaged?
- What information in the letter might encourage you to take part in the study?
- Is there anything in the letter that would put you off taking part in the study?
 - *If yes* what puts you off? Why?
- What do you think about the length of the letter? One option could be to put some information as 'FAQs' on the back page. What do you think about this idea? Would you read the back page?
- If you had received this letter in real life, how likely would you be to take part? Why?
 - What in particular do you find motivating? Why? What else?

STIMULUS 1B: ADVANCE LETTER / LETTER 2 (5-10 minutes)

Explain: you would receive this letter [add period of time] after receiving Letter 1.

- What were your first thoughts and impressions on reading this?
- What is the letter telling you?
 - What pieces of information stood out the most to you?

- Did you find any information surprising? If yes, what/ why?
- What words or phrases stood out to you?
 - Were any words or phrases that were unclear or confusing? (*Moderator please explore these*)
 - Were there any words or phrases that you particularly liked or disliked?
- *If not mentioned:* Did you notice the phrase ‘specially chosen’? What do you think about this phrase? How does it make you feel?
- Is anything in the letter difficult to understand or unclear?
 - *If yes what was difficult to understand? (Probe on the following if not mentioned spontaneously)*
 - Language/ terminology
 - Logistics of how the study would work in practice
 - What could be done to make it easier to understand?
- What questions, if any, do you have about the study after reading the letter?
- How does this letter make you feel about the study?
 - Positive / negative?
 - Curious / disengaged?
- What information in the letter might encourage you to take part in the study?
- Is there anything in the letter that would put you off taking part in the study?
 - *If yes what puts you off? Why?*
- What do you think about the length of the letter? One option could be to put some information as ‘FAQs’ on the back page. What do you think about this idea? Would you read the back page?
- If you had received this letter in real life, how likely would you be to take part? Why?
 - What in particular do you find motivating? Why? What else? Why?

WHERE BOTH PARENTS LIVE IN SAME HOUSEHOLD

- As with letter 1, letter 2 would be written to each parent, but this time they would be in the same envelope with one copy of the booklet for both parents to look at. What do you think about this? Who in your household would be most likely to open the letter?
- The Centre for Longitudinal Studies is planning to enclose a gift when they send out this letter– this would be a baby’s bib with the study logo in it. What are your thoughts on this?

Looking at both letters

- Is there any information in Letter 2 that you think would be useful to include in Letter 1? Why?
- Is there any information in Letter 1 that you think isn’t needed? Why?
- How useful do you think Letter 1 is?

STIMULUS 1C: ADVANCE BOOKLET (15 minutes)

Moderator: please ensure you cover feedback on booklet before moving to ‘summary questions’.

Explain: you would receive this Booklet alongside Letter 2.

- What were your first thoughts and impressions on reading this?

- Any initial questions?
- What is the booklet telling you?
 - What pieces of information stood out the most to you?
 - Did you find any information surprising? If yes, what/ why?
 - What words or phrases stood out to you?
 - Were any words or phrases that were unclear or confusing? (*Moderator please explore these*)
 - Were there any words or phrases that you particularly liked or disliked?
 - Looking at the first section of the booklet (*'What is Generation New Era? How will it make a difference?'*), could you share your thoughts on this section?
 - Did it interest or appeal to you? Or not? *If yes: What interested or appealed to you? If not, what didn't you like about it?*
 - Looking at the second section about birth cohort studies (*'What sort of study is Generation New Era? Why are these studies important?'*), could you share your thoughts on this section?
 - How important and engaging does this information feel
- Is anything in the booklet difficult to understand or unclear?
 - *If yes what was difficult to understand? (Probe on the following if not mentioned spontaneously)*
 - Language/ terminology
 - Logistics of how the study would work in practice
 - What could be done to make it easier to understand?
- What questions, if any, do you have about the study after reading this booklet?
- How does this booklet make you feel about the study?
 - Positive / negative?
 - Curious / disengaged?
- What information in the booklet might encourage you to take part in the study?
- Is there anything in the booklet that would put you off taking part in the study?
 - *If yes what would put you off? Why?*
- What do you think about the length of the booklet? Would you read it all?
- If you had received this booklet in real life, how likely would you be to take part? Why?
 - What in particular do you find motivating? Why? What else? Why?)

Summary

Moderator: explain that now you would like to ask some summarising questions about the three materials we have spoken about so far

- Could you tell me your thoughts on the look and feel of the documents?
 - [*If not mentioned probe on the following:*]
 - Clear / unclear
 - Engaging / not engaging
 - Eye-catching / easy to ignore
 - Did you notice the logos on the documents? What did you think about these? How important is it to have these?
 - Did you notice who has signed the documents? What did you think about this?

- What do you think about the images used in the Booklet? How do they make you feel?
- What do you think about the layout of the documents? How easy to read did you find them?
- What did you think about the colours used in the Generation New Era logo, and in the booklet?
- Both fathers and mothers will be invited to take part in the study.
 - Do the letters and booklet feel aimed at both fathers and mothers? Why/ why not?
 - How clear is it that both fathers and mothers taking part is important to the study? Why?
 - Would you expect the letters and booklet to be the same for fathers and mothers or different? Why?
- Thinking about everything we have discussed so far; how likely would you be to take part in the study?
 - Why?
 - What has had the biggest impact on your decision?
 - What else has had an impact on your decision?

Cog testing	20 minutes
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Explain to participant that we would now like to test some of the questions that the Generation New Era team would like to ask during the parent interviews, to check how easy they are to answer for parents in different circumstances. For most of the questions, I'll ask a few questions from the parent interview, then check with you how you went about answering the question.

Sections	Who answers
Section A: Screener questions	All
Section B: Service use questions	All except OHPs
Section C: Parental engagement	All
Section D: OHP questions for main respondent	Lone parents only
Section E: OHP questions for OHP	OHPs only
Section F: Vaping	All
Section G: Sensitive questions	All

Versions:

- 2 parent households – ask A, either B or C, F and G. Ask B to 50% of respondents, C to 50% of respondents. If timings too tight, drop G.
- Lone parent households – ask A, either B or C, D and G. Ask B to 50% of respondents, C to 50% of respondents. If timings too tight, drop B/C.
- Own household parents – ask A, C, E and G. If timings too tight, drop C.

Section A: Screener questions

Explain to participant what would happen during the main study. I.e. they would receive the letter(s) and booklet that we have been looking at in the earlier part of the interview. Around a week after the letter/booklet has been sent, an Ipsos interviewer would knock on their door to introduce the study and to try to arrange a time to do the interview. To set up the interview, the interviewer would check whether our records about who lives in the household are correct.

We would have received details of families that are eligible for the study from birth registration records that are securely shared with the study team. They would give us your name and your baby's name and month of birth. For the purposes of this interview today, could I just confirm the name and month of birth of your youngest child? I won't make a note of the name, it's just so that I can ask the questions in the same way they'd be asked in the interview.

<p>CHILDIRHH. Please can you confirm whether [BABY NAME] who was born in [MONTH], is living at this address?</p> <p>INTERVIEWER: IF BABY SHARES RESIDENCE BETWEEN THIS AND ANOTHER ADDRESS, OR IS ONLY TEMPORARILY OUT OF THE HOME, E.G. IS IN HOSPITAL, PLEASE USE CODE 1 OR 2.</p> <ol style="list-style-type: none"> 1. Yes (named baby at address AND D.O.B. correct) 2. Yes, but some details (spelling of name or D.O.B.) slightly wrong 3. No, this child lives elsewhere 4. No, this child has died 5. No, I don't know this child 	<ul style="list-style-type: none"> • On the doorstep, the interviewer would first check that they were speaking to the parent or legal guardian of the baby. They'd then ask this question to check the baby is living here. • How would you feel about an interviewer asking you this on your doorstep?
<p>ASK IF BABY LIVES AT THIS ADDRESS ('YES' AT CHILDIRHH)</p> <p>MAINCM. Does [BABY NAME]/ the baby mainly live here or do they also live somewhere else? INTERVIEWER PROBE: IF THE BABY ALSO LIVES SOMEWHERE ELSE, PROBE WHICH IS THEIR MAIN RESIDENCE OR WHETHER THEY LIVE EQUALLY BETWEEN THE TWO</p> <ol style="list-style-type: none"> 1. Yes - this is the baby's only residence 2. Yes - this is the baby's main residence 3. The baby lives equally between this residence and another 4. No - the baby mainly lives elsewhere 	<ul style="list-style-type: none"> • How easy was it to answer this? • (If code 2) What do you mean by 'main residence' – can you talk me through how you decided to give this response? • (If code 3) What do you consider as 'living equally' between addresses?
<p>ASK ALL</p> <p>MAINRESP. Is this your main residence?</p> <ol style="list-style-type: none"> 1. Yes - this is the respondent's only residence 2. Yes - this is the respondent's main residence 3. The respondent lives equally between this residence and another 4. No - the respondent mainly lives elsewhere 	<ul style="list-style-type: none"> • How easy was it to answer this? • (If code 2) What do you mean by 'main residence' – can you talk me through how you decided to give this response? • (If code 3) What do you consider as 'living equally' between addresses?
<p>ASK ALL</p> <p>PCHECK. Are you the parent who spends the most time caring for [BABY NAME]?</p> <ol style="list-style-type: none"> 1. Yes – Respondent is the primary caregiver 2. Yes – Respondent has shared/equal caregiver responsibility 3. No – Respondent is not the primary caregiver <p>Information refused</p>	<ul style="list-style-type: none"> • Can you talk me through how you arrived at your answer? What does 'most time' mean to you in this question? • Probe on 'are you the parent who spends substantially more time caring for the baby?' – is respondent clearer on who this would be?

	<ul style="list-style-type: none"> • In general, how would you feel about an interviewer asking you these questions on the doorstep? • Are there any questions you'd be less comfortable answering on the doorstep?
<p>Section B: Service use questions</p>	
<p><i>Part of the interview would ask about any services you've used or professionals you've seen with your baby, such as midwives.</i></p> <p><i>Please could you look at the Showcards [interviewer display Showcard A on screen / in person]</i></p>	
<p>ASK ALL EXCEPT OHPS. OHPS SKIP TO NEXT SECTION.</p> <p>SHOWCARD A.</p> <p>MSEUSE1. The following questions are about professionals you may have seen since your baby was born. ADD IF NECESSARY: This includes in person, virtual or telephone appointments.</p> <p>First, please tell me which, if any, of the professionals listed you have seen since your baby was born.</p> <ol style="list-style-type: none"> 1. Midwife 2. Health visitor 3. General practitioner (GP) 4. Family nurse (including Family Nurse Partnership (FNP) Nurse) 5. Social worker 6. Family Support Worker / Early Help Worker 7. Paediatrician 8. Consultant/ hospital doctor 9. Paediatric physiotherapist 	<ul style="list-style-type: none"> • Were you thinking about the professionals you'd seen in person, or were you thinking about other types of contact (e.g. telephone, virtual appointments)? • Which members of the family were you thinking about when you answered? (E.g. if other parent went to see GP about baby would that count?) • Are there any other professionals you've seen about your baby that aren't listed here? • How easy was it to remember which professionals you've seen?
<p>INTERVIEWER ASK THIS QUESTION ABOUT EACH PROFESSIONAL MENTIONED AT PREVIOUS QUESTION. IF NONE MENTIONED, GO TO NEXT QUESTION.</p> <p>MSEUSE1FR. Thinking about the [INTERVIEWER INSERT PROFESSIONAL NAMED AT PREVIOUS QN] you saw... How many times have you seen the [INTERVIEWER INSERT PROFESSIONAL NAMED AT PREVIOUS QN] since your baby was born?</p> <p>INTERVIEWER NOTE – RECORD NUMBER OF TIMES 1-10; If more than 10, code '10'.</p> <ol style="list-style-type: none"> 1. Midwife 2. Health visitor 3. General practitioner (GP) 4. Family nurse (including Family Nurse Partnership (FNP) Nurse) 5. Social worker 6. Family Support Worker / Early Help Worker 7. Paediatrician 8. Consultant/ hospital doctor 9. Paediatric physiotherapist 	<ul style="list-style-type: none"> • How easy was it to remember this information? How confident are you that your answer is accurate?
<p>ASK ALL.</p> <p><i>Please look at Showcard B for this next question.</i></p> <p>MSEUSE3. Since your baby was born has your family used any of the following services or types of support from any kind of provider?</p> <ol style="list-style-type: none"> 1. Breastfeeding support 	<ul style="list-style-type: none"> • How easy was it to remember which services you'd used?

<ol style="list-style-type: none"> 2. Infant feeding/weaning/nutrition support 3. Infant weight and growth support 4. Infant sleep support 5. Baby and infant health advice and support 6. Playgroup or play sessions (e.g. stay and play groups, one o'clock clubs, baby singing groups, messy play groups) 7. Baby Classes (e.g. Baby massage, baby yoga groups, Baby swimming, Signing groups, Sensory groups) 8. Advice and services for your baby's disability or learning needs 9. Parenting support/parenting classes 10. Mental health support 11. Family relationships support 12. Money or debt advice and support 13. Housing advice and support 14. Jobs and training advice and support 15. Parent fitness classes 16. Drug and alcohol support 17. Other (please specify) 	<ul style="list-style-type: none"> • Which members of your family were you thinking about when you answered this question? • Is there anything on this list that's not clear?
<p>ASK ALL <i>Please look at Showcard C for this question</i> MPAGP. Over the last 12 months, have you had problems accessing... A GP?</p> <ol style="list-style-type: none"> 1. Yes, and it was a big problem 2. Yes, and it was a minor problem 3. Yes, but it was not a problem 4. No 5. Not applicable 6. Don't know 7. Prefer not to say 	<ul style="list-style-type: none"> • How easy or difficult was it to recall over the last 12 months? • What problems did you consider when answering this question? • Which members of your family were you considering when you answered? • What are the differences between a big problem, a minor problem and not a problem?

Section C: Parental engagement

I want to ask a few questions about looking after your baby.

<p>ASK ALL <i>Please look at Showcard D for this question</i> MCCTa. How often do you look after your baby on your own?</p> <ol style="list-style-type: none"> 1. More than once a day 2. Once a day 3. A few times a week 4. Once or twice a week 5. Less than once a week 6. Never 7. Don't know 8. Prefer not to say 	<ul style="list-style-type: none"> • What do you understand by the phrase 'look after on your own'? What circumstances would that cover? • OHFs: How easy is it to give an accurate answer?
<p><i>Please look at Showcard D again</i> MCCTd. And how often do you get up in the night for your baby?</p> <ol style="list-style-type: none"> 1. More than once a day 2. Once a day 3. A few times a week 4. Once or twice a week 5. Less than once a week 6. Never 7. Don't know 	<ul style="list-style-type: none"> • How easy is it to remember? • What time period were you thinking about? (Last week, month, yesterday only) • Do the responses on the showcard match the response you'd like to give? • (Probe: If there's no set pattern, how did go about coming up with an answer?)

8. Prefer not to say

FOR SINGLE PARENTS and OHPs: I now want to ask a few questions about your baby’s other parent, whether or not they live with you, and regardless of whether you are in a relationship with them. Please could I just check what their name is? I won’t record their name; this is just to help me ask the next set of questions.

FOR PARENTS IN TWO-PARENT HOUSEHOLDS: I now want to ask a few questions about your partner. Please could I just check what their name is? I won’t record their name; this is just to help me ask the next set of questions.

Showcard E.

MWORK1P. Which of these best describes what [PARTNER NAME] is currently doing?

1. Employee – in paid work
2. Self-employed
3. In unpaid voluntary work
4. Looking after family
5. Found a job, waiting to start it
6. Out of work and looking for a job
7. On unpaid traineeship/government training scheme
8. On paid apprenticeship scheme
9. Full-time student
10. Part-time student
11. Retired from paid work
12. Not in paid work, reasons of poor health
13. Not in paid work for some other reason
14. Don’t know
15. Prefer not to say

- Would you be willing to share this information?

ASK IF PARTNER IS WORKING OR SELF-EMPLOYED AT MWORK1P. OTHERS GO TO METHNICP.

PUSLA. What is [PARTNER NAME]’s usual take-home pay after tax and any other deductions? You can give a weekly, monthly or yearly amount or an amount covering another period.

IF PARTNER IS SELF-EMPLOYED: **It is sometimes difficult for self-employed people to give an exact figure for their income but please think about [PARTNER NAME]’s take home pay in the last 12 months. That is, the amount they personally have taken home after all taxes and costs.**

INTERVIEWER READ OUT IF NECESSARY: **If they have more than one job please tell us their total take-home pay from all their jobs.**

- Would you be willing to share this information? What if your [partner] didn’t want to take part in the Generation New Era Study?
- How confident are you that your answer is accurate?

<p>About how much was this?</p> <p>INTERVIEWER-HELPSCREEN: What if respondent doesn't know or want to answer? Please provide best estimate. If respondent really doesn't know or doesn't want to answer, choose don't know or prefer not to say.</p> <p>Enter £ (from 0 to £9,999,997)</p> <p>Don't know Prefer not to say</p>	
<p>PUSLP. What period does this cover?</p> <ol style="list-style-type: none"> 1. One week 2. Calendar month 3. One year 4. Other period (specify) 5. Don't know 6. Prefer not to say 	<ul style="list-style-type: none"> • Would you be willing to share this information? What if your [partner] didn't want to take part in the Generation New Era Study? • How confident are you that your answer is accurate?
<p>ASK IF PARTNER IS EMPLOYED</p> <p>MLEAVE4P. Has [PARTNER NAME] taken parental leave for your youngest child?</p> <p>INTERVIEWER ADD IF NECESSARY: This includes statutory maternity leave, shared parental leave, workplace leave agreements and any unpaid leave from their job.</p> <ol style="list-style-type: none"> 1. Yes 2. No 3. Don't know 4. Prefer not to say 	
<p>ASK IF PARTNER IS EMPLOYED</p> <p>MLEAVE4P. Are they currently on parental leave?</p> <ol style="list-style-type: none"> 1. Yes 2. No 3. Don't know 4. Prefer not to say 	<ul style="list-style-type: none"> • Do you think you'd be willing to answer these questions on behalf of [partner]? • How easy was it to answer? How accurately did you think you could answer? • WHERE THE PARTNER TOOK PARENTAL LEAVE BUT IS NOT CURRENTLY ON PARENTAL LEAVE: The interviewer would also ask you questions about when their parental leave finished and how long their parental leave lasted. Please can I check, how willing would you be to answer these questions on behalf of your partner? How accurately do you think you would be able to answer these? • WHERE THE PARTNER TOOK PARENTAL LEAVE AND IS

	<p>CURRENTLY ON PARENTAL LEAVE: the interviewer would also ask when their parental is due to finish, how long their parental leave lasts for and whether they plan to return to work when their parental leave finishes. Please can I check, how willing would you be to answer these questions on behalf of your partner? How accurately do you think you would be able to answer these?</p>
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ASK FOLLOWING QUESTIONS TO ALL

<p>ASK ALL <i>Showcard F.</i></p> <p>METHNICP. Which of the groups on this card do you consider [PARTNER NAME/your partner] as belonging to?</p> <ol style="list-style-type: none"> 1 White - English/Welsh/Scottish/Northern Irish/British 2 White - Irish 3 White - Gypsy or Irish Traveller 4 White - Roma 5 Any other White background 6 Mixed/multiple ethnic groups - White and Black Caribbean 7 Mixed/multiple ethnic groups - White and Black African 8 Mixed/multiple ethnic groups - White and Asian 9 Any other mixed/multiple ethnic background 10 Asian/Asian British - Indian 11 Asian/Asian British - Pakistani 12 Asian/Asian British - Bangladeshi 13 Asian/Asian British - Chinese 14 Any other Asian background 15 Black/African/Caribbean/Black British - African 16 Black/African/Caribbean/Black British - Caribbean 17 Any other Black/African/Caribbean background 18 Other ethnic group - Arab 19 Any other ethnic group 	<ul style="list-style-type: none"> • Which of these groups does [partner name] consider themselves as belonging to? • When you answered were you thinking of the group <i>you</i> think they belong to, or the group <i>they</i> consider themselves as belonging to? • Would you be willing to share this information?
<p>ASK ALL</p> <p>MPGH3. Does [PARTNER NAME] have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?</p> <ol style="list-style-type: none"> 1. Yes 2. No 3. Don't know 4. Prefer not to say 	<ul style="list-style-type: none"> • How willing would you be to provide this information, or would you like an option not to give an answer? • How accurately do you feel you're able to answer this on behalf of someone else?
	<ul style="list-style-type: none"> • Thinking about the questions I've just asked, overall how did you feel about answering these questions?

Section D: Own Household Parent questions for primary informant

Interviewer – ask the following section if the respondent is a single parent only. All other types of participant can skip to the next section.

NRBIOP. Is your baby’s other biological/birth parent involved in your baby’s life?... READ OUT...

INTERVIEWER ADD IF NECESSARY: **If there is more than one other birth/biological parent answer about the parent you consider to be most involved**

- 1 Yes –has contact with the baby
- 2 Yes –does not have contact with the baby but is involved in some other way (e.g. financial support)
- 3 No –not involved
- 4 No –parent has passed away
- 5 SPONTANEOUS: parent is not known
- 6 SPONTANEOUS: donor who respondent does not consider to be a parent

- Is this something you’d be willing to answer?
- Was there a response option that fit your situation?

INTERVIEWER: IF CODES 3-6 AT NRBIOP – SKIP TO NEXT SECTION. IF YES, CONTINUE TO NEXT QUESTION (OHPFNAME).

ASK IF BABY/IES OTHER PARENT INVOLVED IN THEIR LIFE

OHPFNAME. Could you tell me their first name?

INTERVIEWER ADD IF NECESSARY: **This is only to help me ask the following questions. It is not used in the analysis of the survey data.**

INTERVIEWER: IF RESPONDENT WOULD PREFER NOT TO SAY, ASK FOR A PSEUDONYM E.G. “Other parent”, SO THAT WE KNOW HOW TO REFER TO THAT PERSON.

OHPDOB. What is [NAME OF OHP]’s date of birth?

INTERVIEWER: ENTER DAY [Range: 1..31]

INTERVIEWER: ENTER MONTH [Range: 1..12]

INTERVIEWER: ENTER YEAR [Range: 1915..2024]

- Is this something you’d be willing to answer?
- How sure are you that you know their date of birth accurately?

OHPREL. Just to double check, do you consider yourself and [NAME OF OHP] to be a couple?

- 1. Yes
- 2. No

IF RESPONDENT DOES NOT CONSIDER THEMSELVES TO BE IN A COUPLE WITH OHP

OPHRELEVER. Have you ever been in a relationship with [NAME OF OHP]?

<p>1. Yes 2. No</p>	
<p>ASK IF RESPONDENT IS OR HAS BEEN IN A COUPLE WITH OHP OHPRELL.</p> <p>IF RESPONDENT IS NO LONGER IN A COUPLE WITH OHP: At the time your relationship with [NAME OF OHP] ended, how long had you been together as a couple?</p> <p>IF RESPONDENT IS CURRENTLY IN A COUPLE WITH OHP: How long have you and [NAME OF OHP] been together as a couple?</p> <p>INTERVIEWER ADD IF NECESSARY: Please include time as a couple whether or not living together</p> <p>INTERVIEWER: ROUND ANSWER TO NEAREST NUMBER OF WEEKS, MONTHS OR YEARS, E.G. IF 5 YEARS 3 MONTHS, ENTER 5 YEARS. IF DK, ENCOURAGE AN ESTIMATE/BEST GUESS.</p> <p>1. WEEKS 2. MONTHS 3. YEARS</p>	
<p>ASK IF RESPONDENT IS NO LONGER A COUPLE WITH OHP OHPRELENDM. Could I check what month and year you separated?</p> <p>INTERVIEWER: IF DK, ENCOURAGE AN ESTIMATE/BEST GUESS.</p> <p>INTERVIEWER: ENTER MONTH</p> <p>INTERVIEWER: ENTER YEAR</p>	
<p>ASK IF NON-RESIDENT PARENT EVER SEES BABY OHPSEE. On average, how many times a month does your baby see [OHP NAME] in person?</p> <p>INTERVIEWER: IF THEY SEE THEM MORE THAN ONCE A DAY CODE AS ONCE PER DAY (I.E. TYPE IN 31).</p> <p>1. TYPE IN: RANGE BETWEEN [1-31] days 2. Once every few months 3. Less often than once a month 4. Never</p>	<ul style="list-style-type: none"> • How easy or difficult was it to think about an 'average' here? How did you calculate an average? • (Probe: If there's no set pattern in your contact, how did you go about coming up with an answer? Would another time frame be easier to think about – e.g. how many times per year?) What do you count as 'seeing' the baby? Were you thinking of face-to-face meetings, or did you also think about FaceTime/Skype etc?
<p>ALTERNATIVE:</p> <p>Thinking about [OHP NAME] parent, on how many days a month does [BABY NAME] usually see them (i.e. in person), for a whole day or a part day? Think of what</p>	<ul style="list-style-type: none"> • NB – alternative wording to previous question. • How easy was it to come up with a number of days? How easy to think of a typical month?

<p>actually happens in a typical month rather than an agreed or set pattern.</p>	<ul style="list-style-type: none"> NB – compare response with previous question – what are the differences and why?
<p>ASK IF NON-RESIDENT PARENT SEES BABY OHPSEEHR. On a day that your baby sees [OHP NAME] how many hours do they typically spend together?</p> <p>INTERVIEWER ADD IF NECESSARY: Please do not include any hours they spend overnight</p> <p>Range: 0..24</p>	<ul style="list-style-type: none"> How easy is it to come up with a 'typical' number of hours here? How did you calculate your answer? What did you exclude – overnight hours? What did 'overnight' mean to you here? When the baby is asleep, or the whole bedtime/morning routine? (probe on how respondents answer when there is no set pattern of contact)
<p>ASK IF NON-RESIDENT PARENT SEES BABY OHPON. Does your baby ever stay overnight with [OHP NAME] at their place?</p> <p>1. Yes 2. No</p>	
<p>ASK IF OHP SEES BABY OHPONT. On average, how many times a month does your baby stay overnight with [OHP NAME] at their place?</p> <p>TYPE IN: RANGE BETWEEN [1-31] days</p> <p>2. Once every few months 3. Less often than once a month</p>	<ul style="list-style-type: none"> How easy was it to think of an 'average' here? How did you calculate it? (Probe on how respondent came up with an answer if there is no set pattern)
<p>ALTERNATIVE:</p> <p>About how many nights each week, fortnight or month does [BABY NAME] usually stay overnight with [OHP NAME] at another address – for example, at [OHP NAME'S] place?</p> <p>INTERVIEWER: code or ask if necessary: What period does that cover?</p> <p>INTERVIEWER: if there is no 'usual' or 'typical' pattern please ask the respondent to answer for what happened during the most recent month [or fortnight].</p> <p>ENTER NUMBER OF NIGHTS:</p> <p>..... Week</p> <p>.... Fortnight</p> <p>.... 4 weeks/calendar month</p>	<ul style="list-style-type: none"> NB – alternative wording to previous question. How easy was it to come up with a response? NB – compare response with previous question – what are the differences and why?
<p>ASK IF OHP SEES BABY OHPSTAY. Does [OHP NAME] ever stay overnight at your home?</p>	

<p>1. Yes 2. No</p>	
<p>ASK IF OHP EVER STAYS OVERNIGHT AT RESPONDENT'S HOME OHPSTAYN. On average, how many times a month does [OHP NAME] stay overnight at your home?</p> <p>1. TYPE IN: RANGE BETWEEN [1-31] days 2. Once every few months 3. Less often than once a month</p>	
<p>ASK ALL. <i>Showcard G.</i></p> <p>MDISF. How often do you and [PARTNER NAME] disagree over issues relating to bringing up [BABY NAME]?</p> <p>1 Very Often 2 Quite Often 3 Sometimes 4 Rarely 5 Never</p>	<p>(This would be self-completion in the interview)</p> <ul style="list-style-type: none"> • How easy was it to answer this? • Do you have any concerns about answering this?
	<ul style="list-style-type: none"> • Thinking about the questions I've just asked, overall how did you feel about answering these questions?

Section E: OHP questions for OHP

ASK THIS SECTION TO ALL OWN-HOUSEHOLD PARENTS. OTHERS GO STRAIGHT TO NEXT SECTION.

<p>OHPSEE. On average, how many times a month do you see your baby?</p> <p>INTERVIEWER: IF THEY SEE THEM MORE THAN ONCE A DAY CODE AS ONCE PER DAY (I.E. TYPE IN 31).</p> <p>1. TYPE IN: RANGE BETWEEN [1-31] days 2. Once every few months 3. Less often than once a month 4. Never</p>	<ul style="list-style-type: none"> • How easy or difficult was it to think about an 'average' here? How did you calculate an average? • (Probe: If there's no set pattern in your contact, how did you go about coming up with an answer?) • What do you count as 'seeing' the baby? Were you thinking of face-to-face meetings, or did you also think about FaceTime/Skype etc?
<p>ALTERNATIVE TO PREVIOUS QUESTION</p> <p>On how many days a month do you usually see [BABY NAME] in person, for a whole day or a part day? Think of what actually happens in a typical month rather than an agreed or set pattern.</p>	<ul style="list-style-type: none"> • Alternative wording to previous question. • How easy was it to come up with a number of days here? How easy is to think about a typical month?

<p>WRITE IN NUMBER OF DAYS 0-31</p>	<ul style="list-style-type: none"> INTERVIEWER probe on any differences in response to this question and previous question.
<p>ASK IF RESPONDENT SEES THEIR BABY OHPSEEHR. On a day that you see your baby, how many hours do you typically spend together?</p> <p>INTERVIEWER ADD IF NECESSARY: Please do not include any hours they spend overnight</p> <p>Range: 0..24</p>	<ul style="list-style-type: none"> How easy is it to come up with an answer for a 'typical' day?
<p>ASK IF RESPONDENT SEES THEIR BABY OHPON. Does your baby ever stay overnight at your place?</p> <p>1. Yes 2. No</p>	
<p>ASK IF RESPONDENT SEES THEIR BABY OHPONT. On average, how many times a month does your baby stay overnight at your place?</p> <p>1. TYPE IN: RANGE BETWEEN [1-31] days 2. Once every few months 3. Less often than once a month</p> <p>ASK IF RESPONDENT SEES THEIR BABY OHPSTAY. Do you ever stay overnight at your baby's main residence?</p> <p>1. Yes 2. No</p>	
<p>ASK IF RESPONDENT STAYS OVERNIGHT AT BABY MAIN RESIDENCE OHPSTAY. On average how many times a month do you stay overnight at your baby's main residence?</p> <p>1. TYPE IN: RANGE BETWEEN [1-31] days 2. Once every few months 3. Less often than once a month</p>	
<p>ASK ALL. <i>Showcard G again.</i></p> <p>MDISF. How often do you and [PARTNER NAME] disagree over issues relating to bringing up [BABY NAME]?</p> <p>1 Very Often 2 Quite Often 3 Sometimes 4 Rarely 5 Never</p>	<p>(This would be self-completion in the interview)</p> <ul style="list-style-type: none"> How easy was it to answer this? Did you have any concerns about answering this?

<p>ASK ALL. <i>Showcard H.</i></p> <p>MPLAYFa / MPLAYFk.</p> <p>The next few questions are about your [BABY NAME]'s activities.</p> <p>How often do you do these activities with [BABY NAME]?</p> <p>a) Physical play—for example, lifting or swinging your child, throwing up in the air, rough and tumble</p> <p>b) Talk to [BABY NAME] about what you, or they, are doing</p> <ol style="list-style-type: none"> 1. Never 2. Less than once a week 3. Once or twice a week 4. Several times a week 5. Once or twice a day 6. Several times a day 7. Prefer not to say 	<ul style="list-style-type: none"> • How easy was it to answer? • How easy was it to find the answer you wanted to give here?
	<ul style="list-style-type: none"> • Overall, how did you feel about answering the questions in this section?

Section F: Vaping

ASK ALL RESPONDENTS

Finally, I have one last question to ask.

<p>ASK ALL RESPONDENTS <i>Showcard J</i></p> <p>VAPE1. The next questions are about electronic nicotine products, such as e-cigarettes, vape pens, personal vaporizers and mods, e-cigars, e-pipes, e-hookahs, and hookah pens. Some common brands include Vuse, Blu, Logic, MarkTen, JUUL, NJOY, eGo, and iTaste. Now thinking about electronic nicotine products, would you say that...</p> <ol style="list-style-type: none"> 1. ...you've never used them 2. ...you used to use them but don't at all now 3. ...you now use them occasionally but not every day or 4. ...you use them every day? <p>And can I just give you a bit more information about these products? These products are battery-powered and produce vapor or aerosol instead of smoke. Some electronic nicotine products can be bought as one-time, disposable products, while others can be bought as reusable kits with cartridges or a tank system. They typically use a nicotine liquid called "e-liquid", although the amount of nicotine can vary and some may not contain any nicotine at all.</p>	<ul style="list-style-type: none"> • Was it clear what types of product this question was referring to? Can you give examples of the types of product you were thinking of? • (if participant indicates they've used products) – and can I just check, do the products you use/have used contain nicotine? • Does this additional information change your understanding of the types of products we're talking about? How? • Would you change your answer to the previous question based on this extra information
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Section G: Sensitive topics

The next exercise is something slightly different.

I am going to ask you how you would feel answering questions on certain topics. These questions will be asked during the interview. Most of the interviews will be done face-to-face in parents' homes. Some of the interviews will be done on Microsoft Teams videocalls, or by telephone, or by parents filling in an online survey. However, for these questions the interviewer would give their tablet to the parent so they could answer the questions privately – the interviewer wouldn't see their answers.

Please could you take a look at Showcard K. Please take a minute to have a read through the topics on this list.

- How would you feel about answering questions on these topics?
- Are there any topics that you'd feel uncomfortable about answering directly to the interviewer? What makes you say that? What reservations do you have?
- Are there any topics that you'd feel uncomfortable about answering privately (i.e. on the interviewer's tablet, without the interviewer being able to see your answers)? What makes you say that? What reservations do you have?

Parent-baby bonding: feelings when you are caring for child or away from child

Parent-baby bonding: worry or stress experienced as a parent

How managing financially

Conditions in home (e.g. mould, pests, appliances, etc.)

Affording food or essential baby items

Respondent physical health, longstanding illnesses

Adverse life events: illness, injury, deaths, relational issues, employment issues, legal problems

Abuse or attack because of race or religion

Social support- support and care from others

Overall life satisfaction

Experience of loneliness

Relationship quality with partner

Disagreements with other parent (including those not living in your household)

Mental Health

Treatment for Mental health

Alcohol and smoking (including whether anyone smokes around baby and whether birth mother drank alcohol or smoked during pregnancy)

Overall motivations and barriers and wrap-up	5 mins
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Moderator: explain that we are coming to the end of the interview and have a few final questions.

- Do you have any final suggestions about how to encourage parents like yourself to take part in this future study?
- How would you describe the study to another parent?
 - PROBE: What would you say to encourage them to take part?

- Is there anything that we haven't covered that you would like to add?

RECONTACT QUESTION

Ipsos would like to conduct some follow-up interviews with participants from this study – these would take place in the next 12 months. Are you happy for Ipsos to retain your details and to contact you by email or telephone if they would like you to participate in a follow-up interview? You would only be contacted if strictly necessary and only in connection with this research.

THANK PARTICIPANT, CONFIRM INCENTIVE AND CLOSE

IF NECESSARY/APPROPRIATE, REMIND PARTICIPANT OF ORGANISATIONS ON INFO SHEET - PLEASE HAVE INFORMATION SHEET TO HAND SO YOU CAN SIGNPOST IF NEEDED

4 Stage 1 stimulus materials

4.1 Opt-out letter¹



Address name
Address Line 1
Address Line 2
Address Line 3
Town
County
Postcode

YOUR INVITATION TO BE PART OF GENERATION NEW ERA

Dear < TITLE > < NAME >

We are writing to let you know that you have the opportunity to be part of Generation New Era - a new UK study of babies born in 2022, and their families.

Generation New Era aims to follow the lives of several thousand children as they grow up.

It will be vitally important in understanding the lives of this new generation, and will be used by researchers, governments and service providers to improve the lives of children and their families in the UK.

Generation New Era is led by University College London (UCL). Ipsos, an independent research organisation, will collect the information on our behalf. It is paid for by the Economic and Social Research Council.

¹ There are four versions of the optout letter – for England, Wales, Scotland and Northern Ireland. These appendices only include the English version of the letter. The different versions differ only in the mentions of different partner organisations and in the inclusion of their logos. An overview of which organisations are mentioned in each country can be found on page 44 of the main report.

What does taking part involve?

We will be asking mothers and fathers to take part in an interview. For one parent this will take around 60 minutes, and for the other parent around 30-40 minutes. As a thank you for their time, each parent will be given a **£10 voucher**.

Taking part is completely up to you. We hope very much that you will be willing to help with this important research and that you will enjoy taking part.

As part of the study, you will receive updates on how your participation is making a difference for children and families in the UK.

We would also like to speak to you again as your child gets older. **It will always be up to you** to decide whether you want to take part.



What happens next?

Within the next few months, Ipsos will send you an invitation to the study, with more information to help you decide about taking part.

A trained interviewer from Ipsos will then call at your address to answer any questions and ask you if you would like to take part.

If you prefer not to receive further information about the study or prefer not to take part, please let us know by <date> and we won't contact you any further about this research. You can contact us by:

Email: <email address>

Freephone: <number>

Freepost: <address>

When contacting us, please include your **reference number**, which can be found at the top of this letter.

If you live with your baby's other parent, and if they have also received this letter, they will also need to contact us separately if they do not wish to receive further information or prefer not to take part.

Please do not hesitate to contact us using the above details if you have any questions or concerns or prefer that the interviewer does not visit you.

If you decide you are happy to take part, the interviewer will arrange a convenient time for an interview. **You don't need to decide now.**

Please turn over →

How was I chosen for this study?

Firstly, the study only includes babies born in August and September 2022. Secondly, only 200 areas within the UK were chosen for the study. Babies born in these areas are chosen to be representative of all those born in the UK in 2022.

Your family was chosen at random from records of births held by NHS Digital who provided your name, address and additional information about you and other families invited to take part to help with the study.

Your participation is especially important as we have taken great care to make sure that the families selected for the study reflect the diversity of families within England and across the UK as a whole. Each baby chosen for this study is unique and cannot be replaced.

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

To fully understand how children are growing, it is very important to have information from mothers or fathers who live apart from their child's other parent.

Where we have both parents' names and addresses from birth records, we will contact each parent separately to invite them to take part. If this applies to you, your child's other parent will have received this letter. Where parents are living in different households, they will each need to contact us separately if they do not wish to take part.

Your participation and your survey responses will be kept completely confidential.

If you prefer that we do not contact your child's other parent or if you have any concerns about this, please contact us at <Freephone>.

Your confidentiality

Any information you give us will be held in the strictest confidence. UCL has a legal basis for processing your personal data because it is for 'a task in the public interest' under the General Data Protection Regulation. We also have special approval to contact you from the NHS Health Research Authority's Confidentiality Advisory Group and NHS Digital's Independent Group Advising on the Release of Data. This has been granted following a careful review of the information the study will hold, and to ensure that your data and privacy are protected. Full details about this are in the **Privacy Notice** on the study website <link>.

Any questions?

To find out more about the study, please visit (www.<studywebsite>.com), or you can contact the study team directly on Freephone <XX> and email <XX>.

Thank you in advance for your help. We hope you'll decide to be part of this landmark study.

[Go to next page](#) →

Yours sincerely,

Professor Alissa Goodman

Study Director

University College London



4.2 Advance letter²



Address name
Address Line 1
Address Line 2
Address Line 3
Town
County
Postcode

YOUR INVITATION TO BE PART OF GENERATION NEW ERA

Dear < TITLE > < NAME >

We are writing to invite you to be part of **Generation New Era**.

This important new study aims to follow the lives of several thousand children born in 2022, as they grow up in our changing world.

Generation New Era is the first study of its kind to be launched across the whole of the UK for over 20 years. **Your family has been specially chosen to be part of this ground-breaking scientific research, that will benefit the lives of families and children for many years to come.**

The enclosed **booklet** explains more about why the study is so important and what taking part involves.

Generation New Era is led by the Centre for Longitudinal Studies at University College London (UCL). Ipsos, an independent research organisation, is collecting the information on our behalf. It is paid for by the Economic and Social Research Council.

What does taking part involve?

² There are four versions of the advance letter – for England, Wales, Scotland and Northern Ireland. These appendices only include the English version of the letter. The different versions differ only in the mentions of different partner organisations and in the inclusion of their logos. An overview of which organisations are mentioned in each country can be found on page 44 of the main report.

To fully understand children's lives, we want to hear from mothers and fathers about their baby, and their experiences as a parent. This includes mothers or fathers who live apart from their child's other parent, whatever involvement they have with their baby.

Where possible, we will be inviting both parents of the child to take part in separate interviews. One parent will be asked to complete a 60-minute interview in their home, and the other parent will be asked to complete a separate 30-40 minute interview. As a thank you for your time, each parent interviewed will be given a **£10 voucher**. Interviews can be done in languages other than English.



Each parent will be interviewed separately, and any information you give us will be protected by law and kept completely confidential.

If you prefer that we do not contact your child's other parent or if you have any concerns about this, please contact us at <Freephone>.

For more detailed information about what taking part involves, please read the booklet that has been sent with this letter.

Taking part is completely up to you. We hope very much that you will be willing to help with this important research and that you will enjoy taking part.

What happens next?

A trained interviewer from Ipsos will call at your address in the coming days to answer any questions and to arrange a convenient time for you to take part in the study if you wish to do so.

The interviewer will carry an identification card with their photograph and will follow current government guidance relating to COVID-19. Please see the accompanying leaflet on COVID-19 guidance for more information.

The name of your interviewer is: [INTERVIEWER NAME]

The mobile phone number of your interviewer is: [INTERVIEWER PHONE NUMBER]

If you prefer not to take part, please let us know, and we won't contact you any further about this research. You can contact us by:

Email: <email address>

Freephone: <number>

Freepost: <address>

Please turn over →

Also, please do not hesitate to contact us if you have any concerns or prefer that the interviewer does not visit you.

If you would like to arrange a time to take part before the interviewer visits, you can contact us using the above details between 9:00am and 5:00pm (Monday to Friday) or contact your interviewer.

Any questions?

To find out more about the study, please visit: <website>, or you can contact the study team at Ipsos directly on Freephone <XX> and email <XX>.

Thank you for your help. We very much hope you will decide to be part of this landmark study.

Yours sincerely,

Professor Alissa Goodman

Study Director

University College London



xxxx - xxx- xxxx



xxxx - xxx- xxxx



xxxx - xxx- xxxx



@gen_new_era

4.3 Advance booklet



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

**BE PART OF
GENERATION
NEW ERA**

What is Generation New Era?

Generation New Era is a groundbreaking new scientific study of several thousand children born in 2022, and their families.

Every baby is special, but those born today belong to a one-of-a-kind generation. The pandemic and the cost-of-living crisis have brought unique challenges for mothers and fathers like you, your children and your futures.

How will it make a difference?

Generation New Era will **provide vital new scientific insights** into the health and development of children growing up in our changing world, and will be **used by researchers, governments and service providers to improve the lives of children and their families in the UK.**

Your family has been specially chosen to be part of this important scientific study, that will benefit the lives of families and children for many years to come.



What sort of study is Generation New Era?

Generation New Era is a special kind of study called a birth cohort study. **These studies follow children from birth throughout their lives. They show how children grow and develop, and how childhood experiences affect later lives.**

The UK has been a world leader in this kind of research for more than 70 years. There are currently four national birth cohort studies of people born in 1946, 1958, 1970 and 2000. These studies have followed the lives of over 60,000 people: through early life, school, leaving home, getting a job or starting a family of their own. You may have heard or read about them.



Why are these studies important?

The findings from these studies have been used to help design services to support children and families, including the most vulnerable in our society. For example, evidence from the UK Millennium Cohort Study (of children born in 2000-2) has helped pave the way for changes to schools' admissions rules in England, so that parents of children born in the summer can delay when they start school.

By being a part of Generation New Era and sharing your experiences, you can help shape the future for your family and other families like yours.

Why do we want to hear from you?

We want to hear from you because there is no one quite like your child and your family. For the study findings to benefit all kinds of families, we need to hear from many different families, from across the UK, including yours.

By including families from all nations and regions of the UK, and from all backgrounds and cultures, we can build a full picture of the lives of this generation of children and give everyone a chance to be heard.



Why your individual story matters

People who have taken part in previous UK cohorts often ask, "if I haven't faced many difficulties in my life, is the information I give you still helpful?". Yes, it absolutely is. When people from different walks of life take part, we're able to understand how your life compares to others', how it's different, and why that might be. By spotting these differences, we can investigate why life is harder for some people and what could help. But the study is also about understanding positive things, like what helps families to thrive, overcome problems and stay healthy.

4

When is Generation New Era starting?

We will be interviewing mothers and fathers when their baby is around 9 months old. All babies grow and develop differently and change a lot in their first year of life. It is important that we visit you at this time to understand these changes, and so we can collect information about different babies at the same age.

How long will it carry on for?

In future, we hope to visit you again to understand how your baby is continuing to develop as they become a toddler, a child going to school and eventually a young person. It will always be up to you to decide whether you want to take part.

Which family members are invited to take part?

We want to hear from mothers and fathers about their baby, and their experiences as a parent. Fathers and mothers are important in children's lives. Parents may have different views about, and experiences with, their child. All perspectives are important and help us to build a full picture of each child's life.

Partners living with parents may also be invited to take part. If the baby is not living with any parent, we will ask whoever the baby lives with to be interviewed.



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

To fully understand children's lives, it is very important to have information from mothers or fathers who live apart from their child's other parent. This applies whatever the relationship between the parents, and whatever involvement they have with their baby.

Where we have both parents' names and addresses from birth records, we will contact each parent separately to invite them to take part.

Where we only have one parent's name and address, we will ask them for the other parent's contact details, which they may give if they wish. These details will only be used to contact the other parent to invite them to take part in this study.

Each parent will be interviewed separately, and neither will be told that the other has taken part. The baby does not need to be present.

Your participation and your survey responses will be kept completely confidential. This means we will not tell your baby's other parent whether you took part, about any of the responses you provide or about your circumstances, including your address.

If you prefer that we do not contact the other parent or if you have any concerns about this, please contact us at <Freephone >.

What's involved in taking part?

1.

A fully trained interviewer will call at your home address to find out if you'd like to take part. They'll be happy to answer any questions you may have. The interviewer will always carry ID and follow government guidance related to COVID-19. If you're out or it's not convenient, the interviewer will come back at a better time.

2.

If you decide to take part, the interviewer will agree with you a date and time to do your interview(s).

3.

We would like one parent of each child to complete a 60-minute interview in person with the interviewer.

4.

We would like the other parent to complete a separate 30-40 minute interview. This can be done either in person with the interviewer or online, whichever suits you best. We can also sometimes do this by telephone.

5.

Everyone who takes part will receive a voucher as a thank-you for their time.

The interviewers are used to speaking with mothers and fathers in many different communities, situations and types of family. Interviews can be done in languages other than English if you wish.

Do both parents have to take part?

No. We hope both will but it's up to each of you to make your own decision.

How is it decided which parent does which interview?

The longer interview will usually be done by whichever parent spends most time with the baby. The shorter interview is because we only need to ask some questions once per baby or household.

Can I choose when to be interviewed?

We understand parents lead very busy lives, so the interviewer will arrange a day and time that works best for you.

Want to be interviewed somewhere other than your own home? That's fine. You can discuss this with your interviewer, and agree a suitable alternative.

Prefer a different interviewer? We can sometimes arrange this. Do get in touch to request this.

Want the interviewer to email or text you before they visit your address? We only have your name and address, not any other contact details for you, so we are not able to get in touch via email or text. If you would like us to do this, please get in touch with your interviewer using the details given on the letter to give them these contact details.



What will we be asking about?

We know that being a mother or father can be challenging as well as rewarding and not all parent/child relationships are the same.

We want to hear about all the highs and lows. How are you managing to balance work and family life? Have you had any help from friends or family? How are you feeling about becoming a parent for the first time, or again? What has been most helpful to you as a parent?

Your baby

Your child's health and growth, your child's personality, sleep, diet and the activities you might do with your baby.

Why are we asking this?

To understand what life is like for this unique generation of children, we need to understand what your baby's life is like and how they're developing.

We know that being a mother or father can be challenging as well as rewarding and not all parent/child relationships are the same. We want to hear about all the highs and lows.



Your experiences as a father or mother

Your home and family; your work situation (including any maternity or paternity leave); your health and wellbeing; your experience of giving birth (if this applies to you); your parenting approach and relationship with your baby; the support you receive from people in your life; any services you or your baby use; and any childcare arrangements.

Why are we asking this?

Your baby's first year is completely intertwined with your own life as their parent. Knowing what your life is like and how you are experiencing being a parent is vital to get the full picture of your baby's life.

We will also ask some wider questions about you and your family, including other children, finances and where you live.

These topics have been carefully chosen with advice from parents and children, as well as researchers and policymakers, to ensure we are asking about the most important issues for children's lives.

If you do your interview in person with an interviewer, you will be asked to answer some of these questions privately on the interviewer's computer.

You do not have to answer any questions you don't want to, but we hope you will enjoy thinking about your baby's first year.



What if I have twins or triplets?

We would like to ask you about all your babies if you have twins, triplets or more! Some of the questions we ask will only need to be answered once (e.g. questions about yourself) but other questions will need to be repeated for each baby (e.g. about each baby's habits and how they are developing).

What will I get for taking part?

Each parent who takes part will receive a voucher as a thank you for their time. The voucher can be spent in a range of high street shops. The interviewer will either hand you a gift card at the end of the interview, or you will receive an e-voucher if you take part in the survey online or by telephone.



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Will I get to know the findings?

So that you can see how your participation is making a difference, we will regularly share important research findings from the study with you, and the changes made possible by your participation.

The findings from Generation New Era will be published in reports and scientific papers, and may be reported in newspapers, and on the TV and radio. None of these findings will identify individual people.

Will I get any feedback?

We will not provide any individual feedback to you about your family or your child. This is because research does not look at results for individuals – only for groups.

The interview will give you an opportunity to reflect on your life as a parent and your baby's development.

People who've taken part in previous studies like this have told us they have really enjoyed taking part.



**Thank you
voucher message
goes here**

11

Who runs the study?

Ipsos is carrying out the interviews for Generation New Era. They were chosen because they are experts in this kind of research. Their survey interviewers are specially trained and carefully chosen to work on this study. Ipsos is an independent research organisation that must follow the rules of the Market Research Society Code of Conduct. Further information about Ipsos can be found at: <website>.

The Centre for Longitudinal Studies (CLS), at University College London (UCL), is in charge of the study. CLS is a leading research centre for birth cohort studies, and UCL is one of the world's leading universities.

The study team also includes **other universities and organisations from around the UK**, including Swansea University in Wales, the University of Edinburgh in Scotland and Ulster University in Northern Ireland.

Generation New Era is funded by the Economic and Social Research Council, the UK's leading academic funder of social research.



Who has approved this research?

This research has been reviewed by an independent group of people, called a Research Ethics Committee, committed to protect your safety, rights, wellbeing and dignity. This study has been reviewed and approved by the NHS's Research Ethics Committee.

Confidentiality and Security

The information you give is completely confidential under law, in accordance with the General Data Protection Regulation. This means that any information you give is always kept separately from information that could identify you (such as your name and address). The information you give will be kept entirely confidential from other members of your family and from any services, agencies or income benefits that you or your baby uses or receives.

What will happen to the information I give?

The information you give will be put together with the answers from all the people who are interviewed throughout the United Kingdom.

These are made securely available for researchers via the UK Data Service and other trusted research repositories. The information is used for research purposes only.

You won't be named in any reports, and no names are made public.

We make sure that there is never any information in reports that could identify someone.

Your data will be stored securely and retained until no longer required by the study.

You do not have to take part if you do not want to, and you can choose to leave the study at any time, without having to give a reason.

Who is responsible for processing the information I give?

The data controller for this project is University College London (UCL). A data controller is the organisation that determines the way personal data is processed, and for what reason. UCL's legal basis for using your information is for 'a task in the public interest' under the General Data Protection Regulation.

The UCL Data Protection Office oversees UCL activities that process personal data and can be contacted at: data-protection@ucl.ac.uk. If you are concerned about how your personal data is processed, please contact the UCL Data Protection Office in the first instance. If you remain unsatisfied, you may wish to contact the Information Commissioner's Office (ICO). Contact details, and details of data subject rights, are available on the ICO website at: <https://ico.org.uk/>

More information about privacy and confidentiality is available on the Generation New Era website: <website>, including the study's privacy notice:<privacy notice>.

Worried about any of the issues covered in Generation New Era?

We hope taking part in our survey will be a positive experience. We know lots of people enjoy taking time out to think about and answer questions about their lives. But if it leaves you worrying about anything that's happening in your life, there are organisations you can talk to. You can find the details of some of these organisations on the study website. If you have any concerns about your health or that of your child, contact your local GP or health visitor.

If you need emotional support or advice on any of the topics in the survey, the following organisations may be able to help:

Supportline: 01708 765 200 or

Samaritans: 116 123



How do I find out more about Generation New Era?

For more information about the study in general please visit the study website: <website>

If you would like more information about the survey, please do not hesitate to contact <fieldwork agency> using the details below:

0888 980 888

(calls from landlines are free but costs from mobile phones may vary, so please check with your provider)

email.address@ucl.com

Freepost address



Have a question for us?

0888 980 888

(calls from landlines are free but costs from mobile phones may vary, so please check with your provider)

email.address@ucl.com

@gen_new_era



5 Stage 2 research materials

5.1 Topic guide

Centre for Longitudinal Studies: Stage 2 Topic Guide for Early Life Cohort Feasibility Study

Research Objectives

The aim of this interview is to gather feedback on participant facing booklet content covering data linkage to administrative and geographical data, biosamples, confidentiality and security, and operational linkages and respective materials as part of the ELC-FS. To understand this, we will be exploring their views on:

- Data linkage:
 - Thoughts on the data linkage booklet sections, e.g., clarity, distinction between administrative data and geographical data
 - Thoughts on and preference for different consent models for administrative data linkage and ways to opt out
 - Thoughts on ways to opt-out for geographical linkages
 - Administrative data linkage FAQs
 - Gather views on whether there should be a data linkage confirmation letter
- Biosamples:
 - Thoughts on the biosamples booklet sections, e.g., clarity
 - Preference for type of record of consent decision
 - Biosamples FAQs
 - Concerns around providing biosamples, e.g., restriction of biosamples to biological parents, commercial use of samples, paternity testing
- 'Looking after your information' booklet section:
 - Thoughts on this section of the booklet in general when thinking about taking part in the survey.
 - Thoughts on this section of the booklet in context of having read information about data linkage and biosamples
- After the interview:
 - Views towards using administrative data to find where people live.
 - Would participants expect the study team to collect consent for this?

Notes:

Interviews will be carried out either via MS Teams video call or in person. Each interview will last up to **1 hour**, and each participant is being provided with a thank you of **£45** either by BACs or Love2Shop e-voucher.

This topic guide is intended to guide the discussion with interviewees. It will be used to ensure the topics are covered with participants but not all questions will necessarily be asked, or the exact wording used. The order of some questions may also differ as the moderator will be led by the participant, ensuring that the interview reflects the participant's views and experiences. Timings are provided but are for guidance only.

Moderator notes:

Before the interview itself, participants will have received the following material via email and will have been asked to look at it:

A single document including text from the following advance leaflet sections:

- Data linkage (to rotate consent models across participants)
- Biosamples
- Confidentiality and security

There is not enough time to test the data linkage and biosamples FAQs, however where participants raise queries that could be answered via an FAQ this specific FAQ will be shared. Please note that the data linkage FAQs do not cover geo-linkage. The FAQs provided are summarised below. Please familiarise yourself with these.

Data linkage FAQs:

- Do you add any other information to my data?
 - What are administrative records?
 - What administrative records would you like to add?
 - Why is adding information from administrative records important?
 - Why do we want to add information from your child's other parent/ guardian?
 - Why do we want to add information from your partner?
- How do we add this information?
 - How does the process work?
- What information do we want to add?
 - Health records
 - Education records
 - Economic records
 - Social care records
- Data safety and usage
 - Keeping your and your child's information safe
 - Who will use the information and what for?
 - How long will we do this for?
 - Will the government departments and agencies who hold my information see my survey answers?
 - Can I be identified?
- Your consent
 - It's your choice
 - My child's other parent is also taking part in Generation New Era. Who will give permission for information from my child's records to be added?
 - Do I have to give permission for all the records that you ask about?
 - Can I check what I agreed to add?
 - What if you change your mind?
 - What happens to the information already linked if I withdraw my permissions?
 - What if my child changes their mind when they're older?
 - What happens if I decide I no longer want to take part in Generation New Era or if the study loses touch with me?
- More information

Biosamples FAQs:

- Background
 - Why do you want to take my own and my child's DNA?
 - What are genes and DNA?
 - How are DNA samples helpful to the study, and to society as a whole?
 - Why is it important to collect DNA samples in Generation New Era?
 - Why do you want to collect samples from biological parents as well as babies?
 - How are biological parents defined?
 - I'm not sure if I am my child's biological parent, can I still give a sample?
 - My child was conceived using egg and/or sperm donation. Will the donor be asked to give a sample?
- Providing a saliva sample or oral fluid sample
 - Do I and my child have to provide a sample?
 - Can I and my child give a sample if I don't take part in the interview?
 - My child's other parent is also taking part in Generation New Era. Who will give permission for a sample to be collected from our baby?
 - How do I collect a sample from my baby?
 - Does the interviewer need to be present when I collect the sample from my baby?
 - What should I do if my child does not want to provide a sample/ if my child is distressed?
 - I don't live with my child's other parent – will they be able to find out if our child has given a sample?
 - Should a sample be provided if my baby is sick?
 - What if I complete my interview online?
- After providing a sample
 - What will happen to the samples?
 - What will the DNA samples be used for?

<ul style="list-style-type: none"> ○ Can I see information from my records? ○ Where can I find more information? 	<ul style="list-style-type: none"> ○ Will I receive results from the DNA analysis? ○ Can you share the DNA with my doctor or another health professional? ○ Can my DNA be used by police, lawyers or insurance companies? ○ Could my DNA be used for cloning humans? ○ Will this DNA be used for paternity testing? ● More information <ul style="list-style-type: none"> ○ Where can I get more information about the saliva collection element of the survey?
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When speaking to Own-Household Fathers, be sure to acknowledge that we know fathers can have different types of involvement with their children. At recruitment, fathers will have been asked about any involvement they have with their child – check sample profile to see what level of contact they have and reflect this in the interview. Please note that we should not use the term ‘own household father’ when speaking to participants, instead please use the term ‘fathers that do not live with their child full-time’.

Topic guide flow

The topic guide has the following sections:

Section	Timings
Introduction	5 mins
Data linkage including geo-linkage	25 mins
Biosamples	18 mins
Confidentiality and security information	5 mins
After the interview (LOWER PRIORITY SECTION IF STRUGGLING FOR TIME)	5 mins
Wrap-up	2 mins

Topic guide

Questions	Timings
<p>Introduction</p> <ul style="list-style-type: none"> ● <i>This section is to ensure informed consent is gained.</i> ● <i>Please note that all participants have been provided an information sheet and privacy policy outlining how their data will be used and their rights. Please confirm receipt of this.</i> ● <i>Please see participant information to confirm how participant will be paid their incentive and confirm this with them during the interview.</i> 	<p>5 minutes</p>
<p>Introduce yourself and the purpose of the research project</p> <p>I'd like to start by [<i>Moderator: if not met the participant at Stage 1: introducing myself, and</i>] reminding you of the purpose of this research project...</p> <ul style="list-style-type: none"> ● [<i>Moderator: if not met the participant at Stage 1</i>]: You spoke to my colleague the last time. I'm X, and I also work for Ipsos, an independent research organisation. ● Thank you for previously taking part in an interview and for agreeing to speak to us again. You might remember from last time, we are carrying out this research on behalf of a study team at the Centre for 	

Longitudinal Studies (CLS) at University College London. CLS carries out research studies exploring the experiences of children as they grow up in the UK. As you know, CLS are currently setting up a new study which will recruit families with a baby around 9 months old and they want to test out the information that will be sent out to parents to invite them to take part. We want to check that this information is clear, easy to understand and gives parents the information they need to decide whether to take part.

- When we last spoke you gave some feedback on some letters and a leaflet that will be used by CLS when they invite parents to take part in a new study called Generation New Era. Before this interview we have asked you to look at some information that would be provided to parents invited to take part in Generation New Era regarding adding information from administrative records, adding information about where you live and adding information about your and your baby's genes. I'd like to get your feedback on this information during the interview.
- Just to clarify, we are not asking you or your child to take part in this new study.
- You should have received via email some parts of a booklet on these topics (adding information from administrative records, adding information about where you live, collecting DNA samples and confidentiality and looking after your information. Could I please check that you have been able to read these booklet sections?
[Moderator: if no, then please ask them to confirm if they have received the booklet sections. If they have not, please ask to reschedule the interview and contact [staff member]. If they have received the booklet, ask if they would be able to read the leaflet in the time they had cleared for the interview, and say that we will reschedule the interview for a few days' time (moderator availability depending).
- As was the case last time, there are no right or wrong answers! We are just interested in your views and thoughts.
- Please can I check, are you currently in a location where you're happy to take part in this discussion?
- The interview will last around one hour again, and as a thank you, you will receive another £45 for your time.

Reassurances

- This research project is being carried out in accordance with the Market Research Society (MRS) Code of Conduct.
- It is completely up to you whether you take part, and you can change your mind at any time.
- Any information collected will remain confidential and will be used for research purposes only.
- The findings of this research will be anonymous, and you will NOT be identifiable in the published report. Any direct quotes used in the report will not be attributed to you.

Consent to take part in the research

- Are you happy to take part?
- Before we begin, do you have any questions?

Consent for audio recording

- With your permission, we would like to digitally audio record the interview. We will listen back to these recordings to make notes of our discussion, so we have an accurate record of what we talked about. The recording will be securely deleted after the research project is completed. Is that okay?
- ONCE RECORDING HAS STARTED, PLEASE CONFIRM THAT YOU ARE NOW RECORDING.

Participant introduction

[Moderator: if not met the participant at Stage 1]:

Now that I've introduced myself and the research project, it would be great if could you tell me a little bit about yourself and your family...

- Do you live with anybody else, such as any other family members?
- How do you spend most of your time day to day?

[Moderator: if met the participant at Stage 1 then briefly]:

Have there been any changes to your household since we last spoke?

Moderator note for OHFs: participants may have different types of involvement with their child (see recruitment screener response to Q4c) – please reflect father's own language that describes their involvement where possible when discussed during the interview.

Data linkage	25 minutes
<p>I'd like to start by getting your feedback on the information we shared with you about adding information from administrative records. This information would be included in the booklet that we previously looked at.</p>	
<p><i>[Moderator: participants will have been sent a booklet section for data linkages (adding information from administrative records and adding information about where you live). This text is the same regardless of consent model. Please then ask about different consent models and during this share example of what CAPI text would look like. There is a rotation for the consent models but all participants should end up giving their views on each model.]</i></p>	
<p><i>[Moderator: consent for data linkage for the baby will only be allowed to be given by PIs, not by AIs or own household parents]</i></p>	
<ul style="list-style-type: none"> • What were your first thoughts and impressions on reading this? • What is the information telling you? <ul style="list-style-type: none"> ○ How clear is this information? ○ What pieces of information stood out the most to you? ○ Did you find any information surprising? If yes, what/ why? • How easy or difficult did you find it to read? What did you think about the layout? <ul style="list-style-type: none"> ○ What do you think about the length? ○ What do you think about the use of sub headings? • Is anything in the information difficult to understand or unclear? <ul style="list-style-type: none"> ○ If yes what was difficult to understand? (<i>Probe on the following if not mentioned spontaneously</i>) <ul style="list-style-type: none"> ▪ Language/ terminology ○ What could be done to make this information easier to understand? • What is meant by administrative records? What kinds of administrative records would the study link to add information from for you and your baby? <i>[Moderator: if needed revisit first section of text to clarify]</i> <ul style="list-style-type: none"> ○ Is it clear why the study would like to add information from your administrative records? ○ What do you think the benefits of this would be? How do you think the study would use this information? ○ How do you feel about the different records they would like to add information from? Are there any that you would be more or less comfortable about/ why? ○ What concerns, if any, might you have about this? Do you feel that these concerns are addressed in the booklet information? If no: what else could be provided in the booklet to reassure you about this? ○ If you did not want your records added to the information collected about you [FOR NON-OWN HOUSEHOLD PARENTS ONLY: and your child] to be added, you can still take part in an interview. How clear is this? ○ How, if at all, would being asked about adding information from administrative records affect how you felt about the study overall? • What do you think about this information being included in the booklet you saw last time about taking part in the Generation New Era study? • How would you feel if you received this information in real life? • Would you have any questions about adding information from administrative records after reading this? If yes: what questions? <ul style="list-style-type: none"> ○ <i>[Moderator: if an FAQ is available share this to explore if it answers the participants' question.]</i> 	
<p>CONSENT MODEL FOR ADDING INFORMATION FROM ADMINISTRATIVE RECORDS: ASK ALL</p> <ul style="list-style-type: none"> • Thinking specifically about adding information from administrative records, please can we look at the paragraph that starts 'It is your choice which records are added the information collected about you and your child'. 	

- How clear is this information?
- How clear is it that you have a choice about adding information from administrative records?
- How would you expect this to work?

MODERATOR: ROTATE SO HALF OF THE INTERVIEWS DISCUSS OPT-IN FIRST AND HALF DISCUSS OPT-OUT FIRST

WHERE OPT-IN CONSENT MODEL DISCUSSED FIRST:

- The information we have been looking at would be provided in the booklet we looked at last time. If you agreed to take part in the study, then an interviewer would arrange a time for an interview which would take place at your home. During the interview the interviewer would ask for your permission for information held in administrative records for you **[FOR NON-OWN HOUSHOLD PARENTS ONLY: and your child]** to be added to your survey response – they would go through each record in turn. *[Moderator: show SHOWCARD 1].*
 - What do you think about this?
 - How do you feel about the number of records they would like to add information from?
 - What do you think about amount of information provided here? How would you feel about less information being provided for each record? Would this feel acceptable?
 - When during the interview do you think it might be best to talk about this? Start, middle, end? Why?
- Would you expect to receive anything confirming which, if any, administrative records you had agreed the study could add information from? If yes: how would you prefer to receive this, letter or email? Why?
- An alternative approach for adding information from administrative records to survey responses is to let people know that information from administrative records will be added to survey responses unless they tell the study team they do not want this to happen.
 - What do you think about this?
 - When would you expect the study to provide information about this?
 - PROMPT:
 - Information provided in the booklet only - information would tell people about this and tell them who to contact if they did not want this to happen.
 - During the interview with the opportunity to ask questions to the interviewer
 - Which of these would you prefer/ why?
- During the interview the interviewer would show you this information *[Moderator: show SHOWCARD 2].* What do you think about this amount of information? What would you prefer?
- In this scenario, you would need to get in touch with the study team to tell them if you did not want information from one or more administrative records for you **[FOR NON-OWN HOUSHOLD PARENTS ONLY: or your child]** to be added to your survey response.
 - What do you think about this?
 - How would you prefer to get in touch with the study team? Telephone, email, filling out a form online?
- **Overall, which way of asking about adding information from administrative records do you prefer?**
 - Which do you think is clearer and easier to understand?
 - Which would you feel most comfortable with?
 - Asking for permission for each record type would take around 9 minutes during the interview whilst asking people to get in touch with the study team if they did not want information from administrative records to be added would take around 2 minutes during the interview. What do you think about this? Does this affect your views at all?
 - Overall which approach would you prefer and why?
 - If the study used the other approach would this be acceptable?

WHERE OPT-OUT CONSENT MODEL DISCUSSED FIRST:

- The study team would let people know that information from administrative records will be added to their survey responses unless they tell the study team they do not want this to happen.
 - What do you think about this?
 - When would you expect the study to provide information about this?
 - PROMPT:
 - Information provided in the booklet only - information would tell people about this and tell them who to contact if they did not want this to happen.
 - During the interview with the opportunity to ask questions to the interviewer
 - Which of these would you prefer/ why?
- During the interview the interviewer would show you this information [*Moderator: show SHOWCARD 2*].
 - What do you think about the amount of information provided? What would you prefer?
 - How do you feel about the number of records they would like to add information from?
- When covering this the interviewer would remind you that you can contact the study team to let them know if you did not want information from one or more of records to be added to your survey responses.
 - What do you think about this?
 - This means that unless you get in touch with the study team, the information will be added. How clear is this?
 - When during the interview do you think it might be best to provide information about this? Start, middle, end? Why?
- In this scenario, you would need to get in touch with the study team to tell them if you did not want information from one or more administrative records for you **[FOR NON-OWN HOUSHOLD PARENTS ONLY: or your child]** to be added to your survey response.
 - What do you think about this?
 - How would you prefer to get in touch with the study team? Telephone, email, filling out a form online?
- Would you expect to receive anything confirming which, if any, administrative records you had agreed the study could add information from? If yes: how would you prefer to receive this, letter or email? Why?
- An alternative approach for adding information from administrative records to survey responses is to ask people during the interview for permission to add information from administrative records to their survey responses. During the interview the interviewer would ask for your permission for information held in administrative records for you **[FOR NON-OWN HOUSHOLD PARENTS ONLY: and your child]** to be added to your survey response – they would go through each record in turn. [*Moderator: show SHOWCARD 1*].
 - What do you think about this?
- **Overall, which way of asking about adding information from administrative records do you prefer?**
 - Which do you think is clearer and easier to understand?
 - Which would you feel most comfortable with?
 - Asking for permission for each record type would take around 9 minutes during the interview whilst explaining the record types and how to get in touch with the study team if they did not want information from administrative records to be added would take around 2 minutes during the interview. What do you think about this? Does this affect your views at all?
 - Overall, which approach would you prefer and why?
 - If the study used the other approach would this be acceptable?

ASK ALL:

- **[FOR NON-OWN HOUSHOLD PARENTS ONLY]:** What are your thoughts on who decides if the child's administrative records can be linked with survey responses? Which parent would you expect to be asked about this? The plan is for just one parent to need to give any consent although the booklet includes a suggestion to discuss with the other parent. What do you think about that? Would you do this?

- **[FOR OWN HOUSEHOLD PARENTS]:** The parent who lives at what is considered to be the child's main residence would be asked to decide if the child's administrative records can be linked with survey responses although the booklet includes a suggestion to discuss with the other parent. What do you think about that? Would you like your child's other parent to discuss this with you? How would you feel if they agreed to this without discussing with you?
- How clear is the information about what you need to do if you changed your mind about adding information from administrative records?
 - If you changed your mind and wanted to get in touch with the study team to tell them this, what would be your preferred way of doing so?
 - Phone
 - Email
 - Online form to fill in on the study website
- What do you expect would happen with information shared from administrative records if you decided to stop taking part in the study or lost touch with the study?
- If you stopped taking part in the study, or lost touch with the study, the study team would continue to add information from administrative records where you had chosen to do so, unless you told them to stop doing so.
 - What do you think about that?
- If you remained in the study – which would probably involve taking part in an interview every 3-5 years – would you expect the study team to remind you that you had agreed for your information from administrative records to be added to your survey responses each time you were interviewed?

GEO-LINKAGES

- Looking specifically at the section '**Adding information about where you live**'. What do you think about this?
- What is this information telling you?
- How clear is this information? Any areas of confusion?
- Is it clear why the study would like to add information about where you live?
- What do you think the benefits of this would be? How do you think the study would use this information?
- How do you feel about the type of information they would like to add? Are there any that you feel more or less comfortable about/ why?
- How similar or different does adding information about where you live feel to adding information from administrative records?
- How do you feel about this information being added unless you contact the study team to tell them you prefer they did not do that?
 - *Moderator: explore any differences in views compared to previous discussion around adding information from administrative records*
- How do you feel about information about your local area and your property being added to your survey responses?
- This geographical information are not about an individual but refer to an area or a dwelling. Frequently these geographical data are publicly available. Therefore the study team would add it to survey responses unless you got in touch with them and ask them not to. What do you think about this?
- Do you have any questions about this part of the information?
- What is the best way to ask people about adding information from administrative records or adding information about where you live without putting them off taking part in the rest of the study?

Biosamples

18 minutes

[Moderator: this section focusses on the biosample text and views of biosamples. Participants will have received the biosample text before the interview]

[Moderator: consent for biosamples will only be allowed to be given by PIs, not by OHPs]

I would now like to talk to you about the information on adding information about your and your baby's genes.

- What were your first thoughts and impressions on reading this?
- What is the information telling you?
 - How clear is this information?
 - What pieces of information stood out the most to you?
 - Did you find any information surprising? If yes, what/ why?
- How easy or difficult did you find it to read? What did you think about the layout?
 - What do you think about the length?
 - What do you think about the use of sub headings?
- Is anything in the information difficult to understand or unclear?
 - *If yes what was difficult to understand? (Probe on the following if not mentioned spontaneously)*
 - Language/ terminology
 - How clear is the term 'oral fluid'? Would 'mouth swab' be any clearer?
 - The information talks about oral fluid samples and taking DNA samples from these. How clear is this?
 - The information talks about how samples will be used – is it clear which samples they are talking about?
 - What could be done to make this information easier to understand?
- Is it clear why the study would like to add information about your and your baby's genes?
- What do you think the benefits of this would be? How do you think the study would use this information?
- What do you think about this information being included in the leaflet you saw last time about taking part in the Generation New Era study?
- How would you feel if you received this information in real life?
- Would you have any questions about any of this information after reading this? If yes: what questions?
 - *[Moderator: if an FAQ is available share this to explore if it answers the participants' question. Please note that there are specific FAQs for OHFs should these emerge].*
- If you had received this information in real life, how likely would you be to provide a DNA sample for yourself **[FOR NON-OWN HOUSHOLD PARENTS ONLY: and your child]** Why?
 - What in particular do you find motivating? Why? What else?
 - What do you think would be the benefits of providing the DNA sample?
 - What might put you off providing a DNA sample? Why? For yourself? **[FOR NON-OWN HOUSHOLD PARENTS ONLY: for your child]?**
 - What might be the drawbacks, or what concerns might you have?
- The information talks about a £5 voucher for your sample and £5 for your baby's sample would be provided. What do you think about this? How motivating is this?
- You would still be able to take part in the overall study if you did not want to share a DNA sample. How clear is this?
- How, if at all, would being asked about providing a DNA sample affect how you felt about the study overall?
 - Is there anything in the information that would put you off taking part in the study altogether? *If yes what puts you off? Why?*
 - What is the best way to ask people about DNA samples without putting them off taking part in the rest of the study?
- **[FOR NON-OWN HOUSHOLD PARENTS ONLY]:** What are your thoughts on who decides to consent for the child's DNA sample? The plan is for just one parent to need to give any consent although the study team suggests that both parents discuss this. What do you think about that?

- **[FOR OWN HOUSEHOLD PARENTS]:** The parent who lives at what is considered to be the child's main residence would be asked to consent to a DNA sample being provided although the study team suggests that both parents discuss this. What do you think about that?
- The study is only looking for DNA sample from biological parents. This may be sensitive for some parents. Do you have any thoughts on how this is discussed in the information? Any improvements you would suggest?
- When during the interview do you think it might be best to talk about DNA samples? Start, middle, end? Why?
- After providing a DNA sample- if you agree to this - would you expect to receive any confirmation?
 - If yes:
 - What would you want this to include?
 - How would you prefer to receive this? Letter or email?
 - **[FOR NON-OWN HOUSEHOLD PARENTS ONLY]:** would you expect this confirmation to be the same for you and your child?
- How clear is it that you can change your mind about the use of your and your child's DNA at any time?
 - Do you have any questions about this?
- How clear is it that your child could withdraw their permission about use of their DNA when they become an adult?
 - Do you have any questions about this?
- Anonymised biosamples might be made available to commercial organisations usually working in partnership with public bodies such as the NHS or universities. Any use of the samples by commercial organisations would be for research purposes only. What are your thoughts and how does that make you feel?

Confidentiality and security 'Looking after your information'

5 mins

Moderator note: please look out for any mention of whether information and UCL, DPO and ICO is too much or off-putting or reassuring.

Now I'd like to talk about the 'looking after your information' section of the booklet.

- What did you think about this section?
- Do you think you would have read this information in real life? Why/ why not?
- Was anything unclear? How could it be made clearer?
- What do you think about the amount of information provided here?
 - Too much? Too little? About right?
 - Is anything missing?
 - Any terms are unclear or confusing?
- How does the information make you feel about taking part in the study in general?
- How does the information make you feel about being asked about adding information from administrative records and information about where you live to your survey responses?
- How does the information make you feel about being asked to share a DNA sample? And about being asked to share your child's DNA sample?
- Do you have any concerns about confidentiality or security that not addressed here?
- What do you think about the section 'Worried about any of the issues covered in Generation New Era'?

After the interview

5 mins

Generation New Era hopes to visit people who take part every few years to understand how their baby is continuing to develop as they become a toddler, a child going to school and eventually a young person. It would be up to the people in the study to decide each time whether or not they would like to take part.

- At the end of the interview, the interviewer would remind people that the study would be in contact with them again in the future. What do you think about this? Would you want the study to do anything more than this?
- So that the study can keep including the same people over time it is important that they know how to contact and keep in touch with people. One challenge can be if people move home. To help with this, the study will ask for email addresses and phone numbers of those who take part, and also of someone else e.g. friend or relative, who might know where they have moved to.
 - What do you think about this?
 - How could the study best keep in touch with people if they move home?
 - What would be the best way for people taking part to let the study know that they have moved home?
- People can often forget to let studies know if they move – is there anything that could help people remember to do this?
 - One option is for the study to use information from administrative records to find where people have moved to. For example, the NHS holds address that people have given when they have registered with a GP.
 - What do you think about this?
 - If the study did decide to do this what, if anything, do you think people would want to know about it?
 - Is this something you think people would want to give permission for the study to do or would it be acceptable for the study to do this without permission?
 - What if somebody had already given permission for information from their administrative records to be added to their survey responses?
 - If you were taking part in the study, how would you feel about this?

Wrap-up**2 mins**

[Moderator: explain that we are coming to the end of the interview]

- Overall, if you were invited to take part in this study in real life, how would you feel about the different aspects of the study we've talked about today?

[Moderator: explore both adding information from administrative records and DNA samples]

 - Would any aspects particularly encourage you to take part?
 - Would any aspects particularly discourage you from taking part?
 - How big a role would these aspects play in your decision about whether to take part in the study? Would they impact your decision at all?
- Is there anything that we haven't covered that you would like to add?

THANK PARTICIPANT, CONFIRM INCENTIVE AND CLOSE

IF NECESSARY/APPROPRIATE, REMIND PARTICIPANT OF ORGANISATIONS ON INFO SHEET – PLEASE HAVE INFORMATION SHEET TO HAND SO YOU CAN SIGNPOST IF NEEDED

6 Stage 2 stimulus materials

6.1 Example information provided for opt-in and opt-out data linkage processes

Example of information provided for an opt-in approach for data linkage

We would like to add information from the following types of records:	More detail about the types of information we would add
<p>Health records <i>About your baby (up to age 14) and you:</i></p> <ul style="list-style-type: none"> • NHS Digital in England • Digital Health and Care Wales • Public Health Scotland • NHS National Services Scotland • Health and Social Care (HSC) in Northern Ireland 	<p>Includes information such as admissions or attendances at hospital, visits to a GP or other health professional, mortality data, cause of death, specific conditions and prescriptions given.</p>
<p>Education records <i>About your baby (up to age 16) and you:</i></p> <ul style="list-style-type: none"> • The Department for Education in England • The Welsh Government Knowledge and Analytical Services • The Scottish Government Education Analytical Services • The Northern Ireland Department for Education 	<p>Includes/will include information about a person's educational background, such as exam results and participation in further education, special education needs, as well as details about the school, college or training centre attended.</p>
<p><i>About you:</i></p> <ul style="list-style-type: none"> • Universities and Colleges Admissions Service (UCAS) 	<p>Includes information about higher education applications and offers.</p>
<p><i>About you:</i></p> <ul style="list-style-type: none"> • the Student Loans Company (SLC) 	<p>Includes information about payments of student support.</p>
<p>Economic records <i>About you:</i></p> <ul style="list-style-type: none"> • HM Revenue and Customs (HMRC) 	<p>Includes information about jobs, earnings, tax, National Insurance and pensions provided through employers.</p>
<p><i>About you:</i></p> <ul style="list-style-type: none"> • the Department for Work and Pensions (DWP) • Northern Ireland Department for Communities 	<p>Includes information about benefit receipt and participation in employment programs.</p>

<p>Social care records <i>About your baby (up to age 16) and you</i></p> <ul style="list-style-type: none"> • The Department for Education in England • Public Health Scotland • The Scottish Government • The Welsh Government • Health and Social Care in Northern Ireland 	<p>Includes information on childcare services used and any help received from social services – including visits from social workers and any children in care.</p>
<p><i>About your baby (up to age 16) and you</i></p> <ul style="list-style-type: none"> • Children and Family Court Advisory and Support Service (Cafcass) in England and Wales 	<p>Includes information about family court proceedings, including the circumstances of the case, relationships among the parties, and outcomes of the proceedings.</p>

Example of information provided for an opt-out approach for data linkage

<p>As part of the study, we will add information held in administrative records maintained by various government departments and agencies to the information we collect about you as part of Generation New Era. This includes information from:</p>
<p>Your baby's (up to age 14) and your health records which include admissions or attendances at hospital, maternity records, visits to a GP or other health professional (e.g. midwife), cause of death, specific conditions and prescriptions given.</p>
<p>Your baby's (up to age 16) and your education records which (will) include exam results and participation in further and higher education as well as details about the school, college or training centre attended.</p>
<p>Your economic records which include information about any tax credits that you receive, your National Insurance contributions, your earnings, benefits that you receive as well as information about your participation in DWP programmes.</p>
<p>Your baby's (up to age 16) and your social care records which include childcare services used and any help received from social services – including visits from social workers and any children in care.</p>

6.2 Advance booklet pages: Adding information from administrative records

Adding information from administrative records

Government departments and agencies, such as the National Health Service (NHS) or Department for Work and Pensions, routinely collect information about all of us to help them plan and provide the services we need. This information is stored in administrative records.

We would like to add information from the following records to your study responses:

- **Your health, education, work and benefits and social care administrative records; and,**
- **Your child's health, education and social care administrative records.**

This will help build a more complete picture of your lives.

If your child's other parent takes part, we would also like to add information from their administrative records. This includes mothers and fathers, and parents who do not live with their child's other parent.

It's your choice

It is your choice which records are added to the information collected about you and your child in the study, and if you don't wish to do this you can still take part in the interview. You can decide to add information from all of these records,



from just some of them, or to add nothing at all. The interviewer will explain how you can let us know your decision, and you can change your mind at any time. Although only one parent will need to decide about adding information from your baby's records, you may wish to discuss this with your child's other parent.

The information we would like to add relates to your and your child's past, present and future circumstances. Because this study is designed to understand how children get on in the long term, we will continue to add information from you and your child's records on an ongoing basis. Once your child is an adult, they will have an opportunity to decide whether they would be happy for us to continue to add this information from their own records, or not.

Adding information from your and your child's records will not affect your or your child's services, rights, treatment or any health insurance. It will not affect your benefits or tax.

1

6.3 Advance booklet pages: Adding information about where you live

Adding information about where you live

We also want to add information about the local area or property where you live. This could be information about air pollution levels, energy efficiency of the property or other characteristics of your property or local area. These geographical data are not about an individual but refer to an area or a dwelling. Frequently, these geographical data are publicly available.

We plan to add information about where you live for all participants in the study, but if you prefer that we don't add this information to your study responses then please let us know using the details on the back of this booklet.

Want to know more?

The interviewer will be happy to talk this through with you further when they contact you and answer any questions you may have. You can also visit our website and the end of this leaflet to find out more about the process, what kinds of information we will add and how we keep your information safe.

You can find out more by watching our video: <website link>

<QR
code>

Why is adding information important?

Adding information about you and your child from administrative records and about where you live from geographical data is important as it helps to build a fuller picture of your lives. It makes the study even more useful for researchers and policymakers, who will use this information to improve public services and local areas for everyone.

For example, adding information from NHS administrative records can help researchers better understand the factors that affect the health of children and their parents, by providing more detailed information about health conditions and treatments. It can also help understand how well NHS services are meeting families' health needs.

Where we live has a huge impact on many aspects of life, so understanding more about where you live and your local area is very useful for research. For example, research on a similar study of children born in the early 2000s has shown that exposure to air pollution may be linked to children doing less well on average on some cognitive development tasks, which has helped highlight the importance of improving air quality, including close to schools and children's playgrounds. Researchers will also be able to look at things like whether living close to parks and other green spaces has an impact on health and well-being.

6.4 Advance booklet pages: Adding information about your and your baby's genes

Adding information about your and your baby's genes

We would like to add genetic information about you and your baby to the study to help understand how genes influence people's lives and children's growth and development.

We will ask you to swab the inside of your baby's mouth to collect an oral fluid sample, and we will use this to extract a DNA sample.

We will also ask biological parents to provide a saliva sample so that we can extract a sample of your DNA too. This includes mothers and fathers, including any biological parents who are living apart from their baby's other parent.

To thank you for your contribution, we will provide a separate additional £5 voucher for your sample and your baby's sample.



Do you and your child have to give a sample?

It's completely up to you whether or not to give these samples, and if you don't wish to do this you can still take part in the interview.

Samples will only be collected from babies with permission from a parent, and although we only require one parent to agree to this, you may wish to discuss this decision with your child's other parent.

If you do decide to do this, the DNA samples will be stored securely and added to your survey responses for research about genes.

What are genes and DNA?

DNA is the genetic material in every cell of the body including blood, skin, saliva and hair. Genes are made up of sections of DNA which is the set of instructions for how our bodies are put together. They are the biological way that children inherit



characteristics from their parents. Everyone has a slightly different set of genes – so they are like our own personal recipe book. They don't determine what our lives are like, but together with the environments around us, they play an important role. Combining all these different things in the same study can help reveal what's driven by our genes, what isn't and how our genes and our environment work together.

Why is it important to study genes and DNA?

Studies like Generation New Era have already helped improve the care given to people with common diseases. One of the earlier birth cohorts in the UK, which is following people born in 1958, collected DNA from its study members in the early 2000s. Their contribution enabled ground-breaking scientific research and discoveries that led to new treatments for common conditions like diabetes, bipolar disorder, and inflammatory diseases.

This is the first time a national UK birth cohort study will collect DNA samples when the children are babies, rather than when they are older. By doing this at the start of the study Generation New Era can provide new scientific insights into the relative importance of genes and other factors in relation to children's growth and development in the early years.

Why is it important to collect DNA samples from biological parents as well as babies?

Collecting samples from biological mothers and fathers as well as children will make the genetic information available for research in Generation New Era as complete and inclusive as possible.

Each child's genes come from both their mother and father, so the value of the genetic information is increased greatly if we are able to look at both biological parents. For example, genes can have different effects depending on whether they come from the mother or father. DNA from parents will let us explore these differences. This is why – when looking at complex conditions such as asthma, obesity or diabetes – we need to look at DNA from parents as well as children. Analysing DNA from parents will allow researchers to understand which genes are passed from parent to child, and how parents' genes influence their children's lives as well as their own.

How are the samples collected?

Parents will be asked to take the oral fluid sample from their baby. Your interviewer will give you a special sterile swab to use and explain what to do. We ask that you brush the swab lightly inside your child's mouth on their gums. It is quick and simple to do. It does not hurt, and typically takes under a minute.

To collect your own sample, the interviewer will ask you to spit some saliva into a small container. It is very easy and can be done in private. Only about half a teaspoon of saliva is needed. This typically takes about 5 minutes.

Ideally the samples should be taken while the interviewer is present. However, if this is not convenient, or if you are completing the interview online, the sample collection kit can be left with you to do another time.

To find out more about how the samples will be collected, watch our video [<link>](#).

Will all parents be asked to give a sample?

As some of the parents who take part in Generation New Era will not be biologically related to their child, the interviewer will ask some questions about this to establish who is eligible to give a sample. If you have any queries or concerns about this, please visit our website [<link>](#) or speak to your interviewer.

What will happen to the samples?

The interviewer will post the samples to a research laboratory at the University of Bristol which is licensed by the Human Tissue Authority. A sample of DNA will be extracted from the samples and stored for genetic research in the future. The saliva and oral fluid samples will not be retained.



The DNA samples will be stored securely and anonymously, and treated in strict confidence in accordance with the Data Protection Act, the General Data Protection Regulations (GDPR), and the Human Tissue Act. Your family's name and address will not be attached to the saliva and oral fluid sample when it is sent to the laboratory. Any researchers using the DNA samples will not have access to your family's name and address or any other details that could identify you personally.

What will the DNA samples be used for?

The DNA samples will be used for research purposes only. Researchers who want to use the DNA samples for genetic research will have to apply for permission to an independent committee with expertise in genetics and in overseeing and safeguarding access to the samples. After thorough review, permission to use the samples is only given to qualified researchers who can show that the samples will be used for genuine research purposes for the benefit of the public. Researchers from commercial organisations would usually be partnered with public organisations (such as the NHS or universities), except under circumstances of exceptional public benefit, and any use by commercial organisations would be for research purposes only.

The DNA samples will never be used for paternity testing or human cloning. Your DNA will never be given to lawyers or insurance companies.

The tests that will be done on your DNA are for research purposes, and are not the same as clinical genetic tests. The results cannot be used for individual diagnosis. As such, we will not routinely feed back your individual results.

If you have any concerns about genetic conditions you are advised to speak to a medical professional.

What if you change your mind?

You can change your mind about allowing the use of your child's DNA until they are an adult, or your own DNA at any time, without giving any reasons (see details at the end of this booklet). When your child is an adult they can withdraw permission for the storage and use of their own DNA.

**You
can see more
information on our
website about this part
of the study, as well as
videos of how the sample
collection works at:
<website link>**

6.5 Advance booklet pages: Looking after your information

Looking after your information



Who runs the study?

Ipsos is carrying out the interviews for Generation New Era. They were chosen because they are experts in this kind of research. Their survey interviewers are specially trained and carefully chosen to work on this study. Ipsos is an independent research organisation that must follow the rules of the Market Research Society Code of Conduct. Further information about Ipsos can be found at: <website>.

The Centre for Longitudinal Studies (CLS), at University College London (UCL), is in charge of the study. CLS is the UK's leading research centre for birth cohort studies, and runs national studies of people born in 1958, 1970 and 2000. UCL is one of the world's leading universities.

The study team also includes universities from around the UK - Swansea University in Wales, the University of Edinburgh in Scotland and Ulster University in Northern Ireland.

Generation New Era is funded by the Economic and Social Research Council, the UK's leading academic funder of social research.

Who has approved this research?

This research has been reviewed and approved by an NHS Research Ethics Committee, an independent group of people committed to protect your safety, rights, wellbeing and dignity.

Who has approved access to my child's birth records?

Your family's details have been provided to the study by NHS Digital in England and Wales, National Records of Scotland and Public Health Scotland or Northern Ireland Maternity Systems. This access has been approved by special committees in each UK country to allow this.



What will happen to the information I give?

The information is used for research purposes only. Your survey responses will be put together with the answers from all the people who are interviewed throughout the United Kingdom. These are made securely available for researchers via the UK Data Service and other trusted research repositories. This data does not contain any names, addresses, or other personal details that could directly identify individuals in the study. Researchers using the data will not know who the information has come from, or who is in the study.

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You won't be named in any reports, and no names are made public. Reports never include any information that could identify an individual in the study.

The information you give is treated in strict confidence, in accordance with the General Data Protection Regulation (GDPR). Your survey responses are always kept separately from information that could identify you (such as your name and address). The information you give will be kept entirely confidential from other members of your family and from organisations who provide services or administer benefits that you or your baby may use or receive.

In exceptional circumstances your confidentiality may be broken, for example, if something you tell us indicates that someone is at risk of harm.

Your study information is kept securely and will be retained until no longer required by the study.

What if I choose not to take part, or withdraw from the study?

You do not have to take part in Generation New Era if you do not want to, and you have the right to withdraw from the research at any stage, without having to give a reason. We will retain and continue to use your information unless you tell us not to, including for the purposes of understanding who does and doesn't take part.

Who is responsible for the study information?

The data controller for the study is University College London (UCL). A data controller is the organisation that determines the way personal data is processed, and for what reason. UCL's legal basis for using your information is for 'a task in the public interest' under the General Data Protection Regulation.

If you are concerned about how your personal data is processed for Generation New Era, you can contact the UCL Data Protection Office on data-protection@ucl.ac.uk in the first instance. If you remain unsatisfied, you may wish to contact the Information Commissioner's Office (ICO). Contact details, and details of data subject rights, are available on the ICO website at: ico.org.uk.

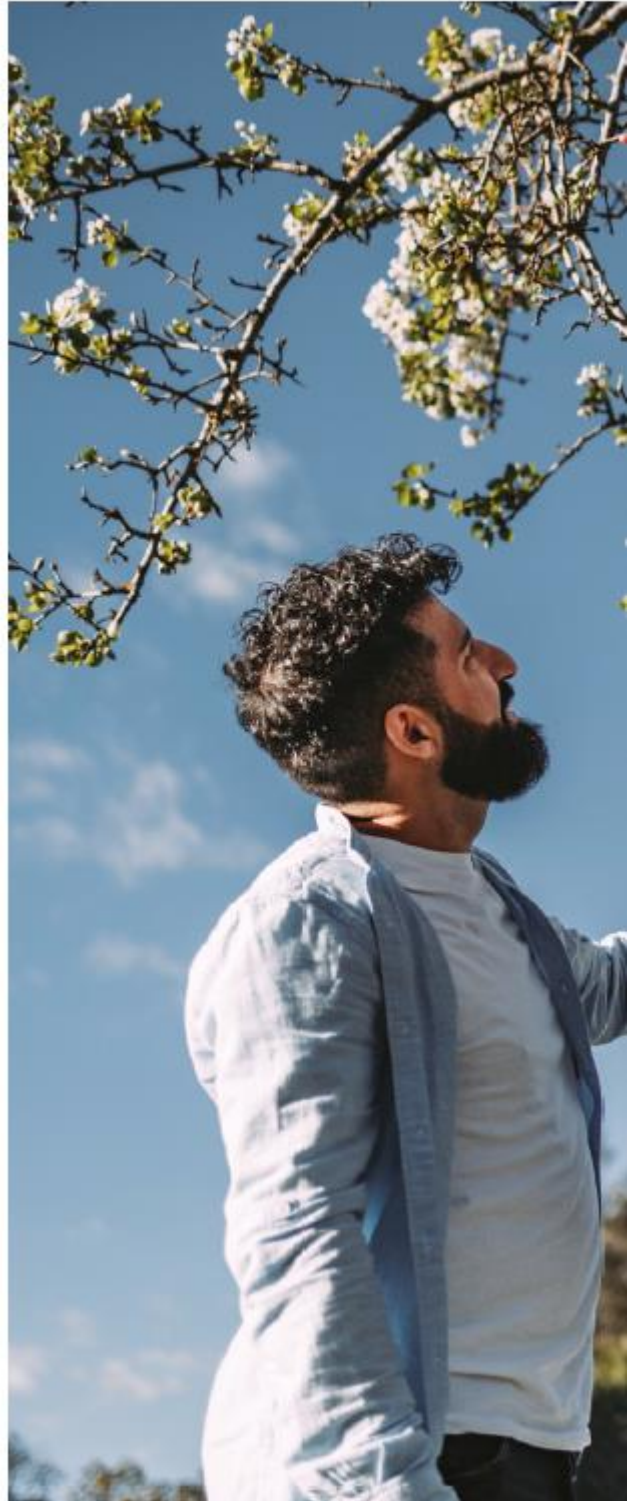
More information about privacy and confidentiality, including legal rights and responsibilities, is available on the Generation New Era website; <website link> including the study's privacy notice.



Worried about any of the issues covered in Generation New Era?

We hope taking part in our survey will be a positive experience. We know lots of people enjoy taking time out to think about and answer questions about their lives. But if it leaves you worrying about anything that's happening in your life, there are organisations you can talk to. You can find the details of some of these organisations on the study website.

If you have any concerns about your health or that of your child, contact your local GP or health visitor.





How do I find out more about Generation New Era?

For more information about the study in general please visit the study website: <website>

If you would like more information about the survey, please do not hesitate to contact <fieldwork agency> using the details below:

<FREEPHONE>

(calls from landlines are free but costs from mobile phones may vary, so please check with your provider)

<EMAIL ADDRESS>

<FREEPOST ADDRESS>

Appendix 2

Appendix 2 is a table that provides a log of the questions explored during cognitive testing including a summary of findings from the cognitive testing and changes subsequently made to the questions tested.

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
Screener	CHILDINHH	Please can you confirm whether [baby name] who was born in [month] is living at this address?	<ol style="list-style-type: none"> 1. Yes (named baby at address AND D.O.B. correct) 2. Yes, but some details (spelling of name or D.O.B.) slightly wrong 3. No, this child lives elsewhere 4. No, this child has died 	Mixed views on how comfortable people feel answering questions on their doorstep	No changes to the question, but the findings emphasise the importance of a careful approach by interviewers on the doorstep and making sure this is covered in detail in the interviewer briefings.	Baby's residential status questions merged, with question simplified to ask whether they live at the address. Child details (name, DOB) obtained/amended in Introduction module.	Can I just check whether your baby/babies lives/live at this address?
Screener	MAINCM	Does [baby name]/ the baby mainly live here or do they also live elsewhere?	<ol style="list-style-type: none"> 1. Yes- this is the baby's only residence 2. Yes- this is the baby's main residence 3. The baby lives equally between this residence and another 4. No- the baby mainly lives elsewhere 	'Mainly live here' can be interpreted as 'lives here all of the time' Interpreted as place the baby lives all of the time or primarily	Changes have already been implemented on the latest version of the screener: - 'mainly live here' has been changed to 'only live here' - 'also live elsewhere' changed to 'also live somewhere else' - an interviewer instruction probes those who say baby 'also lives somewhere else' re. how much time they spend at other addresses. No further changes recommended	Baby's residential status question merged with CHILDINHH2, with question simplified to ask whether they live at the address.	<ol style="list-style-type: none"> 1. This is the baby's/babies' only residence 2. This is the baby's/babies' main residence 3. The baby/babies lives/live equally between this residence and another 4. The baby/babies mainly lives/live elsewhere 5. The baby/babies lives/live elsewhere all the time

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
Screener	MAINRESP	Is this your main residence?	<ol style="list-style-type: none"> 1. Yes- this is the respondent's only residence 2. Yes- this is the respondent's main residence 3. The respondent lives equally between this residence and another 4. No- the respondent mainly lives elsewhere 	<p>"Main residence" can be interpreted as "only residence"</p> <p>Asking "is this your only residence" was confused with second home ownership</p> <p>Initially confused that "your residence" was asking if you owned the property, rather than lived in it</p> <p>How would this work if you worked away from home for most of the week?</p>	<p>Consider asking in a similar way as it's asked for the baby at MAINCM to avoid the term 'residence' in the main question: "Do you only live here, or do you sometimes live elsewhere?"</p> <p>INTERVIEWER PROBE: Is this your only residence or your main residence?"</p>	<p>No longer asked. The interviewer is instructed to only speak to the named parent on the sample if they live at that address. If another parent is there who does not live at the address, then a separate screener is done with that other parent under their separate address. Therefore, the screener respondent will necessarily be a named parent who lives at that address.</p>	
Screener	PCHECK	<p>Are you the parent who spends the most time caring for [BABY NAME]?</p> <p>(alternative wording offered: are you the parent who</p>	<ol style="list-style-type: none"> 1. Yes – Respondent is the primary caregiver 2. Yes – Respondent has shared/equal caregiver responsibility 3. No – Respondent is not the primary caregiver 4. Information refused – CLOSE (CODE 620) 	<p>Answers vary depending on</p> <ul style="list-style-type: none"> - Parent working patterns - Arrangements between parents that do not live 	<p>This was asked without a preamble in the cognitive testing (in the screener, the preamble explains the purpose of the question - i.e. to see which parent should answer the longer survey.)</p>	<p>Preamble included regarding the 2 different kinds of interview, with language softened to say 'may be best answered'.</p>	<p>For the purpose of the study, we have two versions of the interview. One interview asks some additional questions about your baby/babies and may be best answered by a parent or legal guardian in your</p>

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
		spends substantially more time caring for the baby?)		<p>together</p> <ul style="list-style-type: none"> - If one parent is on maternity/ paternity leave - Answer could change depending on the day of the week <p>Across both question versions this question could result in a parent feeling negatively about the amount of care they do/ are able to do</p>	<p>This preamble should go some way to avoid any negative feelings that parents' role is being minimise/ignored. To recognise that there may not be a consistent pattern across days due to working patterns, suggest adding 'in general' to the question: 'In general, are you the parent who spends the most time caring for [BABY NAME]?'</p>		<p>household who spends the most time caring for them. Is that you?</p> <ol style="list-style-type: none"> 1. Yes, respondent is parent/legal guardian and spends more time with the baby/babies. 2. Respondent and other parent/legal guardian spend equal time with the baby/babies. 3. No, other parent/legal guardian spends more time with the baby/babies. 4. Information refused/Can't say

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
Childcare	MSEUSE1	<p>The following questions are about professionals you may have seen since your baby was born.</p> <p>First, please tell me which, if any, of the professionals listed you have seen since your baby was born.</p>	<ol style="list-style-type: none"> 1. Midwife 2. Health visitor 3. General practitioner (GP) 4. Family nurse (including Family Nurse Partnership (FNP) Nurse) 5. Social worker 6. Family Support Worker / Early Help Worker 7. Paediatrician 8. Consultant/ hospital doctor 9. Paediatric physiotherapist 10. None of these [EXCL.] 	<ol style="list-style-type: none"> 1. Think about different types of appointments : remote and F2F. Respondents felt it would be useful to be prompted that remote appointments should be included. 2. Can be difficult to recall 3. Especially for fathers, struggle to recall which healthcare professional did different things (on further examination of detailed responses, this was not a problem for PIs/ those who were responsible for dealing with services) 4. Other services used and not listed: allergy 	<ol style="list-style-type: none"> 1. To make it clear, and for consistency across web and CAPI, add 'Include both remote and in-person appointments' as part of the question so that it's read out to all respondents. 2. Recall less likely to be a problem for main study as babies will be younger than they were in the qual testing. Could add to interviewer instruction / helpscreen: 'If respondents have difficulties recalling, they could check the Personal Child Health Record or the red book for health-related visits' 3. No change needed - not a problem for PIs responsible for dealing with health professionals. 4. It may be useful to add an 'Other' to cover other types of health professionals that families have seen (e.g. dietician). 	<p>Make it clear to include remote and in-person appointments</p> <p>Add 'other' category, but not routed into loop</p> <p>Add letters to categories (for more sensitive responses)</p>	<p>The following questions are about professionals you may have seen since your baby/babies was/were born. Which, if any, of these professionals have you had contact with either in person, by video call or by telephone?</p> <ol style="list-style-type: none"> 1. Midwife 2. Health visitor 3. General practitioner (GP) 4. Family nurse (including Family Nurse Partnership (FNP) Nurse) 5. Social worker 6. Family Support Worker / Early Help Worker 7. Paediatrician 8. Consultant/ hospital doctor 9. Paediatric physiotherapist 10. Other (please write in) [TEXTBOX: SEUSE10] 11. None of these [EXCL.]

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
				specialist, radiographer, dietician/ paediatric dietician, dentist 5. Some services can feel intrusive to ask about e.g. social services	5. Add numbers / letters to showcard so respondents can respond by reading out showcard letters rather than responses, to avoid them reading out the more sensitive service professionals.		
Childcare	MSEUSE1FR	Thinking about the [PROFESSION AL] you saw... How many times have you seen the [PROFESSION AL] since your baby was born?"	NUMERIC [RANGE 1-10]	Difficult to remember exact number (not that babies were older in the qualitative research than they will be in the main stage)	Depending on the level of detail required here for analysis, consider asking for ranges rather than exact numbers. For example: - 1-2 times- 3-5 times- 6-10 times - More than 10 times	Categorical responses used.	Thinking about the professional you saw...How many times have you had contact with a {SEUSE1} since your baby/babies was/were born? 1. 1 time2. 2 times3. 3 times4. 4-6 times5. 7-9 times6. 10 or more times

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
Childcare	SEUSE3	Since your baby was born has your family used any of the following services or types of support from any kind of provider?	<ol style="list-style-type: none"> 1. Breastfeeding support 2. Infant feeding/weaning/nutrition support 3. Infant weight and growth support 4. Infant sleep support 5. Baby and infant health advice and support 6. Playgroup or play sessions (e.g. stay and play groups, one o'clock clubs, baby singing groups, messy play groups) 7. Baby Classes (e.g. Baby massage, baby yoga groups, Baby swimming, Signing groups, Sensory groups) 8. Advice and services for your {BABYIES}'s disability or learning needs 9. Parenting support/parenting classes 10. Mental health support 11. Family relationships support 12. Money or debt advice and support 13. Housing advice and support 14. Jobs and training advice and support 15. Parent fitness classes 16. Drug and alcohol support 17. Other (specify – variable "MSUSE30") 18. None of these [EXCL.] 	<ol style="list-style-type: none"> 1. Some services considered sensitive/stigmatising to ask about: money and debt advice, mental health support, drug and alcohol support 2. Some confusion around response 5: Baby and infant health advice and support 	<ol style="list-style-type: none"> 1. To deal with the sensitive responses, add numbers / letters to showcard so respondents don't have to read out the more sensitive responses 2. May be useful to provide examples next to showcard response 5: baby and infant health advice and support (for example, would this include online support/ websites with advice on baby care?) 3. Consider splitting the question into two, to avoid using a very long pre-code list. It could be split into baby-focused services (codes 1-9) and more general support (codes 10-16). 	<p>Coded responses Code 5 'Baby and Infant health advice and support' revised to 'Advice and services for my baby/infant/child's health' (Note: this was a change from COTs)</p> <p>Instruction not to include online forums/websites</p> <p>Split list into 2 to avoid a long list-parenting/baby focused services; and other services.</p> <p>'Parent fitness classes' also dropped as was not included in COTs final list of services.</p>	<p>SEUSE3a</p> <p>Since your aby/babies was/were born, has your family used any of the following services or types of support?</p> <p>Please do not include advice or support received from online forums or websites.</p> <ol style="list-style-type: none"> 1. Breastfeeding support 2. Infant feeding/weaning/nutrition support 3. Infant weight and growth support 4. Infant sleep support 5. Advice and services for my baby/infant/child's health 6. Playgroup or play sessions (e.g., stay and play groups, one o'clock clubs, baby singing groups, messy play groups) 7. Baby Classes (e.g., baby massage, baby yoga groups, Baby swimming, Signing groups, Sensory groups) 8. Advice and services for your baby's disability or learning

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
							<p>needs</p> <p>9. Parenting support/parenting classes</p> <p>10. Other</p> <p>11. None of these [EXCL.]</p> <p>SEUSE3b</p> <p>Since your aby/babies was/were born, has your family used any of the following services or types of support?</p> <p>Please do not include advice or support received from online forums or websites.</p> <p>1. Mental health support</p> <p>2. Family relationships support</p> <p>3. Money or debt advice and support</p> <p>4. Housing advice and support</p> <p>5. Jobs and training advice and support</p> <p>6. Drug and alcohol support</p> <p>7. Other</p> <p>8. None of these [EXCL.]</p>

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
Childcare	MPAGP	Over the last 12 months, have you had problems accessing... A GP?	<ol style="list-style-type: none"> 1. Yes, and it was a big problem 2. Yes, and it was a minor problem 3. Yes, but it was not a problem 4. No 5. Not applicable 	<p>Some queries:</p> <ul style="list-style-type: none"> - Is for child or self? - Is this last 12 months or since baby was born? - Could be a multicode responses (different outcomes if respondent has attempted to contact GP multiple times in the past 12 months) - Often thinking about ability to get a GP appointment, or getting a remote appointment when f2f preferred - Not always possible to differentiate between what's a 'big' and 'minor' problem 	<ol style="list-style-type: none"> 1. Make it clear in the question and responses: accessing 'GP' for respondents or the child? 2. Add to the question / read out text: 'This includes both remote and in-person appointments' 3. Suggest combining codes 1 & 2: 'Yes, and it was a problem' 4. Check the timeframe: Are we asking 'over the last 12 months' or since the baby was born? 5. As respondents may have made multiple attempts to contact GP in the past 12 months, could add 'In general' to the question, or ask 'Over the past 12 months, have you had any problems accessing a GP when you needed to see them [to discuss your baby's health]?' 6. Consider adding a code for 'I've not tried to contact GP' 	<p>No change to question to specify who the visit would be for (to align with COTs). Change made: added 'when you needed one' to the question text (per COTs); and clarification of Not Applicable response code</p>	<p>Over the last 12 months, have you had problems accessing a GP when you needed one?</p> <ol style="list-style-type: none"> 1. Yes, and it was a big problem 2. Yes, and it was a minor problem 3. Yes, but it was not a problem 4. No 5. I have not tried to contact a GP

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
					/ rephrasing 'Not applicable' to make this clear.		
Child Activities and Temperament	MCCTa	How often do you look after your baby on your own?	1. More than once a day 2. Once a day 3. A few times a week 4. Once or twice a week 5. Less than once a week 6. Never	1. Potential confusion for two-parent household around meaning of 'on your own' (whether other parent being in the same house doing other things would count) 2. Some confusion arose around option of 'more than once a day'. Would looking after your baby all day (perhaps with small	1. Make it clearer 'on your own' means 'without the help of your partner/the other parent' 2. Consider combining the first two responses (1 & 2) to 'every day' -> Note that this would affect other questions in this grid that share the codeframe	Provided definition of 'main person looking after' the child; and revised the question per COTs W2 version, which asks for number of hours rather than weekly frequency: COTS W2 On average for how many hours a week is the child(ren)'s other parent {RPNPNAME_W 2} the main person looking after {MCHILDW2_MAIN} (when you are not there)? Please	On average, for how many hours a week are you the main person looking after the/your baby/babies? (This refers to consistent periods of time where you are the main person looking after the/your child e.g., without your partner.) RANGE: 1..150 hours 0. The respondent doesn't regularly look after the baby/babies on their own" OR 3: "I don't regularly look after the baby/babies on my own

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
				interruptions) count as once a day or more than once a day? 3. For OHFs the time spent with their baby could vary a lot week on week, so it was difficult to estimate		don't count hours overnight when the child is asleep.1. NUMERIC [range between 0 and 150] hours2. The child(ren)'s other parent does not regularly look after {MCHILDW2_MAIN} on their own (without me)	
Child Activities and Temperament	MCCTd	And how often do you get up in the night for your baby?	<ol style="list-style-type: none"> 1. More than once a day 2. Once a day 3. A few times a week 4. Once or twice a week 5. Less than once a week 6. Never 	<ol style="list-style-type: none"> 1. Struggle to quantify this as this varied depending on time frame, child development and factors such as illness. 2. No clear timeframe so tended to think about various time frames (ranging from the previous day to anytime since birth). 3. Some confusion around when 	<p>Suggest that this question is split from the grid so that (a) a clearer question can be used, with clarifications around timeframe and (b) a more appropriate codeframe referencing 'night' rather than 'day' can be used</p> <p>Add a timeframe so that respondents are consistently considering a comparable reference period - e.g. 'over the past week' or 'over the past month'</p> <p>Clarify whether we</p>	<p>Split question into 2: number of nights per week, and then number of times per night.</p> <p>All our sleep questions are in the last 2 weeks-revised to this time frame.</p> <p>Add response codes to clarify 'never' responses: baby never wakes up; and was not with baby in last 2 weeks</p>	<p>Babies' sleep can change a lot, for many different reasons. Thinking about the last two weeks, how many nights a week did you get up in the night for the/your baby/babies?</p> <ol style="list-style-type: none"> 1 Every night 2 Three to six nights a week 3 One or two nights a week 4 Less than once a week 5 Never 6 Baby/babies didn't wake up during the night (in the last 2 weeks) 7 I was not with the

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
				<p>to count instances occurring in the same night as separate or the same.</p> <p>4. One participant noted that this doesn't ask how often the baby wakes up/cries. They felt that answering 'Never' could give the impression they ignored their crying child.</p> <p>5. For OHFs the time spent with their baby could vary a lot week on week, so it was difficult to estimate</p>	<p>are asking 'Over the past week/month, how often did your baby/ies wake in the night' OR 'Over the past week/month, how often did you get up in the night for your baby?'</p> <p>To reassure parents that 'Never' does not imply they are ignoring their crying baby, it may be useful to add a code/instruction covering 'Baby never wakes up'</p>		<p>baby/babies in the last 2 weeks</p>

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
About Partner	MWORK1P	Which of these best describes what [PARTNER NAME] is currently doing?	<p>1. Employee – in paid work 2. Self-employed 3. In unpaid voluntary work 4. Looking after family 5. Found a job, waiting to start it 6. Out of work and looking for a job 7. On unpaid traineeship/government training scheme 8. On paid apprenticeship scheme 9. Full-time student 10. Part-time student 11. Retired from paid work 12. Not in paid work, reasons of poor health 13. Not in paid work for some other reason</p>	Participants were overall willing to share this information	No changes	No changes based on cognitive testing	<p>The next questions are about your partner's employment and education. I'd like to remind you that all the questions I ask are optional, so please let me know if there's anything you'd prefer not to answer."Which of these best describes what your partner {HPARTFNAME} is currently doing? Please state their main activity. If they are in paid work, please state that they are employed or self-employed regardless of the number of hours or what else they are doing.INTERVIEWER ADD IF NECESSARY: If they are on leave (e.g. parental, maternity, paternity, annual, etc.), please state what they were doing before their leave.";Looking after family: HELP SCREEN: "What is meant by 'Looking after family'? Looking after family includes caring for family members, for example, as a full-time</p>

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
							carer or looking after the child/children.” ¹ Employee – in paid work 2 Self-employed 3 In unpaid voluntary work 4 Looking after family 5 Found a job, waiting to start it 6 Out of work and looking for a job 7 On unpaid traineeship/government training scheme 8 On paid apprenticeship scheme 9 Full-time student 10 Part-time student 11 Retired from paid work 12 Not in paid work, reasons of poor health 13 Not in paid work for some other reason

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
About Partner	PUSLA	What is [PARTNER NAME]'s usual take-home pay after tax and any other deductions?	£ RANGE: 0..9999997	<p>1. Higher reluctance if imagining that other parent had opted out of the survey, as they would likely not want to provide this information</p> <p>2. Single parent were unlikely to know this and usually unwilling to share this information either</p> <p>3. If other parent was taking part, some queried why this question would not be asked of them directly</p> <p>4. If paid by the hour, this could vary from month to month e.g. seasonal work</p>	Question removed by CLS	None- already deleted	

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
About Partner	MLEAVE4P	Has [PARTNER NAME] taken parental leave for your youngest child? (and other parental leave questions)	<ol style="list-style-type: none"> 1. Yes 2. No 3. Don't know 4. Prefer not to say 	<ol style="list-style-type: none"> 1. Overall this question was easy to answer and rarely caused discomfort 2. Could reference paternity leave in the interviewer instruction 	CLS added 'paternity leave' to interviewer instruction already so no further suggestions	None- already changed: add more comprehensive list of leave; reference cohort baby	<p>Thinking about your baby/babies, has your partner [PARTNER NAME] taken parental leave?</p> <p>INTERVIEWER ADD IF NECESSARY: Parental leave includes statutory maternity/paternity leave, shared parental leave, workplace leave agreements and any unpaid leave from your job.</p> <ol style="list-style-type: none"> 1. Yes 2. No

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
About Partner	METHNICP	Which of the groups on this card do you consider [PARTNER NAME/your partner] as belonging to?	<p>1. White - English/Welsh/Scottish/Northern Irish/British</p> <p>2. White - Irish</p> <p>3. White - Gypsy or Irish Traveller</p> <p>4. White - Roma</p> <p>5. Any other White background</p> <p>6. Mixed/multiple ethnic groups - White and Black Caribbean</p> <p>7. Mixed/multiple ethnic groups - White and Black African</p> <p>8. Mixed/multiple ethnic groups - White and Asian</p> <p>9. Any other mixed/multiple ethnic background</p> <p>10. Asian/Asian British - Indian</p> <p>11. Asian/Asian British - Pakistani</p> <p>12. Asian/Asian British - Bangladeshi</p> <p>13. Asian/Asian British - Chinese</p> <p>14. Any other Asian background</p> <p>15. Black/African/Caribbean/Black British - African</p> <p>16. Black/African/Caribbean/Black British - Caribbean</p> <p>17. Any other Black/African/Caribbean background</p> <p>18. Other ethnic group - Arab</p> <p>19. Any other ethnic group</p>	<p>1. Overall participants were comfortable with the question and confident in their answer</p> <p>2. One respondent was missing "African American" as an option on this list</p>	No changes. Respondents could mention 'African American' in the 'other' category (code 19)	None	
About Partner	MPGH3	Does [PARTNER NAME] have any physical or mental health	<p>1. Yes</p> <p>2. No</p> <p>Don't know</p> <p>Prefer not to say</p>	This was perceived as more sensitive than most of	Make clear this question is optional and explain rationale for asking	Help screen added (but may not be necessary- its a standard	HELP SCREEN: Why are we asking this? We ask about long-term health conditions or disability to learn

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
		conditions or illnesses lasting or expected to last 12 months or more?		the questions in Section C. While most did not mind answering as their answer was “No”, they acknowledged that if this applied to their partner they would be more hesitant to answer	/ consider cutting question	question across our surveys)	about the health of this generation of families and to help improve health care services to parents and their children.”
Household grid	NRBIOP	Is your baby's other biological/birth parent involved in your baby's life?	1. Yes –has contact with the baby/babies 2. Yes –does not have contact with the baby/babies but is involved in some other way (e.g. financial support) 3. No –not involved 4. No –parent has passed away 5. SPONTANEOUS: parent is not known 6. SPONTANEOUS: donor who respondent does not consider to be a parent	1. Participants overall felt comfortable answering this question 2. The term ‘involved’ can mean different things. Providing financial support (e.g. via a Child Support Agency agreement) may not be considered as ‘involvement’	Could reword 'involved' in answer code 2 to 'contribute' -> New response: Yes- does not have contact with the baby but contributes in some other ways (e.g., financial support)	Decision is to leave the question as is, and change response option 2 to: Yes, does not have contact with the baby but *is involved or contributes* in some other way (e.g. financial support). Revision/clarification of codes 3, 5 and 6.	You said that you are the only biological/birth parent of your baby/babies living in your household./there is one biological/birth parent of your baby/babies who lives in this household. Is your baby's/babies' other biological/birth parent involved in their life/their lives? INTERVIEWER ADD IF NECESSARY: Please just read out the number next to the answer you want to give on this card. 1 Yes –has contact with the baby/babies

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
							<p>2 Yes –does not have contact with the baby/babies but is involved or contributes in some other way (e.g. financial support, updates and decisions in relation to the baby)</p> <p>3 No –other parent knows about the baby/babies but is not involved</p> <p>4 No –parent has died</p> <p>5 No- parent is not known, or parent does not know about the baby/babies</p> <p>6 No—the baby was/babies were conceived using a donor who does not have a parental role</p>
Household grid	OHPFNAME	Could you tell me their first name?	String	<p>1. No concerns or reservations answering this question</p> <p>2. Option of giving a pseudonym or referring to them as “other parent” was appreciated</p>	No changes	No changes	
Household grid	OHPDOBD	What is [NAME OF OHP]’s date of birth?	Date, Month, Year	1. This question felt more personal and providing an answer	Make it clear that this is an optional questionIf the question aims to find the age of OHP, replace with	no changealready ask for age if DOB is not given.preamble added for whole	At the beginning of the section:The next few questions are about your baby’s/babies’ other parent. As a reminder, you can

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
				required more consideration of the child's other parent's consent 2. Where there is not a good relationship with the child's other parent there can be some discomfort in answering this question3. No issues recalling the information	a question asking for their age which should be considered less sensitive	OHP details section.	skip any questions you do not wish to answer.
Household grid	OHPREL	Just to double check, do you consider yourself and [NAME OF OHP] to be a couple?	1. Yes 2. No	These questions were perceived as more sensitive. Open to sharing the information, but particularly sensitive where relationship breakdowns were recent or particularly difficult	Make clear this question is optional and explain rationale for asking	Caveat for whole section added	At the beginning of the section: The next few questions are about your baby's/babies' other parent. As a reminder, you can skip any questions you do not wish to answer.

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
Household grid	OHPRELEVER	Have you ever been in a relationship with [NAME OF OHP]?	1. Yes 2. No	Same as OHPREL	Same as OHPREL	Caveat for whole section added	At the beginning of the section: The next few questions are about your baby's/babies' other parent. As a reminder, you can skip any questions you do not wish to answer.
Household grid	OHPRELL	At the time your relationship with [NAME OF OHP] ended, how long had you been together as a couple? / How long have you and [NAME OF OHP] been together as a couple?	1. Weeks 2. Months 3. Years	Particularly sensitive for those whose relationship ended recently. Where hesitancy in answering, knowing why this information is needed could help make answering more comfortable	It'll be useful to include an introduction before these questions describing briefly what this information is used for and how it helps understand child's development. E.g.: We would like to know the length of the relationship because it helps us understand ... (child-related)	Added HELP SCREEN: Why are we asking this?	HELP SCREEN: Why are we asking this? We would like to understand how the length of the relationship between parents might affect the experience of the child as they grow up.
Household grid	OHPELEND M	Could I check what month and year you separated?	List of months	Same as OHPRELL	Same as OHPRELL	Caveat for whole section added	At the beginning of the section: The next few questions are about your baby's/babies' other parent. As a reminder, you can skip any questions you do not wish to answer.

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
Household grid	OHPSEE	On average, how many times a month does your baby see [OHP NAME] in person?	1. TYPE IN: RANGE BETWEEN [1-31] days 2. Once every few months 3. Less often than once a month 4. Never	No problems	No changes		
Household grid	OHPSEEHR	On a day that your baby sees [OHP NAME] how many hours do they typically spend together?	Range: 0..24	1. Where time spent with the child varied, this presented some difficulty. Some have the child overnight so trying to calculate daytime hours is difficult 2. Hours spent together can vary – not always a 'typical' day	Add instruction interviewer/helpscreeen (e.g., please exclude overnight stay hours) to make it clear	"Please do not include any hours they spend overnight."	On a day that your baby/babies sees/see {OHPFNAME}, how many hours do they typically spend together? OR On a day that you see your baby/babies, how many hours do you typically spend together? Please do not include any hours they spend sleeping overnight. Range: 0..24 hours
Household grid	OHPONT	Does your baby ever stay overnight with [OHP NAME] at their place?	1. Yes 2. No	No problems	No changes		
Household grid	OHPSTAY	On average, how many times a month does your baby stay overnight at your place?	1. TYPE IN: RANGE BETWEEN [1-31] days 2. Once every few months 3. Less often than once a month	No problems	No changes		
Household grid	OHPSTAY	Do you ever stay overnight at your baby's	1. Yes 2. No	No problems	No changes		

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
		main residence?					
Household grid	OHPSTAYN OHPSTAYN 2	On average how many times a month do you stay overnight at your baby's main residence?	1. TYPE IN: RANGE BETWEEN [1-31] days 2. Once every few months 3. Less often than once a month	No problems	No changes		
CASI	MDISF	How often do you and [PARTNER NAME] disagree over issues relating to bringing up [BABY NAME]?	1. Very often 2. Quite often 3. Sometimes 4. Rarely 5. Never	1. Participants struggled with the broad nature of the question 2. Disagreements can vary greatly 3. Can be difficult to answer where there is not a close relationship with the other parent	May be useful to add a question preceding this question asking PIs if they discuss childcare issues with OHPs (if this isn't covered elsewhere in the CASI module), as context to understand responses here. Consider clarifying in the question text whether this refers to *any* disagreements or serious disagreements	suggest no change...	

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
Child Activities and Temperament	MPLAYFa / MPLAYFk	How often do you do these activities with [BABY NAME]? a) Physical play—for example, lifting or swinging your child, throwing up in the air, rough and tumble b) Talk to [BABY NAME] about what you, or they, are doing“	1. Never 2. Less than once a week 3. Once or twice a week 4. Several times a week 5. Once or twice a day 6. Several times a day	1. MPLAYFa: - Some OHFs showed hesitance to say they “throw their child” or to engage in “rough and tumble” because of sensitivity to being seen as uncaring or behaving inappropriately 2. MPLAYFk: Some (fathers mostly) perceived children as not old enough to talk to	1. MPLAYFa: Regarding the physical play, the original instrument by Ahmadzadeh et al. (2020) separated active physical play and gentle physical play as follows: - Active physical play—for example, lifting or swinging your child, rough and tumble - Gentle physical play—for example, tickling, moving child's limbs, playing finger games such as ‘this little piggy’ It may be worth including both to aid understanding of 'active' play / reassure it's not aggressive play. In addition, remove 'throw the child up in the air' example. 2. MPLAYFk: No change needed.	Decision to split out play into active and gentle, dropping the mention of 'throwing'. Reasoning is that we can easily combine these two codes together to get a measure of physical play as in COTs, and the gentle play may elicit more response from mothers. Different response choices provided for OHPs who may not see their child often	OHP VERSION: On the days when you spend time with the/your baby/babies, how often do you do these activities with the/your baby/babies? Please think about a typical day with the/your baby/babies. PLAYF1: Active physical play—for example, lifting or swinging your baby/babies, rough and tumble. PLAYF2: Gentle physical play – for example, tickling, moving child's limbs, playing finger games such as ‘this little piggy’. 1. Never 3. Less often than once or twice a day 5. Once or twice a day 6. Several times a day

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
CASI	VAPE1	The next questions are about electronic nicotine products, such as e-cigarettes, vape pens, personal vaporizers and mods, e-cigars, e-pipes, e-hookahs, and hookah pens. Some common brands include Vuse, Blu, Logic, MarkTen, JUUL, NJOY, eGo, and iTaste. Now thinking about electronic nicotine products, would you say that..."	<ol style="list-style-type: none"> 1. ...you've never used them 2. ...you used to use them but don't at all now 3. ...you now use them occasionally but not every day or 4. ...you use them every day? 	No issues answering. Most didn't add the examples listed in the question and additional information. But one thought it was limited to disposable products or nicotine products only	Keep the instruction. Respondents were able to answer without the examples or instructions, but the instructions may be useful to others and S1 respondents were able to understand the instructions.	removed 'nicotine' from 'electronic nicotine products'	<p>The next questions are about products such as e-cigarettes, vape pens, personal vaporisers and mods, e-cigars, e-pipes, e-hookahs, and hookah pens. Some common brands include Vuse, Blu, Logic, MarkTen, JUUL, NJOY, eGo, iTaste and Elf Bars.</p> <p>Now thinking about these electronic cigarettes/vapes or waterpipe products, which of the following statements applies to you?</p> <p>HELP SCREEN: What are electronic cigarettes/vapes or waterpipe products? These products can be bought as one-time, disposable products, while others can be bought as reusable kits with cartridges or a tank system. They typically use a nicotine liquid called "e-liquid", although the amount of nicotine can vary and some may not contain any nicotine at all.</p>

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							<ol style="list-style-type: none">1. I've never used them2. I used to use them but don't at all now3. I now use them occasionally but not every day4. I use them every day <p>-9 Prefer not to say</p>

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
CASI		[List of sensitive topics]	n/a	<p>In general, respondents were concerned about:</p> <ul style="list-style-type: none"> - Confidentiality of the data due to their sensitive nature - Negative judgements / stigma / embarrassment - Negative consequences of sharing - Privacy: not comfortable sharing whilst their partners are there 	<p>For these questions, it's important to add preamble to:</p> <ul style="list-style-type: none"> - Emphasise the confidentiality of the data - Explain briefly the purpose of gathering the information - Remind respondents that it's optional to answer 	<p>will add preambles, and framing addition of sources of support for sensitive sections</p>	<p>Intro to CASI section: You may find that the next set of questions are more personal than the questions asked so far, so please make sure you fill in the questionnaire on your own. You may wish to find a more private space to answer them in. Try to answer each question as truthfully as you can. There are no right or wrong answers; we just want to find out about your life and what you think. No-one else will be able to find out what you have said.</p> <p>If you don't know the answer to a question, you can click 'Next' without answering and then select 'Don't know'.</p> <p>If you come to a question that you don't want to answer you can select "Prefer not to say".</p> <p>Intro to bonding questions: The following questions are about the different sorts of feelings parents might have</p>

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							<p>when caring for young children. For each one please say which is closest to how you feel.</p> <p>Intro to pregnancy section: The next few questions are about any pregnancies you may have had. You can skip over any questions that you prefer not to answer.</p> <p>sources of support after pregnancy section: If you would like any sources of advice and guidance on these issues you can contact:</p> <p>Tommys - offer a wide range of resources, tools and services for families who experience baby loss or premature birth https://www.tommys.org/</p> <p>Life Charity - offers non-directive counselling and skilled listening around crisis pregnancy, pregnancy loss, abortion issues, and emotional support during pregnancy https://lifecharity.org.uk/</p>

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							<p>Sands Provides confidential emotional support and information for anyone affected by the death of a baby before, during or shortly after birth. https://www.sands.org.uk/</p> <p>Intro to mental health questions: The next few questions are about how you have been feeling over the last 2 weeks.</p> <p>You can skip any questions you don't wish to answer, and your answers will be kept completely confidential.</p> <p>End screen with sources of support: Thank you for answering these questions.</p> <p>{IF INT_MODE = 1 AND SELFCOMP=1: "Thank you for completing this section. Please now hand the tablet back to the interviewer. To ensure confidentiality, this</p>

Module	Variable	Question	Response options	Key findings	Recommendation	Changes	Final Version of Question
							<p>section will be locked so that the interviewer is not able to go back and see your answers.”}</p> <p>If you have any concerns about your or others’ health or well-being, smoking or alcohol consumption, or would like further support, please refer to the list of organisations in the study guide. Additional resources are also available on the study website. If you would like to talk to someone, you can call Samaritans for free on 116 123. {IF SF_COUNTRY=3: “If you live in Scotland, health information can also be found at: www.nhs.inform.scot/ready-steady-baby or www.parentclub.scot.” }</p>

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