

Early Life Cohort Feasibility Study

**Technical Report Appendices
Materials and other documentation**



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GENERATION NEW ERA

A STUDY OF CHILDREN
BORN IN THE 2020s



BE PART OF GENERATION NEW ERA

Your guide to the study

ABOUT THE STUDY

What is Generation New Era?

Generation New Era is a groundbreaking 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 insights into the health and development of children growing up in our changing world, and will help researchers, governments and service providers to improve the lives of children and families in the UK.

Scan this QR code to watch our video about the study.



By being part of Generation New Era, you can help shape the future for UK families.



What sort of study is Generation New Era?

Generation New Era is 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.**

“It’s interesting to be part of... it feels kind of special to be chosen.”

Birth cohort study participant

Several government measures benefitting parents today have been informed by findings from studies like Generation New Era. This includes introducing paid paternity leave, adoption leave and the right to request flexible working, extending maternity leave to one year and introducing shared parental leave. Find out more about how birth cohort studies have made a difference on the study website.

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

Who runs the study?

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

The study team also includes Swansea University in Wales, the University of Edinburgh in Scotland and Ulster University in Northern Ireland.

Ipsos is carrying out the interviews (ipsos.com). Ipsos is an independent research organisation that follows the rules of the Market Research Society Code of Conduct.

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





How was your family chosen for the study?

Your family was chosen at random from records of births held by government departments and agencies. These organisations provided your name, address and additional information about you and your baby to Generation New Era. This has been approved by special committees for each country to allow this.

Each family chosen for the study is unique and we can't replace you with anyone else.



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



Why do we want to hear from you?

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, in all nations and regions of the UK, including yours.

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



Which family members are invited to take part?

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

Partners living with parents may also be invited to take part.

What if you live apart from your baby's other parent?

We want to include mothers or fathers who live apart from their child's other parent, whatever the relationship between the parents, and whatever involvement they have with their baby.

Each parent will be interviewed separately. Your baby does not need to be present.

We will use information from birth records, if available, to invite each parent to take part. We will also ask each parent 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 about this study.

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

If you prefer that we do not make further contact with your child's other parent or if you have any concerns about this, please contact us on **0800 151 0610** or **gnestudy@ipsos.com**.

Everyone who takes part will get regular updates about important study findings.



WHAT'S INVOLVED?

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A fully trained interviewer will call at your 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 photo ID.** If you're out or it's not convenient, the interviewer will come back at a better 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 other languages. To get this booklet and more study information in other languages, please visit our website.

The longer interview will usually be done by the parent who spends most time with the baby. The other interview is shorter because we only need to ask some questions once per baby or household. It's your choice.

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If you decide to take part, the interviewer will arrange **a day and time that works for you for your interview.**

3

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

What will we be asking about?

We will ask about **your baby's health and growth, behaviour and development, sleep, diet and the activities you might do with your baby**. If you have twins, triplets or more, some of the questions will be repeated about each baby.

We'll ask about **your experiences as a mother or father**: your home and family; your work situation; your health and wellbeing; 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.

We will also ask some questions about **you and your family**, including any other children you have, family finances and where you live. This will include some key information about your child's other parent and any partners.

Knowing what your life is like and how you are experiencing being a parent is vital to building a full picture of your baby's life.

You can skip any questions that you don't want to answer. During in-person interviews, some of the questions are answered privately on the interviewer's computer.



We hope both parents take part, but it's up to each of you to make your own decision.

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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 best. We can also sometimes do this by telephone.

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

We hope to invite you to take part every few years to find out how your child is getting on as they get older. It will always be up to you to decide whether you want to take part.

ADDING INFORMATION

Information from administrative records

Government departments and agencies, such as the NHS, routinely collect administrative records about all of us to help plan and provide services.

We would like to add information from administrative records about you and your child to your study responses. This makes the study even more useful for researchers and policymakers, who will use this information to improve public services for everyone.

Adding information will help Generation New Era build a more complete picture of your lives.

Which administrative records would we like to add?

We would like to add information from **health, education and social care records** for you and your child. To find out what these records cover, please visit the study website.

The information relates to your and your child's past, present, and future circumstances. We would like to add information from these records on an ongoing basis for the duration of the study.

Who decides about adding administrative records?

It is your choice which of these records are added to your study responses. **The interviewer will tell you more about this**, and you can change your mind at any time.

You may wish to discuss adding information from your child's records with their other parent. We will only ask the parent who does the longer interview about this.

If you don't wish to do this, you can still take part in the study.

How will information from administrative records be used?

It will be used for research purposes only. Adding information from administrative records will not affect your or your child's services, rights, treatment or any health insurance. It will not affect your benefits or tax.

Scan this QR code to watch our video about adding information from administrative records.





Information about where you live

We will also add information about the **local area or property** where you live. This could be information such as air pollution levels, green spaces, local amenities or the energy efficiency of your home. 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. Frequently, these geographical data are **publicly available**. We plan to do this for everyone who takes part in the study, but if you prefer that we don't do this, please let us know using the details on the back of this booklet.

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 health, development, and other aspects of people's lives.

We will ask biological parents to provide a saliva sample and to take a saliva swab from their baby's mouth which will be used to extract a DNA sample. The interviewer will provide the kits and explain how to do this. The whole process will take about 5 minutes for each sample. We will provide an additional £5 voucher for each person's 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 study**. You can change your mind about allowing the use of your or your child's DNA at any time, without giving any reasons.

The interviewer will give you an information booklet about this and you can find out more on our website at gnestudy.info/saliva.



**Find out how
Generation New Era
will look after your
information in the next
section of this booklet
and on the study
website.**



LOOKING AFTER YOUR INFORMATION

Who has approved this research?

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

What will happen to the information you give?

The information is used for **research purposes only**. Your survey responses will be put together with the answers from all the other people who are interviewed and made securely available for research via the UCL Data Safe Haven, UK Data Service and other secure research environments. Sometimes this may include commercial organisations using the data for approved research purposes. This research data does not contain any names, addresses, or other personal details that could directly identify individuals in the study.

Your study information is treated in strict confidence and kept securely. It is used in accordance with the General Data Protection Regulation (GDPR) and will be retained until no longer required by the study. Generation New Era has strict security rules and secure systems to protect your information.

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

What if you 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. If you do withdraw or if we lose touch with you, **we will retain and continue to use your study information for research unless you tell us not to.**

If you choose not to take part, we will use the information from birth records to understand who does and doesn't take part.



Who is responsible for the study information?

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data-protection@ucl.ac.uk

Information Commissioner's Office:
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We hope that you enjoy sharing your experiences as a parent and answering questions about your baby. Joining the study should not cause any harm and it will never affect any services or care. But if your interview leaves you worrying about anything that's happening in your life, there are organisations you can talk to.

For general advice and support for parents:

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For advice and support about money issues:

Citizens Advice Bureau:
citizensadvice.org.uk

For confidential support when experiencing feelings of distress or despair:

Samaritans: samaritans.org
116 123

For advice about health concerns: contact your **local GP or health visitor**.

More sources of support can be found on the study website.



Have a question about the study?



gnestudy@ipsos.com



0800 151 0610

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



gnestudy.info



@gnestudy



Freepost IPSOS GNE STUDY

Interviews can be done in other languages

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

ARABIC

يمكن إجراء المقابلات بلغات أخرى. للحصول على هذا الكتيب ومزيد من المعلومات عن الدراسة باللغة العربية، يُرجى زيارة الموقع الإلكتروني gnestudy.info/arabic

POLISH

Rozmowy mogą być przeprowadzane w innych językach. Aby uzyskać niniejszą broszurę i więcej informacji na temat badania w języku polskim, zapraszamy na stronę: gnestudy.info/polish

ROMANIAN

Interviurile pot fi realizate și în alte limbi. Pentru a obține această broșură și mai multe informații despre studiu în limba română, vă rugăm să vizitați gnestudy.info/romanian

BENGALI

ইন্টারভিউ অনুষ্ঠান ভাষায় করা যতে পারে। এই পুস্তকটি এবং আরও অধ্যয়নের তথ্য বাংলায় পতে অনুগ্রহ করুন যান gnestudy.info/bengali

PUNJABI (SHAHMUKHI)

انٹرویوز دوجی زبانوں میں کیے جا سکتے ہیں۔ پنجابی میں یہ کتابچہ اور پور مطالعاتی جانکاری حاصل کرنے کے لیے gnestudy.info/punjabi-shahmukhi پر ویکھو

TURKISH

Görüşmeler başka dillerde de yapılabilir. Bu kitapçığı ve daha fazla çalışma bilgisini Türkçe dilinde edinmek için lütfen gnestudy.info/turkish adresini ziyaret edin

GUJARATI

ઇન્ટરવ્યુ અન્ય ભાષાઓમાં કરી શકાય છે. ગુજરાતીમાં આ પુસ્તકો અને અભ્યાસની વધુ માહિતી મેળવવા માટે કૃપા કરીને gnestudy.info/gujarati ની મુલાકાત લો

PUNJABI (GURMUKHI)

ਇੰਟਰਵਿਊ ਹੋਰਨਾਂ ਭਾਸ਼ਾਵਾਂ ਵਿੱਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। ਪੰਜਾਬੀ ਵਿੱਚ ਇਸ ਕਿਤਾਬਚੇ ਅਤੇ ਅਧਿਐਨ ਬਾਰੇ ਹੋਰ ਜਾਣਕਾਰੀ ਪ੍ਰਾਪਤ ਕਰਨ ਲਈ, ਕਿਰਪਾ ਕਰਕੇ ਇੱਥੇ ਜਾਓ gnestudy.info/punjabi-gurmukhi

URDU

انٹرویو دیگر زبانوں میں بھی مکمل کیا جا سکتا ہے۔ یہ کتابچہ اور مطالعہ کے بارے میں مزید معلومات اردو زبان میں حاصل کرنے کے لیے ملاحظہ کریں: gnestudy.info/urdu



B01B



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Birth cohort study participant

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ADDING INFORMATION

Information from administrative records

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Which administrative records would we like to add?

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For confidential support when experiencing feelings of distress or despair:

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More sources of support can be found on the study website.



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🌐 gnestudy.info

📷 @gnestudy

✉ **Freepost IPSOS GNE STUDY**

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ARABIC

يمكن إجراء المقابلات بلغات أخرى. للحصول على هذا الكتيب ومزيد من المعلومات عن الدراسة باللغة العربية، يُرجى زيارة الموقع الإلكتروني gnestudy.info/arabic

POLISH

Rozmowy mogą być przeprowadzane w innych językach. Aby uzyskać niniejszą broszurę i więcej informacji na temat badania w języku polskim, zapraszamy na stronę: gnestudy.info/polish

ROMANIAN

Interviurile pot fi realizate și în alte limbi. Pentru a obține această broșură și mai multe informații despre studiu în limba română, vă rugăm să vizitați gnestudy.info/romanian

BENGALI

ইন্টারভিউ অন্যান্য ভাষায় করা যতে পারে। এই পুস্তকটি এবং আরও অধ্যয়নের তথ্য বাংলায় পতে অনুগ্রহ করে যান gnestudy.info/bengali

PUNJABI (SHAHMUKHI)

انٹرویوز دوجی زبانوں میں کیئے جا سکتے ہیں۔ پنجابی اچ ایہ کتابچہ تے پور مطالعاتی جانکاری حاصل کرن لئی gnestudy.info/punjabi-shahmukhi ویکھو

TURKISH

Görüşmeler başka dillerde de yapılabilir. Bu kitapçığı ve daha fazla çalışma bilgisini Türkçe dilinde edinmek için lütfen gnestudy.info/turkish adresini ziyaret edin

GUJARATI

ઇન્ટરવ્યુ અન્ય ભાષાઓમાં કરી શકાય છે. ગુજરાતીમાં આ પુસ્તકો અને અભ્યાસની વધુ માહિતી મેળવવા માટે કૃપા કરીને gnestudy.info/gujarati ની મુલાકાત લો

PUNJABI (GURMUKHI)

ਇੰਟਰਵਿਊ ਹੋਰਨਾਂ ਭਾਸ਼ਾਵਾਂ ਵਿੱਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। ਪੰਜਾਬੀ ਵਿੱਚ ਇਸ ਕਿਤਾਬਚੇ ਅਤੇ ਅਧਿਐਨ ਬਾਰੇ ਹੋਰ ਜਾਣਕਾਰੀ ਪ੍ਰਾਪਤ ਕਰਨ ਲਈ, ਕਿਰਪਾ ਕਰਕੇ ਇੱਥੇ ਜਾਓ gnestudy.info/punjabi-gurmukhi

URDU

انٹرویو دیگر زبانوں میں بھی مکمل کیا جا سکتا ہے۔ یہ کتابچہ اور مطالعہ کے بارے میں مزید معلومات اردو زبان میں حاصل کرنے کے لیے ملاحظہ کریں: gnestudy.info/urdu



B01S

GENERATION NEW ERA

A STUDY OF CHILDREN
BORN IN THE 2020s



HOW TO GIVE YOUR SALIVA SAMPLE

Prepare to give the sample

- 1** Please read this instruction booklet
- 2** Please visit: explainmyprocedure.com/adultgne or scan the QR code to watch our video on how to give your saliva sample
- 3** Check the contents of the saliva collection kit
- 4** **DO NOT** eat, drink, smoke or chew gum for 30 minutes before giving the saliva sample as this can affect the quality of the sample
- 5** It will take around 5 minutes to give the sample





What's in the kit?

Please check you have **all** the kit items before you start. If any of these items are missing, please email or call the Generation New Era team: gnestudy@ipsos.com or **Freephone 0800 151 0610**.

If liquid in the tube comes into contact with eyes or skin, wash with water. **DO NOT** swallow the liquid.



Self collection sample tube

To collect the saliva sample



A clear plastic bag containing an absorbent sheet

To place the saliva tube in once it has been filled



Barcode label sheet

To label the tube and clear plastic bag



A padded return envelope

To post the saliva sample to the lab

How do I collect my saliva sample?

1.

Take the sample tube out of its plastic packaging.



2.

Spit into the funnel until the amount of liquid saliva (no bubbles) reaches the line shown.



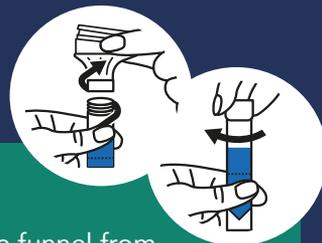
3.

Once the tube is full, hold it upright with one hand and close the funnel lid with the other hand by firmly pushing the lid until you hear a loud click. The liquid in the lid will be released into the tube and mixed with the saliva. Make sure the lid is closed tightly.



4.

Unscrew the funnel from the tube and use the small cap to close the tube tightly. It is very important to remove the funnel otherwise the tube will leak. Shake the capped tube for 5 seconds. Put the funnel in the bin, away from children and pets.



5.

Place one of the barcode labels on the tube lengthways.



6.

Put the tube into the clear plastic bag, keeping the absorbent sheet in the bag, and seal tightly. Put the other barcode label on the clear plastic bag.



TIP:

If you are having difficulties producing enough saliva, it can help to close your mouth and wiggle your tongue or rub your cheeks. Thinking of your favourite food can help!



How do I return my saliva sample?

1 Place the clear plastic bag (with the saliva tube and absorbent material) inside the padded return envelope. Make sure the funnel is **not** attached and the lid is tightly shut.

2 Then seal the envelope and post it in a standard post box – the postage has been pre-paid. Please try to post the sample as soon as possible. If you cannot return the sample immediately after collecting, please store at room temperature away from direct sunlight and return the sample as soon as you are able to.



Who do I contact if I have a question?

If you would like more information about the study or you have a question about giving a saliva sample, please contact the Generation New Era team using the details below, or visit our webpage: gnestudy.info/saliva



gnestudy@ipsos.com



Freephone
0800 151 0610

Calls from landlines are free but costs from mobile phones may vary, please check with your provider.

Thank you for your help!



B02

GENERATION NEW ERA

A STUDY OF CHILDREN
BORN IN THE 2020s



HOW TO TAKE YOUR BABY'S SALIVA SAMPLE

Prepare to take the sample

- 1** Please read this instruction booklet
- 2** Please visit: explainmyprocedure.com/babygne or scan the QR code to watch our video on how to collect your baby's saliva sample
- 3** Check the contents of the saliva collection kit
- 4** Wait at least 30 minutes after your baby has eaten or drunk anything before collecting the sample as this can affect the quality of the sample
- 5** It will take less than 5 minutes to collect the sample





What's in the kit?

Please check you have **all** the kit items before you start. If any of these items are missing, please email or call the Generation New Era team: gnestudy@ipsos.com or **Freephone 0800 151 0610**.

DO NOT take a sample if the sample package is cut or torn. If the package is cut or torn please contact the Generation New Era team for a replacement test, using the details above.



Sample package, including a tube with screw lid

Please make sure the sponge tip does not come in contact with any surface prior to collection. If the liquid in the tube comes into contact with eyes or skin, wash with water. **DO NOT** pour out or swallow the liquid.



A clear plastic bag containing an absorbent sheet

To place the saliva tube in after you have collected the sample



Barcode label sheet

To label the tube and clear plastic bag



A padded return envelope

To post the saliva sample to the lab

How do I collect my baby's saliva sample?

1.



Open the protective sample package and remove the mouth swab without touching the sponge tip.

2.



Place the sponge in your baby's mouth. Gently rub the sponge back and forth along the lower gums 10 times on the right side.

3.



Repeat the rubbing motion along the lower gums 10 times on the left side.

4.



Hold the tube upright to prevent the liquid inside the tube from spilling. Unscrew the blue cap from the collection tube without touching the sponge.

5.



Turn the cap upside down, insert the sponge into the tube and close cap tightly.

6.



Turn the tube upside down and shake vigorously 10 times.

7.



Place one of the barcode labels on the tube lengthways.

8.



Put the tube into the clear plastic bag, keeping the absorbent sheet in the bag, and seal tightly. Put the other barcode label on the clear plastic bag.

TIP:

You may wish to sit your baby upright in a highchair with a toy to keep them occupied!



How do I return my baby's saliva sample?

1 Place the sealed clear plastic bag (with the tube and absorbent material) inside the padded return envelope. Make sure the lid is tightly shut.

2 Then seal the envelope and post it in a standard post box – the postage has been pre-paid. Please try to post the sample as soon as possible. If you cannot return the sample immediately after collecting, please store at room temperature away from direct sunlight and return the sample as soon as you are able to.



Who do I contact if I have a question?

If you would like more information about the study or you have a question about giving a saliva sample, please contact the Generation New Era team using the details below, or visit our webpage: gnestudy.info/saliva



gnestudy@ipsos.com



Freephone
0800 151 0610

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Thank you for your help!



B03

INTERVIEWER LANGUAGE CARD

Unë flas Shqip	Albanian	Na lobaka Lingala	Lingala
አማርኛ፡ እኛላለሁ።	Amharic	Aš kalbu lituviškai	Lithuanian
أنا أتكلم اللغة العربية	Arabic	Jas zboruvam makedonski	Macedonian
Ես խոսում եմ հայերեն	Armenian	Saya bicara bahasa Malay	Malay
Мэн азэрбајан дилиндэ данышырам	Azeri	我说汉语	Mandarin
আমি বাংলা কথা	Bengali	मी मराठी बोलतो	Marathi
Govorim bosanski	Bosnian	Би Монгол хэлээр ярьдаг	Mongolian
	British Sign Language	म नेपाली बोल्छु	Nepali
Аз говорят български	Bulgarian	Mówię po polsku	Polish
ကျွန်ုပ် မြန်မာလိုတတ်ပါသည်။	Burmese	Falo Portugues	Portuguese
我会讲广东话 我會講廣東話	Cantonese	ਮੈਂ ਪੰਜਾਬੀ ਬੋਲਦਾ ਜਾਂ ਬੋਲਦੀ ਹਾਂ	Punjabi Gurmukhi
Govorim hrvatski	Croatian	میں پنجابی بولنا آں	Punjabi Urdu
Mluvim český	Czech	زه پښتو خبرې کولای شم	Pashto
I speak English	English	Vorbesc limba română	Romanian
Ma räägin Eesti keelt	Estonian	Я говорю русски	Russian
من فارسی حرف میزنم	Farsi	Ja говорим српски	Serbian
Je parle français	French	Ndino taura Shona	Shona
მე ვლაპარაკობ ქართულზე	Georgian	සිංහල භාෂාව කතාකරමි	Sinhalese
Ich spreche Deutsch	German	Rozprávam po slovensky	Slovak
Μιλώ Ελληνικά	Greek	Waxan ku hadlaa af Soomaali	Somali
હું ગુજરાતી બોલી શકું છું.	Gujarati	Hablo español	Spanish
NA YIA HAUSA	Hausa	Ninasema Kiswahili	Swahili
אני מדבר עברית	Hebrew	Jag talar svenska	Swedish
मैं हिंदी बोलता या बोलती हूँ	Hindi	মিলেটী	Sylheti
Beszélek Magyarul	Hungarian	Marunong ako magsalita ng Tagalog	Tagalog
Anam asu igbo	Ibo	నేను తెలుగు మాట్లాడతాను	Tamil
Saya bicara bahasa Indonesia	Indonesian	ትግርኛ እዛረብ እየ።	Tigrignia
Labhairt liom gaeilge	Irish (Gaelic)	Meka Twi	Twi
Io parlo italiano	Italian	Я кажу український	Ukranian
Мен казахша билемин	Kazakh	میں اردو بولتا ہوں	Urdu
Nvuga ikinyarwanda	Kinyarwanda	Мен ўзбекча гапираман	Uzbek
나는 한국말을 합니다	Korean	Chúng tôi nói tiếng Việt	Vietnamese
من به کوردی قسه ئه که م	Kurdish	Rwy'n siarad Cymraeg	Welsh
Es renāju latviski	Latvian	Me le so yoruba	Yoruba



Date Ref:.....

Dear.....

Earlier today I called to speak to you and your family about an important new study for University College London. You were out when I called but I will try again in the next few days. If you would prefer to contact me to make an appointment or if you have any questions about the study, please call me

on

Alternatively, you can leave a message on Freephone **0800 151 0610** quoting the reference number above.

Interviewer:

C02

21-034261-01



Date Ref:.....

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C02

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If you are **joining a Microsoft Teams appointment** from a phone, PC or tablet please see the **Instructions for joining a MS Teams Interview** that your interviewer gave you.



For telephone interviews please access the showcards here:

<https://ipsos.uk/gneshowcards>



If you would like to contact Ipsos' Head Office, you can reach us on Freephone



0800 151 0610 or
gnestudy@ipsos.com

C03

21-034261-01



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0800 151 0610 or
gnestudy@ipsos.com

C03

21-034261-01



Generation New Era Survey

Thank you for agreeing to take part in this survey.

I confirm that I have arranged to interview you

at: on

If you need to rearrange this appointment, please contact me on the number below:

My name:

Contact number:

Before our interview, it would be helpful if you could read the leaflet provided.

As a thank you for your time, you will receive a voucher.



Generation New Era Survey

Thank you for agreeing to take part in this survey.

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GENERATION NEW ERA

A STUDY OF CHILDREN
BORN IN THE 2020s

CHANGE OF DETAILS CARD

Please complete and return to us only if you have changed any of your personal or contact details.

Please complete clearly using **BLOCK CAPITALS**

YOUR REFERENCE NUMBER:

(Any letter addressed to you/in your name received from the study)

YOUR TITLE, FIRST AND SURNAME:

YOUR DATE OF BIRTH (DD/MM/YY):

STUDY CHILD FIRST AND SURNAME:

STUDY CHILD DATE OF BIRTH (DD/MM/YY):

CURRENT ADDRESS:

Please provide full address and postcode



*Baby also moving to this address
(please tick)*

DATE YOU MOVED HERE (MM/YY):

HOME TEL. NO:

MOBILE TEL. NO:

EMAIL ADDRESS:

If your child's other parent or your partner is also moving to this address, please give their details below:

OTHER PARENT/PARTNER FIRST AND SURNAME:

OTHER PARENT/PARTNER REFERENCE NUMBER:

Once complete please moisten edges, fold on the dotted line, seal and return. No stamp is needed. You can also update your details online at gnestudy.info/update-your-details or by contacting us via email gnestudy@ucl.ac.uk or freephone on 0808 175 6330.

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2
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GENERATION NEW ERA

SHOWCARDS



**GENERATION
NEW ERA**

A STUDY OF
CHILDREN BORN
IN THE 2020s

SHOWCARD A1

- 1 No problem reading cards
- 2 Yes, problems reading due to sight problems
- 3 Yes, problems reading due to literacy issues/cannot read

SHOWCARD A2

By taking part in this interview as part of Generation New Era, you understand that:

- the Centre for Longitudinal Studies (CLS), at University College London, is in charge of the study, and Ipsos is carrying out the interviews.
- Generation New Era is an ongoing study and may contact you again in the future to update you about the study and to invite you to take part again as your child gets older. It will always be up to you to decide whether you want to take part. You can withdraw from the study at any stage.
- This interview will take around 30-60 minutes.
- Your participation is voluntary, and you can end this interview at any stage.
- The interview will ask questions about your life and your baby, and (if this applies) about your baby's other parent or your partner. You can skip any question if you do not wish to answer.
- This research is being carried out in accordance with data protection regulations and the Market Research Society Code of Conduct.
- The information you give will be kept entirely confidential and used for research purposes only.

Please confirm which of the following statements applies:

- 1 I agree to take part in Generation New Era
- 2 I do not want to take part in Generation New Era

SHOWCARD A3

As part of the study, we would like to add information from administrative records held by various government departments and agencies to the information we collect as part of Generation New Era.

- **Health records** include admissions or attendances at hospital (including maternity records), visits to a GP or other health professional (e.g. midwife), mortality data, cause of death, specific conditions and prescriptions given.
- **Education records** include exam results as well as details about childcare used, and schools attended. For parents, further education is also included.
- **Social care** records include any help received from social services – including visits from social workers and experiences of social care

SHOWCARD A4

- 1 Man
- 2 Woman
- 3 Non-binary
- 4 My gender is not listed
- 5 Prefer not to say

SHOWCARD A5

- 1 Grandparent
- 2 Aunt/Uncle
- 3 Other relative
- 4 None of these

SHOWCARD B1

- 1 Man/Boy
- 2 Woman/Girl
- 3 Non-binary
- 4 Their gender is not listed

SHOWCARD B2

- 1 Yes – has contact with the baby/babies
- 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)
- 3 No – other parent knows about the baby/babies but is not involved
- 4 No – other parent has died
- 5 No – parent is not known, or parent does not know about the baby
- 6 No – the baby/babies was/were conceived using a donor who does not have a parental role

SHOWCARD C1

- 1 Own outright
- 2 Own with a mortgage/loan
- 3 Part rent/part mortgage (shared equity)
- 4 Rent from local authority
- 5 Rent from Housing Association
- 6 Rent privately
- 7 Live with parents
- 8 Live rent free
- 9 Live with friends / in hostel / temporary accommodation
- 10 Squat
- 11 Other (please say what)

SHOWCARD D1

- 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 In full-time education at school, college or university
- 10 In part-time education at school, college or university
- 11 Retired from paid work
- 12 Not in paid work, reasons of poor health
- 13 Not in paid work for some other reason

SHOWCARD D2

- 1 No different
- 2 Higher pay
- 3 Lower pay
- 4 Shorter hours
- 5 Longer hours
- 6 Different timing of hours
- 7 Higher status
- 8 Lower status
- 9 Different job content
- 10 Different in other ways
- 11 Did not have a job when I/they become pregnant

SHOWCARD D3

- 1 University Higher Degree – Doctorate (PhD)
- 2 University Higher Degree – Master’s Degree (MA, MSc, Mphil)
- 3 Degree (e.g. BA, BSc)
- 4 Foundation degree
- 5 Other degree level qualifications such as graduate membership of professional institutes
- 6 PGCE (Post-Graduate Certificate of Education) or equivalent
- 7 Other teaching qualification
- 8 Access to Higher Education (HE) Diploma / Scottish Wider Access Programme (SWAP), Accreditation of Prior Learning (APL) / Accreditation of Prior Experiential Learning (APEL)
- 9 A Level / A2 Level (GCE Advanced Level)
- 10 AS Level (not complete A Level)
- 11 Certificate of Sixth Year Studies
- 12 Advanced Highers
- 13 Highers
- 14 GCSE / iGCSE
- 15 Credit Standard Grade / National 5 / Intermediate 2
- 16 General Standard Grade / National 4 / Intermediate 1
- 17 Foundation Standard Grade / National 3 / Access 3
- 18 Other academic qualification
- 19 None of these

SHOWCARD D4

- 1 Professional qualifications at degree level e.g. graduate member of professional institute, chartered accountant or surveyor
- 2 Nursing or other medical qualifications (below degree level)
- 3 NVQ or SVQ - Level 4 or 5
- 4 NVQ or SVQ - Level 3
- 5 NVQ or SVQ - Level 2
- 6 NVQ or SVQ - Level 1
- 7 GNVQ – Advanced
- 8 GNVQ – Intermediate
- 9 GNVQ - Level 3
- 10 GNVQ - Level 2
- 11 GNVQ - Foundation
- 12 City & Guilds - Advanced craft, Part III
- 13 City & Guilds - Craft, Part II
- 14 City & Guilds - Craft, Part I / d
- 15 City & Guilds - Level 3
- 16 City & Guilds - Level 2
- 17 City & Guilds - Level 1
- 18 RSA - Advanced Diploma
- 19 RSA - Higher Diploma
- 20 RSA - RSA Diploma
- 21 RSA - RSA Stage I, II, III
- 22 BTEC - Higher Level
- 23 BTEC - National
- 24 BTEC - First
- 25 SCOTVEC - National Certificate
- 26 SCOTVEC - First or general diploma
- 27 SCOTVEC - General diploma / d
- 28 SCOTVEC - Modules
- 29 HND or HNC

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A STUDY OF
CHILDREN BORN
IN THE 2020s

- 30 OND or ONCM
- 31 Junior certificate
- 32 Other vocational qualifications (including some overseas)
- 33 None of these qualifications

SHOWCARD D5**White**

- 1 English/ Welsh/ Scottish/ Northern Irish/ British
- 2 Irish
- 3 Gypsy or Irish Traveller
- 4 Roma
- 5 Any other White background (Please say what)

Mixed/Multiple ethnic groups

- 6 White and Black Caribbean
- 7 White and Black African
- 8 White and Asian
- 9 Any other mixed/multiple ethnic background (Please say what)

Asian / Asian British

- 10 Indian
- 11 Pakistani
- 12 Bangladeshi
- 13 Chinese
- 14 Any other Asian background (Please say what)

Black / African / Caribbean / Black British

- 15 African
- 16 Caribbean
- 17 Any other Black/African/Caribbean background (Please say what)

Other ethnic group

- 18 Arab

GENERATION NEW ERA

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IN THE 2020s

19 Any other ethnic group (Please say what)

SHOWCARD F1

- 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

SHOWCARD F2

- 1 University Higher Degree – Doctorate (PhD)
- 2 University Higher Degree – Master’s degree (MA, MSc, MPhil)
- 3 Degree (e.g. BA, BSc)
- 4 Diplomas in higher education
- 5 A / AS / S levels
- 6 O level / GCSE
- 7 Other academic qualifications
- 8 None of these qualifications
- 9 Don’t know

SHOWCARD F3**White**

- 1 English/ Welsh/ Scottish/ Northern Irish/ British
- 2 Irish
- 3 Gypsy or Irish Traveller
- 4 Roma
- 5 Any other White background (Please say what)

Mixed/Multiple ethnic groups

- 6 White and Black Caribbean
- 7 White and Black African
- 8 White and Asian
- 9 Any other mixed/multiple ethnic background (Please say what)

Asian / Asian British

- 10 Indian
- 11 Pakistani
- 12 Bangladeshi
- 13 Chinese
- 14 Any other Asian background (Please say what)

Black / African / Caribbean / Black British

- 15 African
- 16 Caribbean
- 17 Any other Black/African/Caribbean background (Please say what)

Other ethnic group

- 18 Arab

GENERATION NEW ERA

A STUDY OF
CHILDREN BORN
IN THE 2020s

19 Any other ethnic group (Please say what)

SHOWCARD G1

- 1 Jobseeker's Allowance
- 2 Income Support
- 3 Sickness, disability or incapacity benefits (including Employment and Support Allowance or Personal Independence Payments)
- 4 Pension - including private pensions, State Retirement Pension or pension credit (including guarantee credit, savings credit or housing credit)
- 5 Child Benefit
- 6 Tax credits - such as the Working Tax Credit, Disabled Person Tax Credit or Child Tax Credit
- 7 Any other family related benefit or payment
- 8 Housing Benefit - including direct payments to your landlord or Council Tax Reduction or relief
- 9 Carer's Allowance
- 10 Income from any other state benefit
- 11 None of these

SHOWCARD G2A

- 1 Less than £330
- 2 £330 or more, less than £530
- 3 £530 or more, less than £800
- 4 £800 or more

SHOWCARD G2B

- 1 Less than £120
- 2 £120 or more, less than £200
- 3 £200 or more, less than £250
- 4 £250 or more, less than £300
- 5 £300 or more

SHOWCARD G2C

- 1 Less than £370
- 2 £370 or more, less than £410
- 3 £410 or more, less than £450
- 4 £450 or more, less than £490
- 5 £490 or more

SHOWCARD G2D

- 1 Less than £580
- 2 £580 or more, less than £630
- 3 £630 or more, less than £680
- 4 £680 or more, less than £730
- 5 £730 or more

SHOWCARD G2E

- 1 Less than £880
- 2 £880 or more, less than £990
- 3 £990 or more, less than £1,140
- 4 £1,140 or more, less than £1,450
- 5 £1,450 or more

SHOWCARD G3A

- 1 Less than £1,430
- 2 £1,430 or more, less than £2,290
- 3 £2,290 or more, less than £3,460
- 4 £3,460 or more

SHOWCARD G3B

- 1 Less than £550
- 2 £550 or more, less than £870
- 3 £870 or more, less than £1,100
- 4 £1,100 or more, less than £1,270
- 5 £1,270 or more, less than £1,430

SHOWCARD G3C

- 1 Less than £1,600
- 2 £1,600 or more, less than £1,760
- 3 £1,760 or more, less than £1,930
- 4 £1,930 or more, less than £2,100
- 5 £2,100 or more, less than £2,290

SHOWCARD G3D

- 1 Less than £2,500
- 2 £2,500 or more, less than £2,700
- 3 £2,700 or more, less than £2,930
- 4 £2,930 or more, less than £3,170
- 5 £3,170 or more, less than £3,460

SHOWCARD G3E

- 1 Less than £3,810
- 2 £3,810 or more, less than £4,270
- 3 £4,270 or more, less than £4,940
- 4 £4,940 or more, less than £6,270
- 5 £6,270 or more

SHOWCARD G4A

- 1 Less than £17,000
- 2 £17,000 or more, less than £27,500
- 3 £27,500 or more, less than £41,500
- 4 £41,500 or more

SHOWCARD G4B

- 1 Less than £6,500
- 2 £6,500 or more, less than £10,500
- 3 £10,500 or more, less than £13,000
- 4 £13,000 or more, less than £15,000
- 5 £15,000 or more

SHOWCARD G4C

- 1 Less than £19,000
- 2 £19,000 or more, less than £21,000
- 3 £21,000 or more, less than £23,000
- 4 £23,000 or more, less than £25,500
- 5 £25,500 or more

SHOWCARD G4D

- 1 Less than £30,000
- 2 £30,000 or more, less than £32,500
- 3 £32,500 or more, less than £35,000
- 4 £35,000 or more, less than £38,000
- 5 £38,000 or more

SHOWCARD G4E

- 1 Less than £46,000
- 2 £46,000 or more, less than £51,500
- 3 £51,500 or more, less than £59,500
- 4 £59,500 or more, less than £75,000
- 5 £75,000 or more

SHOWCARD I1

- 1 Yes, donor egg
- 2 Yes, donor sperm
- 3 Yes, donor embryo
- 4 None of these
- 5 Don't know
- 6 Prefer not to say

SHOWCARD I2

- 1 Clomiphene citrate or other ovulation inducing drugs only
- 2 Artificial Insemination/Intrauterine Insemination
- 3 IVF: In Vitro Fertilisation
- 4 ICSI: IVF with intra cytoplasmic sperm injection
- 5 Frozen embryo transfer
- 6 Pregnancy was conceived naturally after last treatment
- 7 Other (please say what)
- 8 Don't know
- 9 Prefer not to say

SHOWCARD I3

- 1 Eye/sight problems
- 2 Heart problems
- 3 Skin problems
- 4 Ear, nose and throat or hearing problems
- 5 Stomach and digestion problems
- 6 Bone problems
- 7 Allergies and intolerances
- 8 Breathing problems (including wheezing or asthma)
- 9 Epilepsy (including fits)
- 10 Blood disorders
- 11 Urinary and/or kidney problems
- 12 Diabetes
- 13 Cerebral Palsy
- 14 Genetic problems and chromosomal disorders
- 15 Growth concerns (underweight or low muscle tone)
- 16 Health problems (unspecified/other)
- 17 Development problems (unspecified/other)
- 18 Other (please say what)
- 19 None of these

SHOWCARD I4

- 1 Very little, much less than the average baby
- 2
- 3
- 4 Average amount, about as much as the average baby
- 5
- 6
- 7 A lot, much more than the average baby

SHOWCARD J1

- 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

SHOWCARD J1B

- 1 More than once a day
- 2 Once a day
- 3 Less often than once a day
- 4 Never

SHOWCARD J1C

- 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 The baby/babies didn't wake up during the night (in the last 2 weeks)
- 7 I was not with the baby/babies in the last 2 weeks

SHOWCARD J2

- 1 Never (I saw my baby/babies in this situation in the last week, but they never responded this way)
- 2 Very Rarely
- 3 Less Than Half the Time
- 4 About Half the Time
- 5 More Than Half the Time
- 6 Almost Always
- 7 Always
- 8 Does Not Apply (I did not see my baby/babies in this situation in the last week)

SHOWCARD J3

- 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

SHOWCARD J4

- 1 Never
- 2 Less often than once or twice a day
- 3 Once or twice a day
- 4 Several times a day

SHOWCARD H1

- 1 Almost all the time
- 2 Very frequently
- 3 Frequently
- 4 Occasionally
- 5 Very rarely
- 6 Never
- 7 Prefer not to say

SHOWCARD H2

- 1 I always feel rather sad
- 2 I often feel rather sad
- 3 I have mixed feelings of both sadness and relief
- 4 I often feel rather relieved
- 5 I always feel rather relieved
- 6 Prefer not to say

SHOWCARD H3

- 1 Very incompetent and lacking in confidence
- 2 Fairly incompetent and lacking in confidence
- 3 Fairly competent and confident
- 4 Very competent and confident
- 5 Prefer not to say

SHOWCARD H4

- 1 I am very impatient
- 2 I am a bit impatient
- 3 I am fairly patient
- 4 I am extremely patient
- 5 Prefer not to say

SHOWCARD H5

- 1 I find that I resent it quite a lot
- 2 I find that I resent it a fair amount
- 3 I find that I resent it a bit
- 4 I don't resent it at all
- 5 Prefer not to say

SHOWCARD H6

- 1 I never feel this way
- 2 This is how I sometimes feel
- 3 This is often how I feel
- 4 This is exactly how I feel
- 5 Prefer not to say

SHOWCARD H7

- 1 Strongly Disagree
- 2 Disagree
- 3 Not Sure
- 4 Agree
- 5 Strongly Agree
- 6 Prefer not to say

SHOWCARD H8

Please select all that apply.

- 1 Problems with damp, mould or condensation
- 2 Problems with heating or ventilation
- 3 Problems with domestic hygiene, pests or refuse
- 4 Problems with faulty appliances (e.g. boiler, cooker or oven, washing machine)
- 5 Other (please say what)
- 6 None of these
- 7 Prefer not to say

SHOWCARD H9

- 1 Living comfortably
- 2 Doing alright
- 3 Just about getting by
- 4 Finding it quite difficult
- 5 Finding it very difficult
- 6 Prefer not to say

SHOWCARD H10

- 1 Yes
- 2 No
- 3 Prefer not to say

SHOWCARD H11

- 1 Excellent
- 2 Very good
- 3 Good
- 4 Fair
- 5 Poor
- 6 Prefer not to say

SHOWCARD H12

- 1 Yes, a lot
- 2 Yes, a little
- 3 Not at all
- 4 Prefer not to say

SHOWCARD H13

Event 1: A serious illness or injury to yourself.

Event 2: A serious illness or injury to a close relative.

Event 3: The death of a child, parent or partner.

Event 4: The death of other relative, or close friend

Event 5: Separation/break-up/divorce from your partner.

Event 6: Serious problem with a close friend, neighbour or relative

- 1 Yes
- 2 No
- 3 Prefer not to say

SHOWCARD H14

Event 7: Made redundant or lost job or business (either temporarily or permanently)

Event 8: Major financial difficulties (e.g. difficulties paying bills /rent / mortgage /re-payments on debts)

Event 9: Trouble with police and court appearance.

Event 10: Serious housing difficulties such as being evicted or made homeless.

Event 11: You or an immediate family member has been subject to any abuse, attack or threat because of race or religion

Event 12: You or an immediate family member has been subject to any abuse, attack or threat for another reason

- 1 Yes
- 2 No
- 3 Prefer not to say

SHOWCARD H15

- 1 Not true at all
- 2
- 3
- 4
- 5 Very true
- 6 Prefer not to say

SHOWCARD H16

- 0 Not at all satisfied
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 Completely satisfied
- 11 Prefer not to say

SHOWCARD H17

- 1 Often or always
- 2 Some of the time
- 3 Occasionally
- 4 Hardly ever
- 5 Never
- 6 Prefer not to say

SHOWCARD H18

- 1 Very unhappy
- 2
- 3
- 4
- 5
- 6
- 7 Very happy
- 8 Prefer not to say

SHOWCARD H19

- 1 Not at all
- 2 A little
- 3 Somewhat
- 4 Mostly
- 5 Almost completely
- 6 Completely
- 7 Prefer not to say

SHOWCARD H20

- 1 Very Often
- 2 Quite Often
- 3 Sometimes
- 4 Rarely
- 5 Never
- 6 Prefer not to say

SHOWCARD H21

- 1 Very Often
- 2 Quite Often
- 3 Sometimes
- 4 Rarely
- 5 Never
- 6 Not applicable - I don't speak to my baby's other parent
- 7 Prefer not to say

SHOWCARD H22

- 1 Not at all
- 2 Several days
- 3 More than half the days
- 4 Nearly every day
- 5 Prefer not to say

SHOWCARD H23

- 1 All of the time
- 2 Most of the time
- 3 Some of the time
- 4 A little of the time
- 5 None of the time
- 6 Prefer not to say

SHOWCARD H24

- 1 Yes - after the baby was (babies were) born
- 2 Yes - before and after the baby was (babies were) born
- 3 No - only before the baby was (babies were) born
- 4 Prefer not to say

SHOWCARD H25a

- 1 Every day
- 2 5-6 times per week
- 3 3-4 times per week
- 4 1-2 times per week
- 5 1-3 times per month
- 6 Less than once a month
- 7 Prefer not to say

SHOWCARD H25b

- 1 Every day
- 2 5-6 times per week
- 3 3-4 times per week
- 4 1-2 times per week
- 5 1-3 times per month
- 6 Less than once a month
- 7 Never
- 8 Prefer not to say

SHOWCARD H26

- 1 I've never smoked cigarettes
- 2 I used to smoke cigarettes but don't at all now
- 3 I now smoke cigarettes occasionally but not every day
- 4 I smoke cigarettes every day
- 5 Prefer not to say

SHOWCARD H27

- 1 Yes, every day
- 2 Yes, most days
- 3 Yes, occasionally
- 4 No
- 5 Prefer not to say

SHOWCARD H28

- 1 At home
- 2 In a car
- 3 In other people's homes
- 4 In other places
- 5 No, none of these

SHOWCARD H29

- 1 I've never used them
- 2 I used to use them but don't at all now
- 3 I now use them occasionally but not every day
- 4 I use them every day
- 5 Prefer not to say

SHOWCARD H30

- 1 Yes, every day
- 2 Yes, most days
- 3 Yes, occasionally
- 4 No
- 5 Prefer not to say

SHOWCARD K1

- 1 Relative(s)
- 2 Friend or neighbour
- 3 Childminder
- 4 Professional Nanny
- 5 Au pair
- 6 Day nursery
- 7 Nursery school
- 8 Playgroup
- 9 Special day school or nursery or unit for children with special educational needs
- 10 Other (please say who)
- 11 Have not regularly used any childcare

SHOWCARD K1B

- 1 Buying essentials for the baby – e.g., food, clothes, nappies, etc.
- 2 Paying for other household costs – e.g., bills, shopping etc.
- 3 Buying gifts and extras for the baby
- 4 Lending money
- 5 Paying for childcare
- 6 Other financial help
- 7 No, does not help in any of these ways

SHOWCARD K2

- 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 say who)
- 11 None of these

SHOWCARD K3

- 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 needs
- 9 Parenting support/parenting classes
- 10 Other
- 11 None of these

SHOWCARD K4

- 1 Mental health support
- 2 Family relationships support
- 3 Money or debt advice and support
- 4 Housing advice and support
- 5 Jobs and training advice and support
- 6 Drug and alcohol support
- 7 Other
- 8 None of these

SHOWCARD L1

Will you give us permission to add information from health records held by the organisations below?

- NHS England
- Digital Health and Care Wales
- Public Health Scotland
- NHS National Services Scotland
- Health and Social Care (HSC) in Northern Ireland

1 Yes

2 No

SHOWCARD L2

Will you give us permission to add information from education records held by the organisations below?

- 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 and the Northern Ireland Department for the Economy

1 Yes

2 No

SHOWCARD L3

Will you give us permission to add information from social care records held by the organisations below?

- The Department for Education in England
- Public Health Scotland
- The Scottish Government
- The Welsh Government
- Health and Social Care (HSC) in Northern Ireland

1 Yes

2 No



Your interviewer's name is:

Interviewer contact number:

C09

21-034261-01



Your interviewer's name is:.....

Interviewer contact number:

C09

21-034261-01



Your interviewer's name is:.....

Interviewer contact number:

C09

21-034261-01



Your interviewer's name is:.....

Interviewer contact number:

C09

21-034261-01

'Complaints' and 'Causes for Concern'

Handling Procedure

1. INTRODUCTION

Whilst we anticipate that we will receive only a small number of complaints it is important that we follow good practice and that the Centre for Longitudinal Studies (CLS) and the Fieldwork Agency work together to provide a co-ordinated and timely response.

Any 'complaint' or 'cause for concern' raised by a respondent or by another individual (such as neighbour, occupier of issued address) in relation to a CLS Cohort Study can be communicated via a variety of sources, including telephone call, e-mail, letter or via the project website or social media, to either the Fieldwork Agency or directly to CLS.

A '**complaint**' is any issue/incident that has been raised, with either the Fieldwork Agency or directly with CLS, that is regarded as either serious, unsatisfactory or unacceptable to the individual complaining, also known as the '**complainant**'. If left un-addressed and un-resolved, a complaint may result in damage to the studies' reputation as well as that of the fieldwork agency, CLS and its host institution, UCL.

A '**cause for concern**' is the term used to highlight other 'issues' raised by a respondent - which are not deemed to be a 'complaint'. However, a 'cause for concern' that is left un-addressed and/or ignored may rapidly escalate to become a 'complaint'.

In this document, the term "classification" refers to the activity of labelling a case as a 'complaint' or as a 'cause of concern'. The term "assignment" refers to the assignment of the 'complaints'/'causes of concern' to the individual that is responsible of resolving it/them.

2. RESPONSIBILITIES

As both CLS and the Fieldwork Agency can receive either a 'complaint' or a 'cause for concern', it is important that awareness of these is shared between the two organisations and responsibility for investigating the complaint or cause for concern is allocated based on its initial classification and the expertise required to resolve it (i.e. it is not dependant on who receives the 'complaint' or 'cause for concern' in the first instance).

- 'Complaints' or 'causes for concern' relating to the conduct of the interviewers (F2F or Teams or telephone) or any issues with the online survey will be dealt with by the Fieldwork Agency.
- 'Complaints' or 'causes for concern' about the survey processes, will be dealt with by the Fieldwork Agency in conjunction with CLS, where necessary.
- 'Complaints' or 'causes for concern' regarding CLS or about the study in general will be responded to and investigated by CLS.

Table 1, below outlines the responsibilities allocated to individuals according to their role within CLS and the Fieldwork Agency.

Table 1: Responsibilities

Role	Responsibility	Accountability	Consulted	Informed
CLS Cohort Maintenance	<ul style="list-style-type: none"> • Manage CLS helpline – receive calls/e-mails • Record on the log • Acknowledge receipt of complaint/cause for concern. • Assign action(s) and responsibilities to relevant individual(s). • Advise/Consult CLS Survey Manager. • Investigate any cases assigned to, including response to complainant. • Inform all other 'authorised users' of updates to the log inc. Fieldwork Agency. • Add memo field to CM database to record that a 'complaint' or a 'cause for concern' has been formally logged. • Once a 'complaint' or a 'cause for concern' has been closed, update CM database with all necessary details. 	Accurate recording of complaint or cause for concern and contact details and allocation of actions.	CLS Survey Manager	Operations Manager Database Admin
CLS Survey Manager	<ul style="list-style-type: none"> • Regularly oversee the classification, assignment and actions taken on 'complaints' and 'causes for concern'. • Advise on actions to 'complaints' or 'causes for concern'. • Investigate 'complaints' or 'causes for concern' assigned to, including a final response to Complainant. • Report on 'complaints' or 'causes for concern' at the Project Board meeting. Specifically, report: number of complaints, number of ongoing complaints, main complaints theme (if any frequent theme is identified), any complaint that may jeopardize the study/the CM wellbeing. • Inform all other 'authorised users' of updates to the log. 	Final resolution & closure of 'issue'	CLS Cohort Maintenance Officer (CMO) Cohort Study PI Fieldwork Agency	Cohort Study PI Fieldwork Agency

	<ul style="list-style-type: none"> Regular liaison with fieldwork agency. 			
CLS Principal Investigator	<ul style="list-style-type: none"> Read through key respondent correspondence (such as response letters) before they are sent. Advise on actions to 'complaints' or 'causes for concern' if (and only if) the 'complaint'/'cause of concern' is perceived as potentially jeopardizing the study or the wellbeing of a respondent or CM. 	Sign-off of 'issue'	N/A	N/A
Fieldwork Agency - department	<ul style="list-style-type: none"> Receive calls/e-mails. Record on the log. Acknowledge receipt of 'complaint' or 'cause for concern'. Assign action(s) and responsibilities to relevant individual(s). Investigate cases assigned to Fieldwork Agency. Inform and consult CLS. Agency response to CLS complaints. Inform all other 'authorised users' of updates. 	Ensuring advice and guidance is communicated to interviewer etc.	CLS Survey Manager	Fieldwork Agency Interviewer et alia. CLS Cohort Maintenance Officer (CMO)
Fieldwork Agency - Project Manager	<ul style="list-style-type: none"> Management of Agency helpline Oversee the classification, assignment and action taken on 'complaints' and 'causes for concern'. Advise on actions to 'complaints' or 'causes for concern'. Investigate any 'complaints' or 'causes for concern' assigned to. Weekly updates to CLS. Inform all other 'authorised users' of updates. Secure transfer of all documentation related to 'complaint' or 'cause for concern' at the end of fieldwork. 	Agency response to complaints/ actions in timely manner.	CLS Survey Manager	CLS Survey Manager PI

3. LOG FOR COMPLAINTS AND CAUSES FOR CONCERN

All 'complaints' or 'causes for concerns', whether made directly to CLS or to the Fieldwork Agency, should be registered in one dedicated spreadsheet – known as the '**Complaints**' and '**Cause for Concern**' log. Hereafter it will be referred to in this document as the **log**.

It is possible to make project/survey specific changes to the spreadsheet. Only the field serial number should be used to identify a particular respondent and the log should not record any personal identifiable information, such as names and address of the complainant.

Once these have been made, save the spreadsheet, using the agreed project specific naming conventions. The file should be **password-protected** and, at CLS, saved locally on the Z:\ drive - Z:\FPS\QSS\CLS\CohortData\MCS\MCS7\Cohort maintenance and Participant Engagement (CLS Only)\Complaints. At IM it should be saved locally into the Helpline secure folder.

Note: We do not recommend the use of Google Docs for information governance and data security purposes as the information contained within the log could be commercially sensitive or the log could inadvertently contain Personal Identifiable Data (PID) – however CLS recommends that only the **serial number** should be used to identify a particular respondent i.e. a 'complaint' or a 'cause for concern' should not contain any personal information such as names, addresses, etc.

When a new complaint is received, the recipient logs it in the spreadsheet and shares it on the portal, notifying all relevant parties (CLS: Erica Wong, Alyce Raybould, Lisa Calderwood; Ipsos: Julia Pye, Harry Woodhall and Milena Kaeder as well as Anjuli Wright for any fieldwork-related issues) by email that it has been uploaded to the portal. At CLS, the Log should then be saved onto the Z drive and at IM it should be saved into the secure folder. If both organisations receive a complaint on the same day, we will agree the approach there and then, in terms of who will update the log first, so that we ensure that we don't end up with two versions on the log.

The ELC Complaint Log is cumulative; each time a new complaint is received, further information has been discovered about a complaint, or action has been taken about a complaint, the spreadsheet is updated and circulated.

As with all documents, the ELC Complaint Log file name should include a version number and a date. It is vital that these are amended each time the document is circulated and that strict version control is adhered to according to the usual version control system.

The log should only be accessed by authorised members of the project team at CLS and within the Fieldwork Agency. These 'authorised users' will be individuals who have a defined role in the survey as outlined in Table 1 such as the Project Principal Investigator (PI), the CLS Survey Manager and

members of the CLS Cohort Maintenance team responsible for the survey as well as those equivalent roles within the Fieldwork Agency. Authorised users are noted on the log.

The log contains four separate tabs:

1. Authorised users of the log
2. A record of when the log was last updated and by whom – provides a history
3. Record of 'complaints' only
4. Record of 'causes for concern'

The 'complaints' and 'causes for concern' tabs have the following fields:

Table 2: Complaints and Cause for Concern template fields

Local-id	Description	Comments
Complaint/Cause for Concern Number	'C' is used to denote a 'complaint' e.g. C1-C10 'Q' is used to denote a 'cause for concern' e.g. Q1-Q10	
Field serial number	Unique ID of respondent	
Method	F2F, online, Teams, telephone	
Date received	Date the complaint/cause for concern made	
Complainant	Record who the complaint/cause for concern is from such as respondent, neighbour, stable contact. Do not record specific name.	
Complaint/Cause for concern received by	Note the name of the person who first picks up complaint/cause for concern e.g. person who answered the telephone.	
Mode of complaint/cause for concern	How complaint/cause for concern was received – telephone, e-mail, post, website, social media (e.g. FB, Twitter, Instagram)	
Description of complaint/cause for concern	Note what the complaint/cause for concern is	Depending on description, note in separate tab for complaint and cause for concern
Complaint/cause for concern assigned to	Person responsible for taking action	e.g. may be decided following consultation between the Survey Manager and the CMO.
Action taken	Description of any action taken inc. date	We then hold a chronology of actions related to a specific 'complaint' or a 'cause for concern'.
Response due by	The spreadsheet will automatically allocate 14 days to action complaint/cause for concern.	
Status & Priority	The complaint/cause for concern can be 'open' or 'closed'.	If 'closed' highlight in grey so this is easy to see.
Protocol changes	Note changes to protocol as a result of complaint/cause for concern.	

- Do not record any personal identifiable information on the log such as names and address of the **complainant**. If you do have to take contact information (i.e. in instances where our contact information is inaccurate or you have had a 'complaint' or a 'cause for concern' from someone other than the respondent), this information should be recorded by CLS. If this contact information is taken by the Fieldwork Agency, it should be communicated to CLS separately using an agreed secure transfer system e.g. CLS's own or the Fieldwork Agency's.

- While there is no identifiable information on the log, information recorded is still commercially sensitive and the spreadsheet should be password protected.

4 PROCESS SUMMARY & CHECKLIST

Step	Description	Responsible	Check
1	RECEIVE the 'issue' ('complaint' or 'cause for concern')	CMO/FA	<input type="checkbox"/>
2	REGISTER it on the log	SM/CMO/FA	<input type="checkbox"/>
3	REPLY to the person who raised the 'issue' to acknowledge receipt	CMO/FA	<input type="checkbox"/>
4	INFORM & CONSULT with Survey Manager/Fieldwork Agency Contact	SM/FA-PM	<input type="checkbox"/>
5	REVIEW and assign responsibility for processing	SM/CMO/FA-PM	<input type="checkbox"/>
6	AGREE an Action Plan	SM/FA-PM	<input type="checkbox"/>
7	PROCESS the 'complaint' or 'cause for concern'	SM/CMO/FA-PM	<input type="checkbox"/>
8	UPDATE the log	SM/CMO/FA-PM	<input type="checkbox"/>
9	ISSUE a final reply to the person who raised the 'issue'	SM/CMO/FA-PM	<input type="checkbox"/>
10	CLOSE the entry in the log	SM/CMO/FA-PM	<input type="checkbox"/>
11	REVIEW log regularly (monitoring and lessons learned)	SM/FA-PM	<input type="checkbox"/>
12	UPDATE the CM Database for CM involved with all details	CMO	<input type="checkbox"/>

Legend

CMO = Cohort Maintenance Officer SM = CLS Survey Manager
 FA-PM = Fieldwork Agency Project Manager FA = Fieldwork Agency
 PI = CLS Principal Investigator

5. LOGGING A COMPLAINT/CAUSE FOR CONCERN

- When a query is received either via CLS or the fieldwork agency, the Log should be completed immediately (following an initial classification of whether it is a 'complaint' or a 'cause for concern'), filling in all available fields.
- Once the query has been classified as a 'complaint' or a 'cause for concern' and has been logged, the log should be saved on the portal, with a new version number and date. All 'authorised users' should be notified immediately by e-mail that the log has been updated and a new version is available on the portal. It should then be saved into the Q: drive at CLS and the secure folder at IM.
- It is important that receipt of the received 'complaint' or 'cause for concern' is acknowledged, the format of this acknowledgement can vary depending on how the query was received, including telephone, e-mail or letter including social media acknowledgements.
- The person logging the 'complaint' or 'cause for concern', in consultation with the Survey Manager at CLS or within the Fieldwork Agency, is responsible for assigning the complaint to a member of the project team within CLS or the Fieldwork Agency. The person then responsible for taking action on the issue should be alerted to view and action e.g. either a complaint 'C1' or a 'Cause for Concern 'Q5' etc.
- The person responsible for a 'complaint' or a 'cause for concern' is termed the '**local owner**' and has a maximum of 14 days to resolve and action it (please refer to table 3 for further guidelines on timescales). An action plan/response plan should be discussed and agreed with either the Survey Manager at CLS or at the Fieldwork Agency, depending on the nature of the query (see section 1 – Responsibilities). It is the responsibility of the 'local owner' to advise the Survey Manager of progress etc. as well as to update the complaints log, and upload it to the portal when it has been updated.

6. RESPONDING TO COMPLAINT

- The Complaints Log is cumulative; each time a new complaint is received, further information has been discovered about a complaint, or action has been taken about a complaint, the spreadsheet should be updated, given a new version number and date and an e-mail should be sent to all authorised users informing them of the updated version.
- **In most instances, a final response in the form of a letter (by post) or email should be sent to the individual who has complained** in order to confirm the nature of their complaint and the actions undertaken as a result. It is the responsibility of the 'local owner' of the complaint to prepare the letter, receive authorisation and send it out first class.
- Letters from CLS use agreed templates and usually include the PI electronic signature. Before sending the letters, these need to be sent to the PI for approval. However, there may be some instances where it will be more appropriate to send an e-mail response or to telephone the individual who has complained e.g. to obtain clarification, seek further information, apologise, etc. depending on previous contact with the complainant and the sensitivity of the complaint. A summary of the conversation along with any follow up actions should be noted on the log.
- There may be exceptions to having any further contact with the complainant such as sending a letter/e-mail or telephoning, for example, if it is deemed that this contact would cause more aggravation or if the respondent specifically asks not to be contacted again.
- Appropriate actions can be raised and discussed at weekly team meetings, or discussed directly with the Survey Manager if it is not possible to wait until the team meetings.
- At the end of the fieldwork, when the sample has been transferred to CLS, a representative from the CM team working on the project will be responsible for reviewing and updating the CM details across all complaints and causes for concern, to make sure that it is categorised and logged as a 'complaint' in a memo field for that particular CM in the CM database.
 - (1) When a 'complaint' or 'cause for concern' is first received it is recorded on the log AND in the secure CM database held by CLS (i.e. a 'complaint' memo field records fact that e.g. 'complaint' is in progress)
 - (2) During the investigation of a complaint, including its identification and resolution, it is the log that is updated at every stage.
 - (3) When the e.g. complaint is closed, then CLS will update the CM database - via the 'complaint' memo field for the CM – with ALL of the detail from the log. Thus, the CM database will retain a formal record for future study sweeps etc.

7. RESPONDING TO A CAUSE FOR CONCERN

Follow the same steps as outlined above for a 'cause for concern'. The only exception will be in terms of the final response you make to the individual who has raised the 'cause for concern'. In these instances it may be more appropriate to respond by e-mail or telephone in the first instance rather than sending a final response in the form of a letter (which will be necessary if the cause for concern turns into a complaint).

8. TIMESCALES - GUIDELINES

The table below provides guidelines for expected timescales in this process.

Table 3: Timescales for actions

Time	Action
Day 1	Log complaint and inform all authorised users
	Person receiving complaint to acknowledge receipt and inform complainant that we have received it and will be in touch with them very soon.
	Allocate 'local owner'
	'Local owner' to assess complaint and how to respond to it.
	Agree follow-up action with Survey Manager
Day 2-14	Follow-up action takes place and noted in Log
	Prepare response letter
	Sign off response letter and send first class
Day 14 (latest)	Update spreadsheet and close complaint

Note: Day 1 actions may take longer than a day to complete; if this is the case, these should be completed as soon as possible afterwards so that the subsequent actions are still completed within 14 days.

9. CLS AND FIELDWORK AGENCY COMMUNICATION

- The fieldwork agency will update CLS on **the number of logged complaints/causes for concern** regularly by email. Anonymised feedback will be provided on specific cases.
- The CLS survey managers will review the log regularly.
- At the end of fieldwork all documentation (log and letters) will be passed from the fieldwork agency on to CLS for archiving. Letters without personal details will be archived in the local drive. The Cohort Maintenance Team will archive the letters on the secure drive. Those received from a complainant will be scanned and stored securely, while those issued with personal details will similarly be scanned and stored.
- It is important that all letters are referenced with the field serial number/unique ID of CM.

10. ANONYMIZATION

Survey managers and PIs are not informed of any personal detail of the complainant. Only in exceptional cases (i.e. when it is considered more appropriate to respond to the complaint/cause of concern with a telephone call) will the Survey Manager and/or PI have access to complainant's personal details. Where required, the necessary information/ contact details will be transferred securely using the CLS Data Safe Haven or Ipsos' Transfer system.

GENERATION NEW ERA

A STUDY OF CHILDREN
BORN IN THE 2020s



BE PART OF RESEARCH ABOUT GENES

Your guide to giving a saliva sample



What are genes and DNA? Why is it important to study them?

DNA is the genetic information inside the body's cells that helps make people who they are. Genes are made up of sections of DNA, and are the biological way that children inherit characteristics from their parents.

Scientists have used genetic information collected later in life in similar studies to develop new treatments for common conditions like diabetes, psychological disorders and inflammatory diseases.

Adding information about your genes and your baby's genes

We would like to add genetic information about you and your baby to help understand how genes influence people's lives, and how genes and the environments people experience work together. Collecting genetic information at the start of the study will enable new scientific insights into children's health and development in the early years.

We will ask biological parents to provide a saliva sample and to take a saliva swab from their baby's mouth which will be used to extract DNA. As a thank you, we will provide an additional £5 voucher for your sample and another £5 for your baby's sample.





Why is it important to add information about both your genes and your baby's genes?

Adding genetic information from biological mothers and fathers, as well as their babies, 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.

Do you and your baby have to give a saliva sample?

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

We will ask the parent who does the longer interview to give permission for their baby's sample. You may wish to discuss this decision with your child's other parent.

How are the saliva samples given?

We'll ask you to take your baby's saliva sample by brushing a special mouth swab on their gums. It's simple to do, does not hurt, and typically takes under a minute.

Your own sample is given by spitting into a small tube.

The interviewer will explain the process and provide the saliva collection kits with instructions. Ideally, we'd like you to collect the samples while the interviewer is present. Otherwise, it can be left with you to do another time.

You should not eat, drink, smoke or chew gum in the 30 minutes before giving the sample.

The whole process will take around **5 minutes for each sample.**

Scan the QR code below or go to **gnestudy.info/saliva** to find out more about giving your sample.



What will happen to the saliva samples?

The saliva samples will be sent to the University of Bristol research laboratory which is licensed by the Human Tissue Authority. **Your family's name and address will not be attached to the saliva samples.**

A sample of DNA will be extracted and stored securely and anonymously for research about genes in the future. The saliva samples will be destroyed once the DNA sample has been extracted.

What will the DNA samples be used for?

The DNA samples will be used for research purposes only. Qualified researchers will need permission from a special committee with expertise in genetics and in overseeing and safeguarding access to the samples. They'll only be given permission if their research will benefit the public. Researchers from commercial organisations will usually partner with public organisations (e.g. the NHS or universities) except under circumstances of exceptional potential public benefit.

The DNA samples will be treated in strict confidence in accordance with the General Data Protection Regulation (GDPR), and any researchers using the samples will not have access to your family's name, address or any other personal

details that could directly identify individuals in the study.

The DNA samples will never be used for paternity testing or human cloning. Your DNA will never be given to lawyers or insurance companies. We will not sell or make any profit from the samples you give.

We won't feed back any genetic information individually to you as the tests done on the samples are for research and cannot be used to diagnose medical conditions. If you have any concerns about genetic conditions, we'd advise you to speak to a medical professional.

You can change your mind about allowing the use of your or your child's DNA at any time without giving any reasons. When your child is an adult, they can also choose to withdraw their permission.

To change your permissions after the interview, write to us at **Freepost GENERATION NEW ERA** or email **gnestudy@ucl.ac.uk**.

Have a question about giving a saliva sample?

More information can be found in the main study booklet and on the study website: **gnestudy.info/saliva**. You can also email or call the Generation New Era team: **gnestudy@ipsos.com** or **Freephone 0800 151 0610**.



F02

GENERATION NEW ERA

A STUDY OF CHILDREN
BORN IN THE 2020s



BEING PART OF GENERATION NEW ERA

Your guide to what happens next



Thank you for being part of Generation New Era. Your participation helps researchers and policy makers understand the issues affecting parents and their babies today, and make things better for families like yours.

What will happen in the future?

We'll send you regular updates with study findings and other study news. You can keep up to date with the study at gnestudy.info and by following the study on Instagram at [@gnestudy](https://www.instagram.com/gnestudy).

We hope to invite you to take part again in the next few years to find out how your child is getting on as they get older. It will always be up to you to decide whether you want to take part. Future surveys are dependent on further funding for the study.

How will we get in touch with you?

We will use the contact details we hold for you, and other members of your family or household, to keep in touch and invite you to take part again in the future, so **if you move or change your email address or phone number, please let us know** using the form on the study website: gnestudy.info/update-your-details. You can also use the change of details card the interviewer gave you at the end of the interview.

2

During the interview, we asked you for the contact details of someone who we can contact if we cannot reach you. If you gave us this information, we may contact them if we are unable to get in touch with you. **Please let them know you've provided their details and check that they are happy for us to use this information for this purpose.** If not, let us know and we will remove their details. **If you did not provide us with someone else's details, you can still do so on our website: gnestudy.info/alternative-contact-details.**

We will also apply to the NHS to receive up-to-date contact details - for example, the address at which you are registered with your GP - and for notifications about study participants who have moved out of the UK or who have died. In the future, we may also apply to other government departments for addresses that they may hold. We may also use data checking services and information that you've made publicly available online to get in touch with you.

What will happen to the information you've given?

Ipsos will put together your survey responses with the information collected from all the other people who take part and send this securely to the Generation New Era study team at University College London (UCL).

What if you want to talk to someone about something in your life?

We hope you enjoyed taking part, but if it leaves you worrying about anything that's happening in your life, there are organisations you can talk to.

For general advice and **support for parents**, find your local **Home Start** here: home-start.org.uk/find-your-nearest-home-start.

For advice and support about **money issues**, visit **Citizens Advice Bureau**: citizensadvice.org.uk.

Talk to FRANK offers confidential advice on **drugs and alcohol**. You can email, text on **82111**, phone on **0300 123 6600** (24-hour helpline), or get advice via webchat at: talktofrank.com/livechat.

If you are concerned about **domestic violence**, please contact **Refuge** on the free 24-hour National Domestic Abuse Helpline **0808 2000 247**.

Mind provides advice on a range of **mental health problems**. Visit: mind.org.uk or phone **0300 123 3393** (9am-6pm, Mon-Fri).

The Samaritans provide confidential support for people experiencing feelings of **distress or despair**. Freephone: **116 123** (24-hour helpline).

How can I find out more?

You can find out more information on our study website (gnestudy.info) and you can follow us on Instagram ([@gnestudy](https://www.instagram.com/gnestudy)).

Contact Ipsos for questions about your interview: gnestudy@ipsos.com or **0800 151 0610**.

Contact UCL study team about updating your contact details or other permissions: gnestudy@ucl.ac.uk, **0808 175 6330** or at gnestudy.info/contact-us.

Thank you
for being part
of Generation
New Era.



F04

HEALTH SCREENER FOR GENERATION NEW ERA

IMPORTANT: Before you enter a home to do an interview, please check the following

Q1. Would you be willing to do the interview in your home?

1. Yes
2. No

IF WILLING TO DO INTERVIEW IN HOME:

If doing interview now -> ASK **HEALTH_SCREEN**

Can you confirm that you feel well enough to be interviewed today? By this I mean that you have no concerns about any illnesses within the household?

- No concerns raised, and I will proceed to interviewing in home
- Concerns raised, but I am happy to continue to interview inside the participant's home
- Alternative mode offered as I/participant not willing to interview inside the participant's home

IF NO AT Q1 OR ANY CONCERNS RAISED WITH HEALTH SCREEN:

ASK IF PI / AI / OHP

Q2. We can do the interview through a Video call over Microsoft Teams. It is easy to set up and I can give you instructions about how to set this up

Yes

No

IF NO AT Q2

ASK IF PI / AI / OHP

Q3. Alternatively, we can do the interview over a telephone call. I can provide you with the showcards to follow along.

Yes

No

IF NO AT Q3 ONLY AI

Q4. Alternatively, you can do the interview online.

Yes

No

GENERATION NEW ERA

A STUDY OF CHILDREN
BORN IN THE 2020s



GENERATION NEW ERA INTERVIEWER INSTRUCTIONS

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1. Welcome to Generation New Era

Welcome to Generation New Era! These instructions provide you with an overview of the study and all the information you will need to work on it. You can also find out more about the study at the website for Generation New Era participants: gnestudy.info

In this chapter we aim to give you information that will help you understand why this study has been commissioned and the impact it's likely to have - we hope this gives you confidence in asking parents to take part, and information to help engage participants in the study. The chapter gives an overview of the study background, aims, and design. It gives you information about how the findings may be used, and the impact that similar studies have had on policies and on the services available for parents and children. It provides details about how and why Generation New Era is taking a different approach to earlier cohort studies.

Background to the study: A new birth cohort

Generation New Era is a study of several thousand babies born in 2022, and their families. It is about the health and development of children. The study aims to gather information from the mothers and fathers of these babies to provide a detailed picture of their lives and development in their crucial first year. Interviews will take place when the baby is **aged 9-10 months old**, so that information about babies and families can be compared at a similar stage of development across our sample of babies.

Britain has a unique and world-renowned tradition of carrying out national birth cohort studies, which follow the same group of people from birth into and through adulthood. Birth cohort studies have some unique strengths compared to other studies. They provide a uniquely **detailed picture of the lives of particular generations**, and in this way help us to understand what matters for healthy and happy lives across the life span. Similar studies of children born in 1946, 1958, 1970 and 2000 are still running today. You might have experience of the 2000 cohort ("Child of the New Century") if you've worked with Ipsos for a while.

The existence of the different cohorts also makes it possible to see how things have changed for children of different generations: how their experiences of growing up have differed, and which circumstances have become important for future outcomes or have ceased to be so, as times have changed.

Generation New Era is the first UK-wide birth cohort study to be set up since the year 2000.

The data from Generation New Era will provide vital evidence on families across the UK at a critical time, highlighting how inequalities in children's development and stresses on families arise, and identifying areas where policy can be improved.

The circumstances that families with young children live in today are very different to previous generations. The study aims to paint a nationally representative picture of the circumstances and lives of a new cohort of babies. It's anticipated the findings will reflect the impact on their lives of events and changes in this 'new era' including COVID-19, climate change, Brexit, the digital revolution, financial uncertainty and cost-of-living crisis, and a changing world of work and education. Researchers will compare the findings from information you collect from this cohort of babies and parents, with the findings gathered from cohort studies of babies born in previous decades. The data you collect will help researchers to understand the lives of children born today, explore how differences in how children grow and learn are changing over time, and to see if the things that affect how children develop are also changing.

The UK's series of birth cohort studies are known across the world for the high quality of data they collect. The findings have a significant impact on policy and practice. Several government measures benefitting parents today have been informed by findings from studies like Generation New Era. This includes introducing paid paternity leave, adoption leave and right to request flexible working, extending maternity leave to one year and introducing shared parental leave. Evidence from these studies have been used to:

- Increase support for working parents;
- Inform health policy on the effects of smoking in pregnancy;
- Set up a national children's saving scheme;
- Inform policy for promoting healthy weight amongst children;
- Improve children's mental health and wellbeing; and,
- Reform school policies.

You can read more about how birth cohort studies make a difference on the participant website: gnestudy.info/why-take-part/making-a-difference.

Generation New Era is funded by the **Economic and Social Research Council (ESRC)** and is led by the **UCL Centre for Longitudinal Studies (CLS)**, with support from a consortium of partners, including University of Edinburgh, Swansea University, Ulster University, and the Fatherhood Institute. CLS lead, and ESRC fund, the 1970, 1958 and 2000 birth cohort studies.

Study objectives

There are **two primary aims** for this study:

1. Our experiences of running this study will help the research team at the Centre for Longitudinal Studies refine the **design of an even larger study**, which will run in a few years' time.
 - We are running several **experiments** to test the effects of things like different types of incentives on the response rates we achieve.

- We'll be asking for your **feedback** about the study protocols, materials and fieldwork at the end of the study to understand how well they have worked.
2. The study will collect high-quality data from a sample that is representative of the UK, including families that are typically less likely to be included in birth cohort studies, that will allow researchers and policymakers across the UK **understand the lives and development of children born in the 2020s**.

Please note that participants are not told about the experiments, or that this study will inform the design of a larger study, so that the learning we get is as accurate as possible. We anticipate that this group of participants will continue to be followed in the future, just like the larger study.

Who is conducting the survey?

Client information

Generation New Era is run by the **Centre for Longitudinal Studies (CLS)**, a research centre in the UCL Social Research Institute, which is part of University College London. The directors of the study are Professor Alissa Goodman, Professor of Economics, Director of the Centre for Longitudinal Studies; Professor Lisa Calderwood, Professor of Survey Research and Managing Director of CLS; and Professor Pasco Fearon, UCL Chair in Developmental Psychopathology and Director of Children of the 2020s.

In addition to Generation New Era, CLS is home to four other cohort studies:

- National Child Development Study (follows the lives of participants born in 1958 in Great Britain)
- 1970 British Cohort Study (follows the lives of participants born in 1970 in Great Britain)
- Next Steps (follows the lives of participants born in 1989-90 in England)
- Millennium Cohort Study (follows the lives of participants born in 2000 in the UK)

In 2021, CLS also became part of the management teams for the Children of the 2020s, and the COVID Social Mobility & Opportunities Study. These new studies will follow groups of young people whose formative years have been shaped by the COVID-19 pandemic and other recent world events.

Ipsos study team information

The fieldwork is conducted by Ipsos' highly experienced interviewing team. Anjuli Wright will be responsible for coordinating all team efforts with the assistance of the regional managers.

The central research team includes Julia Pye, Claire Bhaumik, Sam Clemens, and Stella Fleetwood, who have all worked on previous cohort studies with the CLS team.

Overview of Generation New Era

We'd like to interview mothers and fathers of all our sample of babies, including where parents live apart from each other. Partners living with parents may also be eligible for interview.

For each family, one parent will be asked to complete a longer (**60 minute**) interview which we refer to as the **Primary Informant (PI)** interview. This must be done with a parent living at the address where the **baby lives all or most of the time** and should be done with a parent or legal guardian of the baby.

In families where the parents are living apart from each other, we want to also interview the parent who usually lives elsewhere i.e. not in the baby's main household. We refer to this parent as an **Own Household Parent (OHP)** and their interview is **40 minutes**. We expect there to be an OHP in around 1 in 5 families. In some cases, we will have details for OHPs on our sample; in other cases, we will only find out there's an OHP when we interview the PI, and we are asking you to collect contact information for them so they can be interviewed.

In around 4 in 5 families, the mother and father will be living together with the baby. Whichever parent is not answering the PI interview, will be asked to complete an **Additional Informant (AI)** interview which takes **30 minutes**.

If the parent completing the PI or OHP interviews has a **co-residential partner** who is not a biological or birth parent of the baby, they may also be asked to complete an **AI interview**. This will be an uncommon family situation (around 1% of families).

All of these interviews can be carried out face-to-face, and we'd like to interview face-to-face wherever possible. However, the AI interview can also be done as a web survey which you will provide details for (where appropriate), and Teams and Telephone interviews are also available for all interviews. Please see a summary below of the key features of the fieldwork design.

	Primary informant	Additional informant (main household/ OHP household)	Own Household Parent (named in sample)	Own Household Parent (identified during fieldwork)
Definition	The parent/legal guardian that (if there are two legal parents/guardians) spends most time caring for the baby.	Co-resident parent and/or partner of the Primary Informant or Own Household Parent (AIPi and AIOHP)	Parent/legal guardian of the baby named on the sample who lives apart from the baby/babies for all or most of the time in a separate household.	Parent of the baby not named on the sample, but identified via the Primary Informant during fieldwork who lives apart from the baby/babies all or most of the time in a separate household.
Main interview mode	Face-to-face	Face-to-face or web	Face-to-face	Face-to-face (if possible)
Interview length	60 mins	30 mins	40 mins	40 mins
Other interview modes available	Teams and telephone	Teams and telephone	Teams and telephone	Web / push to web

What makes Generation New Era unique?

It's the first UK-wide birth cohort study to be set up for 20 years. In some ways, the design and content of Generation New Era are deliberately similar to previous cohort studies so that researchers can compare how things have changed across generations. Some aspects of the study design are unique and innovative, compared to previous birth cohort studies.

Representativeness and inclusion

We have designed the study to be as inclusive as possible, and there are some key aspects of the study design which aim to ensure that families who are 'less often heard' in birth cohort research are included.

In particular, the study includes 'boosts' for ethnic minority babies and families living in low-income areas in England.¹ We know from previous studies that these families are often of particular interest for research and policy, but are less likely to take part, and more likely to drop out of studies like this. For ethnic minority groups it is necessary to include 'boost' samples to ensure that the study has sufficient numbers of these babies to enable these groups to be looked at in their own right. The ethnic minority boost includes babies from Bangladeshi, Pakistani, Black African and Black Caribbean backgrounds. Low-income areas are defined in this study as the 20% of areas in England and Wales with the highest proportion of children living in 'income-deprived families'.²

The study also includes sample 'boosts' of births in Scotland, Wales and Northern Ireland to ensure that sample sizes are sufficient in these smaller countries to allow within country analysis, as well as comparisons between countries. The study is therefore nationally representative of the UK as a whole, and each of Scotland, Wales and Northern Ireland.

As well as these features of the sample, we've designed the study questionnaires, materials and protocols to be inclusive of all types of families and children. We've also provided materials in translation in **10 different languages**, and the website also has a built-in translation tool. The study brand and website have also been designed with visual accessibility in mind. We've designed the study protocols, and the rules about who does which interview, to treat fathers and mothers equally and to be sensitive to and appropriate for less common family situations.

The role of fathers

An important focus for this study is recruiting fathers into the study in their own right, so that we give everyone a chance to be heard and have as much information as possible about the factors affecting the baby and their family experiences.

¹ 'Boosts' are where the sample includes a larger number of cases from particular groups compared to the actual proportion of people belonging to these groups in the population. Oversampling respondents from these groups allows researchers to do analysis which focus only on these groups, which is important for informing specific policies for these populations.

² This was calculated using the IDACI measure. The 'income deprivation affecting children index' (IDACI) measures the proportion of all children aged 0 to 15 living in income-deprived families in different local areas.

In many studies mothers are the 'gatekeepers' for fathers' participation in a study because only the details of the mother are available. **In Generation New Era, we are treating each parent as an important potential participant in their own right to help us achieve high response rates from both mothers and fathers.** For example, we are sending both mothers and fathers their own letters about the study, and we are providing the same incentives for each parent that responds to the study.

Uniquely in this study, we are able to directly recruit parents of our sampled babies who live apart from their child's other parent, where they have jointly registered the baby's birth (about 15% of cases). Where parents are living separately, we will attempt to speak to both parents about their baby, regardless of how much contact (if any) they have with their child and regardless of the relationship between the parents. Usually, where parents live apart from each other, the baby's main household will be with the mother, and these 'own-household parents' are most likely to be fathers.

Where parents live apart from each other, often the parents may be in a relationship with each other (about 30-40% of cases), and often the baby will spend time with both parents, either together or separately. For this reason, we usually refer to the parents living apart from each other, rather than one parent living apart from their baby. The study uses face-to-face interviewing for OHPs and AIs, to help try to recruit as many fathers as possible into the study, and to help obtain high response rates. All of the study participant materials have been carefully designed and tested to emphasise the importance of mothers and fathers for the study and includes images of fathers and mothers.

The study treats partners of fathers in a similar way to partners of mothers. Although it will be unusual for either the mother or father to be living with a new partner when the baby is 9-10 months old, where this is the case, co-residential partners of parents will be eligible for interview. **This means it is possible to interview up to 4 parents/partners of parents across two different households for each family.**

In families where the mother and father are living together in the same household as the baby, **the study also does not assume that the mother should complete the longer primary informant (PI) interview.** The selection is based on whichever parent resident in their child's main household spends the most time caring for the baby.

Participant voices

We have engaged extensively with young people and parents from a wide variety of socioeconomic and ethnic backgrounds to inform the design of our study and ensure a diverse set of participant voices are considered. We have also sought feedback from fathers who live separately from their babies and child's other parent. They have 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.

Their feedback has been carefully incorporated into every aspect of the study, including the design of the questionnaire and materials. 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	Understand 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
5	Materials testing and cognitive testing	Ipsos	Qualitative interviews with 32 mothers and fathers from a range of backgrounds	Testing key engagement messages and content of recruitment materials and the comprehension of new or sensitive questions

Adding information from administrative records to study responses (aka Data Linkage)

On this study, we would like to add data from parents' and babies' health, education and social care records to their survey responses.

You might have collected similar permissions to link these types of data to survey responses on other studies (it's sometimes referred to as 'data linkage'). We are running an experiment on Generation New Era to test two different ways of gaining people's consent to do this – an '**opt-in**' vs '**opt-out**' approach. Participants at half of the addresses will be told at the start of the interview that the study would like to link data from their administrative records to their survey responses and are informed that to withdraw their consent for this, they can fill in a form on the study website or call our helpline (opt-out). Participants

at the other half of the addresses will be specifically asked for their permission to link to each of the administrative records (opt-in). Both approaches have been used on other studies.

More detail about adding administrative data and the types of data we are asking about can be found in [Chapter 10](#).

Saliva collection

For a sub-sample of the participants, the research team would like to add genetic information about biological mothers and fathers as well as babies to the study data, to help understand how genes influence babies' health and development. In a small number of sample points, we will ask biological parents to provide a saliva sample for themselves, and to take a saliva swab from their baby's mouth. These samples will be used to extract a DNA sample. Parents can still take part in the study, even if they prefer not to do this element.

We will let you know if you have any families in your assignment that are involved in the saliva collection, and how to explain this to parents. More information on how to collect the samples can be found in [Chapter 11](#).

Incentives

To help maximise participation, the study will test the effectiveness of different types and levels of incentives for taking part by running experiments around this. For some, £5 cash for each parent or a baby bib is sent with the invitation mailing (some are not sent any incentive ahead of the interview). All participants will receive either a £10 or £20 gift voucher as a thank-you for completing the interview. These experiments are randomised at family level, so the same incentives will apply to all participants in the same family. The ECS will tell you what incentives are assigned to each family. The £10 or £20 gift voucher can either be handed out by you at the end of the interview (recording the gift card details in the survey) or emailed out to participants.

All those participants who were selected to participate in saliva collection will also receive an additional £5 voucher for each sample that is sent.

2. Meet the new cohort

This chapter explains the source of the sample we are using for Generation New Era. It gives an overview of the content and structure of the sample, and how information in your sample assignment may be updated while we are in the field to reflect changes in parents' living arrangements. The sample may include families in sensitive or less common situations, which we outline towards the end of the chapter along with advice on how to approach these families.

Who provided the sample?

An important difference between this study and others is that **mothers and fathers are approached individually**. This is possible because our **sample is based on the details provided on the birth certificate by parents when they registered their child's birth**, linked to their National Health Service/Public Health Scotland maternity health record of the birth.

For the vast majority of births, both parents are named on the birth certificate. If a couple is married or in a civil partnership, then either parent can register the birth on their own and include both parent's details. If the parents are not married, then they both have to be present to register the birth. It is also possible for a mother to register the birth without the child's father and in that case, there will be no father details on the birth certificate.

When jointly registering a birth, in **most cases both the parents will live at the same address** – for 80% of our sample, we have two named parents at one address, and we will be providing you with the names of both parents at the issued address.

For some **joint registrations** the father was living at a **different address** to the mother. This is the case for 15% of our sample. In this situation, we are issuing both addresses and we want you to visit each parent separately. You may have both the father and the mother in your assignment, or if they live further apart you may just have one of the parents. In the ECS we provide information about how many addresses we have issued for a baby.

A small proportion of registrations are sole registrations, where just one parent (typically the mother) is on the birth certificate.

Each parent has been sent (by the office) their **own individually addressed notification letter**, even where parents are living at the same address, and the invitation mailing (that you will be sending out) contains separate individually addressed letters for each parent listed at the address. Where parents who live apart from each other have jointly registered the baby's birth and so we have separate addresses for these parents, we have sent notification letters to each address, and will be issuing both the mother and father addresses to you to interview at.

In Northern Ireland, the sample has not yet been secured, and will only use birth notifications i.e., not linked to birth registrations, which means we will only have the mother's details and address.

More details about the source of the sample for each country, and who has given permission for us to use the sample for this study, are set out below. The notification letter and invitation mailing we are sending explains to our sample how we have obtained their details including the 'special committees' which have approved this, and full information about this is available on the study website, including in the 'privacy notice'.

England and Wales	<p>Sample source: NHS England provided birth registrations data linked to birth notifications data. Cases were removed if it was known that the baby or mother died, for possible adoption cases or other sensitive situations, and (in England) if any of the baby or parents are registered for a National Data Opt-Out³.</p> <p>Permissions given by: the NHS Health Research Authority's ethics committee, NHS England's approval committee called the Advisory Group for Data (AGD) and the NHS Health Research Authority's Confidentiality Advisory Group.</p>
Scotland	<p>Sample source: Public Health Scotland (PHS) and the National Records of Scotland. Cases were removed if it was known that the infant or mother died, and for finalised adoptions.</p> <p>Permission has been given by: the NHS Health Research Authority ethics committee and the NHS Scotland Public Benefit and Privacy Panel for Health and Social Care (PBPP)</p>
Northern Ireland	Final approvals to gain permission to access a sample in Northern Ireland have not yet been secured.

*In all countries, cases where it was known that the family moved out of the UK were also excluded from the sample.

Information about the source of the sample, and the approvals needed are also included on the study website <https://gnestudy.info/>.

Structure of the sample

Around **250 areas** in England, Scotland, Wales and Northern Ireland were randomly selected to be part of the study. A sample of babies born in **November-December 2022** was then randomly selected in each of these areas. That means that the selected babies will be around **9-10 months old** when we first speak to their parent(s). Some families will have had multiple births and the interview is designed to work for **twins, triplets (and quadruplets** – although we do not have any of these in the current sample). In the interview, we check the details of the baby or babies against the sample information.

³ The national data opt-out is a service that allows patients to opt out of their confidential patient information being used for research and planning.

As mentioned above, we have been provided with the **name and address for either one or two parents** of the selected baby/babies, given on the birth registration, and the name of the baby/babies. So, in some cases there will be **two separate addresses** on the sample for the baby, with just **one named parent** at each one. Where the parents do not live together, we will also be collecting names and addresses of the other parent in the interview, including for families in which only one parent's details were provided on the sample.

In the ECS we have therefore allowed **two addresses per birth** – in most cases the second one will be blank when issued to you and will remain blank. Where the two parents registering the birth have different addresses, the second address will be filled in and will be issued with the name and address of the second parent. If the parents live close together, which is common, the two addresses may fall within the same assignment, but where parents live further apart they may be split across different assignments/interviewers. We have noted on the ECS the number of addresses on the original sample issued for each baby, so you will be aware if another interviewer is visiting a second address linked to any of your sampled babies.

Participant types and selection

In around 4 in 5 families, the mother and father will be living together with the baby, and in around 1 in 5 families the mother and father will be living separately from each other. As well as the child's biological mother and father, some families may include partners of parents. Some parents may be living with a new partner who is not the biological or birth parent, and these partners may or may not consider themselves to be a stepparent of the baby.

As we are aiming to interview any **parents and co-residential partners living with the baby**, we may conduct up to **two interviews in each household**, and **each family may have up to two households**. This means that interviews may be attempted with up to **four parents/partners of parents for each baby** (or set of babies, in the case of twins and triplets). However, grandparents, and other relatives e.g. aunts/uncles, who are not parents or partners of parents, will **not** be eligible to be interviewed, even where they are living with and providing substantial care for the baby.

The participant types in the study are defined as follows:

- The **Primary Informant (PI)** is the parent who (where there are two parents' resident) spends the most time with their baby, and lives at the address where the baby lives all or most of the time. This informant will be asked to do a **60-minute face-to-face interview**.
- The **Additional Informant (AI)** is the other parent living with the Primary Informant, or the PIs co-resident partner. Usually, they will be the baby's other biological parent and, if so, will be central to the study. This informant will be asked to do a **30-minute interview, either face-to-face or online**.

- The **Own Household Parent (OHP)** is a parent who lives apart from the baby in a separate household all or most of the time. The OHP will, in most cases, be a biological father. They are all eligible for the study regardless of the amount of time they spend with their baby, including those who have little or no contact with the baby, and regardless of their relationship with the baby's other parent. Where the OHP jointly registered their child's birth, we will have name and address details for them on the sample, but in some cases we will only be able to identify during fieldwork that there is an Own Household Parent living at a second address. This informant will be asked to do a **40-minute interview, usually face-to-face**.
- We would also like to interview co-residential **partners of Own Household Parents (AIOHP)**. They are only eligible for interview if they live with the OHP and spend time with the baby. The AIOHP will complete a **30-minute interview face-to-face or online**.

Your first task when visiting each address will be to complete a short screener; the **screener will identify whether the named parent(s)** on the sample live in this household, and **assign them to one of the interviews (PI, AI, OHP)** by confirming:

- That the participant is a parent/legal guardian, to check they are eligible to do the interview
- Whether this address is where the baby lives (or whether they live mainly at another address)
- Whether there is another parent or partner of a parent living in this household who is also eligible for interview and, where this applies in the baby's main residence, which parent will be the Primary Informant, and which will be the additional informant.
- Whether the parent/s at the address are willing to take part in the interview.

Once the screening is complete, we aim to interview all eligible parents in the household (the screener will identify which parents are eligible, and assign the identified parents to PI, AI, OHP, AIOHP interviews). The screening process is explained in detail in **Chapter 6**.

Information included on the sample

As this is the first wave of the study, we have limited background information about our sample. We have no other contact details other than names and addresses, so **all contact** will need to be **face-to-face** initially.

We have provided details on your ECS contact information page to help you when you make contact, including:

- The **number of parents named at each address** on the sample, and the **number of addresses issued for this baby or babies** (this will give an indication about whether this is likely to be a two-parent household or a one parent household – but bear in mind that the household composition could have changed since the sample was drawn, or details on the sample could have been inaccurate).

- Any other information that has been passed to us, including whether one of the parents has opted out of the study, and any other information from the sample or gathered by our helpline team that you should be aware of.
- Whether the family has been selected for the saliva collection component
- Whether the family will be asked the opt-in or opt-out version of the data linkage questions.
- What incentives the family was sent with their invitation mailing (if any), and what incentive they will get for completing the interview.
- The age of the mother, where available.

Changes in family composition

A unique aspect of this project is that we can accommodate changes in family composition, as parents' living arrangements may have changed since the birth registration.

In practice, this means that in addition to the addresses that are listed on our sample, we expect to find 'new' sample during fieldwork, including 'new parents' and/or 'new addresses' i.e. those not listed on birth certificates. due to any of the following:

- Parents listed at the same sample address (i.e. they were living together at birth registration) may now be living separately.
- Parents listed as living separately (at the time of birth registration) may now be living together.
- Either or both parents could now be living with new partners or partners who were not listed on the birth registration e.g. same-sex partners.
- Where only one parent was listed on the birth registration, the baby's other biological parent may be living with the named parent or may be living elsewhere.

Where only one parent was listed on the birth registration, or where we find a situation where there is only one parent at the address, we will be asking them for details of their baby's other parent during the interview.

At the point of drawing our sample, 79% of our sampled families included details of two parents living at the same address at birth registration. Around 16% of our sampled families includes details of both parents living at separate addresses and for about 5% of sampled families only one parent's details have been provided. Overall we expect that there will be two households in about 20% of families (or 1 in 5 families).

Regardless of which of these scenarios applies, **your role is to attempt to interview the parents at the sampled addresses and, where applicable, their partners. If the baby's other parent lives elsewhere,**

we are asking you to collect the name and address of the other parent from the parent you make contact with, so we can try to make contact with them too.

This means that **during the fieldwork:**

(a) you may be told about an own household parent who was not on the original sample, and you will try to get an address for them. If you get an address, the blank second address for that baby is used to record that address (this will happen automatically if you get the address during the interview), and you will be asked to visit that address (if it is in your area). You may find that a new second address appears in your sample if we have to reallocate it from another area.

(b) you may find that parents that were living separately (at the time of birth registration) are now living together, and in this situation the screener will manage this, and set an outcome code for the address that is no longer needed.

(c) you may identify **new parents or partners of parents** at an address. This may be a parent who was not listed on the birth registration as only one parent registered the birth. Sometimes this may be a new partner of a parent or a partner who was not listed on birth registration (e.g. a same-sex partner of a biological parent).

Families may also have moved to different addresses, which may or not be associated with a change in family composition. We will aim to provide you with the most up-to-date address we have, but we will be asking you to trace families if they move address.

As we explain in **Chapter 7**, the ECS is set up to deal with our complex sample composition, and with changes in household composition.

Less common and/or sensitive scenarios

As discussed above, there are a number of family situations we may encounter, including two-parent and one-parent households, and parents living separately from each other. Where parents are living apart from each other, whether this is a change since the birth registration or not, this may be sensitive as there may have been a (recent) relationship break-up. However, in many families, the parents may be in a couple-relationship with each other even though they live apart.

The section above also covered the situation where parents living separately may have new co-residential partners, and these partners may be eligible for interview. However, we expect this to apply in only around 1%-2% of families. Where one parent has a new co-residential partner, this may be sensitive with the child's other parent, and may not be known by them.

Please use discretion when approaching parents who live apart from babies (often babies' fathers) as there is a risk that they have not disclosed that they have a baby to other people in their household.

In addition, there are a number of other scenarios that you are unlikely to come across very often (if at all) but may be sensitive; the table below explains how to deal with these situations. If you come across these or other sensitive situations and you are unsure how to proceed, please contact Head Office.

Less common / potentially sensitive scenarios and how to handle them in the field

Scenario	Details
Changes in legal parental status	<p>In some cases, neither parent listed on the sample may now have legal parental responsibility for their child. We can only complete the screener with one of named parents from our sample, so if we find a situation where the named parents are no longer the legal guardians of the baby, we will not proceed with an interview. If the actual legal guardian is present/known and keen to take part, you will need to make a note of this in your ECS and contact the office.</p>
Same-sex parents	<p>Depending on the circumstance (gender, marital status, surrogacy, legal agreements⁴), one of a same-sex parent couple may not be listed on the birth registration. However, even if they are not yet listed on the birth registration, they should be considered a parent and will be eligible for PI or AI interview as the partner of the named parent.</p> <p>If neither of a same-sex couple is listed on the sample, but now have legal responsibility for the baby, then you would need to contact the office so that we can update the sample so that you can interview them.</p>
Babies conceived using egg/ sperm donations	<p>The parents/legal guardians named on our sample are eligible for the interview, regardless of whether they used sperm and/or egg donations to conceive. There are some questions about conception in the study that may be more sensitive for some parents. For parents involved in the saliva study, we are only collecting saliva samples from biological parents, so some parents will not be eligible - the CAPI will take you through the process of checking each parent's eligibility.</p>
Surrogacy	<p>Where babies are born using surrogacy arrangements (where a surrogate mother carries pregnancy), the surrogate is initially on the birth registration as mother (and if married, their spouse is listed as the father), and though those who will raise the child ('intended parents') need to apply for parental orders within 6 months of birth, the process of changing the birth registration can take anywhere from 3-12 months. If you find the surrogate mother is not resident with the baby and is not considered a 'parent' then the surrogate mother is not eligible for interview. Do not ask for details or try to trace the parents in this situation. If the surrogate is willing to provide details for the new parents, please make a note of the details in your ECS and contact the office.</p>
Other living arrangements	<p>Where parents have other living arrangements – for example, same-sex parents and baby's other biological parents living together, or a surrogate living with the babies' intended parents and co-parenting – you will be asked to work with the named parent you make contact with to identify who is best placed to take part in the PI and AI interviews. We are only allowing two interviews per household.</p>

⁴ <https://www.gov.uk/register-birth/who-can-register-a-birth>

Scenario	Details
Adoptions	<p>The sampling frame has not been run through adoption registries (where adoptive parents' names would be provided). This means that we will not have adoptive parents on the sample.</p> <p>Babies in the process of adoption prior to the sample being selected will not be included in the sample. Babies who are going through adoption after the sample was selected will not have been identified, so there are particular sensitivities around approaching birth parents of babies who are in the process of adoption. Where you find out that the baby has been or is in the process of being adopted, please approach this sensitively with the family, make a note in your ECS and contact the office.</p>
Maternal, paternal or infant deaths	<p>Where known prior to the sample being selected, families where the mother has died, or the baby has died (or where one baby of multiples has died) will not be included in the issued sample file. There are a very small number of cases where it is possible that one baby of a multiple birth has died (but it is not clear if this is the case or not). We have put a note against these cases so that you are aware that there may be sensitivities.</p> <p>Families where the father has died, have not been screened out and may still be included in the sample.</p> <p>Where you find out that a baby has died, for singleton births this will mean that the family is no longer eligible, and no interviews will take place. Where some but not all of the babies in a multiple birth have died, the family can still take part if they would like to, however please treat this situation very sensitively and do not pressure the family to take part.</p> <p>Where the mother or father have died, the other parent can still take part. However, please treat this situation very sensitively and do not pressure the other parent to take part.</p>
Foster parents	<p>We will not be able to obtain information or addresses for foster parents on the sample frame, and their legal authority is more restricted as that they do not have legal parental responsibility. We will not have foster parents on the sample, and foster parents won't usually be eligible for interview as they don't have legal parental responsibility. If you find out the baby has been fostered, please approach sensitively with the family, record this in your ECS and contact the office.</p>
Grandparent/ kinship carers	<p>Grandparents and kinship carers who are not legal guardians (i.e., who do not have legal parental responsibility) are not eligible for Primary Informant/ Additional Informant interviews. They should not appear on the sample. However, it is possible that some grandparents or kinship carers may be legal guardians through a special guardianship order. If you find this situation and the kinship carers are keen to be interviewed, you will need to contact the office.</p>

Summary of key points

Key learning

- Mothers and fathers are treated individually: each parent we have contact details for will be sent their own notification letter and invitation letter, and parents are each able to take their own decision about whether or not to take part.
- Our sample is based on the details provided by parents when they registered their child's birth, linked to their NHS/PHS maternity records. In England and Wales, the sample was provided by NHS England and in Scotland the sample was provided by Public Health Scotland and the National Records of Scotland.
- Babies in our sample were born in **November/December 2022**, and will be around 9-10 months old when you first start to contact their parents.
- For each baby, our sample includes up to two parents and up to two addresses. Those parents listed at separate addresses may have moved in together by the time of fieldwork; or parents listed at the same address may now live separately. During fieldwork, you may find new addresses when the two parents live apart and you can use the second address in the ECS provided for each baby to follow up these other parents.
- Your role is to attempt to interview each of the named parents on the sample and, where applicable, partners they live with, in all of the sampled households in your assignment.
- The chapter gives advice on how to handle a number of less common but sensitive circumstances – such as adoptions and surrogacy – and how to proceed when you encounter them.

3. Making contact and setting up interview appointments

Materials needed:

Title	Ref No.
Laminated version of Invitation letter 'You're invited to be part of Generation New Era'	L02EG
Study guide information booklet 'Be part of Generation New Era' (standard version B01S with teal cover/ saliva version B01B with purple cover)	B01S/ B01B
Contact card	C09
Saliva sample information leaflet 'Be part of research about genes'	F02
Police letter	n/a
Health screener laminate	n/a
Appointment card	C03
Calling card	C02
Language card	C01
Occupier letter	L07
New address invitation letter	L02G
Additional informant letter	L09

This chapter describes the procedures for making contact at your sampled addresses and contacting any 'new' addresses you find that are not listed on the sample, but which will form part of your assignment.

More details about how best to engage parents and secure participation are described in the following chapter.

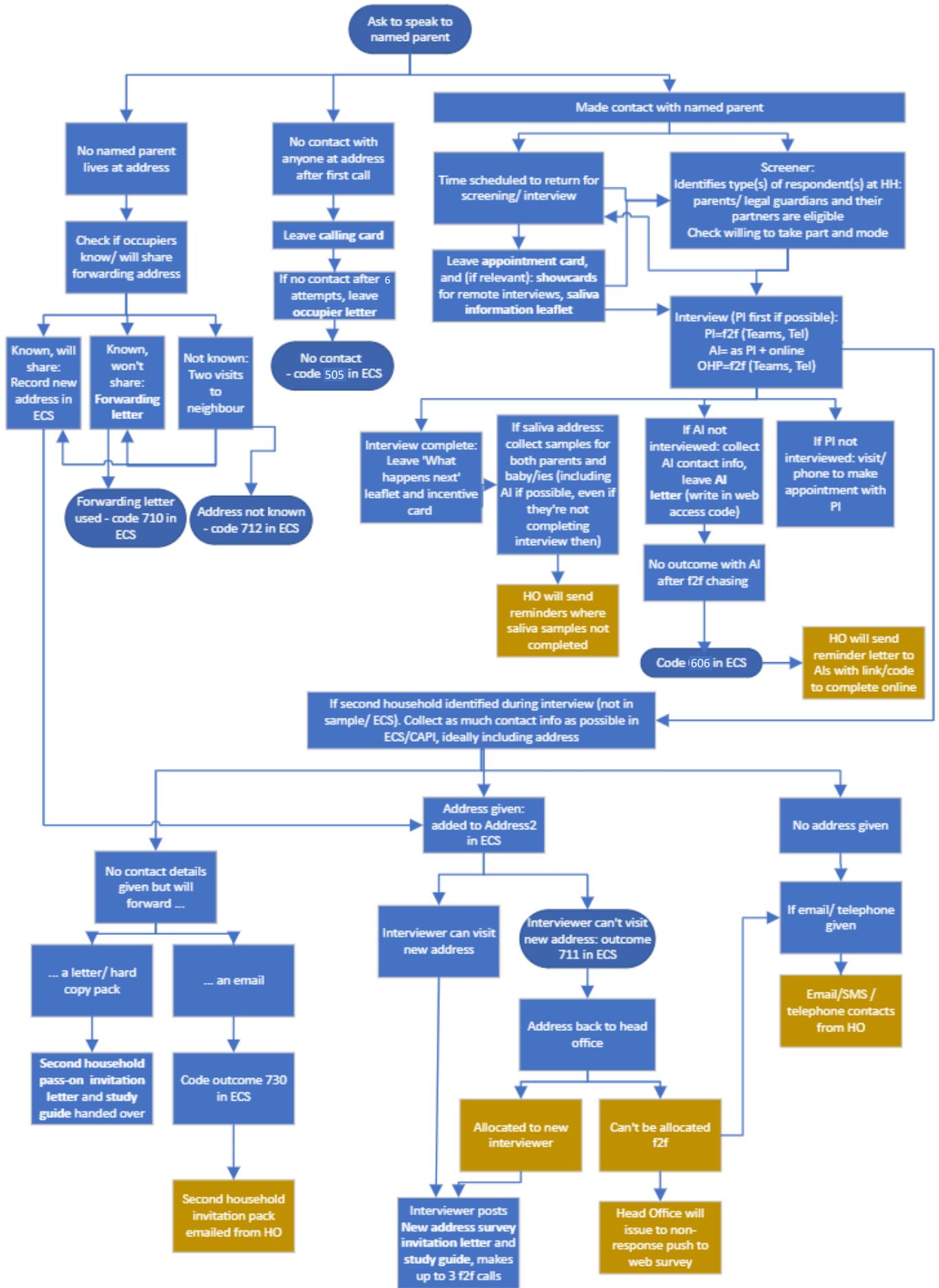
Overview of the contact procedure

The diagram below gives an overview of the contact procedures in the field. The **blue boxes** indicate tasks that are carried out by **interviewers**, and the **orange boxes** relate to tasks that are carried out at **Head Office**.

As an overview, for each household/address in your assignment, we'd like you to:

- **Send the invitation mailing** which includes the invitation letter (one for each parent) and study guide information booklet (one for each household).

- **Make contact with a named parent at each address to complete the screening**, which identifies what types of participants are available for interview at the address/household (PI, AI, OHP, AIOHP).
- **Where you can't make contact**, we have provided you with calling cards and occupier letters. Each of these materials are explained below.
- **Where the named parents have moved**, we have provided you with forwarding letters to try to make contact/trace the named parents. Tracing steps are explained below or in the Tracing mover's chapter (Chapter 5).
- **When you've completed the screener, please set up an appointment** to interview each eligible informant. Please leave an appointment card to confirm – these cards also provide details for those who are doing remote interviews by telephone or Teams (in those instances, please check whether participants can access showcards online or whether they'll need a set of showcards – you have spares in your pack). If it's an address selected for saliva collection, please leave the saliva information leaflet when you're making the appointment.
- **Where there are two eligible informants at the same address/household, we'd like you to make efforts to contact and interview both of them in person**, using whatever contact details you have or are able to collect for them. Try to meet the other parent in person during your visit to do the screener or to interview one parent or obtain their contact details from the parent you make contact with. For additional informants, you can leave them with an additional AI letter if you are unable to make contact with them and/or if the AI has indicated they'd prefer to do a web interview (the letter includes a link to the web version of the survey).
- **If you find a new address during fieldwork for one or both of the parents** – for example, when a family have moved or you find 'new' OHPs that were not on our original sample - you have 'new address invitation letters' and spare (standard) study guides to send to parent(s) at these new addresses, if they are in your area. If the parent you are in contact with knows where the other parent lives but won't share the address, you can ask them to pass on a "Letter to be passed onto other parent" (L10) which provides an access code for that parent to do the interview online.



Before the face-to-face visit

Notification letter

Every named mother and father on our sample was sent a notification letter by Head Office early in July. These were sent separately in different envelopes, including where two parents were named at the same address.

This letter:

- Explains to participants that their family has the opportunity to be part of an important new study, called Generation New Era.
- Explains to participants how their family has been chosen, where we have got their details from and why the study is important.
- Provides a brief description of what taking part involves, including the length of the interview and the incentive amount they'll receive for taking part.
- Allows participants to opt out of the study if they wish, before we make any further contact with them.
- Explains that they will receive more information about the study soon followed by an interviewer visit, and that they don't need to decide before then whether or not they want to take part.

This letter is available on the study website in English and in translation. Participants in Wales were sent this letter in both English and Welsh. In Wales, the letter is co-signed by the study co-director at Swansea University, and in Scotland by the co-director at the University of Edinburgh, alongside the UK study director at UCL. Large print and plain text versions are also available on request.

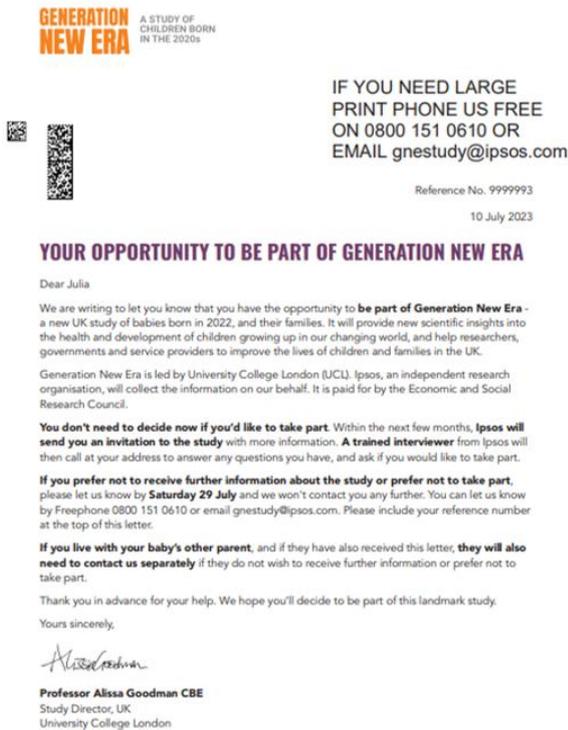
A key difference between this and similar letters that we've sent on other projects is that **we have written to each parent individually**, including where there are two parents listed at the same address and where different parents are listed at different addresses.

The letter explains: "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". When parents contact us to opt out of the study, we remind them that we will still visit their address to speak with their partner if they do not tell us otherwise.

We have included information on the Contact Info page on your ECS so you can see if one parent at an address has opted out – in these instances, you'll be asking to speak to the other parent to see if they're willing to complete the screener and interview. We also provide a note at the beginning of the screener to remind you that one parent has opted out, so that you will only be seeking one interview at that address.

During this notification period, the study website (gnestudy.info) and the Generation New Era Instagram account (@gnestudy) has been 'live', so potential participants may have taken the opportunity to find out more about the study.

Example of notification letter (excluding name/address)



What will 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. **Taking part is completely up to you.** As a thank you for their time, each parent will receive a **£10 voucher**. We would also like to speak to you again as your child gets older. We hope to invite you to take part every few years. **It will always be up to you to decide whether you want to take part.**

Interviews can be done in languages other than English. This letter, and other study information, is available in other languages on the study website: gnestudy.info.

How was I chosen for this study?

Firstly, the study only includes babies born in November and December 2022. Secondly, only 250 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 England, who provided your name, address and additional information about you and your baby.

The families selected for the study reflect the diversity of families within England and across the UK as a whole. Each family chosen for this study is unique and we can't replace you with anyone else.

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

To help us build a full picture of each child's life, we want to include 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.

If you prefer that we do not make any further contact with your child's other parent or if you have any concerns about this, please contact us at 0800 151 0610 or gnestudy@ipsos.com.

Your confidentiality

The information you give the study will be kept completely confidential and used for research purposes only. 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 receive information from birth records in order to contact you from the NHS Health Research Authority's Confidentiality Advisory Group and NHS England's Independent Group Advising on the Release of Data. This has been granted following a careful review of the information the study will collect, and how we will ensure that your data and privacy are protected. Full details about how we will look after your information, including what happens to your information if you decide not to take part, are in the **Privacy Notice** on the study website gnestudy.info/privacy.

Please turn over →



Invitation mailing

You will need to post your invitation mailings 3-4 days before you start to visit your addresses. The mailing includes personalised invitation letters for each parent enclosed in separate envelopes, one study guide information booklet for the household in the outer envelope, and (for some addresses) an incentive of £5 in cash or a bib for their baby.

- For addresses receiving cash, we have enclosed a £5 note for each parent at two-parent households in the envelope containing their invitation letter.
- For addresses receiving bibs, we will enclose one bib per household.

We are also providing you with 'contact cards' (C09) that include spaces for you to write your name and mobile number at your discretion, to enclose with the invitation mailing. We found in our pre-testing qualitative work that parents were very keen to have these details in advance of a face-to-face visit and liked the option of being able to contact their interviewer to arrange a convenient time for a visit. If you want to, you may write a note on the invitation letter to say you are looking forward to speaking to them, but whether or not you do is entirely at your discretion.

The main purpose of this mailing is to provide full information to parents in order for them to take decide whether or not to take part, and to tell them that an interviewer will call at their address in the coming days to ask them about this. For families eligible for the saliva sample, this will be mentioned for the first time in the invitation letter (this was not mentioned in the notification letter).

You will have **one laminated copy of the invitation letter** included in the invitation mailing (without mention of specific incentive amounts) **and copies of the study guide** to show on the doorstep if useful. We also provide spare copies of a generic version of the invitation letter to use at new addresses - 'new address invitation letter'. The generic version of the letter includes similar information about the study as the letter we mailed to each address but does not specify things like advance incentives and the post-interview incentive amount, which varies for each address. It is also designed to be suitable for addresses obtained from the baby's other parent, as well as original sample households/addresses. This generic invitation letter and study guide are available on the participant study website in English and in translation.

Participants in Wales were sent the letter in both English and Welsh, and the study guide is also available to participants in Welsh on request. In Wales, the letter is co-signed by the study co-director at Swansea University, and in Scotland by the co-director at the University of Edinburgh, alongside the UK study director at UCL. Large print and plain text versions are also available on request.

There are two versions of the study guide: the standard study guide which most addresses will receive has a teal cover, while the guide with the purple cover also includes some information about the saliva collection for those families selected for this element. Each invitation mailing will include the correct guide, so please make sure you don't change the contents of each mailing pack. Only the standard study guide is available on the participant website.

The study guide explains more about the study. It also directs participants to the website for further information.

Image of the invitation letter for a study member receiving £5 advance incentive, £10 post-interview incentive, and included in the saliva collection study




IF YOU NEED LARGE PRINT PHONE US FREE ON 0800 151 0610 OR EMAIL gnestudy@ipsos.com

Reference No. 1071518
September 2023

YOU'RE INVITED TO BE PART OF GENERATION NEW ERA

Dear Monsurat

We are writing to invite you to **be part of Generation New Era** - a groundbreaking new study of several thousand babies born in 2022, and their families. You may remember receiving a letter from us a few months ago.

Generation New Era will be the first UK-wide study of its kind for over 20 years. It aims to follow the lives of this one-of-a-kind generation as they grow up in our changing world. By providing vital new insights into the health and development of children, Generation New Era will help researchers, governments and service providers to improve the lives of children and families in the UK.

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

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

We've enclosed a **booklet** which is your guide to the study **and a £5 gift for you**.

Generation New Era is led by the Centre for Longitudinal Studies at University College London. 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?

We want to hear from mothers and fathers to help build a full picture of each child's life. We will invite one parent, usually whoever spends most time with the baby, to complete a 60-minute interview in person with the interviewer, and the other parent to complete a separate 30-40 minute interview, which can be done in person or online. The interview involves answering some questions about yourself and your baby.

We'd like to include mothers or fathers who live apart from their child's other parent, whatever involvement they have with their baby. We will use information from birth records, if available, to invite each parent to take part. If you prefer that we do not make any further contact with your child's other parent or if you have any concerns about this, please contact us using the contact details at the end of this letter.

Please turn over →

As a thank you for your time, each parent interviewed will receive a **£10 voucher**. Interviews can be done in languages other than English.

We would also like to ask to take a saliva sample from you and your baby to add genetic information to the study. If you would prefer not to do this, you can still take part in the study.

Taking part is completely up to you. We hope that you will decide to take part in this important research and that you will enjoy the interview.

We hope to invite you to take part every few years to find out how your child is getting on as they get older. It will always be up to you to decide whether you want to take part.

What happens next?

A trained interviewer from Ipsos will call at your address in the coming days to find out if you'd like to take part. They'll be happy to answer any questions you may have. If you're out or it's not convenient, the interviewer will come back at a better time. If you decide to take part, the interviewer will arrange a day and time for the interview that works best for you.

As we only have your name and address, the interviewer is not able to email or text you. However, if you would like to contact your interviewer before they call at your address, you can do this by text or phone using their mobile number, if they've included this on the card enclosed with this letter.

The interviewer will carry an identification card with their photograph.

If you prefer not to take part, please let us know using the contact details at the end of this letter - we'll let the interviewer know and we won't contact you any further.

Any questions?

To find out more about the study, please visit: gnestudy.info, or you can contact the study team at Ipsos directly on:

- Email: gnestudy@ipsos.com
- Freephone: 0800 151 0610
- Freepost IPSOS GNE STUDY

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

Yours sincerely,



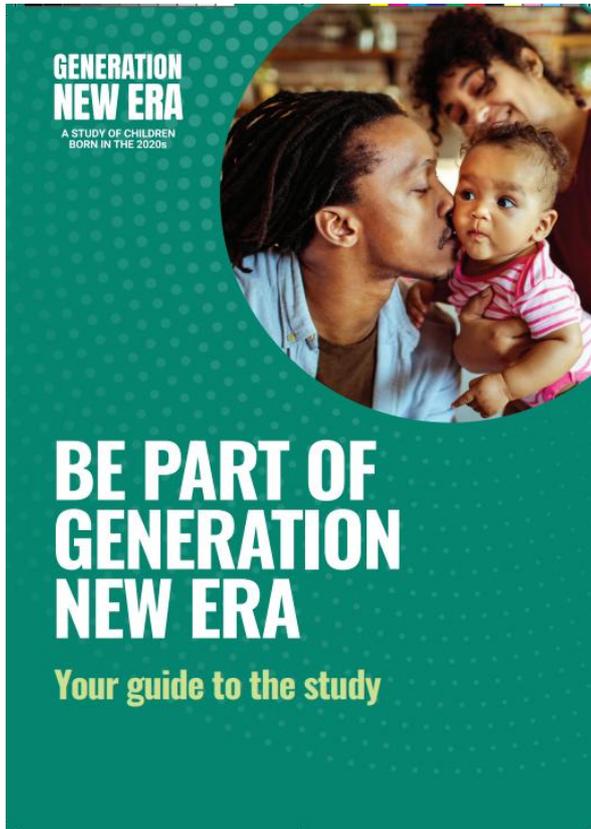
Professor Alissa Goodman CBE
Study Director, UK
University College London



 gnestudy@ipsos.com
 0800 151 0610
 gnestudy.info
 [@gnestudy](https://twitter.com/gnestudy)
 Freepost
IPSOS GNE STUDY

1025

Image of the standard (teal cover) study guide



You may find a new address during fieldwork that is in your area, and which you will pursue. In these cases, the parent(s) living at the new address may not have received the mailings or be aware of the survey, so please use the spare materials in your pack to make up an invitation mailing pack. There is more information on this later in this chapter (see section, Contacting 'new'/non-sample addresses using the new address invitation letter).

Preparing for the face-to-face visit

Informing the police

Please follow standard practice by informing your local police station that you are interviewing in the local area. You have been provided with a letter in your work pack for doing this.

Copies of materials

You have been provided with spare copies of materials to use on the doorstep:

- Invitation letter (laminated)
- Study guide booklet (for those working in saliva sample points, you have spares of both the standard study guide (teal covers) and the saliva version of the study guide (purple covers) so please make sure you're referring to the correct version at each address)

Health screening

You have a laminate of the Health Screening question that we will ask all participants to answer before entering their homes, on any and every occasion you are entering their home. The screening is a way to check that you and the participant are comfortable with proceeding to an in-home interview.

Can you confirm that you feel well enough to be interviewed today? By this I mean that you have no concerns about any illnesses within the household.

- No concerns raised, and I will proceed to interviewing in home
- Concerns raised, but I am happy to continue to interview inside the participant’s home
- Alternative mode offered as I/participant not willing to interview inside the participant’s home

Appointment cards

You have a supply of appointment cards in your pack. Please leave these to confirm your appointments – the cards include our freephone helpline number, and if any messages are received on the helpline about the appointment, we’ll pass them on to you as soon as possible.

If you have scheduled a telephone or Teams interview, please check whether the participant needs a set of showcards (a link to the showcards is included on the appointment card, but if participants cannot access this during the interview, you also have a few sets of showcards to leave). If you are going to do a Teams interview, please leave the instruction card for the Teams interviews with the participant.

Image of front and reverse of appointment card



Generation New Era Survey

Thank you for agreeing to take part in this survey.

I confirm that I have arranged to interview you

at: on

If you need to rearrange this appointment, please contact me on the number below:

My name:

Contact number:

Before our interview, it would be helpful if you could read the leaflet provided.

As a thank you for your time, you will receive a voucher.



If you are **joining a Microsoft Teams appointment** from a phone, PC or tablet please see the **Instructions for joining a MS Teams Interview** that your interviewer gave you.



For telephone interviews please access the showcards here:
<https://ipsos.uk/gneshowcards>



If you would like to contact Ipsos’ Head Office, you can reach us on Freephone 0800 151 0610 or gnestudy@ipsos.com



For any addresses involved in the **saliva collection**, please leave the **Saliva information leaflet 'Be Part of Research About Genes'** along with the appointment card (see **Chapter 10** on the Saliva Collection for more information on this).

Calling cards (C02)

Error! Reference source not found.At an address you can leave a calling card letting the household know that you have attempted to make contact. This calling card emphasises the importance of the survey, and also allows you to write in your name and number, so that the participant can call you directly to make an appointment at a suitable time, rather than risk further non-contacts. If there are two named parents at the address, please address this to both parents. You can leave this at any point, but you must leave it after three visits to the address.



Date Ref:.....

Dear.....

Earlier today I called to speak to you and your family about the Generation New Era study. You were out when I called but I will try again in the next few days. If you would prefer to contact me to make an appointment or if you have any questions about the study, please call [me](#)

on

Alternatively, you can leave a message on Freephone **0800 151 0610** quoting the reference number above.

Interviewer:

C02

21-034261-01

Calling patterns and making interview appointments

You are required to make a minimum of **six face-to-face calls** for all the sampled addresses you have been provided with in your ECS at the start of fieldwork. And you are encouraged to call at non-contacted households/addresses whenever you are in the area, such as on days you have a scheduled appointment to interview at another household/address nearby.

Please also remember to vary the time of day in which you make your calls, see the table below for a summary of the standard call pattern for this survey. We discuss the best timings for calls in **Chapter 4** on **"Securing participation and engagement"**

Minimum number of visits:	6 visits
Time of visits:	<ul style="list-style-type: none"> - At least 1 attempt must be made on a weekday evening defined for this survey as being between 5pm and 9pm* - At least 1 attempt must be made on a weekend defined as Saturday and Sunday - At least 1 further evening or weekend call <p>* Please be careful when calling at late hours. Nine-month-old babies and/or others may be asleep, and you can risk upsetting the participants.</p>
Time between first and last first visit:	At least 2 weeks between the first and last call

In addition to the requirement to make at least six calls to contact the named parents, if you have achieved an interview with the PI/OHP and there is still an AI interview needed at that address, please **make at least one additional face-to-face visit to try to make contact with the AI.**

If you interview the AI first, and still need to interview the PI or OHP, then **please make up to two additional calls to try to contact and interview the PI/OHP.**

Language card

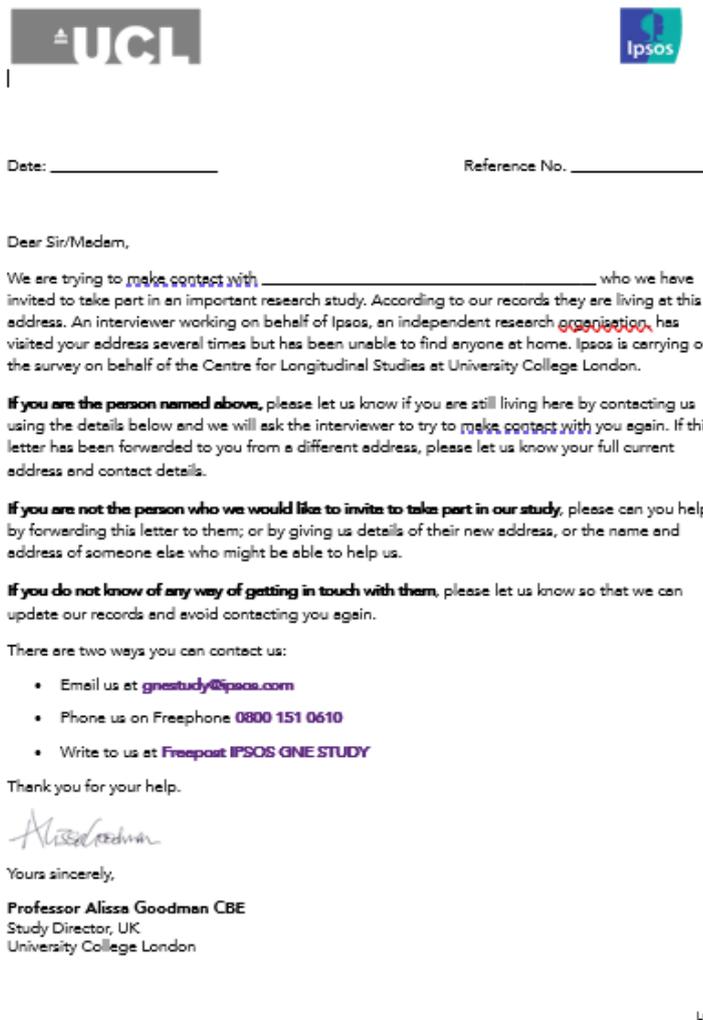
You have a standard laminated language card in your pack, to help identify the language(s) spoken in a household where English is not spoken.

Occupier letter

If you have made no contact with anyone at the address and plan **no more call attempts, leave the occupier letter.** To use the occupier letter:

- Fill in the date, reference number and the parent/parents' name at the top of the letter.
- Put the letter into the blank C5 envelope, seal it, write 'To the occupier' on the outside and leave it at the household. You may alternatively put occupier letters in the post – follow the procedure above but write the full address on the blank C5 envelope as well as 'To the occupier'.
- This should be used at all addresses you are approaching (whether on the original sample or new addresses) where you are unable to make any contact after the requisite number of calls (at least 6 for original addresses and at least 3 for new addresses).

Image of the occupier letter



Date: _____ Reference No. _____

Dear Sir/Madam,

We are trying to **make contact with** _____ who we have invited to take part in an important research study. According to our records they are living at this address. An interviewer working on behalf of Ipsos, an independent research **organisation**, has visited your address several times but has been unable to find anyone at home. Ipsos is carrying out the survey on behalf of the Centre for Longitudinal Studies at University College London.

If you are the person named above, please let us know if you are still living here by contacting us using the details below and we will ask the interviewer to try to **make contact with** you again. If this letter has been forwarded to you from a different address, please let us know your full current address and contact details.

If you are not the person who we would like to invite to take part in our study, please can you help by forwarding this letter to them; or by giving us details of their new address, or the name and address of someone else who might be able to help us.

If you do not know of any way of getting in touch with them, please let us know so that we can update our records and avoid contacting you again.

There are two ways you can contact us:

- Email us at gonestudy@ipsos.com
- Phone us on Freephone **0800 151 0610**
- Write to us at **Freepost IPSOS GNE STUDY**

Thank you for your help.



Yours sincerely,

Professor Alissa Goodman CBE
Study Director, UK
University College London

L07

Contacting 'new'/non-sample addresses using the new address invitation letter

During fieldwork you may find a **new address** that you need to visit:

1. The family you are visiting may have all moved – so that none of the named parents live at the address you have been given. In this situation we would like you to try to find a new address for the family (the named parent(s)). We provide more information on the tracing steps in **Chapter 5**.
2. You may find that at an address where two parents are named, one of them has moved out. In this situation we would like you to try to interview the parent that still lives there and try to find

a new address for the other parent (this will be asked for in the interview). In this situation you will use the **blank address serial 2** for that address.

- Where we only have the mother listed on the birth record, if appropriate, we will ask her during the interview if she can provide an **address for the other parent**. Again, in this situation **address serial 2** will be used for this new address.

If a new address that you find is **within 15 miles** of the original sample address, or closer to where you live than the original sample address, we would like you to add the address to your assignment. (If the address is too far away from your other addresses for you to cover it, please code 711 in ECS and we'll ask you to return the case materials to Head Office for reallocation to another interviewer.).

The parent/s living at this 'new' address may be unaware of the study if they have not received the notification letter and invitation mailing. Where you are working a new address (either one that you have found or that has been reallocated to you), please send or deliver the 'New address invitation letter' (LG02) which is a generic copy of the invitation letter and a copy of the standard (teal cover) study guide. You will need to write in the parent(s) name(s), their reference number and the date. Ideally, please also include the contact card with your details.

Invitation letter to use for new addresses (LG02)

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

Date: _____ Reference number: _____

YOU'RE INVITED TO BE PART OF GENERATION NEW ERA

Dear _____

We are writing to invite you to be part of **Generation New Era** - a groundbreaking new study of several thousand babies born in 2022, and their families. It will provide vital scientific insights into the health and development of children growing up in our changing world, and help researchers, governments and service providers improve the lives of children and families in the UK.

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

How was I chosen for this study?

Your family was chosen at random from records of births held by NHS England for England and Wales, or the National Records of Scotland and Public Health Scotland. These organisations provided names, addresses and additional information for each family. This has been approved by special committees to allow this.

The families selected for the study reflect the diversity of families across the UK. Each family chosen for the study is unique and we can't replace you with anyone else.

Where we have both parents' names and addresses from birth records, we wrote to each parent separately to invite them to take part. Where parents are living apart from each other, we also ask each parent for the other parent's contact details to make sure they have the chance to take part.

What does taking part involve?

We want to include fathers and mothers as both are important in children's lives. This includes mothers or fathers who live apart from their child's other parent, whatever involvement they have with their baby. **We would like to hear from you about yourself and your baby. By sharing your experiences, you'll help us build a full picture of your child's life.**

The survey takes 30-60 minutes to complete, and you will receive a **voucher** as a thank you for completing it. We've enclosed a booklet which is your guide to the study.

Each parent will be interviewed separately. Your baby does not need to be present.

Your participation and survey responses will be kept completely confidential. If you live apart from your child's other parent, this means we will not tell them any information you provide or about your circumstances. Full details about how we will look after your information are in the Privacy Notice on the study website: gnestudy.info/privacy.

Please turn over →

Taking part is completely up to you. We hope that you will decide to be part of this important research and that you will enjoy the interview.

We hope to invite you to take part every few years to find out how your child is getting on as they get older. It will always be up to you to decide whether you want to take part.

What happens next?

A trained interviewer from Ipsos will call at your address in the coming days to find out if you'd like to take part. They'll be happy to answer any questions you may have. If you're out or it's not convenient, the interviewer will come back at a better time. If you decide to take part, the interviewer will arrange a day and time for the interview that works best for you.

The interviewer will carry an identification card with their photograph.

If you prefer not to take part, please let us know using the contact details at the end of this letter - we'll let the interviewer know and we won't contact you any further.

Any questions?

To find out more about the study, please visit: gnestudy.info, or you can contact the study team at Ipsos directly on:

- Email: gnestudy@ipsos.com
- Freephone: 0800 151 0610
- Freepost IPSOS GNE STUDY

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

Yours sincerely,

Professor Alison Goodman
Professor Alison Goodman CBE
 Study Director, UK
 University College London

UCL

gnestudy@ipsos.com 0800 151 0610 gnestudy.info @gnestudy Freepost Ipsos GNE Study

Please send one mailing per new address, addressing the letter to both parents if appropriate (i.e. as far as you know both parents moved together). For these new addresses, you should send the invitation mailing and attempt to contact the parent(s) as normal. Please ensure that you allow 3-4 days before you make contact with the parent(s) after sending the invitation mailing to ensure they have had enough time to receive and read the information.

Please aim to make **at least 3 visits** at these 'new' addresses to attempt contact.

Additional informant letter

The Additional Informant (AI) letter provides some details about the study and asks the AI to either contact you or complete the survey on the web. You will need to complete the relevant details before placing this letter: your name and number and the unique access code for the AI web survey that is provided in ECS.

The main purpose of this letter is as a tool to help you to obtain an interview with the AI, either an **in-person interview or an online interview**, and to provide the login details for the online survey. Please use your judgement in placing this letter; as we explain in Chapter 5, we advise that you **first attempt** to contact the AI **face-to-face** and by telephone to make contact and interview them in person. However, AIs can also take part **online**.

We suggest the AI letter should be left:

- If you've spoken to the AI and they have **agreed to complete the web survey** – the letter provides the login details for the survey and **you need to write in their unique access code**.
- If you have **not made contact with the AI** by the time you have conducted your visit to interview the PI/OHP.
- As a way of **reminding** the AI to take part in the study if you have made several visits/phone calls to remind them.

If you leave this letter, you must write in their name, reference number, the web survey access code and the incentive they will get for completing it (access code and incentive amount are found in the contact details part of the ECS).

Image of the additional informant invitation letter



WE NEED YOUR HELP WITH GENERATION NEW ERA

Reference number: _____

Dear _____

We are writing to ask you to be part of Generation New Era – by completing an interview about yourself and your baby.

Generation New Era is an important new study which aims to follow the lives of several thousand babies born in 2022, as they grow up in our changing world. Your family has the opportunity to be part of this groundbreaking scientific research, that will benefit the lives of families and children for many years to come.

We want to hear from fathers and mothers as both are important in children's lives. Each parent has a unique influence on, and relationship with, their child. **By sharing your experiences, you'll help us build a full picture of your child's life.**

Contact your interviewer or take part online

You can **get in touch with your interviewer** to arrange a day and time that works for you to do the interview, or **you can complete the survey online**.

Your interviewer is _____ and their number is _____

To complete online, go to <https://ipsos.uk/GNE> and use this access code: _____

If we don't hear from you, your interviewer will call again at your home in a few days to see if they can speak to you then.

The survey will take around 30 minutes to complete. **Taking part is completely up to you.** As a thank you for your time, you will be given a **£_____ voucher**.

Any questions?

To find out more about the study, please visit: gnestudy.info, or contact Ipsos using the contact details below. Thank you for your help. We hope that you will be willing to help with this landmark study and that you will enjoy taking part.

Yours sincerely,

Professor Alissa Goodman CBE
Study Director, UK
University College London



gnestudy@ipsos.com
 0800 151 0610
 gnestudy.info
 @gnestudy
 Freepost Ipsos GNE Study

L09

Summary of key points

Key learning

- This chapter has given an overview of the contact procedures we will use in field to contact parents and the materials you have been given to help in making contact.
- The chapter explains what materials you should use (a) to trace / contact households when you are struggling to make contact with the named parents at the sampled address, (b) when setting up appointments, and (c) when attempting to secure interviews with the second parent in a household, after you have interviewed the first parent.
- The chapter also gives an overview of the materials you can send when (a) you trace parents to a new address, or (b) you find a new address for one of the parents.

4. Securing participation and engagement

As interviewers specially selected to work on this important study, it is vital that you use your skills and expertise to secure the participation of mothers and fathers invited to take part. Below we share some advice and guidance based on qualitative work we have done with families of young children on how to engage participants in this research. It is important to encourage participants to feel that the benefits of taking part (e.g. to their children, them personally, their family, or community) outweigh any costs (e.g. time or inconvenience). In addition, it's important for you to provide information and reassurance in relation to any queries or concerns that they may have, and foster a sense of trust and good will, so they will be happy to participate in the future. Each participant is different, and it is important that you tailor your interactions to highlight the features of the study that are likely to be motivating to and salient for different individuals.

We have explained in **Chapter 3** the materials and steps you should use before visiting each address. In this section we will include more guidance and ideas about how you can persuade mothers and fathers of the benefit of the study, take practical steps to overcome any barriers they may face to taking part, and help to instil a sense of trust in the research.

Invitation mailing

One of your first tasks will be to send the invitation mailing – ideally so that it arrives a day or two before you initially attempt to make contact with the named parent or parents. We have given you the option to include your name and mobile number with the invitation mailing on the **'Contact cards'** supplied – when we did some qualitative research about Generation New Era, participants really wanted to know their interviewer's name up-front because it gave them a greater sense of control over being contacted about the study. So, supplying your name and number could really help you on the doorstep. Some qualitative participants did not like the idea of being contacted 'out of the blue', so make sure you refer to the invitation mailing when you first make contact. You may also find that you are contacted by parents by text or mobile phone so please be prepared for this, and where possible try to avoid refusals by text or phone: try to arrange to visit the parent to speak to them in person if you are able to.

Introducing the study on the doorstep

It is important to talk to the **named parent**, or one of the named parents. You should **ask for them by name on the doorstep**. **Do not disclose the nature of the study to others in the household** – you can say to others that you are an interviewer from Ipsos and want to speak to them about an important research study that we wrote to them about recently. In particular, be careful when visiting an address/household

where only the father is living (as it is possible - although rare - that the others he lives with may not know he is the father of a child).

Key things to communicate on the doorstep to the named parents include that:

- You are from Ipsos, the independent research organisation helping UCL (and Swansea University in Wales and the University of Edinburgh in Scotland) on this study. Remember to show your ID.
- We recently wrote to them to invite them to take part in Generation New Era, an important study of babies born in 2022. You are happy to explain more about the study in case they missed the invitation letter and information booklet and/or did not read it and/or did not receive it. You may wish to show your laminated copy of the letter and the study guide that they have been sent. You can also refer them to the website and Instagram account to learn more about the study.
- As a token of appreciation for taking part in the interview, they will get a voucher for £10 or £20 per person interviewed. **Please check the ECS so you know the value of the incentive applicable for each household.** Some households will have also received a token of appreciation in the invitation letter (either a £5 note for each parent or a baby bib - again this is listed in the ECS so you can also mention this if this applies).

This study will help provide new insights into the health and development of children. Generation New Era will help researchers, governments and service providers improve the lives of children and families in the UK. Some points you may want to refer to are listed below.

- The research is being led by **University College London (UCL)** (and Swansea University in Wales and the University of Edinburgh in Scotland), with Ipsos, the independent research organisation collecting the data. Mentioning the involvement of the local universities in Wales and Scotland may help engagement in those countries.
- You would like to arrange an appointment to carry out an interview with them **in their home and with their baby's other parent if they live here also.**
- Ideally do the **'screener' at this visit** (it is short, so you can do it on the doorstep) so that you know which interviews you will need to do and how long they will last.
- If they are a parent who sees their baby less frequently or not at all, we still definitely want to interview them to understand how parents and their characteristics relate to how children develop. All fathers and mothers are important to this research regardless of living arrangements, relationship between parents or level of involvement.
- All interviews will be **completely confidential** and will not affect any benefits received or child maintenance paid or received.
- The information is collected and used for **research purposes only**. Reporting will be based on overall findings and participants will not be identified.

- Encourage a positive response by asking questions that will generate a 'YES' – e.g. "Is this ... address?", "Do you live here?"
- Fill out and leave the **appointment card** when making an appointment.
- **Back off** before an outright refusal
- Show confidence on the doorstep - assume that they will say yes!

Some participants will be concerned about where we have got their details from and how we know their child's name. **Chapter 2** provides information on where the sample came from - their family was chosen at random from records of births held by NHS England who hold the data for England and Wales or the National Records of Scotland and Public Health Scotland. Full information on what information was provided and the approvals and legal basis for this is explained in the 'looking after your information' section of the website, including the study's privacy notice. Please read these and the Q&A about this on the study website so you are able to answer questions on the doorstep.

Arranging appointments

You may find that participants have hectic lives, and are busy, tired etc. They may feel that they do not have time to take part. This is to be expected when visiting a household with a young child of 9-10 months old. Many households will also have other children, who are likely to be young. Parents may therefore be juggling looking after their new baby, with childcare and/or school for other children, as well as work and other family commitments. Own-Household Parents may not have their baby living with them all of the time but may have other family and work commitments.

Be aware that you may have called at an inconvenient time, and make sure to back off before an outright refusal. For example, you can say that you've called at a bad time and that you'll call back another time. We know that every household will be different, and you will need to be very flexible.

Key points to consider when setting up an interview appointment:

- The **Primary Informant (PI)** needs to be available for **60 minutes** (although you may also need to allow for breaks, for example to deal with a crying child).
- The **OHP** interview is **40 minutes**, and
- The **Additional Informant (AI)** interview is **30 minutes**.

Interviews will be slightly longer if they have twins or triplets or are in the saliva collection group.

Flexibility and convenience for the participant is key. In households with a **Primary Informant**, usually you'll be setting up an appointment for this interview **first, followed** by an **Additional Informant** interview appointment (if applicable) though these can be done in any order. In households with an **OHP**, ideally this interview should be done first before an Additional Informant interview **AIOHP** (if applicable).

- If possible, it's helpful for someone else to look after the baby (and any other children) so the interviewee can concentrate without distractions. This may mean returning in the evening or a weekend when the child's other parent or grandparent can look after the baby. If there is no-one else to look after the baby ideally try to arrange the interviews for a time of day when the participant thinks the baby will be in a good mood/need less attention from them e.g. during nap time, so they are not distracted.
- The baby does not need to be present or awake during the interview (except for their mouth swab, if they are in the saliva collection group).

Many participants will not be able to complete the interview on first contact and you will likely need to return to carry out the interview. Fathers and mothers may have non-standard working hours or shifts, and may have school-runs to do, and bedtime routines early evening. Parents who don't have full-time paid employment may prefer a daytime appointment. Other parents, with more substantial work commitments, may prefer an evening or weekend appointment. Own Household Parents may want a time when they have privacy from other occupants at their address. Being flexible regarding scheduling appointments will be vital.

Interviewers on Children of the 2020s found that contacting and interviewing **Primary Informants before 2.30pm was ideal. Early mornings, and evenings after 6pm, were very busy periods** so not a great time to conduct the interview, and families with older children may be busy with the school pick-up around 3pm. For contacting and interviewing **OHPs and Additional Informants, evenings and weekends** are likely to be better times. Some, however, will work non-standard-hours or work from home, and for these daytime interviews may be possible.

- For households with an Additional Informant as well as a Primary Informant, ideally try to schedule the AI face-to-face interview immediately after or before the PI interview, or if this is not possible, try to speak to them in person to schedule their appointment when you are visiting for the PI interview. You can also ask the AI to do their interview online (web) while you are in the household doing the PI interview.
- Ask the PI for the AI's contact details so you can contact them directly to arrange an interview with them. You can also place the Additional Informant letter, either directly with the AI if they prefer to do the interview online or via the Primary Informant. It is more likely that Additional Informants will take part if you are able to meet or speak to them personally, rather than only via the PI.

Be flexible

- Once the appointments are scheduled, children might be ill on the day or something else might have happened. Participants will often need to reschedule their appointments.
- Participants may also need to stop to entertain/feed etc the baby, or any of their other children.

Find out telephone numbers to help with contacting participants

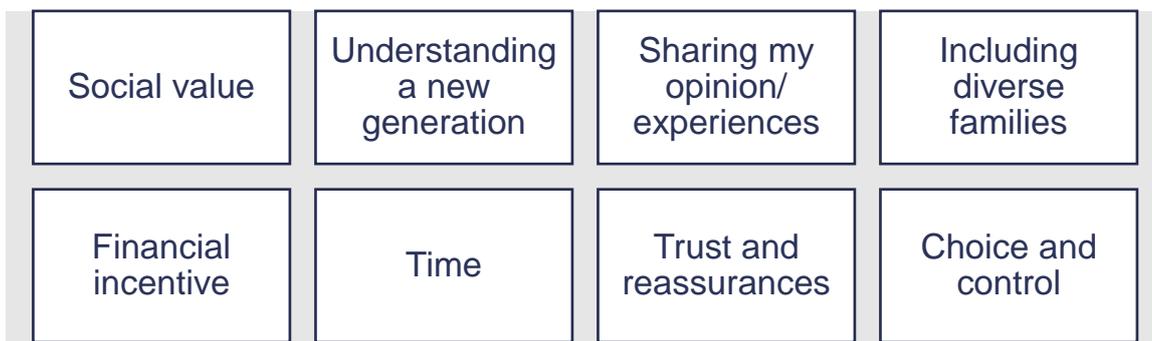
- Try to obtain contact telephone numbers for all eligible participants at an address/household to help in contacting them and setting up appointments – you can add these into the ECS. This might be particularly useful in contacting the Additional Informant to set up an interview or remind them to complete the survey online. When leaving messages be aware that others may hear them, so be careful how you refer to the study and what information you provide.

What influences mothers and fathers to take part?

The development work for Generation New Era included qualitative research with fathers and mothers of young children, including OHPs, and low-income and ethnic minority families. This research explored what would motivate parents to participate in the research, and what might put them off or prevent them from taking part. We have summarised some of the key findings from that research below. These findings have also fed into the development of the study materials.

The diagram below shows the main factors that our qualitative research identified as being important influences on mothers’ and fathers’ willingness to take part in a Generation New Era interview. Further information about each factor is given below the diagram.

Figure 1.1: Key factors influencing attitudes towards study participation



Social value

Participants expressed a desire to take part in a study that could benefit society, particularly children. They wanted to see examples of how the research would improve the lives of people, especially within their local community. The study guide we are asking you to send in the invitation mailing includes an example of how similar studies have changed government policy to the benefit of parents today. There are plenty more examples on the website here: gnestudy.info/why-take-part/making-a-difference

Examples of messaging around social value:

- By being part of Generation New Era, you can help shape the future for UK families.
- Generation New Era will help researchers, governments and service providers to improve the lives of children and families in the UK.

- Your family has the opportunity to be part of this important scientific research, that will benefit the lives of families and children for many years to come.

Understanding a new generation

Participants were interested in how the study would explore and address key issues that impact their baby's specific generation, such as the cost of living and the pandemic. They also wanted to understand how parenting practices differ across generations. These are the questions that the researchers using the data will be exploring in the data. Some participants may find it motivating to know that there are other existing cohorts in the UK that have been used to understand generations before.

Information about the study findings will be available online, and we will also send out updates and findings to those that take part.

Examples of messaging around understanding a new generation:

- 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 mother and fathers like you, your children and your futures.
- Generation New Era will be the first UK-wide study of its kind for over 20 years.
- Generation New Era will provide vital new insights into the health and development of children growing up in our changing world.

Sharing opinions and experiences

Participants welcomed the opportunity to share their experiences as parents. Some of the questionnaire topics are likely to be areas of high interest to new parents, particularly service provision and reflecting on their child's development. Participants emphasised the importance of gathering views and experiences from both mothers and fathers. Participants in previous cohort studies have told us that they enjoy taking part, and you can find examples of participant stories on the study website: <https://gnestudy.info/why-take-part/participant-stories>

Examples of messaging around sharing opinions and experiences:

- Knowing what your life is like and how you are experiencing being a parent is vital to building up a full picture of your baby's life.
- We hope that you enjoy sharing your experiences as a parent and answering questions about your baby.

It may be important to emphasise, particularly for Additional Informants and OHPs, that **we want to hear from fathers as well as mothers to help us build a full picture of each child's life**. Parents may have different views about, and experiences with, their child. Each parents' experience is important.

For OHPs, it may be important to emphasise that we want to hear about their experience, whatever the relationship between the parents, and whatever involvement they have with the baby, and to reassure them that the questions that are asked are sensitive to different situations e.g. they will not be asked lots of questions about the baby, if they have very little contact with them.

- Own Household Parents were particularly motivated by opportunities to reflect ways in which fathers' impact upon their child's development.
- Own Household Parents liked that we had specifically mentioned, in our letters and leaflet, that we want to speak to parents who live apart from their baby's other parent, because it signifies that we're interested in hearing from mothers and fathers in different family environments.

Including diverse families

Participants appreciated the study's commitment to including families from diverse backgrounds and circumstances, to ensure that the findings reflect different family types and the unique experiences they bring. Participants from ethnic minority groups liked that we are offering materials in other languages because it signals that we are being inclusive. Participants, particularly in Scotland and Wales, may also be motivated by the fact that the study is UK-wide, including that the study team has partnerships with universities in each UK country. As well as diversity in relation to different background and circumstances, every family is unique and different, and it is important that all types of families are included.

Examples of messaging around including diverse families:

- 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, in all nations and regions of the UK, including yours.
- By including families from all backgrounds and cultures, and all kinds of children, we can build a full picture of the lives of this generation and give everyone a chance to be heard.
- Every family chosen for the study is unique and we can't replace you with anyone else.

The study guide also reassures parents that the interviewers working on the study are used to working with diverse families in many different communities, situations and types of family.

Own Household Parents were particularly motivated by the idea that Generation New Era would recognise the important role of fathers in children's lives, and specifically acknowledge the role of fathers who don't live with their children full-time.

Financial incentive

Incentives are provided to survey participants in order to encourage their participation and cooperation in research studies. There are several reasons why incentives are used:

- **Increased participation:** By offering incentives, researchers can attract more participants to the study. They can also draw in people who are less motivated to take part for other reasons, who may be different to those who would take part even if there was no financial incentive. Financial incentives may be a strong motivator for younger parents and for those in lower-income families.
- **Enhanced data quality:** Incentives can motivate participants to provide accurate and detailed information. When participants feel that their efforts and contributions are valued, they are more likely to provide honest and reliable responses, leading to higher data quality.
- **Participant engagement:** Incentives create a sense of involvement and investment in the study and may enhance its importance and legitimacy, making participants more committed to the research process. This can lead to higher response rates and reduced attrition, resulting in a more comprehensive and robust dataset.

In summary, the provision of incentives serves to encourage participation, improve data quality, enhance participant engagement, and compensate participants for their time and effort. Different incentives can be used strategically to improve response rates. In this study we aim to test a range of different incentives to see which works best and is most cost-effective.

We are testing both 'unconditional' and 'conditional' incentives. Unconditional incentives are sent ahead of any agreement to participate and are given regardless of participation in the survey. 'Conditional' incentives are those that are only given after someone participates or completes the survey.

In the invitation mailings, around a third of the families will be sent **£5 per parent** (a £5 note, not a voucher); another third is being sent **a baby's bib** and the final third do not have any incentive. Half of the families are being offered **£10** for each person who completes an interview, and the other half are being offered **£20** for each person who completes an interview. Please check ECS to find out which incentives apply to each of your addresses.

Time

Some participants cited lack of time as a barrier to participation, given their busy lives. Being clear about the time commitment required will be important and allowing flexibility in scheduling appointments. Where necessary, we can offer web (for AI interviews) and, as a last resort, telephone/Teams interviews (for PI, AI and OHP interviews) if face-to-face is not possible. It may be useful to clarify, for participants concerned about the ongoing commitment, that the study is likely to take place every few years, as some participants had concerns about being contacted more frequently for interviews. They can decide at the time whether or not to take part. Taking part in the first interview does not commit them to taking part in the future.

Low-income and working families felt it would be particularly challenging to find a time where both parents were available to take part in the interview due to work or childcare arrangements. It may therefore be important to emphasise that interviews can be scheduled separately for each parent.

Trust and reassurances

Trust in the study and how data would be used played a crucial role in reassuring participants' about taking part. They wanted reassurances regarding the confidentiality of their information and the authenticity of the research. It's important that you familiarise yourself with the sections of the Study guide covering 'looking after your information' so you can answer queries about this and provide reassurances. You may also need to provide information about who is carrying out and funding the study, which is also covered in the study guide, and reassure participants about the experience of Ipsos and UCL, and the authenticity of the study. Logos of UCL and Ipsos, as well as Swansea University in Wales and the University of Edinburgh in Scotland, are included on letters and leaflets.

A few Own Household Parents noted specific concerns about how their participation may negatively impact their relationship with their child's other parent, and by extension with their child. Most parents who live in separate households have a good relationship. Where both parents are on the original sample, you can reassure them that the baby's other parent does not need to know they are participating in the study, and that their survey responses and other information about their circumstances, including their address, will be kept completely confidential. If we have been given the contact details of the second parent by the first parent we interviewed, then we will need to let the second parent know how we got their contact details, but we will not pass on any information about what the first parent said in the interview or any of their contact details.

Choice and control

Participants emphasised the importance of having a clear understanding what participation in the study involves and which of its elements were optional. Participants appreciated having information with their invitation letter that gave the name of their interviewer and a way of contacting them in advance of a visit (we have provided a contact card for you to include in the invitation mailing to parents, containing your name and mobile number if you are willing to share them), and reassurances that the interview can be scheduled at a time that is convenient to them. The study guide provides information around what's involved and emphasises that they can decide about their own participation. It may also be important to emphasise that they can skip any questions that they don't want to answer. Although we would like all eligible informants to take part, each parent can make their own decision about this.

Engaging Fathers

In addition to the qualitative work described above, the Fatherhood Institute, who are part of the CLS-led project team, have provided **key tips for interviewers on engaging fathers**, compiled from studies and research on fathers.

It is important to regard fathers as 'core' to the study - including those living separately from the baby's mother. We are not including fathers as an "optional extra" but as an integral part of this study. Other

studies that have approached co-resident fathers and own household fathers in their own right as participants have had high levels of participation.

It is important that you approach both mothers and fathers with confidence and optimism. Remember that you are offering both father and mother an opportunity: taking part in a longitudinal study, as a parent, can be immensely rewarding.

Why collect data from fathers?

- Fathers, whether living with their baby full-time or not, have powerful impacts on them and on the baby's mother. The few who rarely or never see their babies still have influence – not least due to their 'genetic bequests'.
- Fathers provide unique and rich data on their own mental health, relationships, behaviours, attitudes and activities that involve and have impact on their baby – and the baby's mother.
- In a longitudinal study, if the mother drops out, ongoing data collection from the father may keep the child in the study.

Who is a father, and how do we refer to them

A father could be a biological father or could be a stepfather. Most of the fathers you will be interviewing for this study at this stage in a baby's life will be the biological father. When babies are this young, very few mothers will have a male partner who is not the baby's biological father (less than 1%). However, we do allow for this.

- Most OHPs will see their baby regularly (90% according to other research), and some may have the baby to stay overnight with them.
- For this project, a father who is not co-resident with the mother is called an OHP (Own Household Parent). Commonly used terms in the past have been 'absent father', 'non-resident father', 'separated father' or 'your Ex'. Please do not use these terms.
- When talking with the baby's mother or father about the other parent, use the baby's name whenever you can – e.g. 'Karim's dad' or 'Jenna's other parent': the baby is the focus of the study, and you want to keep the mother and father alive to this.

Why mothers matter when recruiting fathers

Although in many cases, we will have the name of the father on our sample, generally you are more likely to make initial contact with the mother. It is therefore important that she understands the importance of the baby's father's participation in the study e.g. that without father-data the study will not have the full picture.

Mothers' 'passive gatekeeping' can include not telling the father about the opportunity, perhaps judging him 'too busy' (and trying to protect his time) or believing he may not be interested or that the study only really needs to gather data from one parent. We have sent separate letters to both parents about

the study to help ensure that they understand that we do want to involve both parents. Some mothers may need re-assurance that each individual parent’s responses are treated confidentially.

Other research has found that asking mothers for the contact details of the OHPs is not problematic, as they can choose whether or not to provide the information. We discuss this further in Chapter 8.

What motivates fathers to take part?

- Fathers are often motivated by wanting to help, contributing to research or ‘science’, and seeing a benefit to their own child. For some it is important to be told that the success of the research itself depends on fathers taking part e.g. ‘obtaining information only from mothers does not give the full picture’; ‘your perspective is unique’.
- Some fathers may also be motivated by seeing a benefit to themselves. Some may feel that taking part helps them to be a ‘good father’.
- For some fathers, simply being invited to take part is a motivator: fathers are rarely asked about their experiences as fathers, or about their children.
- Own Household Fathers in particular may welcome the opportunity to be recognised as a father through taking part in the study.
- Reassurance about confidentiality can be important – including that no data is shared with any other parent participating, or with government agencies such as benefits and child maintenance.

Concerns about taking part

The following table highlights some of the main concerns raised by participants in our qualitative research about taking part, and some ideas on how you can reassure mothers or fathers who may be worried about participating.

Concerns raised by qualitative participants	How you can respond
<p>Data confidentiality: Concerns about why data was being collected, and how it would be used.</p>	<ul style="list-style-type: none"> ➤ Be clear about what data is collected, who has access and how the data is protected. ➤ Stress that participants have control over which parts of the study they agree to take part in (e.g. they can refuse consent to link their data but still complete the interview). ➤ Refer to the Frequently Asked Questions sheets in your pack, and the Q&A on the study website to provide more detailed information about how data is being used.
<p>Sensitivity of individual circumstances: Concerns about answering questions relating to personal or sensitive experiences. For some families or OHPs a barrier to participation may be the fear of being judged for their circumstances or level of contact or approach to parenting.</p> <p>Own household fathers – especially those with difficult relationships with the child’s mother –</p>	<ul style="list-style-type: none"> ➤ Reassure participants that neither you nor the researchers using the study data are judging parents. The data will be looked at across the thousands of families that take part, not individual parents or families. And we want all types of parents to participate so that we can learn about children growing up in a wide variety of families. ➤ Reassure Own Household Parents that we have designed the study to include parents in their

<p>noted specific concerns about how their participation may negatively impact their relationship with the mother of their child, and by extension with their child.</p>	<p>situation, as we realise that in about 20% (1 in 5) families, parents live in separate households. Most of those who do not live with their child full-time are very involved in their lives, but even where a parent does not have much or any contact with their baby, it is important that we interview them (and, where relevant, obtain saliva samples from them) so that we can find out how parents' characteristics affect the way that children develop.</p> <ul style="list-style-type: none"> ➤ Participants will answer the more sensitive questions privately when you hand over the tablet to them. ➤ They can skip any questions they'd prefer not to answer. ➤ Reassure all participants that their participation and any answers they give will be kept completely confidential. We'll never share information about their circumstances with their baby's other parent, including their address, and child maintenance and benefits paid and received will not be affected.
<p>Role of the child: Some participants had specific concerns about the potential for their child to be negatively impacted by participation in Generation New Era (either in the short or longer term).</p>	<ul style="list-style-type: none"> ➤ Detailed information about what taking part in the study entails is given in the study guide and advance letter. ➤ Be prepared to explain what the study involves for parents and children. ➤ Explain that the baby does not need to be present during any interviews (except for the saliva sample). This may be important for OHPs, including those who see their baby regularly. ➤ Be prepared to reassure that by taking part they are not signing themselves or their baby up to take part in the study for longer term. They can decide each time if they want to take part, and future interviews will only take place every few years. ➤ Only the parent who does the longer PI interview will be asked about adding information for their child (and where relevant, give permission and take a saliva mouth swab). Parents are encouraged to discuss this with the child's other parent. These are the only parts of the study where one parent is agreeing to something on behalf of the child.
<p>Uncertainty about interview content:</p>	<ul style="list-style-type: none"> ➤ Questions are only asked where appropriate – so questions about parenting activities or

<p>Concerns about what we will ask about, and concerns among Own Household Fathers about whether they would be able to answer questions about children’s activities and development.</p>	<p>children's temperament are not asked if, for example, an Own Household Parent does not see their child.</p>
<p>Sensitivity of individual circumstances: Concerns about answering questions on sensitive or personal topics, such as financial hardship and mental health or parental relationships.</p>	<ul style="list-style-type: none"> ➤ The most sensitive questions are answered privately when you hand over your tablet to participants. ➤ Participants can skip past any questions they don’t want to answer. ➤ We do ask some questions that might be difficult for some families – e.g. mental health – because we know these are challenges that families face and can be important in children’s development.
<p>Privacy: Some parents, especially Own Household Fathers were concerned about whether their responses would be shared with the other parent of their child. They felt this may deter some fathers from answering certain questions or encourage dishonest responses.</p> <p>Similarly, some parents, especially mothers, had concerns that their privacy, including their address, will not be protected from their child’s other parent.</p> <p>Some parents expressed concerns about answering questions on certain topics in front of their partner. Topics like mental health and financial hardship, specifically debt, were considered particularly sensitive for parents to talk about in front of their partner.</p> <p>There may also be fears about the family’s circumstance being reported to social services, or their answers affecting their benefits or care.</p>	<ul style="list-style-type: none"> ➤ Parents will be interviewed separately whether they live together or apart, and no information will be shared between parents or between a parent and their partner. ➤ During interviews, please try to make sure participants are able to answer privately without partners / others in the household overhearing their responses. ➤ Showcards will help participants to answer privately even when others are around, and the most sensitive questions are asked in a self-completion module. ➤ Stress that we will never share their data with others in the study. ➤ Stress their individual data will never be shared in a way that would affect the benefits or care they receive. ➤ You can reiterate that the study must adhere to strict rules and regulations about looking after information, in line with approvals sought from ethical and special committees.
<p>Concerns about ongoing or longer-term commitment: Some parents may be concerned about the ongoing nature of the study and feel that they are ‘signing up’ their child to a lifelong study.</p>	<ul style="list-style-type: none"> ➤ Reassure participants that future interviews for the study will be every few years, not more frequently. Reassure that it will be up to them to decide at the time whether or not to take part in future interviews. By taking part now, they are not committing to take part in the future. ➤ When they are older, their child can decide for themselves whether or not they wish to continue to take part.

Summary of key points

Key learning

- This chapter gives practical tips on how to engage fathers and mothers in the research, and how to consider the impact of different family environments and parent characteristics on:
 - the practical barriers that parents might face,
 - the types of concerns parents are likely to have, and
 - the reassurances that we can give.
- Remember that it is very important for all eligible informants – fathers and mothers – to take part in the research. This means particular efforts should be made to interview Additional Informants and Own-Household Parents, as well as Primary Informants, and these participants are more likely to be fathers. This is important so that we have comprehensive data about the factors affecting the baby and their family experiences.
- Think about how you'll introduce the study on the doorstep, and how you can adapt your approach for parents and families in different situations. You will have some information on the ECS about each address (such as number of parents, age of mother), but be aware that the situation may have changed.
- Parents' and families' situations will vary greatly. Some parents (e.g. a parent who is not in paid work, works part-time or works shifts) may find daytime a good time for an interview; whereas others may find evenings or weekends the only time when they can be available.
- Qualitative research for Generation New Era highlighted a number of factors that are likely to influence parents' willingness to take part in the study including:
 - The social value of the study, including benefits for children and the local community.
 - Understanding a new generation, including differences in parenting styles between generations and the impact of high-relevance topics like cost-of-living and COVID.
 - Being able to share their opinions/experiences of parenting.
 - Including diverse families, showing how the study is making efforts to include families in different situations.
 - Financial incentives for taking part.
 - Time, being flexible with appointments.
 - Trust and reassurances.
 - Choice and control, such as stressing that taking part in each element of the study is voluntary.

5. Tracing movers

By the end of this chapter, you will understand the steps to take when you find that all the named parent(s) at the issued address no longer live there and have moved to another address.

Materials needed

Title	Ref No.
Forwarding letter	L08
New address invitation letter	L02G
Study guide (teal cover)	B01S

Overview of the tracing process

We outline below the key steps to take if you find that no named parent lives at the sampled address. **You will only use the complete set of tracing steps to try to find parents named on the original sample when the whole household has moved.** Where you are approaching a new household/address that was provided by the other parent of the baby, you will attempt to make contact and leave a calling card and occupier letter, and you can ask the new occupier for a new address, but you should not attempt to trace via neighbours or use the forwarding letter.

If only one of two named parents has moved, you will try to conduct the interview with the parent who still lives there. If you do interview that parent, then you will ask as part of the interview if they can tell you the address of the other parent. However, if they are reluctant to be interviewed, then please do try to ask them if they can give you the address of the other parent or pass on a forwarding letter to them before you finalise that case.

The key tracing steps to find a household that have moved are to:

- Try to speak to the **current occupier** and ask if they can provide a forwarding address. The current residents of the issued address may know where the named parent(s) have moved to or if they do not know themselves, they may be able to direct you to friends or relatives nearby who will know how to contact them.
- If the current occupier is reluctant to reveal any details, leave a **forwarding letter** for them to send onto the named parent(s).
- If the current occupier does not know the address, or is unwilling to help, we recommend making a couple of face-to-face visits to **neighbours** to see if they can provide an address or are willing to pass on a forwarding letter.

When tracing, you should ask about the parent(s) by name, and **not** use the name of the baby. You should also not tell other people the name or purpose of the study, rather you can say that you are trying to

contact them about a survey that Ipsos are carrying out on behalf of UCL. Please be aware, in particular when contacting OHP addresses, that other household members may not know that the person has a child and be careful when speaking to new occupiers and neighbours not to reveal information about the family.

If you find out during tracing that the named parent(s) have moved, but the baby is still at the address living with another family member, or that the baby has moved separately from their parents e.g. been taken into foster care, moved to another family members' address, please make a note of this in the ECS and contact the office for advice.

Recording tracing in the ECS

- Make sure you log **all your contact and tracing attempts in ECS**.
- Where you find a new address, if it is within 15 miles of the original sample address (or closer to your own home than the original address) we are asking you to cover the new address. See Chapter 3 for the steps to take when contacting a new address. If the address is too far away for you to cover, please code 711 in ECS: the case will be returned to Head Office for reallocation to another interviewer. Please make sure you record the new address in your ECS (you can edit the address fields to do this). **Make sure you record the address in its original serial number – do not use the blank address 2 to record new addresses where the whole household have moved.**
- If current occupiers/neighbours agree to pass on a forwarding letter, code 714 in the ECS. If the occupier/neighbours know of the family, but do not know the family's whereabouts use ECS outcome 712. If no one knows of the family at all, use code 713.

Using the tracing letters

Forwarding letter (L08)

If you make contact with someone at the address, or with the neighbours, but the residents indicate that none of the named parents live at the address, ask the current occupiers or neighbours if they know a forwarding address for the named parents, bearing in mind that where two parents are named, they may have separated and moved to two separate addresses.

The forwarding letter should only be used for original sample households i.e. where the names and address have been received from birth records, not for any new second households where the address has been provided by the baby's other parent.

If the current occupiers or neighbours are willing to share the new address details with you, please record the new address/es in ECS (see [Chapter 7](#) on how to record this in ECS). If the current occupiers or neighbours know the address/es but do not want to disclose it, you can ask them to send the forwarding letter(s) on our behalf.

To use the forwarding letter(s),

- Fill in the date, reference number and the parent(s) name(s) at the top of the letter, and the name of the person you obtained their information from in the space in the middle of the letter.
- If you have two named parents and there is no reason to believe that they have split into two addresses, please address the forwarding letter to both of them. If it appears that they have moved into two different addresses, then, if possible, send a letter to each of them separately. Put the current address reference number on both of the letters you send out.
- Put the letter and the freepost return envelope into a blank C5 envelope, seal it, and write the parent(s) name on the envelope along with a stamp. You've been given a set of stamps to send out these letters. Please seal the envelope. The occupier or neighbour should then write on the new address and post the letter to them.
- Code 714 in the ECS.

Forwarding letter

<p>GENERATION NEW ERA A STUDY OF CHILDREN BORN IN THE 2020s</p> <p style="text-align: right;"></p> <p>Date: _____ Reference No. _____</p> <p>Dear _____</p> <p>We are writing to invite you to be part of an important new study known as Generation New Era. This study aims to follow the lives of several thousand babies born in 2022 as they grow up in our changing world.</p> <p>Generation New Era is the first study of its kind to be launched across the UK for over 20 years. Your family has the opportunity to be part of this groundbreaking research that will benefit the lives of families and children for many years to come.</p> <p>Generation New Era is led by the Centre for Longitudinal Studies at University College London, in partnership with Swansea, Edinburgh and Ulster Universities. Ipsos, an independent research organisation, is collecting the information on our behalf. It is paid for by the Economic and Social Research Council.</p> <p>We have not been successful in contacting you at the address we have on our records. An interviewer from Ipsos spoke to:</p> <p>_____</p> <p>who did not wish to give us your new address without your permission but agreed to forward this letter on to you. We would be most grateful if you would let us know your current address.</p> <p>There are four ways you can do this:</p> <ul style="list-style-type: none"> • Email us at gnestudy@ipsos.com • Call us on Freephone 0800 151 0610 • Complete the reply form and return it to Ipsos in the enclosed Freepost envelope - you will not need a stamp. • Use our online form: gnestudy.info/update-your-details <p>If you have any further queries about the study, please do not hesitate to contact Ipsos on Freephone 0800 151 0610 or email gnestudy@ipsos.com or visit gnestudy.info.</p> <p>Thank you very much for your help.</p> <p>Yours sincerely,</p> <p> Professor Alexa Goodman CBE Study Director, UK University College London</p> <p style="text-align: right;">Please turn over →</p>	<p>How was I chosen for this study?</p> <p>Firstly, the study only includes babies born in November and December 2022. Only 250 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.</p> <p>Your family was chosen as random from records of births held by NHS England for England and Wales, and the National Records of Scotland and Public Health Scotland.</p> <p>They provided your name, address and additional information about you and other families invited to take part to help with the study.</p> <p>The families selected for the study reflect the diversity of families across the UK as a whole. Each family chosen for this study is unique and we can't replace you with anyone else.</p> <p>What will taking part involve?</p> <p>We will be asking mothers and father to take part in an interview. For one parent, this will take around 60 minutes, and for the other parent around 30-40 minutes. Taking part is completely up to you. As a thank you for their time, each parent will receive a high street voucher. We would also like to speak to you again as your child gets older. We hope to invite you to take part every few years. It will always be up to you to decide whether you want to take part. Interviews can be done in languages other than English.</p> <p>Your Confidentiality</p> <p>This information you give the study will be kept completely confidential and used for research purposes only. We have special approval to receive information from birth records in order to contact you from the NHS Health Research Authority's Confidentiality Advisory Group, NHS England's Independent Group Advising on the Release of Data, and the NHS Scotland Public Benefits and Privacy Panel for Health and Social Care. Full details about how we will look after your information, including what happens to your information if you decide not to take part, are in the Privacy Notice on the study website gnestudy.info/privacy.</p> <p style="text-align: center;"></p> <p style="text-align: center;">  gnestudy@ipsos.com  0800 151 0610  gnestudy.info  @gnestudy  Freepost Ipsos NHS Study </p>	<p>Please complete this form using BLOCK CAPITALS and return in the FREEPOST envelope:</p> <p>Reference number: _____</p> <p>Title: _____</p> <p>First name: _____</p> <p>Surname: _____</p> <p>Previous surname (if applicable): _____</p> <p>Date of Birth: _____</p> <p>Address: _____</p> <p>_____</p> <p>_____</p> <p>Postcode: _____</p> <p>Phone: _____</p> <p>Email: _____</p> <p>Please return the completed form to Ipsos in the Freepost envelope provided - you won't need a stamp if you post it in the UK. If you have any questions about this form, or about Generation New Era please contact the research team on Freephone 0800 151 0610 or by email at gnestudy@ipsos.com.</p> <p style="text-align: right;">THANK YOU FOR YOUR HELP</p>
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Successful tracing – what to do next

If you obtain an updated address for the household, please enter the details into ECS – you can directly edit the address. If you are able to cover the address (it is within 15 miles of the original address or closer to your home than the original address), we are asking you to cover the address - please code 707 in ECS. If it is too far to cover, please code 711 in ECS so the address can be reallocated.

If the original sample address had two parents named, and you find that they have both moved but to different addresses, then you will need to use the blank **address 2 serial number** for the **new father address**. Please update address 2 in the ECS and add in the father's name and the new father address.

You can update the address at the address 1 serial, and also remove the father's name (from the Parent 2 tab).

If you get a new address, please send or deliver a new invitation pack, using the blank new household invitation letters we have provided (L02G) and a copy of the standard (teal cover) study guide. You will need to write in the parent(s) name(s), their reference number and the date. Ideally, please also include the contact card with your details.

If, as far as you know, both parents live at this new address, please address the letter and the envelope to both of them. Note that the parent(s) living at this address may be unaware of the study if they have not received the notification letter and invitation mailing pack. Please aim to make at least 3 visits at these 'new' addresses to attempt contact.

Invitation letter to use for new addresses (L02G)

  <p>Date: _____</p> <p>Reference number: _____</p> <p>YOU'RE INVITED TO BE PART OF GENERATION NEW ERA</p> <p>Dear _____</p> <p>We are writing to invite you to be part of Generation New Era - a groundbreaking new study of several thousand babies born in 2022, and their families. It will provide vital scientific insights into the health and development of children growing up in our changing world, and help researchers, governments and service providers improve the lives of children and families in the UK.</p> <p>Generation New Era is led by the Centre for Longitudinal Studies at University College London (UCL), who are working with Swansea, Edinburgh and Ulster universities. Ipsos, an independent research organisation, is collecting the information on our behalf. It is paid for by the Economic and Social Research Council.</p> <p>How was I chosen for this study?</p> <p>Your family was chosen at random from records of births held by NHS England for England and Wales, or the National Records of Scotland and Public Health Scotland. These organisations provided names, addresses and additional information for each family. This has been approved by special committees to allow this.</p> <p>The families selected for the study reflect the diversity of families across the UK. Each family chosen for the study is unique and we can't replace you with anyone else.</p> <p>Where we have both parents' names and addresses from birth records, we wrote to each parent separately to invite them to take part. Where parents are living apart from each other, we also ask each parent for the other parent's contact details to make sure they have the chance to take part.</p> <p>What does taking part involve?</p> <p>We want to include fathers and mothers as both are important in children's lives. This includes mothers or fathers who live apart from their child's other parent, whatever involvement they have with their baby. We would like to hear from you about yourself and your baby. By sharing your experiences, you'll help us build a full picture of your child's life.</p> <p>The survey takes 30-60 minutes to complete, and you will receive a voucher as a thank-you for completing it. We've enclosed a booklet which is your guide to the study.</p> <p>Each parent will be interviewed separately. Your baby does not need to be present.</p> <p>Your participation and survey responses will be kept completely confidential. If you live apart from your child's other parent, this means we will not tell them any information you provide or about your circumstances. Full details about how we will look after your information are in the Privacy Notice on the study website: gnestudy.info/privacy.</p> <p style="text-align: right;">Please turn over →</p>	<p>Taking part is completely up to you. We hope that you will decide to be part of this important research and that you will enjoy the interview.</p> <p>We hope to invite you to take part every few years to find out how your child is getting on as they get older. It will always be up to you to decide whether you want to take part.</p> <p>What happens next?</p> <p>A trained interviewer from Ipsos will call at your address in the coming days to find out if you'd like to take part. They'll be happy to answer any questions you may have. If you're out or it's not convenient, the interview will come back at a later time. If you decide to take part, the interviewer will arrange a day and time for the interview that works best for you.</p> <p>The interviewer will carry an identification card with their photograph.</p> <p>If you prefer not to take part, please let us know using the contact details at the end of this letter - we'll let the interviewer know and we won't contact you any further.</p> <p>Any questions?</p> <p>To find out more about the study, please visit: gnestudy.info, or you can contact the study team at Ipsos directly on:</p> <ul style="list-style-type: none"> Email: gnestudy@ipsos.com Freephone: 0800 151 0610 Freepost: IPSOS GNE STUDY <p>Thank you for your help. We very much hope you'll decide to be part of this landmark study.</p> <p>Yours sincerely,</p>  <p>Professor Alison Goodman CBE Study Director, UK University College London</p> <hr/>  <p>  gnestudy@ipsos.com  0800 151 0610  gnestudy.info  @gnestudy  Freepost Ipsos GNE STUDY </p> <p style="text-align: right;">L02G</p>
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Unsuccessful tracing – what happens next

If you cannot make any contact with anyone at the address after at least 6 visits or residents have refused to confirm whether or not named parents live there, please leave the **occupier letter and code 714** in ECS (more information on the occupier letter can be found in Chapter 3).

If the current occupiers or neighbours are not willing to share a forwarding address but know the new address(es), leave the **forwarding letter** (letter asks named parents to get in touch via email if they would like to take part) and code **714** in ECS.

If current occupiers and neighbours do **not know a forwarding address**, please code as **712**.

Summary of key points

Key learning

- This chapter explained the procedures we will use in cases where we find that the all the named parents have moved from the address issued as part of your sample.
- We ask you to try to trace households that have moved by asking current occupiers and neighbours for the parent's new address, for households on our original sample (we are not conducting full tracing at any new households found during fieldwork).
- If you find a new address, please record the new address in ECS. If you are able to cover it, send a new address invitation letter (L02G) and Study guide (B01S, teal cover), along with a contact card containing your details, before visiting the address. If you cannot cover it, return the case to Head Office for reallocation to another interviewer (code 711 in ECS).

6. Screening the household

This chapter explains how the screener works to assign interviews at each address that you visit. This is the first interview that you will do at each address.

Aims of the screener

Once you have made contact with a named parent at an address, the first thing you need to complete is the "Screener interview". This will be the only interview initially available to you in the ECS.

The screener has the following aims:

- Checks whether the named parent (or at least one of the named parents if two) lives at the address.
- If the named parent(s) have moved, allows you to enter a new address (if you are given one) that will automatically update the ECS.
- Checks that the named parent who is completing the screener is a parent or legal guardian of the sampled baby or babies.
- Assigns interview "roles" – checking whether the address is an Own Household Parent (OHP) household or a Primary Informant (PI) household (which is determined by whether it is the baby's main residence or not) and asking about the other named parent or any other partners (to check if any AI interviews are needed) and working out who should be assigned to each type of interview.

It is a short interview, and once it is completed it will allow access to the relevant questionnaires in the ECS. The screener should take less than **5 minutes**, so can be **done on the doorstep** if needed. As it identifies which participant is allocated to which interview type, it will allow you to then set appropriate appointment times for the potential participants in each household.

Who can complete the screener

The screener must be completed with a named parent listed for that address. At most addresses you will have the names of two parents, and you can complete the screener with either of them (the screener will take you through the questions you need to ask to decide with the parent you are speaking to whether they will be selected to do the Primary Informant interview or the Additional Informant interview).

Where you just have the name of one parent listed at the address, that is the person you need to complete the screener with. In some cases, it is possible that a parent who, on the sample, was living at a different address has now moved into that address. However, even if they are a parent of the named baby, the screener must be completed with the named parent listed on our sample at that address.

Structure of the screener

Check on movers

The initial questions check if the named parent or parents still live at the address. Where two parents are named at the address, we check if both still live there, whether one has moved out or if both have moved.

Where none of the named parents live at the address, the screener allows for a new address to be entered (if you do manage to get a new address at this stage) or prompts for what tracing measures you have done and updates the interim outcome code appropriately. Where we initially had the two parents at separate addresses, the screener asks you to check if the new address you have found matches the address where the other parent lives. If it does match, an outcome code is given to the address to close it down (code 734 – “named parent moved into other address”).

If you find a mover, it is not essential to use the screener – you can add new addresses or update interim outcome codes directly in the ECS if that is easier. We have included this section to provide you with another way to record a new address, allow an easy way to check against any other address associated with that baby or to update what tracing steps have been taken.

Where one of two named parents has moved, the screener records which has moved, and asks if you can continue the screener with the parent who is still there. If the parent who still lives there is reluctant to take part, the screener prompts you to try to find out the address of the other parent so that we can try to interview that parent. If the parent who still lives there does take part, then the interview will ask about the other parent and their contact details, so you do not need to do this on the doorstep.

In most cases, if the named parent(s) still live at the address this section is just one question confirming that.

Checking eligibility

The initial part of the screener checks that the household is eligible for the study.

The first question just confirms the named parent you are speaking to and checks that they are a parent or legal guardian of the sampled baby or babies. This question allows for rare cases where there has been a change in circumstance or an error in the sample file:

- If the named person does not know the baby or the baby was not born in November/December 2022 – we thank them for their time and terminate the interview.

- If the baby has died, we terminate the interview. If it was a multiple birth and a baby has died, but there is a living baby, it may be that the parent still wants to take part in the interview, and we allow for that situation in the screener. This is, of course, a very sensitive situation and we would not expect you to push for an interview in this situation.
- If the named person knows the baby but is no longer the legal guardian – we collect some details about the situation (if possible) to help us understand when this situation may occur, but we do not continue with the interview. In the rare situation where a new legal guardian is present and is keen to take part you will need to record details here and let us know so that we can reset the sample in the office to allow for this.

Defining the type of household

We check whether the baby lives at the address as their only or main residence, or whether the baby mainly or always lives elsewhere. This defines whether the address is the Primary Informant (PI) household or the Own Household Parent (OHP) household. For OHP households, it also defines whether this is an address where the baby sometimes lives.

In an uncommon situation where two parents at two separate addresses answer independently of each other that their address is where the baby mainly lives e.g. if a baby spends an equal amount of time across two households, both the households can be assigned as PI households. It is therefore possible for a baby to have two PI interviews rather than a PI and an OHP interview.

This question is specifically aimed at finding out whether the baby lives with another parent who lives at another address. We do not want to code that the baby lives at a different address in situations such as:

- The baby being temporarily out of the home (e.g. in hospital)
- The household having a second or holiday home where they spend time as a family

Defining the participant types

Having assigned a household as a PI or OHP household, the next step in the screener is to ask about any other parents or partners who live in the household.

PI households

We check if another parent, or a partner, lives at the address all or most of the time, and then take the name of this person. Where we have a second parent listed on the sample file (either at the same address or at a different address), we show this name to you in the screener so that if the other parent is the one we have listed in the sample, you can code that they are that person. In the situation where we have a parent from a different address in the sample file now living with the first parent and baby, this also allows us to “close down” the other address as it is no longer needed. Where the other parent or partner is not listed in the sample file, you can select “other person” and then write in their name.

In the rare situation where there may be two other parents/partners in the same household, we ask the participant to select one of them for the purposes of the survey – the one who spends the most time caring for the baby/babies.

Where there are two potential participants (two parents, or a parent and their partner), the screener asks who spends the most time caring for the baby/babies. That person is then assigned to the PI interview and the other person is assigned to the AI interview. If both spend an equal amount of time caring for the baby, we assign the person you are speaking to as the PI interview.

OHP households

Own Household Parents are asked if they have a partner who lives with them and spends time with their baby. If so, that person is also eligible to take part in the survey and to do an AI interview. It is important that this person does spend time with the baby – if the OHP has a partner who never sees the baby, we do not want to interview them.

Where there is an eligible partner, we collect their name.

Confirmation of interviews required

At the end of the screener, there is a confirmation of which interviews are needed and who has been assigned to what role. An example, for a two parent PI household, where you are doing the screener with the mother who spends the most time caring for the baby, is shown below:

INTERVIEWER: At this address you need to attempt a Primary Informant (PI) interview and an additional informant (AI) interview. The person assigned as PI is Jane Smith and the AI is Paul Smith. Ideally do the PI interview first, but if AI is available and willing you can do this first.

- If respondent Jane Smith available and willing to complete the primary informant – open the PI tile on the ECS now.*
- If respondent Jane Smith **not** available and Paul Smith willing to complete the additional informant – open the AI tile on the ECS now.*
- If it appears unlikely that you will achieve an interview with Jane Smith either now or in the future, then you can do the PI interview with Paul Smith. Open the PI tile on the ECS and select Paul Smith rather than Jane Smith at the first question.*
- Otherwise please make an appointment to return to do the PI and AI interviews.*
- If unwilling to take part thank them for their time and code as refusal*

The relevant interviews will now be available to you in the ECS, so that you can either proceed directly to the main interview (with either participant) or make an appointment where you can conduct the interview(s).

Dealing with individual opt outs

All parents listed on the sample file were sent an individual notification letter (see Chapter 3), even if they were living at the same address. This means that in some rare cases, one parent at an address will

have opted out but the other will not. The ECS will still list both parents, but there is a field in the contact information that shows whether each parent has opted out or not.

In this situation, you should not attempt to contact or interview the opted-out parent and you will need to do the screener with the parent who has not opted out. At the beginning of the screener, if a parent has opted out, we show the following screen:

INTERVIEWER NOTE:

<NAME OF PARENT> HAS OPTED OUT OF THIS RESEARCH AND YOU SHOULD NOT INTERVIEW THEM

IN SOME THE FOLLOWING QUESTIONS THEIR NAME WILL APPEAR, BUT BE AWARE THAT YOU SHOULD NOT BE INTERVIEWING THEM FOR THIS SURVEY

When an opted-out parent is identified in a PI household, we will not assign them as the AI – the screener will set that household as a PI-only household and assign the parent who has not opted out as the PI.

Summary of key points

Key learning

- This chapter explained how the screener works to assign interviews at each address.
- The screener is the first interview you will do at each address, and you must only do it with a parent who is named on the sample at that address.
- The screener is short and can be done on the doorstep, allowing you to see what interviews are needed and set an appropriate appointment to do the main interview(s).

7. The Electronic Contact Sheet

The Electronic Contact Sheet provides you with your sample, gives details of who lives at each address and is where you will launch the interviews. This chapter explains how the ECS works.

If you need a reminder of the standard Electronic Contact Sheet (ECS) features or want to learn about an aspect of the ECS you might not have used previously, then please refer to the separate Electronic Contact Sheet (ECS) Instructions.

Sample list and household composition

Every baby (or set of babies for multiple births) has two IDs/cases in the ECS linked to them. The reason we need two is because parents in the same family may live at two separate addresses and a case within ECS can only cover one address (more about the different family types below).

The first 5 digits are common for the two case numbers (IDs) associated with a particular family/baby (or set of babies for multiples) and the 6th digit will either be a 1 or 2. For example, you would know that IDs 947001 and 947002, which have the same first 5 digits, are linked to one baby (or set of babies for multiples).

There are 3 types of family situations that could be issued to you:

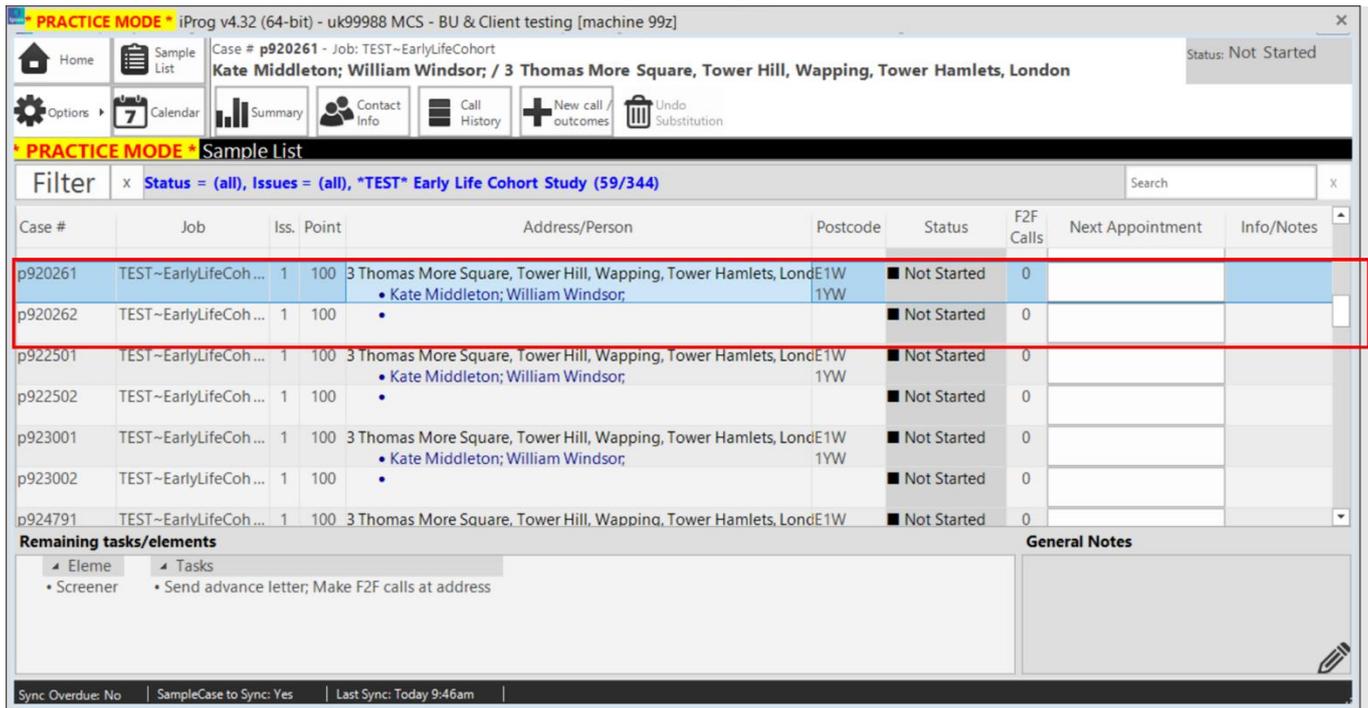
- 1) Family type 1: two parents at one address
- 2) Family type 2: two parents living at separate addresses (and therefore across 2 cases)
- 3) Family type 3: one parent in one address and no parents in the other address

(Note: we use the term family here, and most families, including where the parents are living apart from each other will consider themselves part of same family with the baby. However, some parents may not consider the other parent as part of their family, so please be sensitive to this).

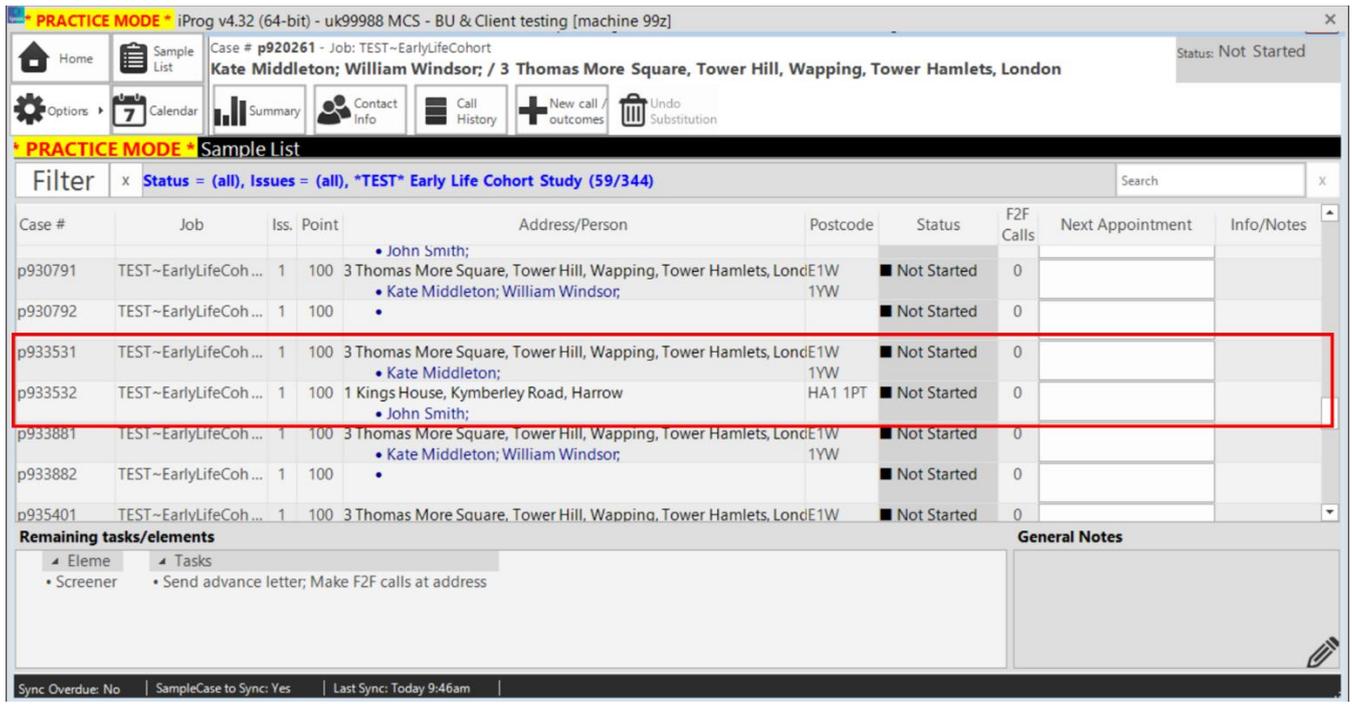
You can use the sample list view of the ECS to find out which family types are included in the sample issued to you. To view the linked serials next to each other in your sample list sort the list by 'Case #'. The following examples explain each type.

Family type 1: two parents at one address. The example below shows both parents, Kate Middleton and William Windsor, are at the same address so are both listed under the same case number (ID) - 920261. Note that the other case number (ID) is also provided to you – 920262 – this contains only baby details (you can see below parent and address fields are blank for 920262). The reason 920262 is provided is so that, if you find their circumstances have changed and one of the parents now lives at a separate address, the separate address details can be added to the other case number – 920262 and you can interview the parent who has moved to a new address separately using that case number. We will explain later in this

section how to do these updates. This will apply to families where the baby’s birth has been registered jointly by both parents, and the same address was provided for both parents.



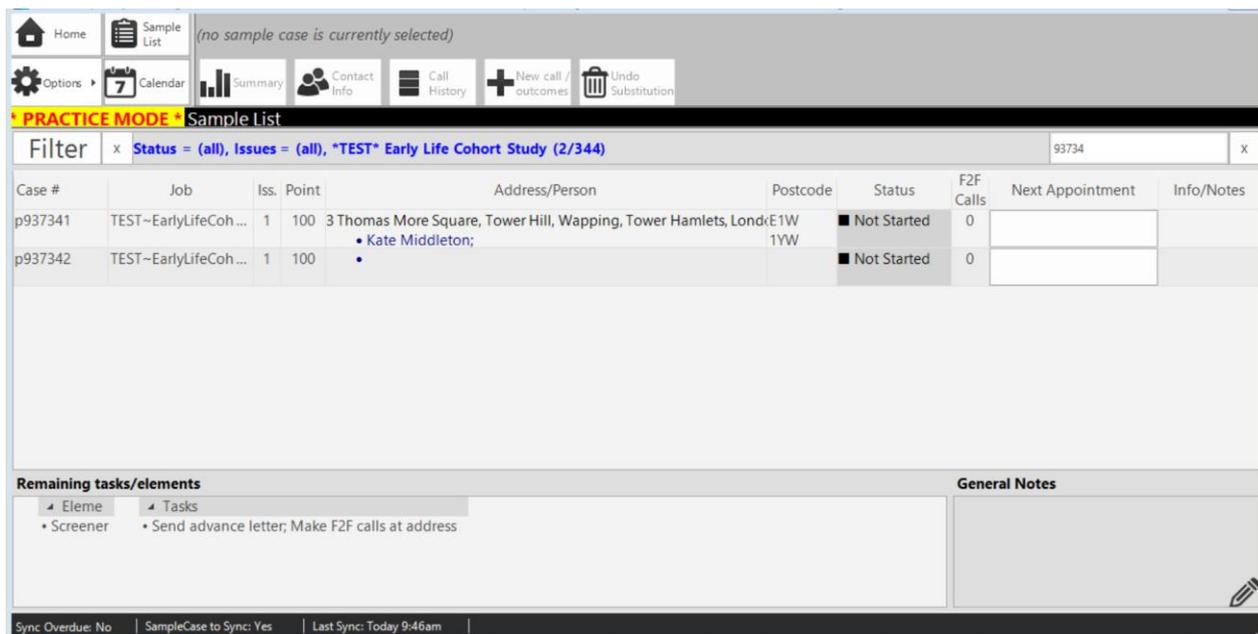
Family type 2: two parents living at separate addresses (and therefore across 2 IDs). Where parents are listed at separate addresses they have been issued as two case numbers (IDs). Looking at the example below, you can see that Kate Middleton (933531) and John Smith (933532) are parents linked to the same baby (or babies) but are listed as separate cases (because they live at different addresses). This will apply to families where the baby’s birth has been registered jointly by both parents, and different addresses were provided for both parents.



To view the linked case numbers next to each other in your sample list sort the list by 'Case #'. For a small number of these family types you may find you have only been issued one of the two cases for a baby. This is because if there are two addresses for that baby, one of the parent's addresses may not be geographically close enough to you and so may have been issued to a different interviewer. This will be uncommon, as usually parents live close to each other and are in the same interviewer assignment.

Remember you will need to work on each issued address separately – even if they are both linked to the same baby (i.e. you need to make the required number of calls/contacts for both cases if you have an address for each one). Remember also that the parents may not know each other's address, and it is important to maintain strict confidentiality for each case/address.

Family type 3: one parent in one address and no parent in the other address. The example below shows that Kate Middleton's address is case number 937341 and no other parent is listed in the sample. If an address is found for the other parent the other case (ID) should be used to enter their details, and if the new address is close enough to you, you will visit it to try to get an interview. For this example the new details will be added into case 937342. This will apply to families where the baby's birth has been registered by the mother only, and no father details were provided.



Contact information

Why do we provide it

Contact information is provided to you in the ECS. This is shown in a series of tabs each relating to the parent or cohort member, for example before you start any interviewing this is the contact information you will see:

Address/sample info	Interviewer Notes	Edited?	Edit
Parent 1 Kate Middleton	Address 3 Thomas More Square, London, Greater London, E1W 1YW, England		
Parent 2 William Windsor	Number of parents named at address 2		
Cohort member Louis Windsor	Number of addresses issued for family 1		
Intwvs Required in HH	Other ID for this family 900432		
Web survey	Saliva interview No		
Incentive group	Data linkage group Opt out		
	Notes from head office about sample		

Address/sample info	Name	Edited?	Edit
Parent 1 Kate Middleton	Name Kate Middleton		
Parent 2 William Windsor	- First name Kate		
Cohort member Louis Windsor	- Middle name Middleton		
Intwvs Required in HH	- Surname Middleton		
Web survey	Age at delivery (if Parent 1 is mother) 32		
Incentive group	Opted out No		
	Telephone 1		
	Telephone 2		

As well as the contact details e.g. address for each case, this provides important and useful information about the parents and baby (referred to as cohort members) and is provided to help you prepare for and secure an interview. Before starting your assignment, please go through this information. This information is useful in order to understand:

1. Who is in household e.g. whether the parents are at one address or split across two.
2. Whether it is a single or multiple birth.
3. Whether there are any particular sensitivities e.g. if one parent has opted out, notes from head office particular case to that case.
4. What the interview may entail e.g. the data linkage approach that will be used (opt-out or opt-in), and whether saliva is being collected for that case. You will need to check this before the doorstep

visit, so you know whether you will need to leave a 'Be part of research about genes' leaflet when making the appointment.

5. The incentive amount provided – for both unconditional (pre-survey) and conditional (post-survey) incentives.

You can edit some of these contact information fields. In order to do this, simply click on the 'edit' button - denoted by a pencil icon - on the right-hand side of the screen. Once you have done so, you will be able to type the new details in the appropriate box.

What contact information is provided

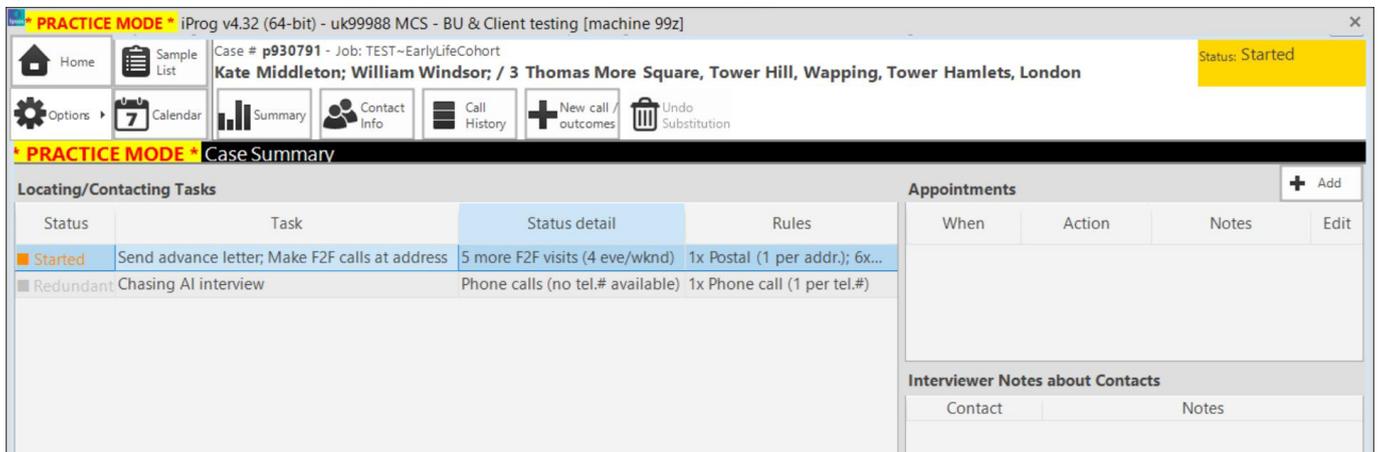
Contact information category	Contact information	Why we have given you this information
Address/ sample info	Interviewer notes	You can use this to make notes about what you find on the doorstep that you need to refer to later
	Address	Issued address; can be edited
	Number of parents named at address	Whether 1 or 2 parents at address – the parents' names will appear in parent 1 and parent 2 tabs
	Number of addresses issued for family	Whether 1 or 2 addresses issued for family. It may be that 2 addresses have been issued but you only have one of the two cases because the other address has been issued to a different interviewer.
	Other ID for this family	The other case number (ID) linked to the baby/family
	Saliva interview	Cases where saliva collection is necessary may take slightly longer in the household and will require you to take the materials required for the saliva samples
	Data linkage group	The data linkage questions are asked in 2 different ways depending on whether it is an 'opt in' or 'opt out' type
	Notes from head office about sample	Please read these before working so you are aware of particular issues or circumstances. Call your region manager or head office if you have further questions about these
Parent 1 / Parent 2	Name	The name is editable – there are fields for first, middle and surname that you can use to add or change names. A name needs to be entered into this field for the survey to work so make sure this populated i.e. if you find there is another parent at a separate address you need to enter their name before you open the CAPI survey
	Age at delivery	This is provided for parent 1 and gives the age of the mother (even if parent 1 is a father).
	Opted out	If one of two parents at an address has called the helpline to opt out then it is noted here – do not attempt to contact this parent and try to seek an interview with the other parent only.

	Telephone 1 / telephone 2	Enter telephone number(s) you find in these fields here up until the point you have done the screener – once you have done the screener you can add any telephone numbers in the telephone fields associated with the type of participant each person is assigned to.
Cohort member 1/2/3	Name	If there are twins or triplets, they are listed separately as cohort member 1, cohort member 2 etc. Multiple birth interviews will take slightly longer as some questions ask about each baby separately.
	First name / Middle name/ Surname	
	Sex / DOB	
Web survey	Login code	This tab provides you with the login (access) code that you will need to provide to any AIs who want to do an online survey, or you will need to write onto the letter that a participant agrees to pass on to the other parent who lives at another address (if they do not wish to provide any contact details).
Incentive group	Pre-Survey amount	This tells you if an incentive was included in the invitation mailing (£5, a bib or nothing)
	Post Survey amount	This is the incentive amount that will be provided to the participant if they do the interview (either £10 or £20 per person).
Intwvs required in HH	Primary informant (PI) only	Once the screener is completed these rows will be populated with YES or NO. This will remind you which types of participants have been identified at this address. Note that these fields are only updated once you close and re-open the ECS following completion of the screener.
	Primary (PI) and additional informant (AI)	
	Own household parent (OHP) only	
	Own household parent (OHP) and additional informant in OHP household (AIOHP)	
PI contact details	Name / mobile / landline	Once the screener is completed the names of the PI / AI / OHP / OHPAI are added to these fields.
AI contact details	Name / mobile / landline	The mobile and landline fields are editable so, if you find a new number, enter them here if the screener has been completed (rather than the parent 1 and 2 telephone fields). Mobile and landline are not collected as part of the screener, so these won't be populated automatically.
OHP contact details	Name / mobile / landline	

<p>OHPAI contact details</p>	<p>Name / mobile / landline</p>	<p>The mobile and landline numbers are also populated automatically if the participant provides these when asked in the questionnaire. This could be useful if, for example, you completed the interview with the PI and you want to get in contact with the AI through the PI.</p> <p>Note that these fields are only updated once you close and re-open the ECS.</p>
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Contact tasks

Your contacting tasks are to send the invitation mailing (and remember to update the outcome code to say that you have done this), then make at least six calls to the address. Once the screener is completed then you need to try and obtain interviews with the participants. If there is an AI in the household and they want to take part online this also includes chasing them to complete online. For more details, see Chapter 3.

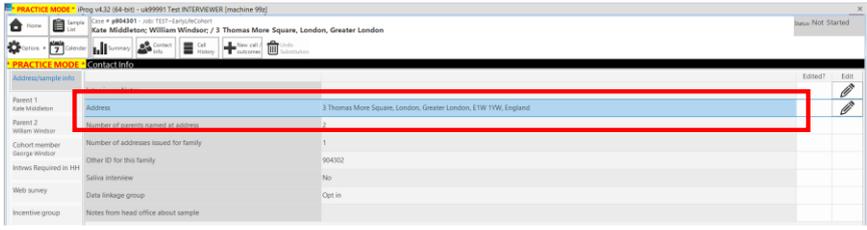
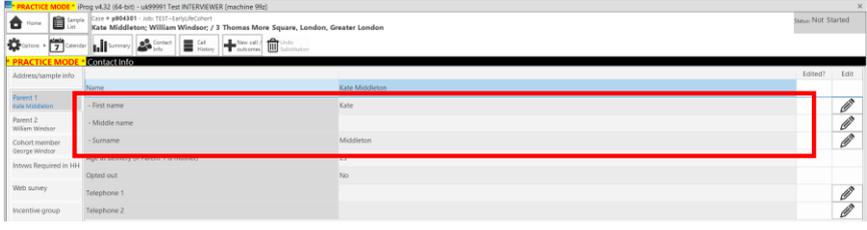


The tracing tasks have not been listed here and they apply for only original sample cases where the whole household has moved. For more details see Chapter 5.

Managing address updates

Upon making contact you may find that the address of one or both parents have changed. The following table outlines how you use the ECS to enter new details.

Issued family type	Situation	What to do in the ECS
All types	All named parent(s) have moved out of issued address	<p>Open the screener and code that the named parent or both named parents have moved out (at question MovChk1/MovChk2). Next, at NEWADD1/NEWADD2 you can say whether you are still tracing or have found a new address. If you have found a new address, you can enter the new address here and this will feed through to the ECS contact details tab.</p> <p>Alternatively, you can update the address directly into the contact info tab of the ECS – but please make sure you update the current case number and not the other case number for the baby.</p> <p>Full details of the screener questionnaire are outlined in Chapter 6</p>
Two parents at one address (type 1)	One parent still lives at issued address and one parent has moved out	<p>If you find that one of the named parents has moved to a different address but the other named parent still lives at the issued address, then you will try to interview the parent who still lives there.</p> <ol style="list-style-type: none"> 1) If you are able to interview the parent who still lives at the issued address then during the interview, you will ask for a new address and other contact details for the other parent. If provided, then the name, address and mobile number are automatically transferred over to the other case number. If you get an address, you are also asked if it is possible for you to cover this or if it needs to be reallocated as it is too far away. (You can also collect the address before the interview if offered and update it in ECS as per point 2 below). <ul style="list-style-type: none"> • If you are not able to interview the parent who still lives at the address, then ideally you should still attempt to collect the address (and mobile if possible) for the other parent. If you can obtain these details then you need to enter the name, address and mobile of the other parent into the other case number linked to this baby – into the following fields:

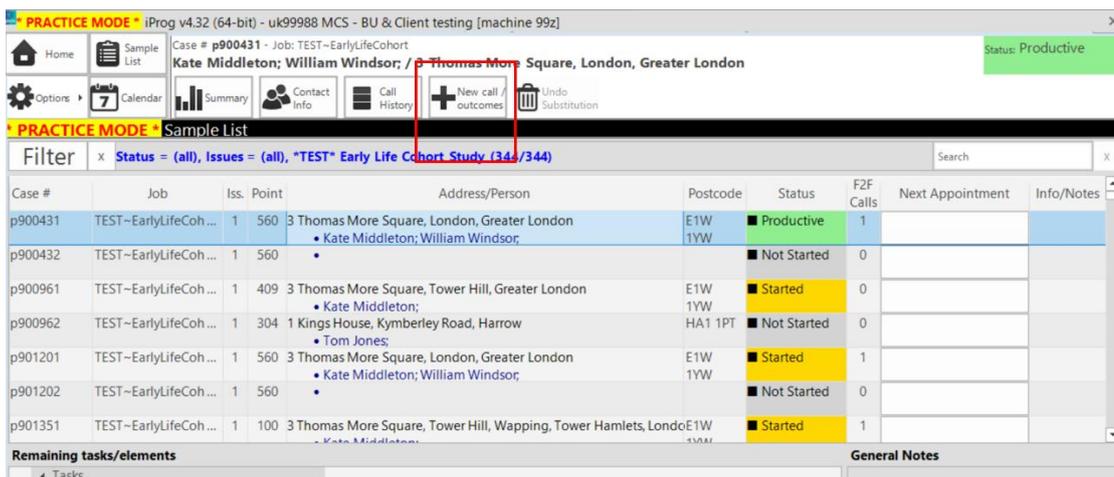
		  <p>You would then try to visit this address to interview that parent (or use outcome code 711 to ask for the address to be reallocated if it is outside your area).</p>
<p>2 parents living at separate addresses (type 2)</p>	<p>Parents listed at separate addresses have moved in together</p>	<p>If you find parents that are listed as living separately in the issued sample who have now moved in together into one of the issued addresses, then proceed as follows:</p> <p>If you are at the address where they are now both living, try to complete the screener with the parent who is named at that address, as that is the best way to sort out this situation:</p> <ol style="list-style-type: none"> 1) In the screener, you will code that the other parent lives there and when asked for the name of the other parent, the screener will allow you to select the name of the parent who was listed on the birth registration as living at a different address. Select that name (at question OTHPARN). Once you do then then the other case will automatically be coded as final outcome '734 Other address outcome - named parent now moved into other address' and you can proceed to interview both parents. <p>If you are at the address that a parent has moved out from, and you find their new address matches the address of the other parent:</p> <ol style="list-style-type: none"> 2) In the screener, if you code that the parent has moved and add in the new address, it will let you check to see if the new address matches the other address we have for that baby/family. If you code that the address matches, then an

		<p>outcome code of '734 Other address outcome - named parent now moved into other address' will be applied. Interviews with both parents will then be attempted at the other address. Note – the name of the parent who has moved will not be transferred into the other address. When you visit the address where they are both living, follow the instructions from 1) above.</p>
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Outcomes

Outcome codes are an important form of data in this study; they are used for everything from fieldwork management at a local level by your RC through to planning for the next sweep, and the larger study in the future, by CLS. We therefore need the help of all interviewers to make sure this information is as accurate as possible. Please take the time to familiarise yourself with the codes in this section, and if you find yourself unsure what code to use, then please seek guidance from your RC.

Every time you make a contact attempt, you should log that in the ECS and assign an outcome code. To do this, you should press the 'New call/outcomes' button:



This will bring up a call log screen. You should complete each of the numbered tabs on the left of the screen for each call attempt:



Interim household outcomes

If it is **not** a final outcome (i.e. not the last call you will make to the address) then you need to assign an interim outcome code for the address (element outcomes are described later in the section).

The first interim outcome you will use is to let us know you have posted the invitation mailing. This is code 722 and is listed under the “postal activity”. Please do this as soon as you have sent the mailing.

Depending on the type of call some or all the following interim outcomes will be available. Please log every call you make.

Code	Description	Notes
722	Posted advance letter /invitation mailing	Under the “postal activity”
701	Appointment made	
702	Left calling card	
703	Broken appointment, trying to recontact	
704	No contact	
705	Contact with named parents, still attempting to interview	
706	Contact with other/unknown person, still attempting to interview	
707	New address/phone number obtained for parent(s) trying to contact	
709	Parent(s) address confirmed (i.e. issued address confirmed as residence of baby)	
710	Parent(s) have moved, occupier/neighbour agreed to pass on forwarding letter	Part of tracing steps – only to be used when all the named parents at an original sample address have moved When a current occupier/other person agrees to pass on a forwarding letter
714	Left/posted occupier letter	Part of contacting steps (found under postal activity)
716	Parent(s) have moved and attempting to trace (i.e. baby not resident at issued address)	Part of tracing steps – only to be used when all the named parents at an original sample address have moved
725	Text message sent	
727	Parent in institution - trying to establish situation / awaiting instructions from head office	If you find a parent is in an institution (other than hospital) then please call head office for guidance. In the meantime, use this outcome code

728	Language difficulties, talk to office to try to arrange translation	Only to be used if there is no household member/friend available to translate. We may be able to arrange an interpreter – use this code in the meantime
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Final household outcome codes

These codes will be available to you when choosing a final outcome for an address/household:

Code	Description	Notes
212	Named parent(s) at address but named baby unknown	
214	Parent(s) have died	
215	Baby/babies have died	For multiple births, use this if all babies have died. (If one baby has died and the parent does not want to do the interview, code as refusal).
221	Named parent or parents live abroad	Use this if parent lives abroad (outside the UK). If they are away temporarily, throughout fieldwork, please use 403
306	Contact made at address but refused to give information about household/names	
309	Broken appointment – no recontact	For this code please ensure you have still completed the minimum number of calls required
11	Refusal before main interview	This a household refusal by the named parent/parents. Even if the screener has been completed then this outcome should be used if the parent/parents decide they not want to take part in the main survey. In households where there are 2 parents eligible, try to contact and interview the other parent, before coding the whole household as a refusal. There are follow up questions to this code and 312; please make sure you collect as much information you can about the refusal to ensure you are able to code the follow up question appropriately (more details below this table)
312	Refusal by other/unknown person	
402	Language difficulties for whole household, no translation possible	If known, add language spoken
403	Household away/in hospital during entire survey period	
404	Parents ill at home during survey period	
406	Parents at address, but not available for interview	

608	Unable to locate address/ insufficient address (contacting tasks complete)	Contacting tasks must be complete as far as is possible before submitting this code
607	Address inaccessible (please say why)	Addresses are only 'inaccessible' when they are impossible to reach (for example, they have been demolished)
505	No contact with anyone at address (after required visits made)	
506	Other reason for not conducting any interviews at address (please specify)	This code is only appropriate when no other code applies, and we would expect it to be used on very rare occasions. There will always be an alternative outcome code that fits the situation – please review the list of codes available to you. Also, note that all outcome codes allow you to add a note of clarification – so if you wish to clarify an outcome then you can do it there rather than using this code to add your notes. If you are unsure when you should be using the 'Other' code, please seek guidance from your RC. Your RC will be reviewing the use of this code throughout fieldwork and asking you to re-code anything that is not appropriate for this category.
504	No further contact (some contact made, no appt made and minimum contact made)	
711	New address obtained for parent(s) outside my area (Office to reallocate)	
712	Parent(s) has moved, and unable to find follow-up address	
713	Parent(s) unknown at address	

When you code 311 and 312 you will be asked the following additional question in the ECS. The answer categories are as follows, you can multi-code and there is an 'other specify':

Q2) Please give reason for refusal (code 'no reason given' if unable to obtain) [MULTICODE]
 (choose as many answers as apply)

<input type="checkbox"/> Too busy	<input type="checkbox"/> Don't see the public benefit
<input type="checkbox"/> Stressful family situation	<input type="checkbox"/> Unhappy about confidentiality
<input type="checkbox"/> Looking after ill/ elderly	<input type="checkbox"/> Survey not important
<input type="checkbox"/> Looking after children	<input type="checkbox"/> Dislike interviewer
<input type="checkbox"/> Respondent does not want to bother	<input type="checkbox"/> Other family member opposes participation
<input type="checkbox"/> Survey too personal	<input type="checkbox"/> Someone outside household convinces respondent to refuse
<input type="checkbox"/> Survey too long	<input type="checkbox"/> Doesn't like idea of saliva sample
<input type="checkbox"/> Survey is a waste of time	<input type="checkbox"/> No reason given
<input type="checkbox"/> Don't see the personal benefit	<input type="checkbox"/> Other (specify)

Buttons: Cancel OK

Please make best efforts to find this out and record in as much detail as possible. This information will also be useful learning for the larger study planned for the future.

There are several outcomes that are **automatically coded in the ECS** and will not be visible to you. These are:

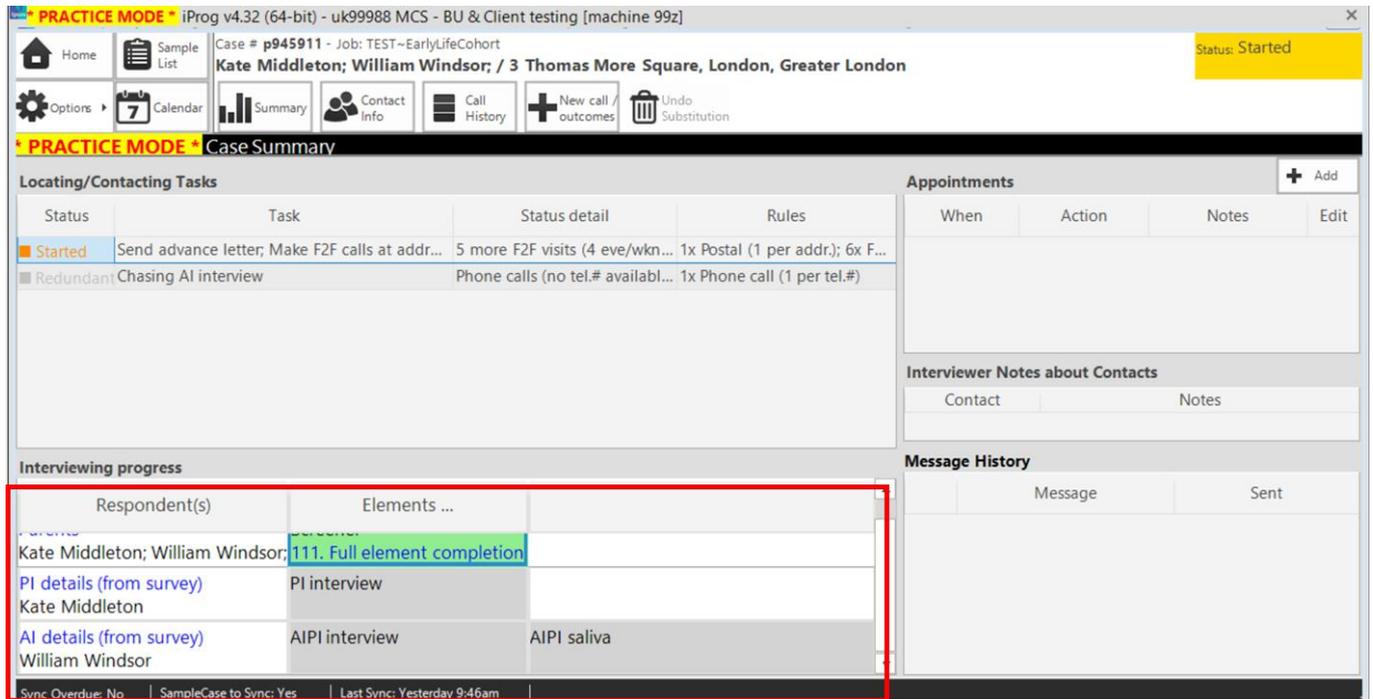
Code	Description	Notes
110	Fully productive household	This will be coded once all the required interviews in the household are completed
217	Baby not born in Nov/Dec 2022	This outcome is coded based on answers provided in the screener
218	Named parent not the legal guardian	This outcome is coded based on answers provided in the screener
220	Case not needed	This outcome will be automatically coded when the other serial attached to the baby is coded a final outcome which indicates this case is not required any more. For example, both parents living in ID 920001 take part then case 920002 will be automatically coded as 220 (because we know that the parents are not living at a separate address so this case is not needed). Note it will take at least 3 days for this outcome code to show in the ECS.
314	Office refusal - from one parent only try to interview other parent	This is an interim code applied in the office. If, in a two parent address, one parent opts out but the other parent does not then this code will be applied. Please check the 'opted out' field in the

		'Contact Info' page of the ECS to see which parent has opted out. Do not try to interview that parent but please try to interview the other parent.
315	Office refusal - whole household	When all parents at an address contact head office to opt out
730	Other address outcome - info pack /email address forwarded and waiting for online completion	If a parent agrees to forward/post a survey invite to the other parent who lives separately then the other case is coded 730
731	Other address outcome - info pack /email address forwarded but not completed and fieldwork ended	If a parent agrees to forward/post an invite to the other parent who lives separately then the other serial is coded 731 if they have not completed the survey and fieldwork has ended
732	Other address outcome - no or limited contact details (no address) given by parent in other household	If a parent does not want to provide an address or any contact details for the other parent who lives separately then 732 is coded. If we do not get an address for the other parent, you will not be following up.
734	Other address outcome - named parent now moved into other address	If the sample contains parents living separately but then we find they have moved in together, 734 is coded for the address that is no longer needed

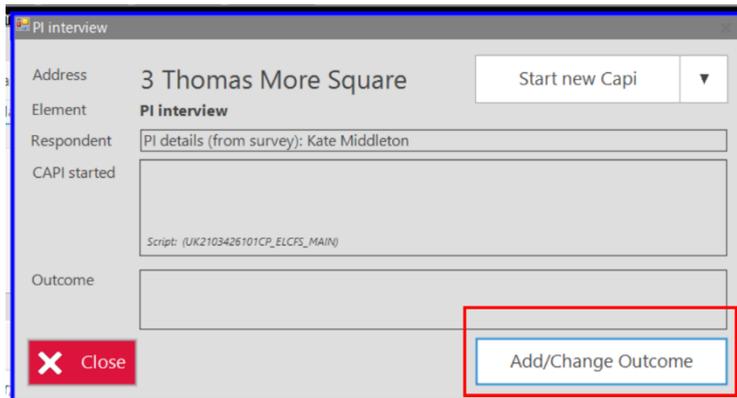
Element outcome codes

Once the screener is completed then you do not need to code household outcomes but instead use element tiles outcomes so we can track the progress of each eligible participant in the household.

The element tiles will be displayed after the screener has been completed. The example below shows a household that needs saliva collection as well the main survey completing (note the PI or OHP saliva tile will only appear once the introduction section of the PI/OHP interview is complete):



Ideally all the interviews will be completed, and all the elements will be coded as 111 “fully productive”. However, if it is not possible to do this then you need to assign an element outcome code using the ‘Add/change outcome’ button when you click on the tile:



The interim element outcome codes, for when you are still hoping to get an interview, are as follows:

Code	Description	Notes
503	No or some contact attempting to interview	Use this code if the result of your contact attempt was some or no contact and you will be making further contact attempts
605	Agreed to do web, not attempting F2F	Applies only for the AI interviews If AIPI or AIOHP says they will do the AI survey online and you provide them with the login code, select this outcome
604	Reminded to do web survey	Applies only for the AI interviews If you remind the AIPI or AIOHP to do the online survey, select this outcome code

The final element outcomes are as follows:

Code	Description	Notes
111	Full element completion	Once the element is complete 111 is automatically coded for that element/tile If the AIPI (or AIOHP) interview is completed online, then the AIPI (or AIOHP) tile will be marked 111 in your ECS – however it will take at least 24 hours to update after you have synced your tablet for this to show in the ECS
113	Partial completion - refusal during interview	Please make as many notes as possible as to why the parent refused – this information will be used in the future
114	Partial completion - other reason	Please make as many notes as possible as to why the parent refused – this information will be used in the future
316	Refusal (to element only)	Please make as many notes as possible as to why the parent refused – this information will be used in the future
407	Parent away/in hospital during fieldwork period	
408	Parent ill at home during fieldwork period	
501	No contact with parent	Use this code after you made all the required contact attempts with the household
502	No further contact with parent (some contact made, broken appointment)	
601	Parent physically or mentally unable/incompetent	
602	Parent language difficulties (give details of language)	
603	Other non-response (give details)	
606	Agreed to web but no further contact/refusal/ has not completed (Final)	Applies only for the main AI survey If the AIPI or AIOHP change their mind about doing the online survey and refuse, or you have reminded them a number of times and do not feel you can do any more contact – use this code

Outcome codes for the Saliva element (AIs and PIs/OHPs)

In some cases, the AI will be doing the interview online and you may not have been able to do the saliva element face to face with them. Please make sure that you assign a final outcome for the AI saliva element (even though they may be completing this element and returning the sample themselves). If you did not manage to see the AI to do the saliva sample face to face, code as a 501 (no contact for this element). If they did not want to do the saliva element face to face, code as 316 (refusal for this element).

For PI and OHPs the saliva element will also need to be completed. If the participant doesn't want to give a saliva sample that is fine, but ideally record this within the saliva element (i.e. go into that interview

and code that they do not want to give the sample and the reasons why). You will then have a “complete” code 111 (full element completion) for the saliva element even though the participant refused to give a sample.

If you cannot start the saliva element with the PI or OHP for any reason, please then code this as the saliva element unproductive outcome.

8. Conducting the interview

Materials needed:

Title	Ref No
Additional Informant invitation letter	L09
Health screener laminate	HEALTH1
Showcards	C07
Change of details card	C05
What happens next? leaflet	L13
Language card laminate	C01
Adding Information FAQs	Q02
Second household pass on letter	L10
Study guide information booklet 'Be part of Generation New Era' (standard version B01S with teal cover)	B01S

Health screening

As for all of Ipsos's studies, please use the "Health Screening" laminate before you go into the household to conduct any interviews. The screening is a way to check that you and the participant are comfortable with proceeding to a household interview.

Can you confirm that you feel well enough to be interviewed today? By this I mean that you have no concerns about any illnesses within the household.

- No concerns raised, and I will proceed to interviewing in home
- Concerns raised, but I am happy to continue to interview inside the participant's home
- Alternative mode offered as I/participant not willing to interview inside the participant's home

Interview length and modes

The table below summarises the interview length and modes available for each type of participant.

	Primary informant	Additional informant (main household/ OHP household)	Own Household Parent (named in sample)	Own Household Parent (identified during fieldwork)
Main interview mode	Face-to-face	Face-to-face or web	Face-to-face	Face-to-face (where address provided)
Other interview modes available	Teams and telephone	Teams and telephone	Teams and telephone	Web / push to web (Where no address provided)
Interview length	60 mins	30 mins	40 mins	40 mins

In each household, we recommend that you attempt to interview the Primary Informant or Own Household Parent face-to-face before interviewing the Additional Informant (if there is one). However, the interviews can be done in any order, so where it makes sense or is more convenient for the participants, you can interview the Additional Informant first.

The Primary Informant should be interviewed face-to-face in almost all circumstances (unless health screening indicates a remote interview would be more appropriate, or the participant is only comfortable with a remote interviewing option). Telephone and Teams options are available if the participant requests a remote interviewing option. Note that **the screener must be done face-to-face** at each address (but can be done on the doorstep), even if the participant later opts to do a remote interview.

Please **try to conduct the Additional Informant interview face-to-face if possible. This can also be done via a web survey.** It is important to secure these AI interviews, and generally face-to-face interviewing will be the best way of achieving this and collecting high quality data. Therefore, we advise that you attempt to contact the AI face-to-face or by telephone to arrange to interview them in person. However, we have allowed the flexibility for this interview to be done as a web survey in case this is preferred by the participant and/or you judge that this is an effective way to secure the interview. The AI could complete the web survey in parallel with the PI's face-to-face interview, or you could try to interview the AI face-to-face after the PI during the same visit or schedule another visit to speak to the AI. We recommend trying to contact the AI directly and attempting to get a face-to-face interview with them, and initially only providing the web survey information if they are available to do this while you are in the household interviewing the PI.

We have provided an **Additional Informant letter** that gives your details in case the participant wants to contact you to set up an interview, but also details of how to log into the web survey. We suggest it should be left:

- If you've spoken to the AI and they have agreed to complete the web survey, for example while the PI is doing the interview with you – the letter provides the login details for the survey and a place for you to write in their unique access code.

- If you have not made contact with the Additional Informant by the time you have conducted your visit to interview the PI/OHP.
- As a way of reminding the AI to take part in the study if you have made several visits/phone calls to remind them.

As well as providing log-in details for the web survey, this letter also contains tailored messaging for the AI about the importance of their interview in order to build a full picture of the baby's life and explains that we need their help to do this. You will need to write your contact details and the unique web access code onto the letter (which can be found on the ECS Contact Information page).

Where the PI/OHP has an AI, but they are not present when you visit, we would like you to try to make face-to-face contact with them to introduce the survey and emphasise its importance. Use your judgement to continue to remind the AI to take part in either the face-to-face interview, or to complete the web survey. Please attempt to schedule a return visit when the AI will be at home – please **make at least one additional face-to-face visit to try to make contact with the AI after interviewing the PI/OHP**. Where possible, try to get a phone number for the AI (from the PI/OHP) to help with contacting them.

When the following outcome codes are used for the AI interview, the Head Office team will generate a reminder to do the online interview (letter or email or SMS depending on contact details held) and you will not need to take any further action:

- **605:** Agreed to do web, not attempting F2F (please use this as a last resort when you have tried to remind them to do the web survey)
- **502:** No further contact with parent (some contact made, broken appointment)
- **501:** No contact with parent

If you have interviewed the AI first, please phone or visit to make contact to schedule an interview with the PI (or OHP). Try to get a phone number for the PI to help with contacting them. **Please make up to two additional calls to try to contact and interview the PI/OHP.**

Interview content by participant type

The study questionnaires cover a wide range of topics that are relevant to the lives of parents with a baby (aged 9-10 months).

At the start of each of the main interviews, we confirm the participant's consent to take part in the study, including ensuring they understand how the data will be used, that the study is an ongoing study and that the interview is voluntary.

The table below summarises the structure and content of the main interview for all participant types (the screener is covered in the previous chapter).

Summary of the interview content

Topic	Participant	Overview of content
Introduction	All	<p>Confirms interview details (including interview mode, use of interpreters and showcards, checks the PI/AI selection from the screener – allowing you to record that the PI and AI have swapped roles if necessary).</p> <p>Confirms consent to take part.</p> <p>For participants in the opt-out data linkage group, gives details of the education, health and social care records that will be linked to their survey responses.</p> <p>Confirms participants' correct name, address, date of birth, gender.</p> <p>Confirms the baby/babies' names, dates of birth, sex.</p> <p>Checks if the participant is the biological parent of the baby/babies.</p>
Household Grid	PI/OHP	<p>Only asked of PI/OHP (not AI).</p> <p>In the household grid we establish who lives in the household, some basic demographic details for each household member, and their relationship to the participant and the cohort baby/babies.</p> <p>It identifies if there is a parent living at another address and whether the child spends any time living with that parent.</p> <p>It collects details of any parents or partners in the household (including those who are not biological parents of the baby).</p> <p>It also asks for some information about the relationship between the biological parents.</p> <p>It collects information about any children the participant has who are not present in the household.</p>
Housing	PI/OHP	<p>Only asked of PI/OHP (not AI).</p> <p>Asks about housing tenure, outside space, car/van ownership, languages spoken at home.</p>
Background	All	<p>Current/previous work status, questions to classify type of work/industry, and details of any maternity/paternity leave taken. Also asks about qualifications, ethnicity, religion.</p>
About Partner	PI/OHP	<p>Only asked of PI/OHP (not AI).</p> <p>Asks similar questions to the background module (work status, maternity/paternity leave, qualifications, ethnicity) and the health of the participant's partner. (This may be the co-resident partner, or if they are in a relationship with the other parent who lives apart from them.)</p>
Household income	PI/OHP	<p>Only asked of PI/OHP (not AI).</p> <p>Details of total household income, any benefits received, debts and keeping up with household bills.</p>

Child Health	PI	<p>Only asked of PI.</p> <p>Asks about any use of fertility treatments to conceive the baby, baby's birth weight and whether born early/late, any stays in hospital after birth, health problems the baby may have, A&E visits since birth, feeding, sleeping habits, crying and developmental milestones.</p>
Child activities & temperament	All	Types of activities the parent does when caring for and playing with the baby; child's temperament and reactions when playing together. These questions are filtered so that they are appropriate to the parent answering them (e.g. parents who don't see their child regularly will have different response options and/or questions).
CASI including pregnancy history	All	More sensitive questions for parents to answer on their own (the first questions check whether any help is needed in answering these questions), including: bonding with baby, parental stress, financial stress, mental and physical health, pregnancy history of birth mother (including loss of babies), stressful experiences during and after pregnancy, relationship with partner, other sources of emotional/practical support, loneliness, life satisfaction, drinking, smoking and vaping.
Childcare	PI	<p>Only asked of PI.</p> <p>Types of childcare used, and frequency of using childcare. Whether grandparents alive and involved in helping with the baby. Any medical or other support services used to care for baby, or to help in addressing difficulties with the baby. Ease of accessing health services when needed.</p>
Data Linkage	All (opt in sample)	<p>Module only asked for those in the 'opt-in' group.</p> <p>For PIs: asks participants to give permission to link health, education and social care records for both them and their baby/babies.</p> <p>For other participants, asks participants' permission to link their own health, education and social care records.</p>
Contact Information and Voucher administration	All	<p>Collects the participant's mobile, landline and email address so we can keep in touch. Asks for details if they are due to move address within the next 12 months.</p> <p>If baby's other parent lives at another address, asks participant to share their name and contact details (or to pass on an information pack).</p> <p>Collects name and contact details for people the study team can contact if they ever lose touch with the participant, to try to trace their whereabouts.</p> <p>Collects information needed to administer the gift card/ e-voucher.</p> <p>Prompt to leave the 'What happens next?' leaflet, and the Change of Details card</p>

Final element	Interviewer	Checks if the survey was conducted in English or another language
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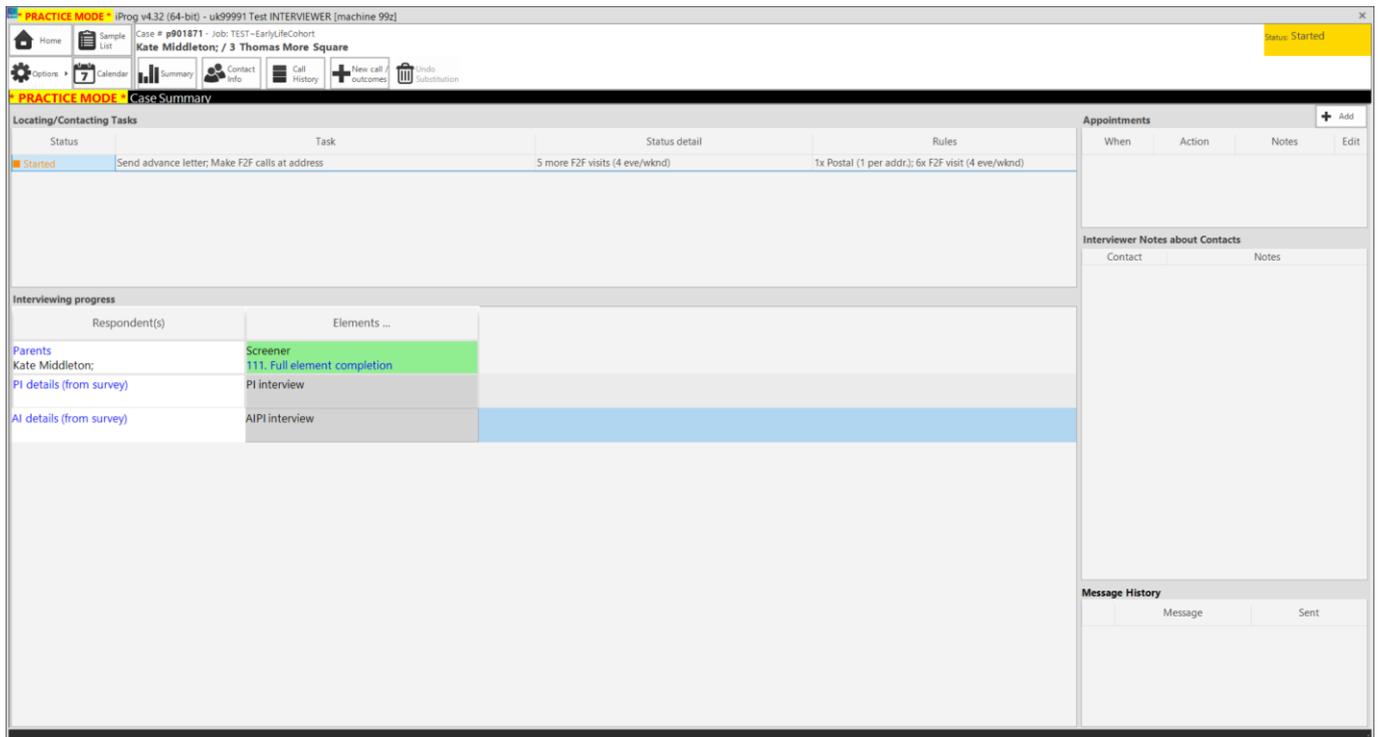
If you have an assignment that includes saliva collection, you will also have interview tiles for the “saliva collection” module. This is covered in the saliva collection chapter.

Administering the CAPI (face-to-face) interview

You will need to complete the screener face-to-face at each address. Once the screener is complete, your ECS will show the tiles/elements that are applicable for the address:

- The main interview for each participant at the address (up to two from: PI, AI, OHP, AIOHP)
- If the address is part of the saliva group, options to complete the saliva collection (Child & PI saliva collection from the PI; AI / OHP to complete their own saliva samples only). This is covered in detail in Chapter 11 (Saliva Collection).

As this screenshot of the ECS summary page shows, once the screener is complete the relevant interview tiles (in this case a PI and an AI tile) are available for use. (Please note that the tile for the AI in a PI household is labelled AIPi).



You have flexibility about the order in which you complete the interviews – so you can interview the AI before the PI if needed (although as noted earlier in this chapter, we recommend trying to secure the PI / OHP at each address first).

Before entering any address, please complete the **health screener**, a single question that confirms the participant feels well enough to be interviewed and has no concerns about illnesses in their household.

If you have any concerns about illnesses in the household following the screener, you can suggest rescheduling or use alternative modes (telephone/ Teams). The Health Screener is on a separate laminate card so that you can use it flexibly, depending on when you go into the household.

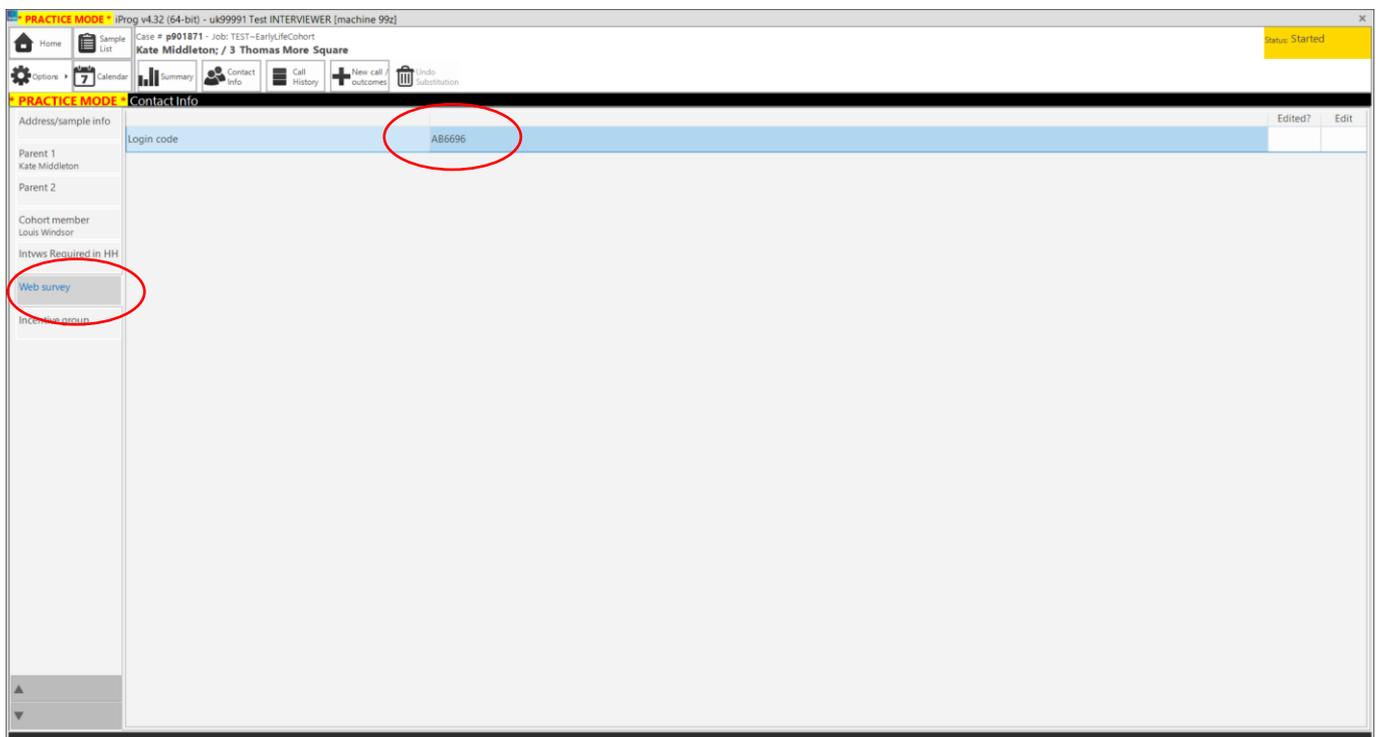
At the end of the interview, please hand over a **Change of Details card** and the **'What happens next?' leaflet** (we have allowed for one at each address, so please leave behind after the first interview at an address; if you are doing an interview at a separate/later visit, please signpost the participant to the information provided. They can also see this information on the study website). More information about the 'What happens next?' leaflet is provided in the next chapter.

Non-CAPI interview options

Online

We are offering an online version of the survey for AIs (AIPi and AIOHP). It is up to you and each participating AI whether they complete the CAPI interview or the online survey. For example, you may find that the AI can complete online while you interview the PI face-to-face.

To set up the AI with the online survey please use the **Additional Informant letter** – this letter includes the link to the online survey; you will need to write in the access code (which is unique to each address) on the letter. This code is found in the contact information, in the web survey tab, on the ECS.



You can either hand this over to the AI in person or leave it with the PI to pass on if you have been unable to make contact with the AI through face-to-face visits.

Your ECS will update to let you know when the online survey has been completed; if it has not been completed, please continue to remind AIs to complete online (or schedule a face-to-face visit).

Setting up telephone and MS Teams appointments

For telephone or MS Teams interviews, you will need to give participants the materials they need for the interview in advance of their appointment: an appointment card and a change of details card. We will include a link to the “what happens next” leaflet in the thank you letter that we send out to participants. If the address is part of the **saliva sample**, please also leave a Saliva information leaflet (“Be part of research about genes’ guide”).

If you are setting up a telephone call, there is an online link to access the showcards that most telephone participants should be able to use. This link can be found on the back of the appointment card. When you’re setting up the appointment, please check whether participants will be able to use these online showcards – if they are using their mobile phone for the telephone call then they may need another device to view the showcards on. If they don’t have another device that they can use to view showcards, then please leave behind a set of showcards for them to use (we have provided you with some spare sets). If you’re doing an MS Teams interview, you won’t need to use the showcards as the participant will be able to see the answer options on your screen.

If you are setting up a Teams call, please collect the participant’s email address so that you can email them an appointment with a link to access the MS Teams call. Try to collect their phone number as well so that you can call them if they are having trouble getting on MS Teams, or to follow-up if they miss their appointment. We have provided a template email for you to send. The email will also provide details of how to log into the Teams interview.

Conducting interviews by telephone or MS Teams

When conducting telephone or Teams interviews, please enter the usual interview tiles on your ECS (i.e. go into ‘PI interview’ for a PI telephone interview). The first questions in the script will prompt you to confirm what mode is being used for the interview, so you’ll be able to select ‘Telephone’ or ‘MS Teams’ at this point. Once that selection is made, you will be routed to a telephone-specific or Teams-specific set-up for the survey. For example, if you select the Teams mode, most of the interviewer instructions do not appear so that you can share your screen with participants. There is a check for Teams interviews that participants are able to see the screen when you share it; if for any reason they cannot see it, you’ll be asked to read out the answer options at each question instead.

Administering the CASI (self-completion) module, including sensitive topics

Some of the questions in the interview concern topics that participants may find sensitive. In face-to-face interviews, sensitive questions will be asked in a self-completion section. You will first be asked whether the participant is receiving help from a friend or family-member (ideally not their partner), for example to help them with reading or translation. If they are being helped in this way, please make sure you remind the participant that they can skip any questions they don’t want to answer by saying ‘prefer not

to say' so they don't have to disclose sensitive information to anyone else. If they are not being helped with the interview, you will be prompted to introduce the self-completion section to the participant, and to code whether or not they are happy to complete it.

If the participant agrees to complete the self-completion module, set the CAPI tablet up so the participant is comfortable, and you cannot see the screen. Ask the participant to let you know if they have any difficulties, and to tell you when they have finished so you can take back the tablet and continue with the main interview.

If the participant is unable to answer the questions in this module by themselves, you will be prompted to go through this section as a normal interview, using the showcards provided for this situation. If you read the question, the participant can just tell you an answer code as that may help them feel that it is more private. Remind the participant that they can skip any questions that they do not feel comfortable answering. If a participant starts this module as a self-completion but decides part-way through that they are unable to complete it on their own, please use the showcards to complete the module with them.

In remote interviews, after reading the question (telephone) or having the participant read the question (Teams), please prompt the participant to tell you the number or letter listed next to their answer on the showcard (or on screen for Teams interviews). If the participant is not able to read or understand the question, you may need to read it to them. Remind the participant that they can skip any questions they do not feel comfortable answering. You will still need to guide participants on the telephone by telling them which showcard to look at and read out their answer from.

The CASI (self-completion) module will take approximately 14 minutes in PI interviews, 10 minutes in OHP interviews and 11 minutes in AI interviews.

Collecting details of second households

In the final module 'Contact Information and Voucher administration', if you are conducting a PI interview in a household where the parents do not live together or an OHP interview, you will ask them to provide contact details for the baby's other parent. This includes asking for their address, email and mobile number.

We are asking for this so that all parents have the chance to take part in Generation New Era, and having this information will allow us to invite them if we haven't been able to already. Prior research has found that parents find these questions acceptable as long as they have the choice whether or not to provide the contact details. However, this may be a sensitive area for some parents, particularly those who do not have a good relationship with their child's other parent.

We are asking this in all households where the baby's other parent does not live with them. However, **this will be particularly important in families where the baby's birth was a single registration, as for these families we do not already have the other parent's (usually father's) details from the birth records on the sample file.** This means that we will only be able to give them the opportunity to be part of the study if the PI (usually mother) provides their details. If we already have the other parent's details on the sample

file, any information given by PIs will be used to help to contact them, for example if they have moved from the address on the sample file.

We are also asking this to all OHPs, about the baby's other parent who will be the PI. Although in these circumstances we will usually already have the other parents' details, we can use this to help to contact them, for example if they have moved from the address on the sample file.

The process for collecting this information flows like this:

- 1) The CAPI script asks the PI or OHP to share the contact details of the child's other parent living elsewhere. The script includes some spontaneous options you can code if the participant tells you they will not give you this information or they do not know this information. You should not, however, offer this option up front.
- 2) The participant may wish to consult their child's other parent before passing on their details. There is a spontaneous code for this as well and the participant will be provided with details of how they can let us know the address details if the other parent agrees. If possible, you could also get in touch a few days later to see if they can give you these details at that point (and you can then add them directly into the ECS).
- 3) In cases where the parent does not want to give any contact details at all, and we only have the details for one parent on the sample frame, you will ask the participant if you can leave an invitation pack for them to pass onto the baby's other parent, or whether we can email them some information for them to forward on. If they say they will pass on an invitation pack, you will be prompted to leave a pack. More details about what's included in the invitation pack to leave with them is below.

The process for acquiring the other parent's details has been specially designed to try and maximise agreement to this from parents who do not live together. It is important you follow the script and are confident and positive about this request.

If you manage to get an address, then we will want to visit the new address face-to-face to try to get an interview (we check if you can cover the address or if it needs to be reallocated to a different interviewer). If we only get an email or mobile number, we will follow these up from the office using an invitation to take part in a web survey or a telephone survey.

We are leaving the 'pass on pack' option until last as we want to try to acquire the contact details so that we can invite the parent ourselves. This is motivated by previous research with mothers, which found that they tended to 'passively gatekeep' by not informing the child's father about the opportunity to take part. This may be because they judge the father as 'too busy', uninterested in taking part, or because they think only one parent's perspective is needed.

It is also important during this section that you are sensitive to potentially difficult situations and provide reassurances where appropriate. For example:

- If a parent wants further information about why we need these details, you can explain the value of hearing from both parents to get a full picture of children's lives. You can explain to them the details will be used to invite the child's other parent to take part only. If your participant is the child's mother, they may also be interested that findings from other research shows fathers are often pleased to be included in this research, as they are less likely to be asked about their experiences as a parent.
- You can reassure the parent that we will not share any information about their circumstances, address or survey answers with their child's other parent, though we may have to tell them that their details were passed on by them.
- If you note any child protection or safeguarding concerns, you should not press for the other parent's details. For interviews in Scotland, the CAPI script will include a statement about this.

Pack to pass on

If the participant will not share any contact details (or does not opt to forward an email), but agrees to pass on an invitation pack to the other parent you need to use the following materials:

- Second household pass-on letter (L10)
- Standard (teal) study guide

You will need to fill in the Reference number (the serial number of the address you are currently in); the voucher amount (based on what the address you are currently interviewing in is getting) and the access code (both the incentive amount and the access code will appear in the script for you to copy them over). If you know the name of the other parent, please add that in as well. **Please ensure that you write the access code as clearly as possible.**

Place the two documents in an envelope and leave with the participant to pass onto the other parent.

Second household pass-on letter (L10)



A STUDY OF
CHILDREN BORN
IN THE 2020s

YOU'RE INVITED TO BE PART OF GENERATION NEW ERA

Dear _____ Reference number: _____

We are writing to invite you to **be part of Generation New Era** - a groundbreaking new study of several thousand babies born in 2022, and their families. It will provide vital scientific insights into the health and development of children growing up in our changing world, and help researchers, governments and service providers improve the lives of children and families in the UK.

We want to include fathers and mothers in the study as both are important in children's lives. **We would like to hear from you about yourself and your baby, whatever involvement you have with them. By sharing your experiences, you'll help us build a full picture of your child's life.** The survey takes 30-60 minutes to complete, and all those completing it will receive a **voucher** as a thank you. You can find out more in the accompanying booklet which is your guide to the study.

Take part now to claim your £_____ voucher:

1. Go to the survey website: <https://ipsos.uk/GNE2>
2. Enter this access code: _____

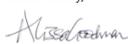
Generation New Era is led by the Centre for Longitudinal Studies at University College London (UCL) and Swansea, Edinburgh and Ulster universities. Ipsos, an independent research organisation, is collecting the information on our behalf. It is paid for by the Economic and Social Research Council.

Your participation and survey responses will be kept completely confidential. This means we will not tell your baby's other parent about any of the information you provide or about your circumstances, including your address. More information, including the study's Privacy Notice, is available on the study website gnestudy.info/privacy.

Taking part is completely up to you. If you prefer not to take part you don't need to do anything, but you can let us know so we don't contact you again; please use the details at the bottom of this letter to get in touch.

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

Yours sincerely, |



Professor Alesia Goodman CBE
Study Director, UK
University College London



gnestudy@ipsos.com [0800 151 0610](tel:08001510610) gnestudy.info [@gnestudy](https://www.instagram.com/gnestudy) [Freepost Ipsos GNE Study](https://www.facebook.com/gnestudy)

L10

Multiple babies

Where there are twins or triplets, some questions will ask about them as a group, while others will ask about each child individually.

We have noted on the ECS whether we expect there to be multiple babies at an address – it's worth bearing in mind when scheduling appointments that the interview may be slightly longer.

Providing help with the CAPI interview

Non-English speakers

Completing interviews with non-English speakers, or people for whom English is a second language, will be particularly important as these parents will likely have different views and experiences to parents for whom English is their first language. These parents will also likely be from minority ethnic groups, including white minority groups, who are important to include in the study.

The notification letter, invitation letter, study guide, saliva sample information leaflet ('Be part of research about genes' guide), and showcards are available in **10 languages** in addition to English (Welsh, Arabic, Bengali, Gujarati, Polish, Punjabi (Shahmukhi – script used in Pakistan), Punjabi (Gurmukhi – script used in India), Romanian, Turkish and Urdu) **on the study website**. You can refer participants to this information

if they indicate they would prefer to look at material in one of these languages. The study website also has a translation 'plugin' which means that the whole site can be translated into these other languages. The study guide also states on the back in translation that study materials are available in other languages. These languages were chosen as they are likely to be the most common ones needed among our sample.

In Wales, the notification and invitation letter are being sent in both English and Welsh to all participants (the study guides are available in Welsh translation on the study website and in hard copy on request).

You will carry a laminated 'Language Sheet', that displays "I speak [language]" in 65 different languages. This will help you identify and record all the languages the participant speaks. If you are unable to communicate with anybody on the doorstep, show them the Language Sheet so that they can point to the language that they speak.

In such situations, try to conduct the interview with the interview using another adult household member (aged 16 or over) as a translator. Please avoid using the partner as a translator if at all possible. (If a partner is used, the most sensitive questions about the quality of the relationship with the partner will be skipped.) If another adult member of the household cannot help to translate, please determine if there is another adult (such as a neighbour, friend or family member outside their household) who the family feel comfortable with being present, and who is fluent in both English and the other language.

Before you start you will need to brief the interpreter carefully (this is particularly important when carrying out interviews remotely). Explain that the survey needs to capture the participant's views and knowledge, so we need them to translate without inputting, i.e.:

- They must translate as close as possible word for word and not rephrase.
- They must not input into the answers/elaborate from their own knowledge of the household.

If you suspect the interpreter is inputting, stop them! Gently remind them we need the participant's views/knowledge and that we would be grateful if they could just translate word-for-word. Please also remind the participant that they can say 'Prefer not to say' to any question, that is, they can choose not to answer any question they do not want to.

If no interpreter is available, check with field office if there is another interviewer who speaks that language who can do the interview. Please code outcome **728** in ECS and details of the language spoken in the home, so we can try to reissue the address to another interviewer who speaks that language.

As a last resort, it is possible for us to set up to do the interview using "language line" which is a three-way phone interview with a translator provided by "language line". To use this option, you will need to talk to Head Office to arrange this.

Please note that using an interpreter via a telephone or MS Teams interview may be more challenging than in a face-to-face interview, so please be sensitive to this when carrying out these interviews.

Please also note that some people who can speak and understand spoken English may not be able to read English easily (or vice versa). Please be sensitive to this and if you have any doubts about their understanding of the showcards, please read them out.

Participants with disabilities or difficulties with reading English

We are unable to offer showcards in Braille or signing for interviews. If you come across a participant who is unable to read the showcards because of visual impairment, you can either read out the showcard responses to them or ask someone else in the household to do this. Please record when prompted in the script that the person is having assistance in completing the survey. We can provide the materials in large print on request, and a plain text version of the study guide leaflet is available on the website.

For participants with certain disabilities, you may need to take extra time and go through the interview at a pace they are comfortable with, including taking breaks as needed or conducting the interview in multiple sessions. You might also offer to call back and conduct the interview when a carer, support worker, or family member can assist.

If the participant can speak English, but has difficulty with reading English, you should read out showcards and administer the self-completion verbally.

You also need to make sure that these participants have read or heard the information in the study letters and study guide, so that they are making an informed decision about taking part in the interview.

Additional attendees

As far as possible, we would like to encourage participants to limit the opportunities for others to see their screen during the self-completion or to hear their interview responses. Some of the questions are sensitive in nature, and we want participants to feel as comfortable as possible answering them. However, given the nature of the interview and the participant group of new parents, this may not always be possible, and the interview has been set up to minimise issues of this kind as much as possible.

As described above, the most sensitive questions have been grouped together and are asked either in a self-completion module (in face-to-face interviews) or using answers written on showcards so that just an answer code can be provided (in remote interviews). In particular during this section, it is important to ensure that any additional attendees cannot see the screen/showcard. If the participant is unable to carry out the self-completion module or to read the questions on the showcards, try to encourage any additional attendees to leave the room for the duration of this section of the interview. Any questions that participants are uncomfortable answering can be skipped by coding "Prefer not to say."

Signposting to support

The sensitive topics could cause distress to some participants. It is our responsibility to ensure participants are aware that support for each sensitive issue is available if needed, and to direct them towards these resources. These resources include helplines for when a participant needs more urgent or

personalised advice and support, alongside in-depth reading resources for those wishing to seek more generalised advice on a topic.

At the end of the interview, you'll leave behind the '**What happens next?**' leaflet which includes some sources of support for families. There are more country-specific sources of support listed on the website, and some were also included in the study guide. In the self-completion section of the interview, in certain circumstances and for certain sets of questions, prompts to sources of support will also be provided.

If a participant in a difficult situation appeals to you for help, ask them if there is anyone they could contact for help or advice: family, friends, teachers, neighbours, local community services or social services, the police, helplines run by charities, and so on. The study website contains various helplines etc. that they may find useful. It is important that you do *not* contact any outside person or agency to disclose any information about the participant; it is up to the person concerned to do this for themselves. However, if you encounter a situation in which somebody may be at serious risk of harm contact your Regional Manager and describe the situation *without revealing the name/address details at this stage*. The situation can then be assessed, and if a decision is made for further action, you may be contacted to provide the name/address.

Key points

Key learnings:

- You will need to complete the screener face-to-face at each address; this will identify which types of participant/interviews we are attempting at each address and open up the relevant options in ECS.
- At each address, we should attempt to interview the PI/OHP face-to-face before interviewing the AI – but interviews can be done in any order if it's more convenient to interview AI first.
- The AI interview can be done either face-to-face or online.
 - Continue to attempt to interview the AI after doing the PI interview.
 - Make at least one face-to-face call to visit the AI after doing the PI interview. You can also contact them by telephone if you have been able to collect a number to schedule an interview/ remind them to complete online.
 - Leave the AI invitation letter at a point you think is sensible – the letter gives them the chance to contact you to set up an appointment, and the web link to complete online. However, wherever possible try to have some face-to-face or telephone contact with the AI.
- If you interview the AI first, phone or visit to schedule an interview with the PI/OHP. Please make up to two calls to follow-up with the PI/OHP.
- If participants are not willing or able to complete face-to-face (or AIs online), you can offer telephone / Teams interviews as a last resort.
- Please use the Health Screener before entering an address, and on each occasion, you enter an address.
- Leave behind a Change of Details card and 'What happens next?' leaflet after your interview (one per address); if you are scheduling a remote interview, leave the Change of Details card and an appointment card along with showcards (if needed) for telephone interviews.

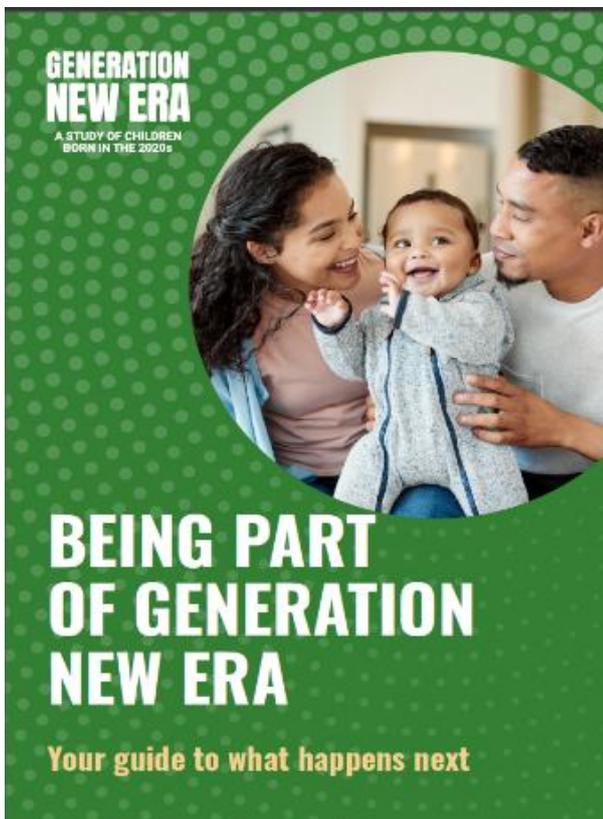
- The script will ask parents who do not live together for the other's details. Be prepared for the potential sensitivities of asking for this information. You may need to leave a 'pass on pack' where the PI/OHP does not want to provide any contact details for the other parent.
- If a participant has difficulties understanding English and needs an interpreter, please try to arrange for a friend or neighbour to interpret (ideally, we would avoid household interpreters-particularly partners-, unless this is the only option). Please contact the office if there are language requirements that you can't accommodate.
- Please be alert to participants needing additional assistance due to language or literacy difficulties, or disabilities or impairments. Offer to read showcards aloud and slow down the interview, if needed.
- If participants appeal to you for help due to their personal circumstances, please encourage them to consider who they can turn to for support and mention the support services on our website/'What happens next?' leaflet. If you have serious concerns about anything you have seen or been told in the household, please report anonymously to your Region Manager in the first instance.

9. After the interview

Materials needed:

Title	Ref No.
Being part of Generation New Era – Your guide to what happens next	F02
Change of details card	C05

What happens next content overview



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

CHANGE OF DETAILS CARD
Please complete and return to us only if you have changed any of your personal or contact details.

Please complete clearly using BLOCK CAPITALS

YOUR REFERENCE NUMBER:
(Any letter addressed to you/in your name received from the study)

YOUR TITLE, FIRST AND SURNAME:

YOUR DATE OF BIRTH (DD/MM/YY):

STUDY CHILD FIRST AND SURNAME:

STUDY CHILD DATE OF BIRTH (DD/MM/YY):

CURRENT ADDRESS:
Please provide full address and postcode

Baby also moving to this address (please tick)

DATE YOU MOVED HERE (MM/YY):

HOME TEL. NO:

MOBILE TEL. NO:

EMAIL ADDRESS:

If your child's other parent or your partner is also moving to this address, please give their details below:
OTHER PARENT/PARTNER FIRST AND SURNAME:

OTHER PARENT/PARTNER REFERENCE NUMBER:

Once complete please moisten edges, fold on the dotted line, seal and return. No stamp is needed. You can also update your details online at gnestudy.info/update-your-details or by contacting us via email gnestudy@ucl.ac.uk or freephone on 0808 175 6330.

Freepost GENERATION NEW ERA

At the end of the interview, you will be prompted to thank the participant for taking part in the study and hand them the 'Being part of Generation New Era – Your guide to what happens next' leaflet and the 'Change of Details card'. Please note that we will only provide one of each per participating address.

The leaflet contains the following information:

Leaflet subtitle	Summary
<p>What will happen in the future?</p>	<ul style="list-style-type: none"> Regular updates including study findings and other news will be sent to the participant, and the participant can also stay informed by visiting gnestudy.info and following @gnestudy on Instagram. We hope to invite participants and the child to take part in future Generation New Era surveys as they age, although this relies on additional funding. They can decide whether to take part in the survey each time.
<p>How will we get in touch with you?</p>	<ul style="list-style-type: none"> Study participants can keep their information up to date via the change of details card provided or the website: gnestudy.info/update-your-details The study team may reach out to the alternate contact provided by the participant if we are unable to get in touch with them. The participant is asked to let their alternate contact know that they have shared their contact information and that the person is happy for us to use their information. If not, the participant can let us know, and they can also provide alternate contacts or update their information for the contacts they have provided on the website gnestudy.info/alternative-contact-details. The NHS is also used to update addresses, along with other government departments and data checking services.
<p>What will happen to the information you have given?</p>	<ul style="list-style-type: none"> Ipsos will compile the survey responses along with the data collected from all other participants. This combined information will then be securely transmitted to the Generation New Era study team at University College London (UCL). All survey responses are securely made available for research through UCL Data Safe Haven, UK Data Service, and other secure environments. Personal information and survey responses are sent securely to UCL by Ipsos and are always kept and transferred separately to ensure confidentiality. All study information is handled with strict confidence in line with GDPR guidelines and stored only until the study no longer requires it. More information about Generation New Era's data protection measures and the study's privacy notice can be found at gnestudy.info/privacy.
<p>What about adding other information to your survey answers?</p>	<ul style="list-style-type: none"> The interview involved informing participants that the study would like to add information from administrative records to the participants' survey responses. A further reminder about this will be provided to the participants through a thank you letter. The information added relates to the participant and child's past, present, and future circumstances. Should they wish to change their

	<p>permissions for some or all consents, they could do so via gnestudy.info/update-your-permissions.</p> <ul style="list-style-type: none"> • Participants were informed via the study guide that we will include information about their local area or property. This geographical data, often public, is usually added without requiring us to share their details. Should they prefer us not to add this data, they can do so by informing the Generation New Era study team at UCL – gnestudy@ucl.ac.uk or gnestudy.info/contact-us
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Sources of support

The leaflet will contain a list of sources of support that participants can contact if the interview has raised any concerns or caused any distress. For reference the sources of support are:

Related issue	Organisation	Website	Contact number
Parent support and advice	Home Start	https://www.home-start.org.uk/find-your-nearest-home-start	n/a
Money related	Citizens Advice Bureau	https://www.citizensadvice.org.uk	n/a
Drugs and alcohol	FRANK	https://www.talktofrank.com/	0300 123 6600
Domestic violence	Refuge	https://www.nationaldahelpline.org.uk/	0808 200 0247
Mental health problems	Mind	https://www.mind.org.uk	0300 123 3393
Distress or despair	The Samaritans	https://www.samaritans.org/	116 123

Additional country specific sources of support are available on the study website.

Incentives

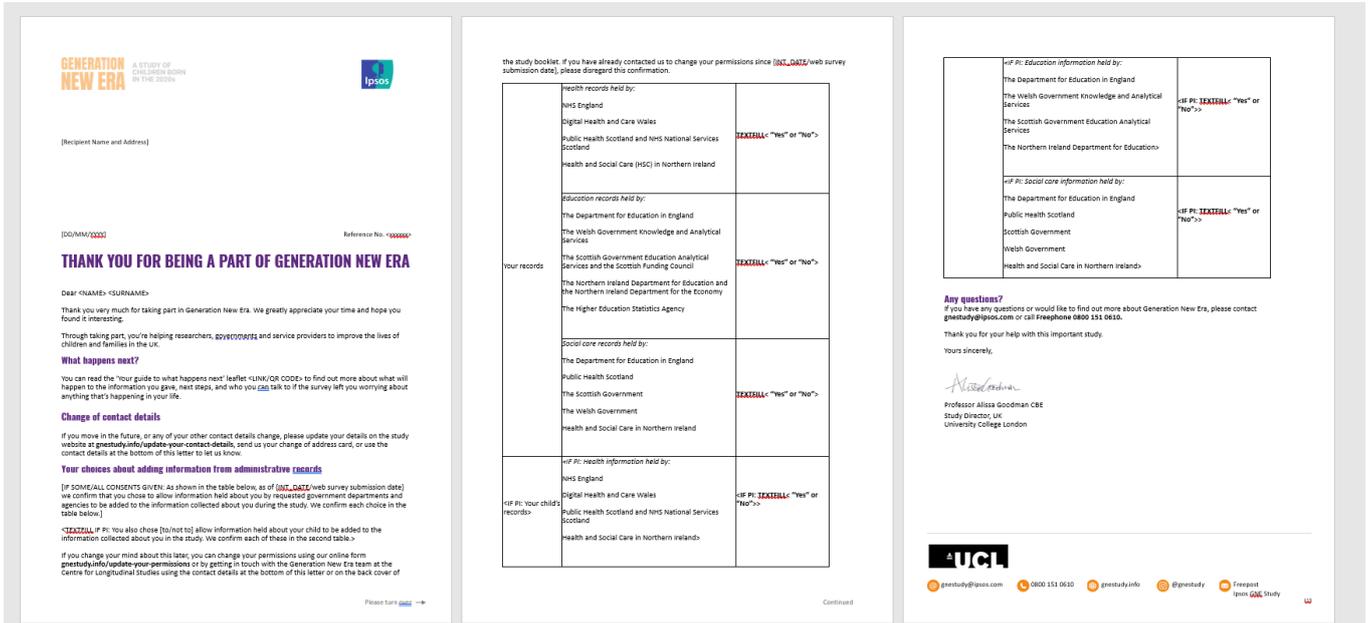
Face-to-face participants can choose to receive their voucher in the form of a physical gift card or digital 'e-voucher'. (Participants completing their interview remotely will receive an e-voucher.) If you are handing over a gift card, make sure that you accurately recorded the details in the CAPI script. The appropriate amount (£10 or £20) will be uploaded to the card within a few days.

If the participant was happy to receive an e-voucher this will be emailed to the address, they provided within the next 2-4 weeks. This will be separate to the thank you letter. If you interviewed two people in the household, they will be sent their e-vouchers separately.

'Thank you' letter

An individual 'thank you' letter will be sent to each participant by post. The mailout will be sent during the last week of each month. The letter will contain the following information:

- What happens next? - with a link to the leaflet on the website
- How to update your contact details.
- Your choices about adding information from administrative records.
- Who to contact if any questions.



This letter is versioned so that participants who gave individual data linkage consents in the interview (opt-in consent group) will be provided with a record of the consents they gave. Those who were in the opt-out consent group will be reminded that Generation New Era would like to add information from their administrative records, and they can make their choice about this using the online form.

If your participant is in the saliva collection group, this is confirmed separately (see Saliva chapter).

Future surveys

We hope to invite the participant and their child to participate in future Generation New Era surveys as they age, although this relies on additional funding. Future surveys will likely be every few years. It will be up to them to decide whether or not to take part each time.

Participants can keep their contact details up-to-date on the study website: <https://gnestudy.info/contact-generation-new-era/update-your-contact-details/>. After the interview, participants should contact Ipsos about anything related to their interview, and UCL about anything else, including updating their contact details and permissions, and questions about future study updates or surveys.

UCL Freephone:	0808 175 6330
UCL Email:	gnestudy@ucl.ac.uk
UCL Freepost:	Freepost GENERATION NEW ERA
Website:	gnestudy.info

Key learnings:

- At the end of the interview please hand out the 'Being part of Generation New Era – Your guide to what happens next' leaflet and the 'Change of Details card'. Only one of each needs to be handed out at a household even if two people took part. You will be prompted to do this in the script.
- Participants will receive a thank you letter from head office confirming what will happen next, including any administrative record consents they gave during the interview (for opt-in group). Each person who took part will receive their own thank you letter.

10. Adding information from administrative records

Government departments and agencies routinely collect information about all of us to help them plan and provide the services we need. This information is stored in what are called administrative records. Administrative and geo-environmental linkages are an important part of the study. Participants will have received information about adding information from administrative records and adding information about where you live in their study guide – the pages entitled “Adding information”. N.B. This is sometimes referred to as ‘data linkage’ but this is not a term that we are using with participants.

Materials needed:

Title	Ref No
Generation New Era Adding Information FAQ's	Q02
https://gnestudy.info/whats-involved/adding-more-information-about-you/	Website

Adding information from administrative records

We aim to enhance our understanding of participants' lives by incorporating information from administrative records about the PI, AI, OHP, and the baby. This additional data will allow us to paint a more comprehensive picture. Specifically, we would like to include health, education, and social care records of the PI, AI, and OHP, as well as health, education, and social care records of the baby/babies.

Reasons for collecting administrative records data

The inclusion of information from administrative records in our study is beneficial for several reasons:

1. **Reduced Survey length:** The detailed data in these records enables us to minimise the number of questions we ask during the survey. This saves time and effort for both you and the participants.
2. **Complete Picture:** By combining survey responses with administrative records, researchers can create a more comprehensive understanding of the participant and their household and how they utilise healthcare, schools, and other services. This holistic view helps identify significant factors that influence children's development and enables policymakers to improve services for better lives.
3. **Valuable Insight:** The study aims to comprehend the various factors that impact children's lives, both presently and in the future. Therefore, having access to the participant's, and the baby's, current, past and future circumstances through administrative records is immensely valuable. This information allows researchers to analyse trends over time and make informed decisions.

Examples of why administrative data is important

Other studies that have made use of administrative data linked to survey data have provided important insights. For example:

Identify who needs extra help in the early years

Linking education records to the Millennium Cohort Study provided important insights into how being born in the summer and schools' admission policies can affect how well children do at school.

The effects of attending a good quality nursery school continue into primary school

Linking education records to the Study of Early Education and Development (SEED) showed that children who attended a high-quality nursery did better at English, Maths and Science Key Stage 1 tests at age 6 to 7 years.

Your role

It is now common practice to ask about data linkage on many studies, and so many of you will have asked questions related to this. Later in this section we provide more information on exactly what data we want to link to and the process of data linkage in case participants have more detailed questions for you.

Most studies take an **'opt-in' approach** to data linkage, which involves **asking participants during the interview** whether or not they agree or consent to this linkage. For this study, we have developed an alternative approach to collecting consent to data linkage, which is based on an **'opt-out' approach**. This means that we **do not ask during the interview** about whether or not they agree or consent to this linkage, rather we **ask participants to go online to make their choice** using a special form on the study website. We will be testing both approaches as part of the study, and study families have been randomly assigned to either an 'opt-in' or an 'opt-out' approach.

This section outlines how we will ask for consent – as we are taking two different approaches, and you will have a mix of the two approaches in your assignment, so you need to understand how each one works. The interview script will take you through the approach assigned to each case automatically so all you need to do is follow the script. The information given to participants about adding information in the study guide and on the participant website is the same for both approaches and has been carefully worded to be suitable for both.

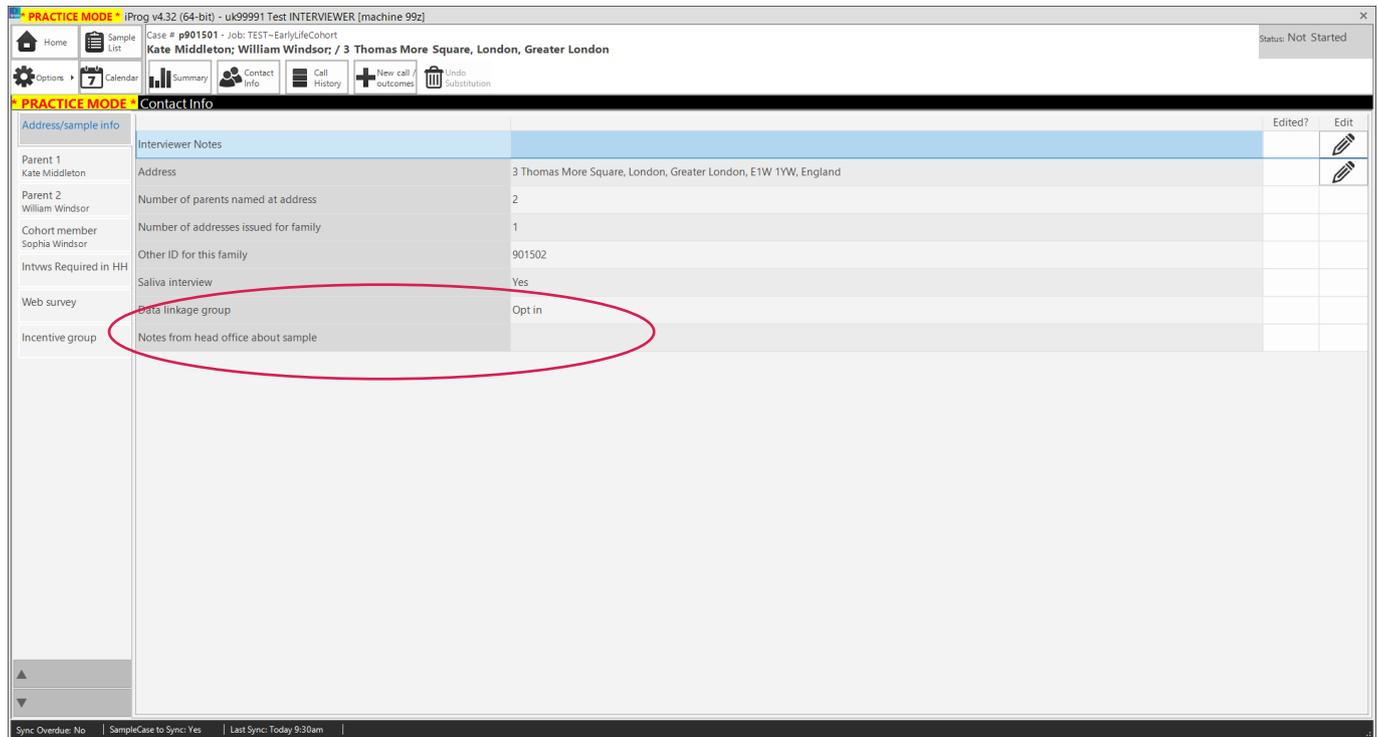
We are doing this to assess which approach works best – in terms of how participants react to the approach, how you as an interviewer find administering each approach, and which ends up with higher participation rates (to linkage, but also to future surveys).

As part of the development of the study, we've carried out extensive public engagement and materials testing work in relation to different consent approaches for adding information from administrative records. This identified that both the opt-in and opt-out approaches were viewed as acceptable to the public, as long as the proposed linkages and use of the data were made **clear and transparent** to participants and as long as they had a **choice and control** over whether or not their records will be linked. The study approaches, website content and materials have been carefully designed with this in mind, and to emphasise to participants that **it's their choice** whether or not these records are linked, and that participants can change their mind about their permissions any time. Ensuring confidentiality, anonymity and no impact on self or child was important for both models.

The following potential benefits to participants of the opt-out approach were identified during this development work:

- Less time in the interview is needed to go through each type of linkage in turn.
- Participants are able to look up information about what's involved in their own time and are not required to make a decision either way during the interview.
- Parents have more time to discuss with each other whether or not they are happy with for their child's records to be linked.

There will be two versions of the data linkage module –**opt in** and **opt out** - in the script and each participant will only be asked one version. The version shown will be randomly allocated across your cases, but all participants connected to a baby (or set of babies, in the case of multiples) will get the same version. The contact information screen in the ECS shows you the version allocated to each case, but this is for information only and the CAI will guide you through the correct wording for that version. Please read out the information contained in the script to the participant. For any web interviews, the participant will read through this themselves.



For those in the opt-out group, this will be covered near the start of the interview, and for those in the opt-in group, this will be covered at the end of the interview. We anticipate that it will take slightly less time in the interview for the opt-out group compared to the opt-in group.

Opt-in

You will explain which administrative records we would like to add and ask for consent separately for each type of record linkage in the script. This is a fairly standard approach used on many studies.

An example question is:

We would like your permission to add information from your education records held by the organisations on **SHOWCARD L2** to your survey information:

- 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 and the Northern Ireland Department for the Economy

These records will include information about education such as exam results and participation in further education, special education needs, as well as details about the schools or colleges attended. These records also cover use of childcare services.

Are you willing to give this permission for your education records?

1 Yes
2 No

Opt-out

Instead of asking for specific consent to link each type of record, you will follow a script to explain that as part of the survey the participant's data will be linked to their administrative records. The script includes details of how they can opt-out of or select which consents they would like to give after the interview. You are prompted to tell them that they can fill out an online form on the website with questions that ask whether or not they consent to each kind of linkage.

There is extra information provided as a help screen (if you click on the extra information text) that you can use to answer any questions that the participant has.

There is an option for you to code if the participant spontaneously refuses (all) the linkages, so you can record an unprompted refusal, but this should not be explicitly offered.

Participants are reminded how to make their choices about data linkage in the **'What happens next'** leaflet which you will leave them at the end of the interview. Please note there is one version of this leaflet, so the information is suitable for both opt-in and opt-out groups.

For the Primary Informant, the consent process for adding administrative data covers both linking survey data to administrative records for the participant and also for the baby. The opt-in questions are asked separately for the PI and the baby and the opt-out script covers both the PI's records and the baby records.

Consenting for the baby is **only** included as part of the **PI interview**, and you will check that the PI has **legal parental responsibility** as only a parent with legal parental responsibility will be able to consent for information from the baby's records to be added. If the PI does not have legal parental responsibility, then the data linkage section will only cover the PI themselves and not the baby – in this case we will not ask for the baby's administrative records to be linked.

The AI and OHP interviews only cover data linkage for the participant themselves and not the baby.

There is information about "adding information" in **'Be Part of Generation New Era: Your guide to the study'** page 8 (see image below), so you can remind the participant that they can refer back to this information.

Participants may wish to discuss adding information from their child's records with the other parent and the study guide they receive in advance suggests this. You may wish to remind the Primary Informant of this before their interview, in particular for the opt-in group.

FAQs are provided in the survey script if you need them, explaining why we want to add data to their survey results and outlining how that process will work.

There is also a video and a list of Q&A about adding information from administrative records on the [website \(gnestudy.info/whats-involved/adding-more-information-about-you\)](https://gnestudy.info/whats-involved/adding-more-information-about-you) which explain how the process works – please watch the video and read the FAQs (which will be updated to include commonly asked questions) to ensure you are familiar with the process.

'Be Part of Generation New Era: Your guide to the study'

ADDING INFORMATION

Information from administrative records

Government departments and agencies, such as the NHS, routinely collect administrative records about all of us to help plan and provide services.

We would like to add information from administrative records about you and your child to your study responses. This makes the study even more useful for researchers and policymakers, who will use this information to improve public services for everyone.

Adding information will help Generation New Era build a more complete picture of your lives.

Which administrative records would we like to add?

We would like to add information from health, education and social care records for you and your child. To find out what these records cover, please visit the study website.

The information relates to your and your child's past, present, and future circumstances. We would like to add information from these records on an ongoing basis for the duration of the study.

Who decides about adding administrative records?

It is your choice which of these records are added to your study responses. The interviewer will tell you more about this, and you can change your mind at any time.

You may wish to discuss adding information from your child's records with their other parent. We will only ask the parent who does the longer interview about this. If you don't wish to do this, you can still take part in the study.

How will information from administrative records be used?

It will be used for research purposes only. Adding information from administrative records will not affect your or your child's services, rights, treatment or any health insurance. It will not affect your benefits or tax.

Scan this QR code to watch our video about adding information from administrative records.

8

It's their choice

Despite differences in how participants will give their choices, it is up to the participant whether they want to consent to all, some or none of the records being added to their study responses in both the opt-in and opt-out models. Participants can change their mind at any time without providing a reason.

Participants can still take part in Generation New Era even if they do not choose to have their information from these records added.

How long will the information be added for

The information Generation New Era would like to add relates to the participants' and the baby's past, present and future circumstances. Because this study is trying to understand how children get on in the long term, the study will continue to add information from the participants' and the baby's records on an ongoing basis for the duration of the study. If the participant or their child choose not to take part in the study in the future, or if the study loses touch with them, the information from administrative records will continue to be added unless the participant tells us not to. This is made clear in the information given in the study guide and in CAI script.

"As this study aims to follow children over time, we would like to add information from {IF PI=1: "your {IF NUMCM=1: "baby's"; IF NUMCM>1: "babies'"} and"} your records on an ongoing basis for the duration of the study. "

Once the child is older and able to decide for themselves, they will have an opportunity to decide whether they would be happy for us to continue to add this information from these records, or not.

Handling any disagreements over consent to baby's records being linked

Only the Primary Informant is asked for permission to link their baby's administrative records to the survey data. This is made clear in the study guide, which encourages the parents to discuss this with each other. There may be a situation where the parents disagree with each other about whether or not to allow for their baby's administrative records to be added to the survey data. Where you are made aware of this, you can encourage the parents to discuss this with each other and come to an agreement between themselves about this (prior to the primary informant interview for the opt-in group). You can also remind parents that they can contact the study team at any point to change what they have or haven't consented to.

Withdrawing consent: what if participants change their mind in the future

Participants can get in touch with the UCL study team to change their data linkage consents via:

- The study website's online form: gnestudy.info/update-your-permissions
- Telephone: 0808 175 6330
- Email: gnestudy@ucl.ac.uk

A copy of the change-of permission form will automatically be shared with the participant via e-mail.

How to encourage high consent rates

Trust: It is important to be transparent about how data linkage will work and for you as the interviewer to have a clear understanding of the process.

Confidentiality: Participants need to be reassured about confidentiality when sharing information with government departments (or third parties acting on their behalf).

- Government departments and agencies will only receive the details they need to accurately identify the records e.g., their full name, sex, DoB, and address, nothing more.
- The decision about whether or not to allow us to add information from their records will not affect their health treatment or any health insurance.
- Their details cannot be used to see whether they are paying the right amount of tax or loan repayments or claiming the right type of benefits.

- This is not a way for the police to find things out about them they did not already know.

Benefits: It is important to be clear about the benefits of data linkage and for you as the interviewer to be able to explain this to participants.

Please familiarise yourself with the content of the Adding Information frequently asked questions on the website as the website will be updated with new information!

What data will be collected and why it is useful

We are asking about adding information from the following administrative records:

Health records	
Departments	What information will be added
<ul style="list-style-type: none"> • NHS England • Digital Health and Care Wales • Public Health Scotland • NHS National Services Scotland • Health and Social Care (HSC) in Northern Ireland 	<p>These health records include information such as</p> <ul style="list-style-type: none"> • Admissions or attendances in hospital • Maternity records, • Visits to a GP or other health professional such as midwife, • Mortality data and cause of death, • Specific conditions and prescriptions given. <p>Why is this useful</p> <p>This will allow researchers to answer questions such as</p> <ul style="list-style-type: none"> • What factors are linked to particular illnesses • The impact of different illnesses on children's wellbeing and how they get on at school
Education records	
Departments	What information will be added
<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 and the Northern Ireland Department for the Economy 	<p>These education records include information such as</p> <p>Participation in school and further education</p> <ul style="list-style-type: none"> • Exam results • Details about the school, college, university or training centre attended • Special educational needs • Use of childcare services <p>Why is this useful</p> <p>This will allow researchers to answer questions such as</p> <ul style="list-style-type: none"> • How children's experiences when they are very young affect how they do when they start school • Which childcare services are being used • How parents' education influences their parenting and educational choices for their children

Social care records	
Departments	What information will be added
<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 (HSC) in Northern Ireland 	<p>These records include information on</p> <ul style="list-style-type: none"> Any help received from social services – including visits from social workers and experiences of social care. <p>Why is this useful</p> <p>This will allow researchers to answer questions such as</p> <ul style="list-style-type: none"> How and whether social services involvement can affect how well children do at school How social services can affect children’s and parent’s wellbeing as they grow up

Providing a record of participants’ choices

Participants will receive a thank you letter after the interview. This will be sent from Head Office. As part of this thank you letter, they will be provided with a record of their choices (as of the date of the interview) about adding information to their survey responses. For the opt-in group, this will include whether or not they consented for each record for themselves and their child if they did the PI interview. For the opt-out group, this would record if they spontaneously opted out during the interview (which we expect to be very uncommon), and they will also be reminded how to update their permissions if they change their mind in the future. For any permissions given using the online form, a record of this will be emailed to them.

Adding information about where the participant lives

The study will also add information about the local area or property where the participant lives. This could be information such as air pollution levels, green spaces, local amenities, or the energy efficiency of their home. Frequently, these geographical data are publicly available, and usually adding this information doesn’t require sharing any of their personal information with other organisations. We do not ask permission for this as the information is not individual level data about them.

The study plans to do this for everyone who takes part in the study, and the study guide and What Happens Next leaflet provided after the interview have information on how participants can opt out of this if they wish. **Participants will not be asked about this in the interview, and there is no need for you to mention this to them.**

Why are we adding this information?

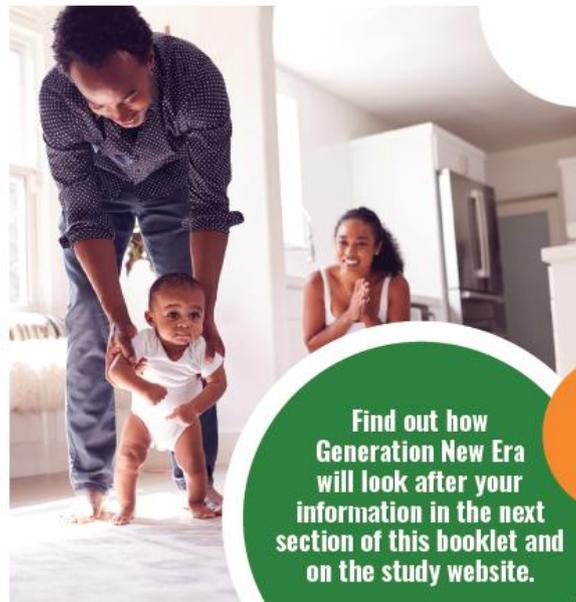
Where we live has a huge impact on many aspects of life, so understanding more about where people live, and their local area is very useful for research. For example, research on a similar study of children

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.

Please refer to the '[Be Part of Generation New Era: Your guide to the study](#)' page 9 for more information, and the study website.

Information about where you live

We will also add information about the **local area or property** where you live. This could be information such as air pollution levels, green spaces, local amenities or the energy efficiency of your home. 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. Frequently, these geographical data are **publicly available**. We plan to do this for everyone who takes part in the study, but if you prefer that we don't do this, please let us know using the details on the back of this booklet.



Find out how
Generation New Era
will look after your
information in the next
section of this booklet and
on the study website.

Key Learnings

- We will be asking **ALL** participants about linking their educational, health and social care records to their survey responses.
- You will have a mixture of **OPT IN** cases and **OPT OUT** cases:
 - **OPT IN** – You will ask the participant to explicitly consent for each type of administrative records towards the end of the interview.
 - **OPT OUT** – You will explain that we will be linking to administrative records and the participant can choose to opt-out of or select which consents they want to allow by filling out an online form or contacting the Generation New Era team.
- Only the PI will be asked about consent to link administrative data for the baby, and they must have legal parental responsibility to give consent.

- The linkage of administrative data will cover past, present and future records, and continue for the duration of the study (including if they withdraw or lose touch with the study) unless the participant chooses to withdraw their consent.
- Further information is in the study guide and on the study website.

11. Saliva collection (sub-sample)

Materials needed:

Title	Ref No.
'Be part of research about genes - your guide to giving a saliva sample information leaflet	F02
Saliva samples FAQ doc for interviewers	Q01
'How to give your saliva sample' booklet (instructions for adults)	B02
'How to take your baby's saliva sample' booklet (instructions for babies)	B03
Video: Adult saliva collection video (https://www.explainmyprocedure.com/adultgne)	Web address
Video: Baby saliva collection video (https://www.explainmyprocedure.com/babygne)	Web address

A random sample of **530 of the families** we're approaching have been invited to give a saliva sample for research about genes. **Not all interviewers will need to do the saliva collection element of the study** – if you do have cases eligible for saliva collection in your assignment, you will have been asked to attend a slightly longer briefing day. If your assignment does not include any cases eligible for saliva collection, you do not need to read this section of the instructions or understand this element of the study.

For each of the families that have been randomly sampled for this element, we would like to collect saliva samples from the baby (or babies, in the case of twins/triplets) and both biological parents, for the purposes of extracting DNA for research about genes. Biological mothers and fathers will be asked to provide a sample of their own saliva, and the PI will be asked to collect a sample from their baby using a mouth swab. You are not being asked to help with the saliva collection as parents will do this themselves using the instructions provided, but we would ideally like the saliva to be collected while you are in the household, so that you can help ensure that this element is carried out and the protocols are followed and deal with any questions, and then take away the samples and send them to the lab.

We are only asking a sub-sample of families to do this to find out how this request is received by families, assess any impact on response and engagement and for budget reasons.

This chapter will explain:

- Why are we collecting saliva?
- Who will be asked to provide saliva samples?
- Informed consent
- How to gain high consent rates when asking for saliva samples
- What's in the saliva collection kits
- How to collect saliva samples: step-by-step
- Potentially sensitive situations

Why are we collecting saliva?

We would like to add genetic information about biological parents and their baby (or babies, in the case of twins or triplets) to the data we collect in the study, to help understand how genes influence people’s lives, and how genes and people’s environments work together. Collecting genetic information at the start of Generation New Era will enable new scientific insights into children’s health and development in the early years.

Our DNA is the set of instructions for how our bodies are put together. Genes are the biological way that parents pass some of their characteristics to their children. Everyone (except identical—or monozygotic— twins) has a different set of genes – so they are like our own personal recipe book.

Our DNA can contribute to the development of certain health conditions. However, other factors, such as behaviour, housing, finances, and other environmental factors, also play a significant role. A combination of genes and our surrounding environment influence various aspects of our lives, health and development. **Studying the interplay between genes and the environment helps us understand what aspects of our lives and development are driven by our genetic makeup and what factors are not. Similar studies run in the past that have collected genetic information provided information that paved the way for new treatments for conditions including diabetes, bipolar disorder, and inflammatory diseases.**

The table below provides more information about why DNA samples are used, how the process of extracting DNA from saliva samples works, and how the samples are looked after and used. There are much more detailed questions and answers on these topics on the study website, and we would recommend that you read this section too (gnestudy.info/saliva).

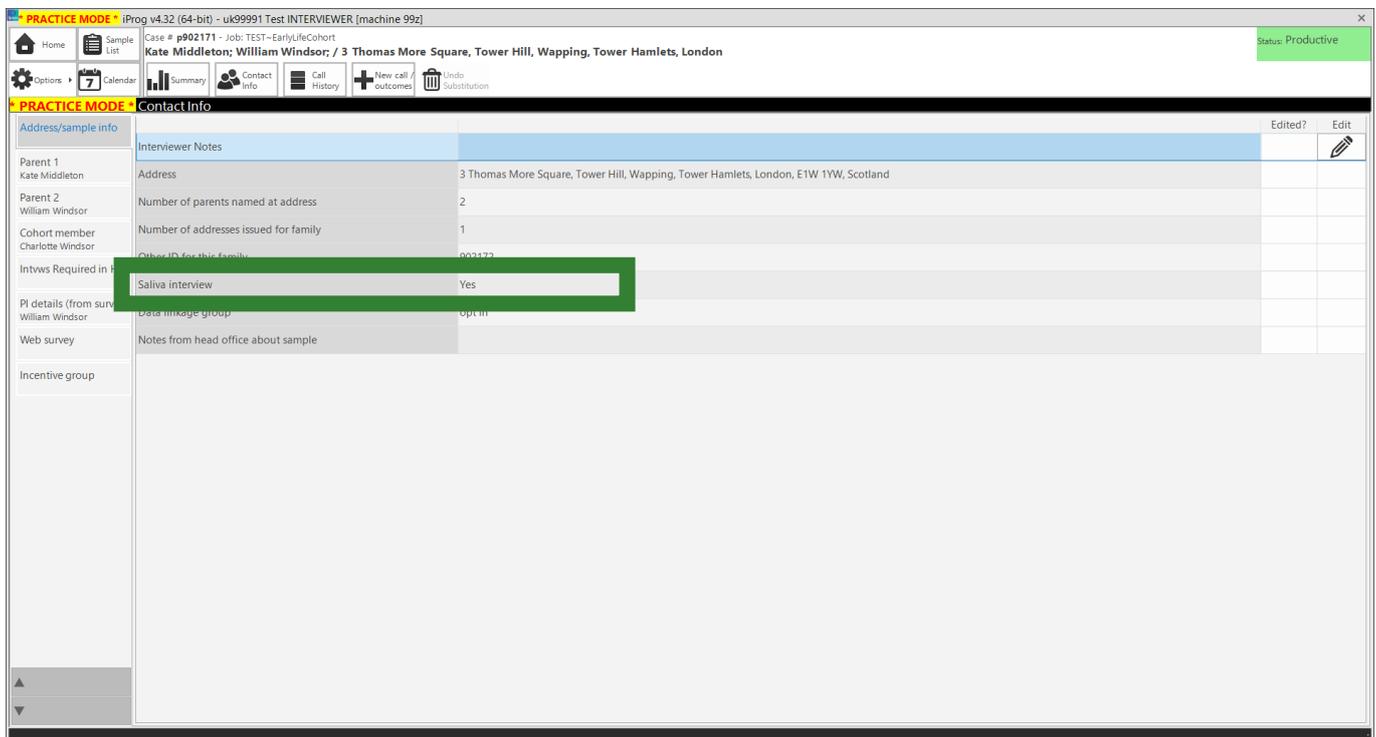
<p>How are DNA samples helpful to the study and to society as a whole?</p>	<ul style="list-style-type: none"> • A combination of genes and environmental factors – such as our behaviour, housing finances and other factors – influence our lives, our health, and children’s development. •Combining genetic information with information about these other factors in one study can reveal the influence of genes and their interaction with the environment. •Generation New Era is a comprehensive study that collects a wide range of information over time to understand the whole person. •The study wants to include DNA samples from biological mothers, fathers, and children, to make the genetic information as complete and inclusive as possible.
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	<p>Collecting DNA samples at the start of the study will help make the genetic information as complete as possible and mean that it can be used to investigate development in the child's early years.</p>
<p>Why do you want to collect DNA samples from biological parents as well as babies?</p>	<ul style="list-style-type: none"> •Children inherit their genes from their biological parents. Analysing DNA from biological parents helps researchers understand which genes are passed from parent to child and how parents' genes influence their children's lives. •Both the mother and father contribute genes to their child, so analysing DNA from both biological parents will enable researchers to understand the transmission of specific genes from parents to their children and the understanding of how parent's genes influence not only their own lives but also their children's lives. •Genes can have different effects depending on whether they come from the mother or father, so studying DNA from parents is crucial when investigating complex conditions like asthma, obesity, or diabetes. •Generation New Era may include parents who are not biologically related to the study child, and the script will ask relevant questions to determine participants' eligibility for providing a DNA sample.
<p>The process of extracting DNA</p>	<p>Saliva samples will be sent to the University of Bristol research laboratory, licensed by the Human Tissue Authority.</p> <ul style="list-style-type: none"> •DNA will be extracted from the samples and securely stored for future research on genes. •Once the DNA sample has been extracted, the saliva samples will be securely destroyed. •Participant names and addresses will not be included on the samples sent to the laboratory. •The laboratory will not have access to any personal information.
<p>How confidentiality is ensured</p>	<p>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. We will use an anonymous identifier to match genetic information to study responses. Any researchers using the DNA samples in the future will not have access to names and addresses or any other details that could identify the participant personally.</p>
<p>Types of organisations that will be able to access the DNA samples</p>	<ul style="list-style-type: none"> •DNA samples will be used exclusively for research purposes. •Qualified researchers must seek permission from a specialised committee with expertise in genetics and sample access oversight. •Permission is granted to researchers whose studies benefit the public. •Permitted commercial organisations typically partner with public organisations (e.g., the NHS or universities) for research, except in cases of exceptional potential public benefit.

<p>Organisations that will not be able to access the DNA samples</p>	<p>DNA results will NOT be shared with the following organisations or under the following circumstances:</p> <ul style="list-style-type: none"> The participant’s doctor or another health professional Lawyers or insurance companies The participants’ DNA will not be used for the cloning of humans. The participants’ DNA will not be used for paternity testing
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Who will be asked to provide saliva samples?

The families included in the saliva element of the study are all marked as ‘yes’ in the ‘Saliva interview’ field on the ECS contact information page.

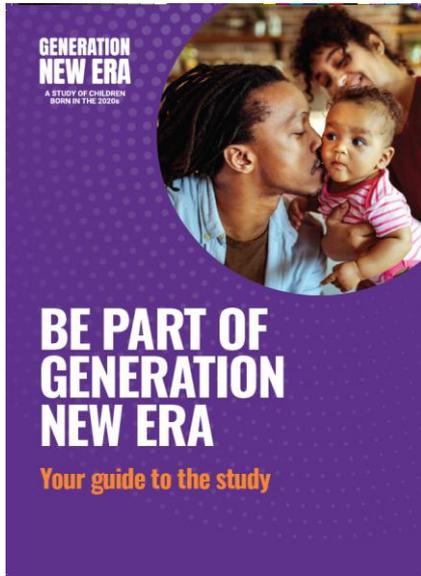


Please have a look through your assignment before you start work to check whether or not you have any saliva element cases, and if you do to see which families are / are not included. Any families that are part of this element will be sent a slightly different version of the invitation letter (which mentions saliva collection briefly) and study guide (the one with a purple cover rather than a teal cover) which has a short section informing them that they will be asked to provide saliva samples in order to add information about their and their baby’s genes. NB: the notification letter sent a few months ahead of fieldwork did not mention this, so the invitation mailing will be the first time that the parents are informed about this element.

Study participants who are not being asked for a saliva sample will not be made aware of saliva collection. We intentionally do not want to inform all the participants as we are running a test to see whether saliva

collection influences on the overall response rate. Please do not mention this component to non-saliva participants.

Study Guide with saliva component



Invitation letter with saliva component

What does taking part involve?

We want to hear from mothers and fathers to help build a full picture of each child's life. We will invite one parent, usually whoever spends most time with the baby, to complete a 60-minute interview in person with the interviewer, and the other parent to complete a separate 30-40 minute interview, which can be done in person or online. The interview involves answering some questions about yourself and your baby.

Please turn over →

We'd like to include mothers or fathers who live apart from their child's other parent, whatever involvement they have with their baby. We will use information from birth records, if available, to invite each parent to take part. If you prefer that we do not make any further contact with your child's other parent or if you have any concerns about this, please contact us using the contact details at the end of this letter.

As a thank you for your time, each parent interviewed will receive a £100 voucher. Interviews can be done in languages other than English.

[IF BIOSAMPLE: We would also like to ask to take a saliva sample from you and your baby to add genetic information to the study. If you would prefer not to do this, you can still take part in the study.]

Taking part is completely up to you. We hope that you will decide to take part in this important research and that you will enjoy the interview.

For families that are part of the saliva sub-sample, you will also be provided with a separate information leaflet – 'Be part of research about genes – your guide to giving a saliva sample' which you should **give to the participants when you make an interview appointment**. This leaflet provides the full information they will need to take an informed decision about whether or not to take part in this element, so it is important that this is provided in advance of asking them to give the sample.

Across the whole study, we are inviting 530 families to provide saliva samples. In these families, we will ask for saliva samples from the following participants:

- The baby
- The biological mother (PI, AI or OHP)
- The biological father (PI, AI or OHP)

In cases where the biological parents are living separately, we will still be trying to collect the saliva samples from both parents.

Biological parents in the context of our study refer to individuals whose egg or sperm contributed to the conception of the child. These parents are considered biological because they have transmitted their genes to the child.

Informed consent

It's up to participants whether they take part in this element of the study, and whether to provide all the samples or some of them (e.g. provide parent but not baby samples, or vice versa). They can still take part in the study even if they choose not to give a saliva sample, and they don't have to decide about

giving a sample until after they have done their interview. It's important to emphasise this to participants, and that their contribution will still be very valuable and important even if they choose not to do this element. **We want to try to avoid participants being put off taking part in the study at all, due to potential concerns about this element.** We have designed the study protocols to try to avoid this as far as possible, in particular by minimising the prominence of this element in the study guide leaflet, and only providing full details about this via an additional leaflet at the appointment making stage. This approach has been informed by the development work and materials testing work we have carried out for the study.

We are interested in hearing why participants who did the interview do not want to take part in the saliva element, and for any unproductive cases where this element was a reason for them not taking part, so please record this information in as much detail as possible when you're prompted in the CAPI script, and in the ECS for unproductive cases.

Consent is recorded in the CAPI script for this element, and this part of the interview can be administered at any time during the interview, as we have set it up as a separate tile in your ECS.

The saliva collection script

The saliva collection element is separate from the main interview script – there will be one tile for the PI (which also covers the baby's saliva consent) and a separate tile for the AI (if you are in a household with both). (In an OHP household there will be an OHP saliva tile). The PI and OHP tiles will only appear once the respondent has completed the introduction module of their main interview. **This means that this element can be administered at any time during the interview** once you have completed the **first section of the main interview**. This gives you and participants the flexibility to work around parents' availability and the periods when babies are awake and cooperative.

We would like you to try to collect samples from both parents in-person where at all possible, even if the Additional Informant is completing (or has completed) the survey online. We know from other studies that this will be the best way to get high consent and collection rates for this element.

- If the AI is completing the survey online while you are there in the home, you can still access the saliva module to administer this in-person, even if they have not yet begun their online survey.
- The AI will be able to say that they completed the saliva collection with you in their online survey.
- The script will check if the AI is the biological parent of the baby, and if they are not, we will not be asking them for a saliva sample.

Adult consent

Informed consent will be obtained verbally and recorded in the script. If the interview is completed in-home you will provide participants with the collection kit and wait for them to complete it before posting the sample(s) on their behalf. For participants completing via other modes (i.e. Teams, telephone), after

consent has been provided verbally in the interview, a saliva collection kit will be sent to them in the post by head office, and they will post it to the lab themselves using the padded return envelope provided.

During an in-home interview, while ideally, we want the saliva sample to be provided while you are in the home, as long as you have recorded their consent in the saliva module and scanned the saliva kit so that we know which participant it belongs to, you are allowed to leave a saliva kit behind for the participant. The participant can complete the saliva collection and post it to the lab themselves using the padded return envelope provided. If you are in a household where you are leaving behind two adult kits, please write the name of each person on their saliva kit pack to ensure that each participant uses the correct kit.

Baby consent

Informed consent will be obtained verbally from the Primary Informant (if they have legal parental responsibility for the baby) and recorded in the script. **Only the Primary Informant can consent for saliva collection from the baby.** However, you can encourage parents to discuss this decision with the child's other parent.

Permission can only be given by a parent with legal parental responsibility for their child, and where the baby is living with them as part of their main household. Legal responsibility describes the legal rights and responsibilities that a parent has by law in relation to their child. Biological and adoptive parents have legal responsibility for their children. Stepparents and other guardians do not have legal responsibility by default but can acquire legal responsibility through a parental responsibility agreement or a court order, a child arrangements order, or by becoming the child's legal guardian or special guardian. If not asked previously, **during the saliva module of the CAPI interview, the script will take you through a question to confirm that the PI has legal parental responsibility before asking whether they agree to collect a sample from their baby.**

Though their parent may have consented to the use of their child's sample, when the child is an adult, the child can withdraw their permission for the storage and use of their DNA. They can do this regardless of whether or not they continue to take part in future surveys for Generation New Era.

Providing information to ensure informed consent

It's essential that any participants taking part in this element of the study give **fully informed consent**: they should understand why the saliva is being collected, what the collection process involves, and what happens to their saliva/DNA samples later. The saliva information leaflet provides detailed information to make sure participants are aware of what's entailed in giving a saliva sample, so please make sure you have provided the leaflet before collecting samples. This information is also provided in the script, including for remote interviews. If participants have questions that aren't covered in this information, please refer to the Frequently Asked Questions document we have provided (there is also a FAQ section about the saliva collection on the study website which will be updated throughout the project as more questions are asked: gnestudy.info/saliva).

How to gain high consent rates when asking for saliva samples

One key aim of this component of the study is to understand how many participants might provide a saliva sample in any larger-scale study. We want to try to achieve as high consent rates as possible. We know that some participants may have questions and concerns about this element of the study. We do not want this element to put participants off from participating in the study altogether. We also know that in other studies, many participants are willing to give a sample when they are given information and assurances which addresses their questions and concerns. So, your role in providing information and reassurance about this element, and encouraging participation, will be important to securing high consent rates.

We also know that **consent rates and collection rates are higher when participants are invited to provide a saliva sample while the interviewer is present**, rather than being sent a kit after the interview, or a kit being left behind. Often participants may agree to do the sample, but then not actually complete it after you've left. Therefore, wherever possible, we would like you to try to obtain the saliva samples while you are in the household conducting the interview(s). This includes saliva samples from AI participants who may be doing their interview via a web survey.

To help make this as easy as possible, we have set up the saliva module so that it is a stand-alone element that can be administered at any time (the PI or OHP needs to have completed the introduction module of the questionnaire, but from that point onwards the saliva modules will be available for use). Having this element separate means that, if during the interview, there is a particular time when the baby is available and amenable to having a saliva sample taken, you can come out of the interview and open up the saliva element at that point.

If the AI is present during the PI/OHP interview, it is also possible to open the AI saliva element and just complete this one part of the study with the AI. We would strongly recommend that you do this if possible. For saliva cases, it will be particularly important to try to make face-to-face contact with the AI and/or to arrange the PI interview for when they will be present in order to do this element. This is also another benefit of trying to carry out the AI interview face-to-face, rather than via web, for these cases. Ideally, in households with both biological parents and the baby, you will try to collect all three samples while you are in the household.

It may be useful to emphasise the following when speaking to parents about providing saliva samples:

Convenience and comfort

- Providing a saliva sample is a relatively simple and non-invasive process that can be done in the comfort of the participant's own home.
- Reassure the participant that providing a saliva sample will not cause them any pain or discomfort.

Reassure the participant that taking a saliva sample from the baby will not cause the baby pain or unease. Participants may have worries about their child's sample because of experiences with covid test swabs and difficulties doing these from young children. You can explain the procedure is not as invasive as a covid swab.

Social value

- Highlight social value by referring back to leaflet: *'ground-breaking scientific research and discoveries, leading to the development of new treatments for widespread conditions such as diabetes, bipolar disorder, and inflammatory diseases.*
- Present this element as a positive opportunity to *"Be part of research about genes"*.
- Their contribution could have a lasting impact on the development of treatment of diseases. This information will assist researchers to understand more fully what aspects of the environment that children are raised in can impact their health and outcomes in positive ways.
- This could potentially inform social policy, guide disease prevention strategies and contribute to the development of new therapies and treatment.
- It is important that we collect samples from as diverse a range of families as possible so that the data represents all families in the UK.
- This is the first time a study like Generation New Era will collect samples from parents and children at the start of a birth cohort, rather than when the children and parents are older.

Confidentiality and control over the sample provided

- We know some individuals may be concerned about how the samples will be used. You can reassure them (as in the booklet they receive) that samples will not be used for cloning, paternity testing or given to insurance companies or lawyers.
- You can also reassure them that the samples will not be used for commercial gain.
- Participants may also have concerns about giving consent on behalf of their child. You can reiterate that the children will have the opportunity to withdraw their permissions when they are an adult.
- The samples and DNA information will be stored separately to any names or contact information, the lab where the analysis will take place will not have any access to names and addresses.
- Researchers making use of the genetic information will be able to link this to survey responses, but not to specific individuals.
- At any point, the participant can contact the survey team ask for their or their child's sample to be destroyed or for their or their child's genetic data to be removed.

What's in the saliva collection kits

All the components for the adult and baby saliva collection kits are assembled for you in large white envelopes. Stickers on the envelopes indicate whether the kit inside is for an 'Adult' or 'Baby'. The QR code stickers on the outer envelope (and the barcodes inside) will start with either GNEA (for adult kits) or GNEB (for baby kits). If you think you might run out of kits during fieldwork, contact Field and we will send more kits to you.

Adult saliva collection kit

The adult kit will include:

- An instruction booklet (light blue-coloured): "How to give your saliva sample" (B02)

- A saliva kit (Oragene OG-500)
- A plastic specimen bag to place the saliva tube in for return with absorbent material inside
- A barcode label sheet
- A jiffy bag (padded envelope) for return

If any of the items are missing, please provide an alternative kit and send the incomplete kit back to head office.

The saliva collection kit for adults



Instruction booklet: How to give your saliva sample

Prepare to give the sample

- 1 Please read this instruction booklet
- 2 Please visit: explainmyprocedure.com/adultgne or scan the QR code to watch our video on how to give your saliva sample
- 3 Check the contents of the saliva collection kit
- 4 **DO NOT** eat, drink, smoke or chew gum for 30 minutes before giving the saliva sample as this can affect the quality of the sample
- 5 It will take around 5 minutes to give the sample

Baby saliva collection kit

The baby collection kit will include:

- An instruction booklet (pink-coloured): “How to take your baby’s saliva sample.” (B03)
- Sample package including a tube with a screw lid (ORAc collect OC-175)
- A plastic specimen bag to place the saliva tube in for return with absorbent material inside
- A barcode label sheet
- A jiffy bag (padded envelope) for return

If any of the items are missing, please provide an alternative kit and send the incomplete kit back to head office.

The saliva collection kit for babies



Instruction booklet: How to take your baby's saliva sample

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

HOW TO TAKE YOUR BABY'S SALIVA SAMPLE

Prepare to take the sample

- 1 Please read this instruction booklet
- 2 Please visit: explainmyprocedure.com/babygne or scan the QR code to watch our video on how to collect your baby's saliva sample
- 3 Check the contents of the saliva collection kit
- 4 Wait at least 30 minutes after your baby has eaten or drunk anything before collecting the sample as this can affect the quality of the sample
- 5 It will take less than 5 minutes to collect the sample

Administering the saliva component – step by step

This section outlines the steps you need to take to introduce the saliva element and ensure fully informed consent and high response rates, and then explains how the script works to ensure that each saliva sample is properly labelled when returned to the lab.

Each participant will be responsible for taking their own saliva sample, and the parent will administer the collection of the baby's saliva, using the booklet provided and/or watching the video about this.

1. Before the interview: informing participants about the saliva study

Pre-interview



Before your interview appointment: provide information to respondents about the saliva study

The invitation letter and study guide explain that we will be asking them to provide a saliva sample and that we will provide more information when we visit.

When you make contact with the parents/make an interview appointment, **hand over the guide to giving a saliva sample (“Be part of research about genes”)** so that parents can read this in advance of your visit.

If participants are unsure about this element of the study, reassure them that it is their choice to provide this and that their participation in the rest of the study is still extremely valuable.

Participants are given information about the saliva collection in a gradual and staggered way, in part to try to help ensure that this request does not put people off taking part in the study overall, and to avoid the study guide being too long for participants to take in.

The study guide includes a brief mention of this, and states that the interviewer will provide a further information leaflet about this. It also provides links to the study website in case participants want to find out more about this before your visit.

When you are making an appointment with participants who are flagged as eligible for the saliva component, please hand over the **‘Be part of research about genes’** information leaflet, which provides more detailed information about why we are collecting saliva samples, how to collect them, and what we plan to do with them. It is important that all participants receive this information, so they have an opportunity to read it prior to the interview, so please provide the leaflet in advance of the interview. **It should be given when you are making an appointment.**

If participants appear to be reluctant you can emphasise that they can choose whether or not to provide their saliva samples, that you’d like them to take a look at the leaflet before you next visit, and that you can discuss it with them further during the interview. They can also wait till after their interview to decide whether or not to do this. **Their participation in the study is still valuable even if they decide not to provide saliva samples.**

2. During the interview: try to collect all samples in-home and follow the script

During the household visit



Aim to collect samples in-home where possible; the script will guide you through the process

Aim to collect saliva samples in-home for all participants where possible – even if the AI is doing an online survey or plans to do the F2F survey later, if they're available to give a saliva sample please try to collect it there and then.

The saliva module is a separate tile on the ECS **so you can complete it at any point during the interview** – allowing you to do this at a time that works for the baby and family.

Adults and babies giving a saliva sample **shouldn't eat or drink for 30 minutes** before the sample is taken.

The script will guide you through the process (see below).

Ask parents to take their own and their baby's samples – they should refer to the instruction booklets and videos to guide them.

Leave a kit behind for anyone whose sample could not be collected while you were in the household.

We would like you to try collect samples from both parents where at all possible, even if the Additional Informant is completing (or has completed) the survey online.

The saliva collection element is separate from the main interview script – there will be one tile for the PI (which also covers the baby's saliva consent) and a separate tile for the AI (if you are in a household with both). (In an OHP household there will be an OHP saliva tile). **This means that this element can be administered at any time during the interview**, once the introduction is complete. This gives you and participants the flexibility to work around parents' availability and the periods when babies are awake and cooperative.

The script will take you through the process of (a) ensuring informed consent from participants, by reiterating key points from the leaflet and giving participants the opportunity to ask questions; and (b) collecting the saliva samples.

As the Primary Informant can give consent to provide their baby's saliva sample, the script will take you through the consent and collection procedure for both parent and baby. The script will allow them to choose whose sample they would like to provide first. The AI script and the OHP script relate to that parent's own sample only.

Once the PI has consented, any of the available parents are allowed to take the saliva sample from the baby.

If you do leave any saliva packs behind, **you must have recorded consent and scanned these into the saliva collection script** so that we know which saliva kits are linked to which participants.

Adult saliva collection process and tips

Please familiarise yourself with the process by watching the following short instruction video:

<https://www.explainmyprocedure.com/adultgne/>

Collecting an adult saliva sample will take about 5 minutes. After confirming consent, the CAPI will guide you through the following steps:

- Select an **adult** saliva kit – the outside of the pack has a label on it that tells you if the pack is an adult one or a baby one.
- **Scan the QR code on the outside of the kit using the tablet.** This is essential so that we can match the saliva sample to the participant. If it does not scan, you will be asked to enter the barcode number on the saliva kit manually. Adult kits have a barcode that is **GNEA** followed by 4 digits.
- Remind the participant that they should not have eaten, drunk, chewed or smoked anything within the last 30 minutes. If they have you will have to wait until the time has passed or they will have to complete the saliva collection after the interview and post it themselves.
- Provide the link to the instruction video and give them the adult saliva collection kit, which includes the instruction booklet. They should follow the instructions on the video or in the booklet to give their sample. When the parent has finished and packed the sample according to the instructions, they should give the sealed padded envelope (jiffy bag) to you to post.
- Record the outcome in the script.

Things to note about the saliva collection:

- The collection tube contains liquid, and this liquid should NOT be removed.
- The participant should avoid contact with this liquid, especially on skin or eyes (wash with water if there is any contact).
- It is important that, when the sample is done, the participant removes the funnel and replaces it with the small cap before packing the sample into the jiffy bag!
- The funnel can be thrown away in a bin at the end of the process.

Baby saliva collection process and tips

Please familiarise yourself with the process by watching the following short instruction video:

<https://www.explainmyprocedure.com/babygne/>

Collecting a baby saliva sample should take less than 5 minutes. After confirming consent, the CAPI will guide you through the following steps:

- Select a **baby** saliva kit – the outside of the pack has a label on it that tells you if the pack is an adult one or a baby one.
- **Scan the QR code on the outer packaging.** This is essential so that we can match the saliva sample to the baby. If it does not scan, you will be asked to enter it manually. Baby kits have a barcode that is **GNEB** followed by four digits.
- Remind the participant that the baby should not have eaten and drunk anything within the last 30-minutes. If they have you will have to wait until the time has passed or they will have to complete the saliva collection after the interview and post it themselves.

- Provide the link to the instruction video and give them the **baby** saliva collection kit, which includes the instruction booklet. They should follow the instruction video or booklet on how to take their baby's sample.
- Tell the participant that once they have finished and packed the sample according to the instruction that they should give you the sealed padded envelope (jiffy bag) for you to post.

The collection tube contains a liquid that should not be removed from the tube.

- The participant should avoid contact with the liquid with their baby's skin or eyes.
- The tube should not be opened until the saliva sample has been collected.

We piloted the collection of saliva samples from babies earlier in the year, and our parent participants recommended a few approaches that might be helpful to suggest to parents:

- Sit the baby in a highchair.
- Give the baby a toy or book to keep them occupied.
- Encourage the baby to open their mouth by singing or playing games they're familiar with (e.g. one parent suggested "If you see a crocodile, don't forget to screeeeeam!" which helps when they are trying to brush their baby's teeth).

3. What happens after the samples are collected?

After your household visit



Post the saliva samples as soon as you can; we will sort out participant incentives.

Post the completed saliva samples in any standard post box as soon as you can, using the jiffy bag (padded envelope) provided.

Each saliva sample should go in its own envelope with the label that matches the barcode on the kit.

Postage is prepaid and the jiffy bag is labelled with the correct address for the lab.

Please store the samples at room temperature if you cannot mail them back immediately.

Participants will receive £5 for each saliva sample provided – this will be sent as an e-voucher when the sample arrives in the lab.

Once a saliva sample has been collected participants are asked to:

1. Place the sealed clear plastic bag (with the tube and absorbent material) inside the padded return envelope. Make sure the lid is tightly shut.
2. Seal the envelope.

The participant can then hand you the sealed envelopes with the samples in them (each sample will be in its own envelope).

- Please try to post the sample using a standard mailbox **as soon as possible**.
- Postage has been pre-paid.
- If you cannot return the sample immediately after collecting, please store at room temperature away from direct sunlight.
- Even if you're collecting more than one sample in a household, please make sure each sample is sealed and returned in its own jiffy bag.

What if the participant cannot provide a saliva sample at the time of interview?

If the participant is not be able to provide a saliva sample for them or the baby while you are in the household, for example, because they have eaten or drunk recently, because it is an inconvenient time, or because the sample was spoilt, you can leave the saliva sample collection kit(s) with the participant. Please make sure you scan the barcode for the collection kit into the script.

If you are leaving behind a kit for more than one adult, it is important that the kits do not get mixed up. Therefore, in this situation please **write the name of each adult on the outside of each kit** so that they can easily see which kit belongs to which person.

To try to help persuade the participant(s) to return the sample, it may be worth:

- Reminding the participant about the benefits of providing a saliva sample.
- Reminding the participant about the incentive.
- Mentioning that postage is pre-paid, and the sample can be mailed using a standard post box.

Record that you have left the kit behind for that participant in the questionnaire script. If we do not receive the kit, we may send some email or texts to the participant to remind them to return their sample.

Saliva incentives

Participants will receive an electronic voucher to the value of **£5 for each saliva sample provided** (£5 for each parent, and £5 for each child in the case of twins and triplets). The incentive (an e-voucher) will be **paid when the saliva sample is received in the Bristol University lab**, and we will email it to participants (or post it if the participant has not provided an email address). Therefore, you should warn participants that it could take 2-4 weeks for the incentive to arrive.

Potentially sensitive situations

Handling any disagreements over consent

Only the Primary Informant is asked for consent. This is made clear in the study guide, which encourages the parents to discuss this with each other. There may be a situation where the parents

disagree with each other about whether or not to provide a saliva sample from the baby. Where you are made aware of this, you can encourage the parents to discuss this with each other and come to an agreement between themselves about this (prior to the primary informant interview). You can also remind parents that they can contact the study team at any point to change what they have or haven't consented to.

Participant is not the biological parent

If the parent is not the biological parent, we will not ask them to provide a sample. If they are the Primary Informant, we will still ask for their consent to provide a sample for their child. We are not asking non-biological parents, or partners of parents, as the study is looking at how biological parents' genes influence their children's genes.

Unknown biological parents

If the parent does not know whether they are the child's biological parent, the script will guide you to ask if they would like to provide a sample. However, we will not feedback to any parent who has given a sample whether they, or their child's other parent, are the biological parent of the child.

Egg and/or sperm donation

If the child's donor is taking part in the study (as a PI, OHP or AI) then we will ask them if they would like to provide a sample, as they are a biological parent. We will not be following up donors who are not otherwise taking part in the study.

Results from the DNA analysis

The tests that will be done on DNA are for research purposes and are not the same as clinical genetic tests. The results cannot be used for individual diagnosis. This is because they only pick up common genetic variations that are not directly linked to diseases. Clinical genetic tests use different methods and are designed to detect rarer genes directly linked to disease. As such, we will not routinely feedback individual results, but will aim to share the broader findings from the research on the study website. This is considered 'best practice' ethically. However, scientific developments in genetics are happening rapidly and this policy will be regularly reviewed. **If the participant has any concerns about genetic conditions, please advise the participant to speak to a medical professional.**

Specific concerns of OHPs

As noted earlier, we ask the PI to give consent to provide a sample for their baby. We encourage parents to discuss their decision about whether to provide their baby's sample with the baby's other parent in advance. Where relationships between parents are difficult, it's possible that OHPs may object to us

asking for their baby's sample or refuse consent for their baby's saliva to be collected. You should not disclose to the OHP whether the PI has provided a saliva sample (for themselves or the baby), explain that we are collecting consent from the parent in the household where the baby spends most of its time and that you will note their concerns about the use of their baby's sample.

To prepare for the saliva element of the study you will need to:

- Check in ECS which of your addresses are eligible for the saliva collection component of the study.
- Read the materials relating to saliva collection – the saliva information leaflet, the instructions for collecting samples and the FAQs – and watch the videos that show how parents should collect their sample and their baby's sample.
- Run through the Saliva module on the CAPI script so you're familiar with how it works and ensure you know how to manage the barcode reader.
- Make sure you hand over the "**Be part of research about genes**" leaflet prior to the interview – so participants are provided the information they need to make an informed decision about taking part.
- Make sure you're familiar with the process of collecting samples for both parents and babies so you can respond to any queries about it.
- Participants will receive a £5 voucher for the child's sample and £5 voucher for each parent's sample.

Key Learnings:

- DNA will be used for research purposes only.
- We are aiming to collect saliva samples from the baby and both biological parents, even where parents are living separately.
 - It's up to participants whether or not to take part in this element of the study and which samples they provide. Only the PI can give consent for the collection of saliva from their baby – this is handled in CAPI – but parents are encouraged to discuss and agree on whether to take part.
 - Where possible, ask all eligible parents to provide the saliva samples for themselves and the baby whilst you are in the home – even if one parent intends to complete online, we want participants to give their samples 'there and then' where possible – the Saliva module in CAPI is a standalone module so you can do this and collect the samples at a suitable time wherever you are in the main interview.
 - Your role as interviewer is to (a) provide information to ensure participants give informed consent (b) encourage participants to take part in this element by answering questions and providing reassurance about concerns (c) work through the CAPI to make sure participants give informed consent (d) help participants to provide high quality samples, and e) post collected samples. Parents will be responsible for collecting their own and their baby's saliva samples.
 - This chapter includes useful information about encouraging participants to participate in the saliva collection component of the study and providing reassurance to those who have concerns.

12. Research ethics, confidentiality and the consent process

Importance of ethics

As a reputable research organisation, strict adherence to research ethics is of utmost importance. The key ethical issues that we need to focus on are:

- **Protection of participants:** to ensure that participants in research studies are treated with respect and that their rights, safety, and well-being are protected, and to minimise any potential harm or discomfort
- **Voluntary participation and consent:** This include obtaining fully informed consent to take part in the study, and for different study elements.
- **Respect for privacy and confidentiality:** we need to respect privacy and maintain strict confidentiality. This helps protect sensitive information and ensures that participants feel safe and comfortable sharing their data and experiences.

This research has been reviewed and approved by an **NHS Research Ethics Committee**. This is an independent group of people committed to protecting the safety, rights, wellbeing and dignity of research participants.

The study also abides by the Economic and Social Research Council’s Research Ethics Guidance, the Market Research Society Code of Conduct and UCL policies and guidance.

Materials needed:

Title	Ref No
Generation New Era Privacy Policy - https://gnestudy.info/privacy/privacy-policy/	Website
'Be Part of Generation New Era: Your guide to the study' – study guide	B01S
'Being part of Generation New Era – Your guide to what happens next'	F04

Gaining informed consent

Principles of informed consent

Gaining informed consent is an essential ethical requirement for all survey research (as outlined in the MRS Code of Conduct) but particular attention is needed for this study due to its complexity and potentially sensitive elements. It is essential that the following key principles are applied consistently, so that **participation is completely voluntary and fully informed** for each participant.

- Ensuring a full, clear and unambiguous understanding. For example, why the survey is being carried out, by whom and what the survey will involve for the participant and the baby.
- Confirming that participants are fully aware of how their data will be held and used.
- Making sure that participants have time to fully consider participation and have the opportunity to ask questions.
- Ensuring participation in the study involves active and voluntary consent (for example, giving positive agreement, and understanding that they always have the choice to participate in any element of the study, including stopping at any time or skipping bits they do not like or wish to answer).

How is consent provided?

Participation in the study requires **verbal consent**, which you will record in the CAI at the start of the interview. Verbal consent is also recorded in the CAI for the data linkage element (for the opt-in group, as explained in the previous chapter), and for saliva collection (for those to whom it is applicable). There is no requirement for written consent for any of these elements. (Those completing the survey online will be asked to record their consent through similar questions in the web survey.)

Prior to your visit, you will have sent the invitation mailing to the household. This contains details of what the study will involve for those who take part.

The initial element is the screener. We do not have a specific consent question as part of the screener, as it is a short, doorstep survey. However, before you **administer the screener** you will need to make sure that you are speaking to one of the named parents at the address and that they are aware of the study and have an understanding of what it is about. There is a full consent question at the start of the interview for each person so there is a chance to provide more information and confirm consent at that stage.

It is very important that **you do not provide details of the study and what it is about to others at the address**, especially if you are at the address of an Own Household Parent as it is possible that they will not have told others that they live with that they are the parent of a child.

There is a full consent question (shown below) at the start of the interview which you will need to read out to the participant, to get their consent to continue with the interview. For web surveys, the participant will read this for themselves. As well as giving consent to be interviewed, the consent question helps ensure participants understand what taking part involves, how their information will be used and the ongoing nature of the study, and it also provides consent to future follow-up.

INTERVIEWER: READ OUT FOLLOWING INFORMATION – REFER PARTICIPANT TO SHOWCARD

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

By taking part in this interview as part of Generation New Era, you understand that:

- the Centre for Longitudinal Studies (CLS), at University College London, is in charge of the study, and Ipsos is carrying out the interviews.
- Generation New Era is an ongoing study and may contact you again in the future to update you about the study and to invite you to take part again as your child gets older. It will always be up to you to decide whether you want to take part. You can withdraw from the study at any stage.
- this interview will take around *{IF PI=1: "an hour"; IF OHP=1: "40 minutes"; IF AI=1: "30 minutes"}*.
- your participation is voluntary, and you can end this interview at any stage.
- the interview you complete today will ask questions about your *{IF NOT OHP: "family life, including about your"; IF OHP: "life, and any time spent with your"}* "baby" or "babies" born in November or December 2022, and (if this applies) about your baby's other parent or your partner. You can skip any question if you do not wish to answer.
- this research is being carried out in accordance with data protection regulations and the Market Research Society Code of Conduct.
- the information you give will be kept entirely confidential and used for research purposes only.

More information about the study can be found on the website gnestudy.info, including the study's privacy notice which covers legal rights and responsibilities.

Please confirm which of the following statements applies:

1. I agree to take part in Generation New Era.
2. I do not want to take part in Generation New Era. [CLOSE INTERVIEW].

Please also pay special attention to the consent section in the following two modules, which is described in relevant chapters of these instructions:

- **Adding information from administrative records (opt in versus opt out consent)**
- **Saliva collection (consent procedure)**

Only a parent with **legal parental responsibility** who lives in in the child's main household will be able to provide consent for these two elements on behalf of the baby or babies. The script will guide you to establish whether the PI has legal parental responsibility.

Confidentiality

It is important that participants feel confident that the information they are giving to you will only be used for the study and nothing else. You can refer participants to the study privacy notice on the study website. The website also contains more detailed information about how we will use their data, and their rights.

You may get asked questions about data security and confidentiality. The bullet points below outline exactly what happens to data collected so you have all the information you need to answer any questions. You should also refer to the 'looking after your information' sections of the study guide, and the study website.

- Data will be treated in confidence, in accordance with the UK Data Protection Act 2018 and General Data Protection Regulation (GDPR).
- The information collected is used for research purposes only. The study research data is made securely available for research via the UCL Data Safe Haven, UK Data Service and other secure research environments.
- The results of these surveys will be presented as **anonymous statistical information** only, and individuals will not be identifiable in any published results and datasets.
- Personal contact information is kept securely and will only be used to contact them about the Generation New Era study. Any names and addresses are always stored safely and separately from any survey data or administrative data that the participant chooses to add.
- Personal details (such as names, dates of birth and addresses) or any other information that could directly identify individuals in the study are not included in the research data or findings.
- Participation in the study is not compulsory and participants have the right to stop the interview or withdraw at any stage. They can skip any questions that they prefer not to answer.

Given that we are interviewing a number of participants who are linked to each baby, it is important to reassure people that the information they give will be kept entirely confidential from other members of the participant's family, from the other parent(s) and from organisations who provide services or administer benefits that the participant or the baby/babies may use or receive. This also includes information about whether or not the parent has participated in the study, which may be of concern where parents are living apart and especially when the relationship between the parents is not amicable. **Please be sure to exercise caution to prevent sharing information about the other parent if you are assigned both parents who are living apart.**

As participants have been assured that the information, they provide will be kept confidential and only used for research purposes, it is important to remember that any breaches of those assurances may be **unlawful**. For example, disclosures of personal details to a third party would breach GDPR, and in some instances constitute a criminal offence.

At the end of the project, Ipsos will provide the Centre for Longitudinal Studies (CLS) with the survey responses and sample information for everyone who takes part in the study, as well as other records of processing carried out by Ipsos during the survey e.g. from the ECS. Ipsos will also provide CLS with de-identified sample information for those who do not take part in the study, which will be used to understand who does and doesn't take part. Sampled families are informed about this in the study guide, and there is also mention of this in the notification letter.

At CLS, the study data is managed by two different teams, who can only access the information for limited purposes. While one team deals with personal contact information, another team manages all the other information provided in the survey. Neither team has access to both.

The **Market Research Society Code of Conduct** also imposes a duty to preserve the anonymity of participants unless informed consent is obtained, and to ensure no participant is harmed or adversely affected by participating in any research study.

At the start of the household interview, there will be a reminder about data security:

“The information you provide will be treated in strict confidence in accordance with the General Data Protection Regulation and used for research purposes only.”

There is more information on how we will look after the information we collect in the survey in the **‘Be Part of Generation New Era: Your guide to the study’** – study guide page 10-11. The study guide covers the following information:

- The information is used for research purposes only.
- The study responses will be put together with the answers from all the other people who are interviewed and made securely available for research via the UCL Data Safe Haven, UK Data Service and other secure research environments.
- Sometimes this may include commercial organisations using the data for approved research purposes.
- This research data does not contain any names, addresses, or other personal details that could directly identify individuals in the study.
- The study information is treated in strict confidence and kept securely. It is used in accordance with the General Data Protection Regulation (GDPR) and will be retained until no longer required by the study.
- Generation New Era has strict security rules and secure systems to protect the participants' information.
- The information given will be kept entirely confidential from other members of the participant's family and from organisations who provide services or administer benefits that the participant or the baby/babies may use or receive.

- In very exceptional circumstances confidentiality may be broken, for example, if something a participant tells us or something that you observe indicates that someone is at significant risk of harm (see Disclosure of Harm below).

The study privacy information

The study privacy information is contained in the 'Looking after your information' section of the study website.

The study privacy notice can be found here: <https://gnestudy.info/privacy/privacy-policy/>

The privacy notice tells participants what happens to any personal data that is collected for the study, and with whom their data may be shared.

The study's fair processing notice (a summary of how personal data is used and protected) and a Q&A about looking after information can also be found on the website (gnestudy.info/privacy). You can direct participants to this part of the website if they have further questions.

In particular, it is important to be aware that this section of the website has full information and Q&A about the information that we've received from birth records to invite them to the study, who has approved this, the legal basis for this, and a detailed table listing all of the information that has been supplied.

Please familiarise yourself with this part of the website in case participants have questions. However, generally it is better to refer participants to the website for this information, especially if they have detailed or very specific questions.

The data controller for the study is University College London (UCL). UCL's legal basis for using the information is for 'a task in the public interest' under GDPR. Ipsos are a data processor for the study.

Participants can contact the following organisations should they have any concerns about their data:

UCL Data Protection Office: data-protection@ucl.ac.uk	Information Commissioner's Office: ico.org.uk
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Duty of care and disclosure of harm

Taking part in the study should not cause any harm to participants. However, some of the interview topics are sensitive, and may be upsetting or concerning to some people, particularly if they are experiencing difficulties for example with mental health or finances or have experienced difficult life events such as bereavement or relationship breakdown. We have a responsibility to participants to minimise any potential distress to participants from taking part in the study. We do this by providing clear and transparent information about the topics that the interview will cover, ensuring participants understand that they don't have to answer any questions that they prefer not to, and by signposting participants to sources of support.

A list of charity helplines is provided in the **'Being part of Generation New Era – Your guide to what happens next'** leaflet which you will leave behind with all participants at the end of the interview. Some sources of support are also included in the study guide leaflet that will be sent as part of the invitation mailing. A longer list of sources of support specific to each country can be found on the study website 'Advice and Support' section. For remote interviews, participants will be directed to the 'what happens next' leaflet on the study website via a link in the CAPI script. All participants will also be reminded of this leaflet via a link in the thank you letter.



Whilst carrying out this research, you may come across participants who are in a difficult personal situation and who appeal to you for help. You may also see or hear something which makes you concerned about someone. However, you should not take matters into your own hands. You should ask them if there is anyone they could contact for help and advice – family, friends, neighbours, local community services or social services, the police, helplines run by charities, and so on. You can refer them to the sources of support provided by the study.

You should not contact any outside person or agency yourself to disclose what you have seen or heard. It is up to the person concerned to do this for themselves.

In general, the role of the researcher is as a non-interventionist neutral observer. However, where the appeal for help indicates someone may be at **serious risk of harm and is not in a position to act on their own behalf**, or you observe something that anyone would believe indicates that someone may be at real risk and is not in a position to act on their own behalf (such as the baby or other children in the household) you should follow the protocol set out below:

- Ring your Region Manager at the earliest opportunity and discuss the matter with them.
- Do not reveal the name or any contact details to your Region Manager at this stage.

- Do make written notes of the incident whilst the details are fresh in your mind, and include the date and time, but do not include personal details, only the household serial number.

Your Region Manager will then consult immediately with Anjuli Wright, the fieldwork project lead for this study. Based on the nature of the case, Anjuli will refer the case to Julia Pye, the project director, who, in conjunction with other specialist staff (including Ipsos' Head of Compliance and Data Security) will come to a decision about how best to proceed in relation to this incident and will provide you with further advice and instructions as appropriate. The Region Manager will also provide you with an incident report form and advice on how to complete it.

However, if an incident occurs where you feel that someone appears to be at immediate risk, please draw on your experience and take a 'common sense' approach and, if appropriate, call the emergency services.

The study guide informs participants that 'In very exceptional circumstances, your confidentiality may be broken, for example, if something you tell us indicates that someone is at significant risk of harm'.

The participant's right to refuse and to withdraw from the study

The participant does not have to take part in Generation New Era if they do not want to, and they have the right to withdraw from the research at any stage, without having to give a reason. If the participant does choose to withdraw or if we lose touch with them after their interview, we will retain and continue to use their study information for research **UNLESS** they tell us not to. The participant can opt out of the study by contacting the UCL study team via e-mail, freephone or freepost using the contact details provided on the website or materials they have been sent.

- The study website: <https://gnestudy.info/>
- Telephone: 0808 175 6330
- Email: gnestudy@ucl.ac.uk

For sampled families who are invited to take part, but who chose not to do so, we will retain and use de-identified information from birth records, that is with their name, address and other personal details removed, to understand who does and doesn't take part.

Participant well-being

It is important that any research is conducted in a non-harmful way that avoids impacting negatively on the safety, comfort and wellbeing of participants. Achieving fully informed consent is an essential part of protecting wellbeing.

As well as reassuring on confidentiality and data protection during the consent process, be alert to any issues causing participants any discomfort or worry during/after any individual questions. If the participant appears to be distressed by any question, please stop and:

Give them a break/talk with them to see if you can reassure/re-engage.

In extreme circumstances, it may be best to skip interview questions or stop (at least for that day)
Refer the participant to sources of support, where appropriate

Key learnings:

- Please familiarise yourself with the study's privacy information: <https://gnestudy.info/privacy/>
- This study has been approved by an NHS Research Ethics Committee.
- Participation is voluntary and participants have the right to withdraw from the study without providing any reason, at any time.
- Ensure that you do not share any information across interviews if you interview different family members, and also do not disclose information about the study to anyone except the named parents.
- Participants have the right not to answer some of the questions, to stop the interview at any time, and to choose not to participate in some of the study elements.
- Ensure that you are familiar with the consent requirements for the data linkage elements of the study, as we have two different approaches to gathering consent for this element.
- If you are working on a point that includes saliva collection, ensure that you are familiar with the consent requirements of that element – please refer to the relevant section in the interviewer instruction manual.
- Only a parent with legal parental responsibility who lives in in the child's main household will be able to provide consent for data linkage or saliva on behalf of the baby or babies, so these elements are only asked in the PI interview.

13. Fieldwork administration

Contact information if you have queries

If you encounter any difficulties or have any questions about your assignment, work packs, have any CAPI/ECS issues, require additional or missing stationery you should contact the

The Project Lifecycle Hub Helpline on 0808 238 5456 or log a ticket via the support portal.

The helpline is available 9am-6pm Monday to Friday and 9am-1pm Saturday to Sunday

Please contact your Regional Co-ordinator with any changes or queries relating to planned working dates.

For any survey related queries (and any positive results or stories!) please contact **Anjuli Wright** (Field Project Lead) at anjuli.wright@ipsos.com

You can also attend the weekly drop-in sessions (check the Weekly Newsletter from Nathan Burrows for details).

If you are not able to contact the Field team, you can also contact the research team directly.

The Generation New Era fieldwork team consists of:

Anjuli Wright	Field Project Lead	Anjuli.Wright@ipsos.com
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The Generation New Era research team consists of:

Julia Pye	Director	Julia.Pye@ipsos.com
Claire Bhaumik	Associate Director	Claire.Bhaumik@ipsos.com
Stella Fleetwood	Associate Director	Stella.Fleetwood@ipsos.com
Hai Tran	Graduate Research Executive	Hai.Tran@ipsos.com
Harry Woodhall	Graduate Research Executive	Harry.Woodhall@ipsos.com

Key dates

Please take note of the following key dates:

Stage	Start date	End date
Mainstage fieldwork	01-Sept-23	30-Dec-23

- You will be sent your main packs for your assignments a few days before starting work.
- Most of you will have between 11 and 20 cases per point, however the number of addresses will vary per point.

- You should try and finalise a case as soon as possible and assign the appropriate final outcome code. Remember to synch your tablet daily (this will also allow us to update you on any AI online surveys that have been completed). By the end of fieldwork, each of the cases in your assignments must have a final outcome.
- Make sure you keep your Regional Co-ordinator (RC) updated about your progress in field.

Before starting work

Before starting work, we would like you to:

- Familiarise yourself with the PI, AI and OHP script.
- Complete a minimum of **three practice interviews** for (dummy serial numbers will be provided) and make sure you have familiarised yourself with the ECS and **ALL survey materials**. Please ensure that you at least complete one PI, one AI and one OHP interview.
- Familiarise yourself with your **addresses**.
- In case you need to carry out an interview using **MS Teams** we highly recommend you complete an MS Teams interview with another interviewer or another member of your family. Thus, mirroring the process around sending the MS Teams link / sharing the CAPI screen.
- If you are inexperienced or have not used MS Teams to conduct interviews for some time, please contact the Field Training on FieldTraining@ipsos.com
- The training team can arrange for a coach to help support your initial MS Teams interview.

Tracing

All tracing steps must be recorded in ECS before assigning a final outcome code. Tracing steps will be checked thoroughly at Head Office and the research team, and any cases with missing tracing steps will be returned to you on your ECS. Therefore, to save both your time and our time, please make sure all tracing steps are carried out and coded. Please feel free to leave any comments with regards to tracing steps that Head Office would find useful and potentially save returning a case to you, i.e. in cases where it was not possible to carry out some tracing steps for some reason.

Attempts to trace movers should be completed as quickly as possible. Any movers out of your area should be assigned a final outcome code (711) immediately so we can re-allocate to another interviewer. Any untraced movers should be assigned a final outcome code (712) so that we can start the office tracing steps.

Electronic data synchronisation

Please get to know the various interim and final outcome codes. It is expected that you will log your calls and tracing steps on the tablet, in the ECS, and then sync your machine at the end of each working day so that we have an accurate picture of what is happening in field at any given time. If you sync each day, it will make sure that you pick up the latest sample information too, which may include address updates. Interim outcome codes tell us that you are still working the case whilst final outcome codes means that the case has been finalised. Remember to finalise any unproductive cases in the ECS at the end of fieldwork.

Requesting materials/ additional saliva kits

Please ensure you request these with enough time to allow for them to be despatched. Requests should be made to the Project Life Cycle Hub.

Complaints and participant queries

You will be working with very confidential information. Please ensure not to leave any materials with participant details around or accessible for anyone to find!

If you receive a complaint, please tell the participant that you will look into it and that they will receive a full written response within 2 weeks. Then contact your RC immediately who will pass the details to Head Office to investigate and follow up if needed. Please provide them with as much information as possible.

If a participant has any queries about the study that you cannot answer, please contact Head Office who will provide you with the required information. Contact details for the Field and research teams were provided at the start of this chapter.

Quality assurance

The fieldwork and research teams will be reviewing the outcome codes in the ECS. Please ensure that each case was coded accurately and that comments provided are relevant and helpful to the research team.

The fieldwork team will be compiling an exception report for the research team to review. The exception report will specifically focus on the following:

- Refusal rate – PI, AI and OHP
- Refusal rate – Saliva
- Refusal rate – Administrative record linkage
- Refusal rate – CASI/Sensitive questions
- Interview length
- Interviews starting before 9am/after 9pm
- Interviewer administered self-completion

Please note that additional variables might be included at the start of fieldwork.

Return of work and equipment

Any remaining saliva kits and stamps that you are left with at the end of your assignment should be returned to the office at the end of your assignment(s). All other materials should be **securely destroyed** at the end of your assignment(s).

Appendix

Microsoft Teams User information

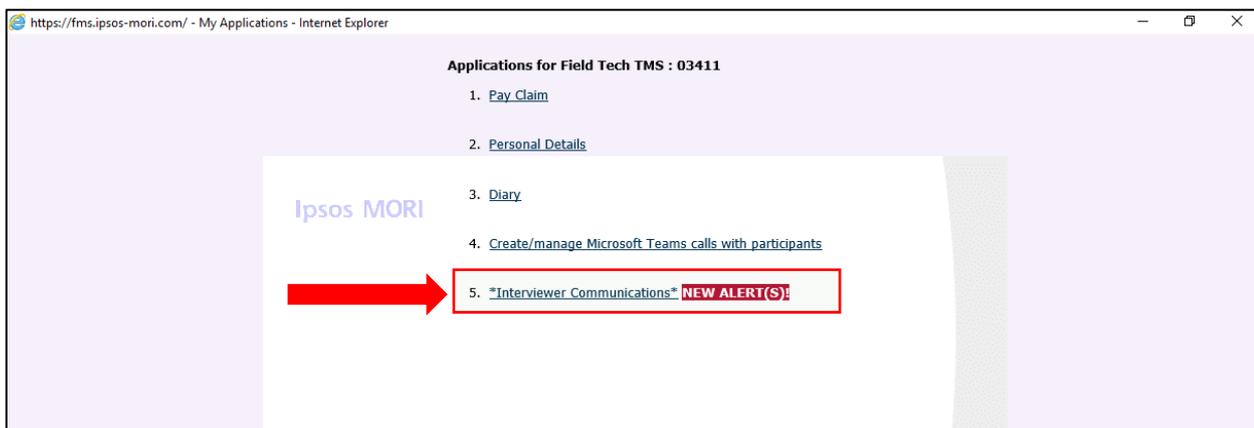
Scheduling a Teams Call

You can create and schedule your own meetings on your tablet. You will need:

- A Wi-Fi connection
- OR to be tethered to a mobile device's personal hotspot
- AND you will need to be connected to the VPN (go through the Broadband/Wireless Connect process)
- The participant's email address
- Connect to the VPN and then open the FMS Payclaims tile. Log in and then you will see something like image 1 below.

Image 1 - FMS Menu

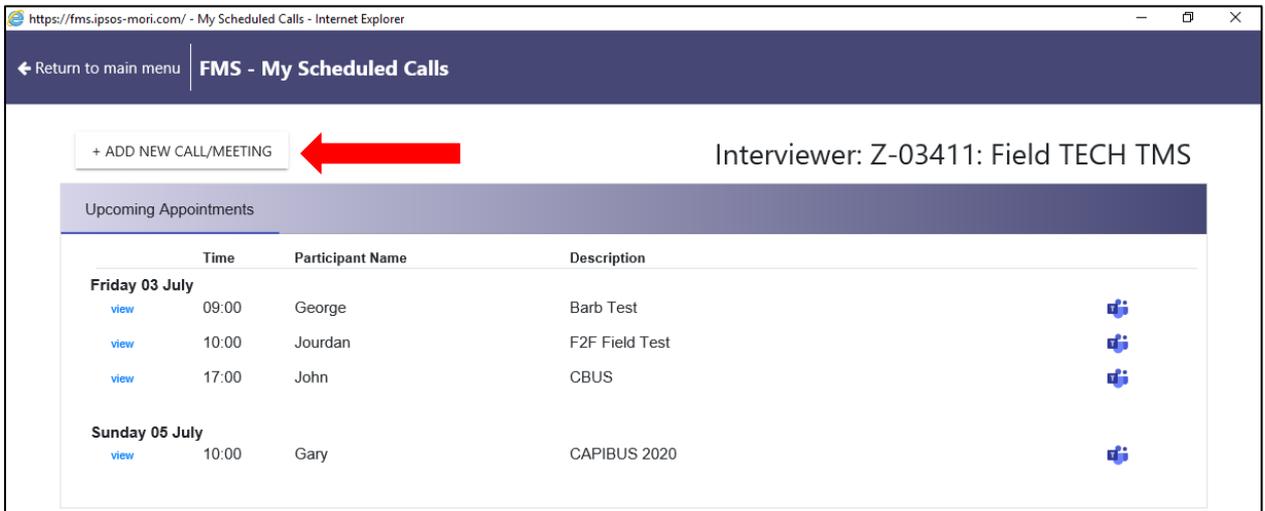
A new menu item appears now: option 4 'Create/manage Microsoft Teams calls with participants'. Open it.



You will see a page that looks like image 2 overleaf.

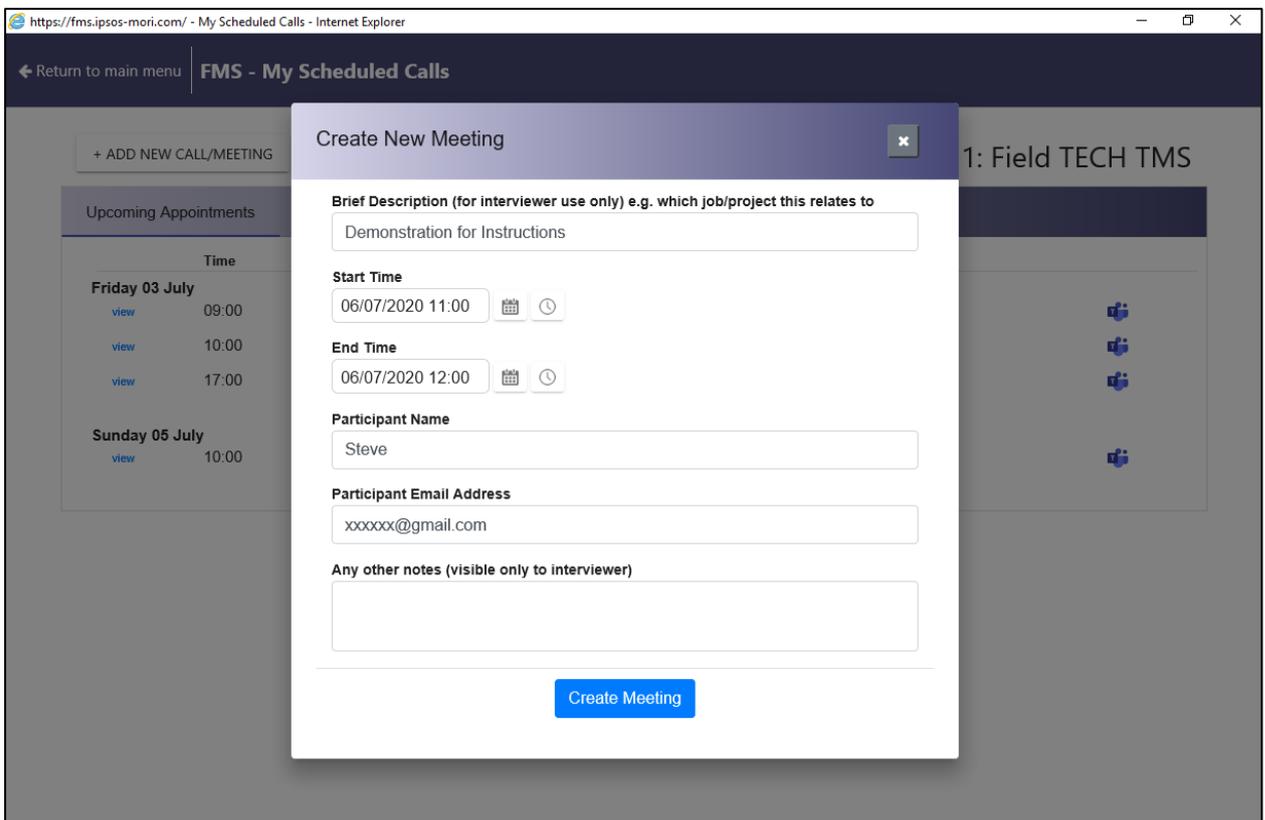
Image 2 - My Scheduled Calls

The image below shows four meetings which we created in the office for testing purposes. Your list will be blank until you create meetings. The first date that shows in your list will date back two or three days from the current date.



Click on the button that says '+ ADD NEW CALL/MEETING' at the top left as shown above. A pop-up will open as shown below.

Image 3 - Create New Meeting



Give the meeting a description in the top box (only you will ever be able to see it), then select the start and end date and time. Write in the participant’s name and their email address. You can also write their phone number in the ‘any other notes’ box at the bottom.

To choose a date and a time, click on the calendar icon and choose a date, then click on the clock icon and choose a time.

Image 4 – Choose Date and Time

When done, press ‘Create Meeting’ at the bottom in the blue box. The participant will receive an automatic email from svc_gb_VideoInterview@ipsos.com

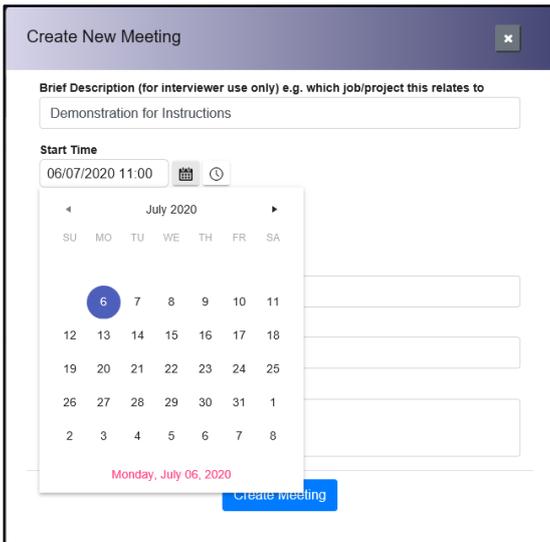


Image 5 - Newly Added Meeting

Your new meeting will be shown in green as below.

Upcoming Appointments				
	Time	Participant Name	Description	
Friday 03 July				
view	09:00	George	Barb Test	
view	10:00	Jourdan	F2F Field Test	
view	17:00	John	CBUS	
Sunday 05 July				
view	10:00	Gary	CAPIBUS 2020	
Today				
view	18:00	Steve	Demonstration for Instructions	

Image 6 - Editing a Meeting

To go back into an existing item to view the details or to change it, click on ‘view’ in blue font next to the relevant meeting on the left-hand side and you will see a pop-up like the one below. You can make

any changes here and press 'save changes' in the blue box at the bottom or close the window without making changes by clicking on the white cross in the top-right.

Edit Meeting

Brief Description (for interviewer use only) e.g. which job/project this relates to
Demonstration for Instructions

Start Time
06/07/2020 18:00

End Time
06/07/2020 19:00

Participant Name
Steve

Participant Email Address
stephen.j.bannister@gmail.com

Any other notes (visible only to interviewer)
Demonstration only for instructins

Join Microsoft Teams Meeting

Save Changes

Joining a Teams Call

From this screen (image 7) you can click on 'Join Microsoft Teams Meeting' in the violet box at the bottom to launch the call.

- Alternatively, from the main screen where you see all your meetings, you can press on the Teams icon on the right-hand side next to the relevant meeting to join the call.
- You will need a Wi-Fi (wireless) internet connection or to be tethered to a mobile phone with a 3G/4G signal.

Image 7 - Launch the Call

Edit Meeting

Brief Description (for interviewer use only) e.g. which job/project this relates to
 Demonstration for Instructions

Start Time
 06/07/2020 18:00

End Time
 06/07/2020 19:00

Participant Name
 Steve

Participant Email Address
 [redacted]@gmail.com

Any other notes (visible only to interviewer)
 Demonsration only for instructins

Join Microsoft Teams Meeting (indicated by a red arrow)

Save Changes

Internet Explorer will open a window like the one below once you press 'Join a Teams Meeting'.

Image 8 - Go to the Teams App

Select 'Go to the Teams app' as shown in the red box below.

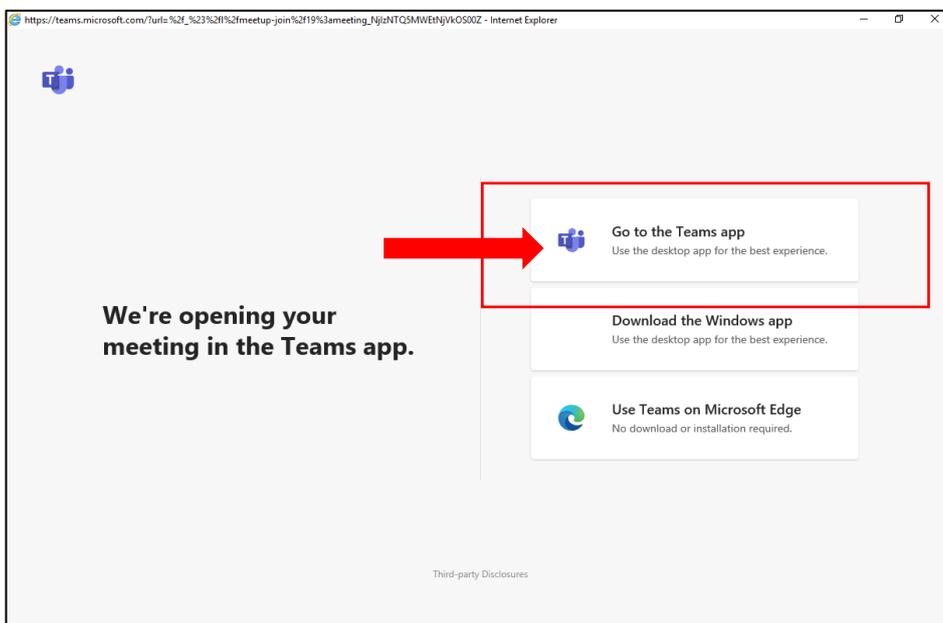
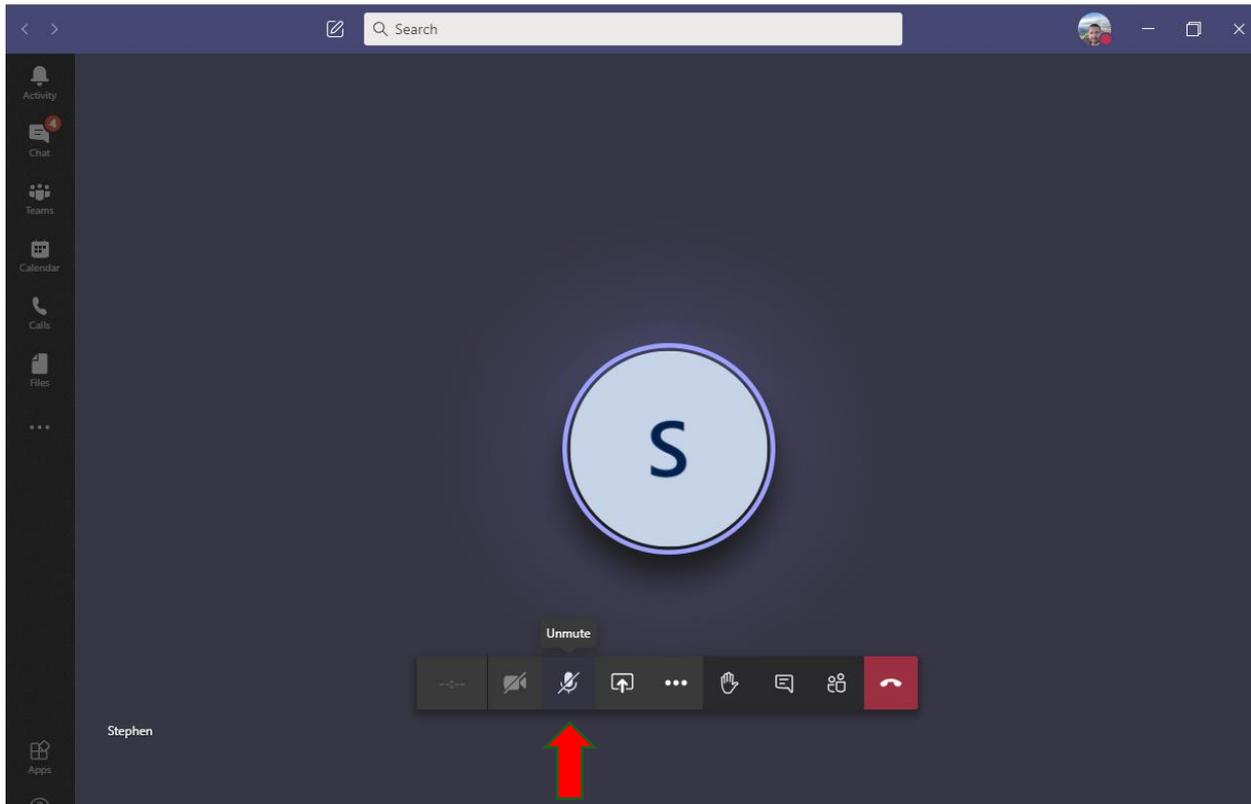


Image 9 - Activate the Microphone

By default, when you first join a meeting, the microphone will be inactive. You can see that because there will be a diagonal line through the microphone icon as shown by the red arrow below.

Note that your version of Teams will look slightly different (simpler) from the one shown below, which is from a corporate account where certain features have not been disabled. You will not see some of the icons shown here.



Click on the microphone icon and the line through it will disappear, as show below, to show the microphone is active in Teams.

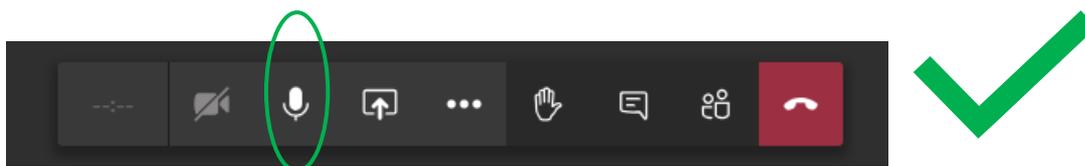
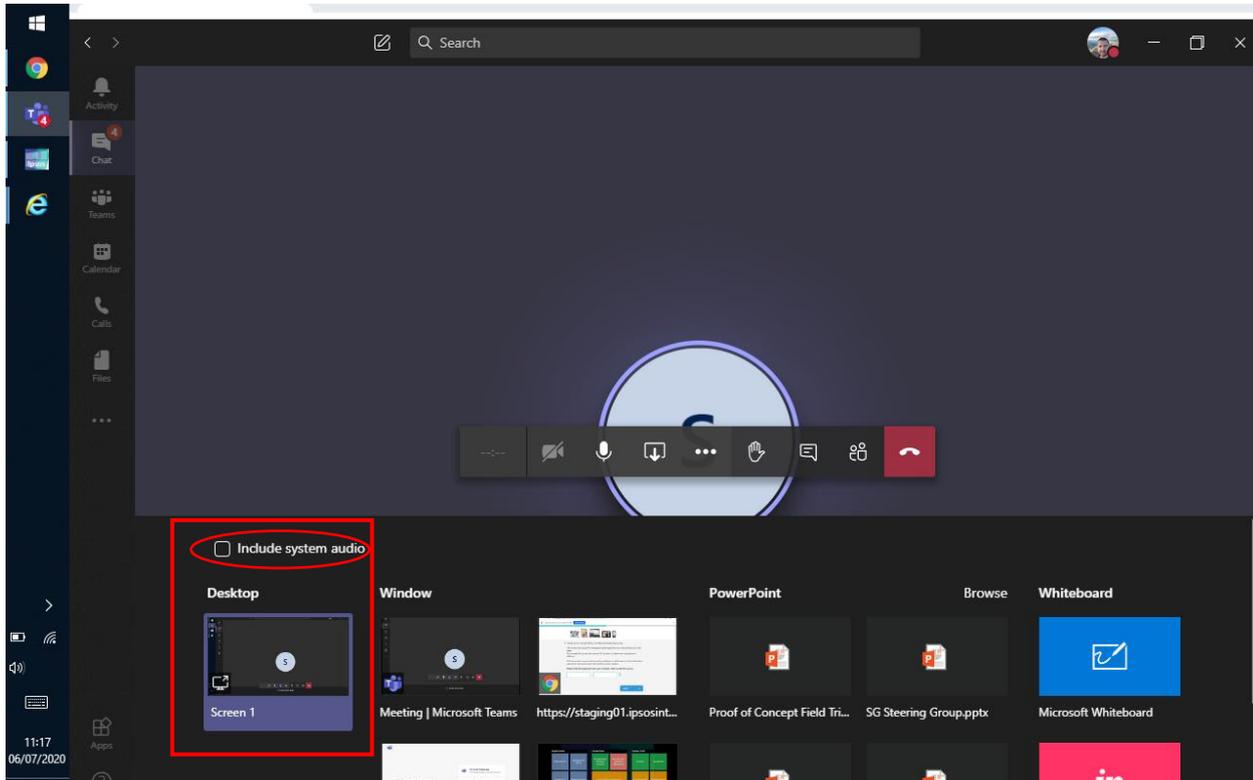


Image 10 - Share the Screen

We would like you to share your screen with the participant for the interview.

To share screen, choose the  icon to open a screen like the one below. From there, choose the thumbnail picture below Desktop. If you will share a video with sound, also check the 'include system audio' box.

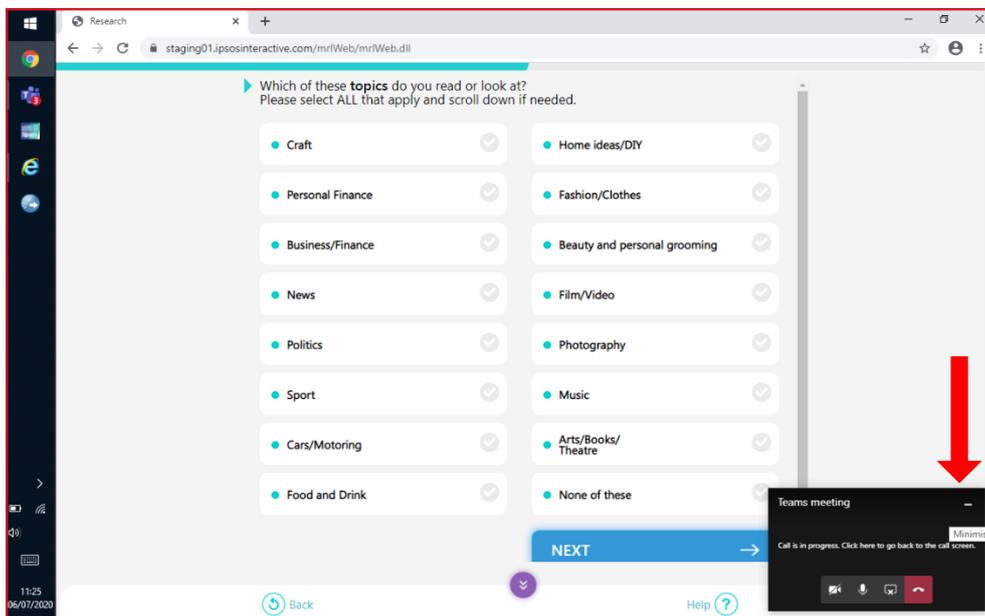


You will know that your screen is visible to the participant because a red border will appear around the edges of your screen as on the picture overleaf.

Once you are sharing your screen in Teams, you will need to use the navigation bar on the left to switch to the Dimensions script, or the web script if appropriate (which will be project-specific).

Image 11 - Knowing the Screen is Being Shared

In this example, you can see the web version of the PAMCo script, which is accessed via Google Chrome, Note the red border around the image to show it is being shared.

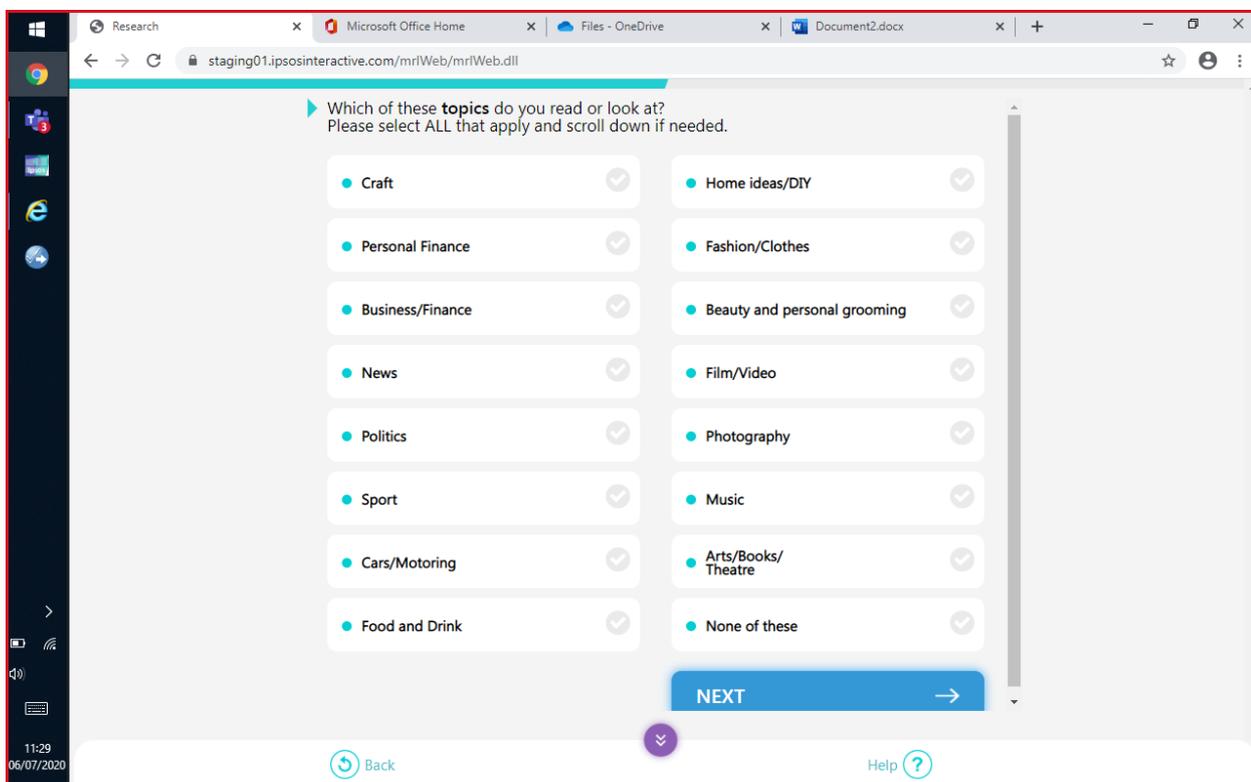


You need to minimise the window in the bottom-right corner by pressing the little horizontal bar by the red arrow above, so it does not obscure anything for the participant.

Image 12 - Correct Display when Sharing Screen

Note that the box in the bottom right is no longer visible.

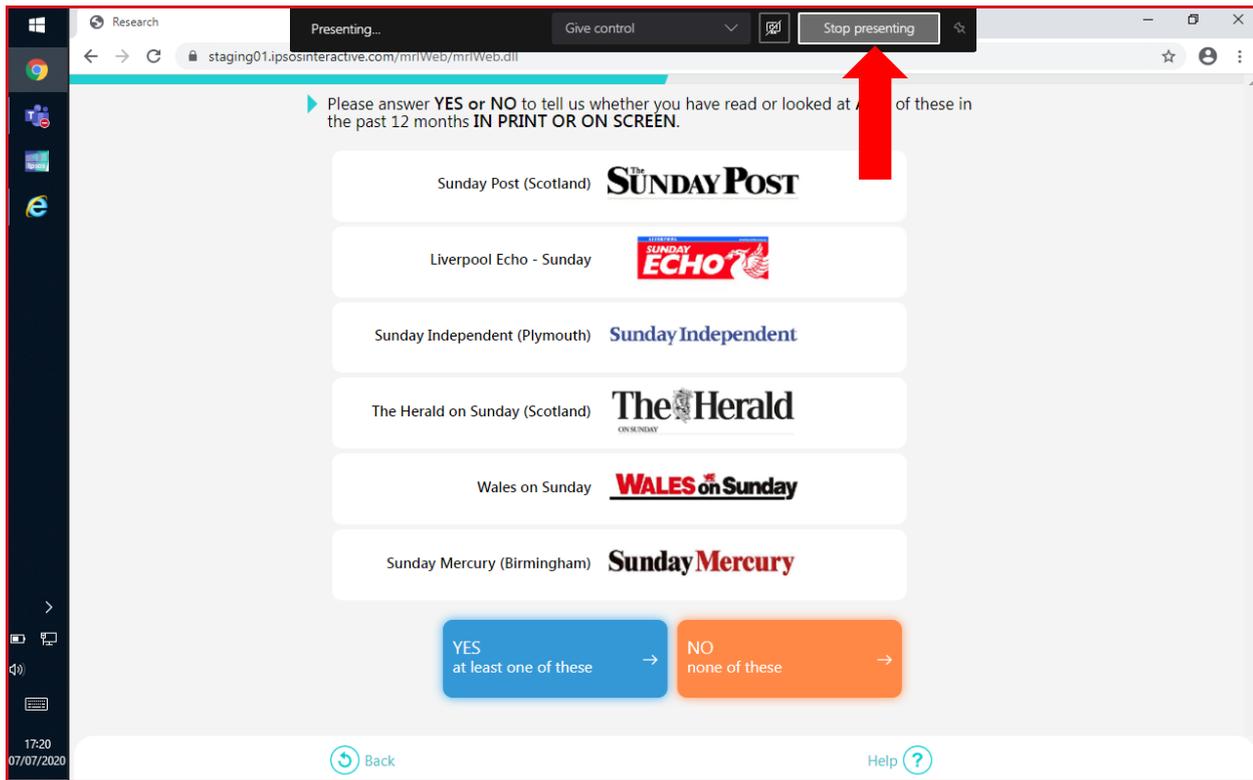
Remember that when you are sharing your screen in this way, the Teams app is running in the background and the control panel () will not be accessible until you return to the Teams app.



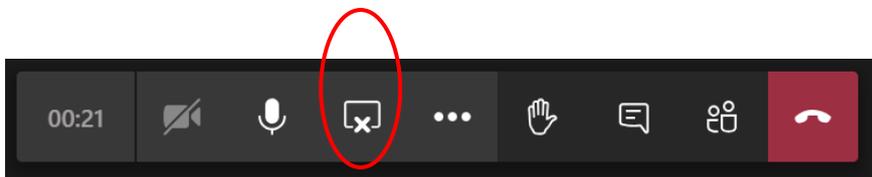
When you have a response to the question, you may need to stop sharing the screen before moving on. To do that, there are two methods between which you can choose.

Image 13 - Stopping Screen Sharing

By far the easiest method, and the recommended one, is to move your mouse cursor to the very top of the screen using the track pad. Wait for a second or two and a bar should drop down with 'stop presenting' written towards the right-hand side as shown below. Press that button. You will be taken back to Teams.



Another method is to navigate back to the Teams app on your task bar and then to press the circled icon as shown below.



If your taskbar is not visible as shown (the black strip on the left in image 12), you can cycle through your open applications by holding down the alt key (to the left of the spacebar) and pressing and depressing tab (to the left of the Q key) until you highlight the correct one.

Instructions for participants to access Teams

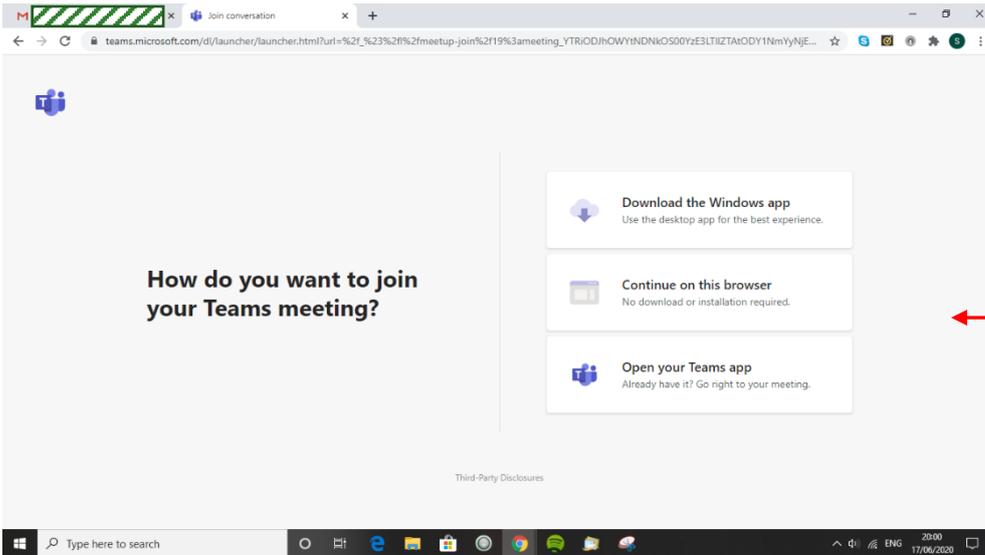
Note the following information is provided to participants but has been included here in case someone calls you about how to access a Teams appointment you made with them.

Joining the call with a PC or laptop

Step 1 - Open the email from svc_gb_VideoInterview@ipsos.com and click on the link



Step 2 - A new web page should open (Google Chrome shown below)

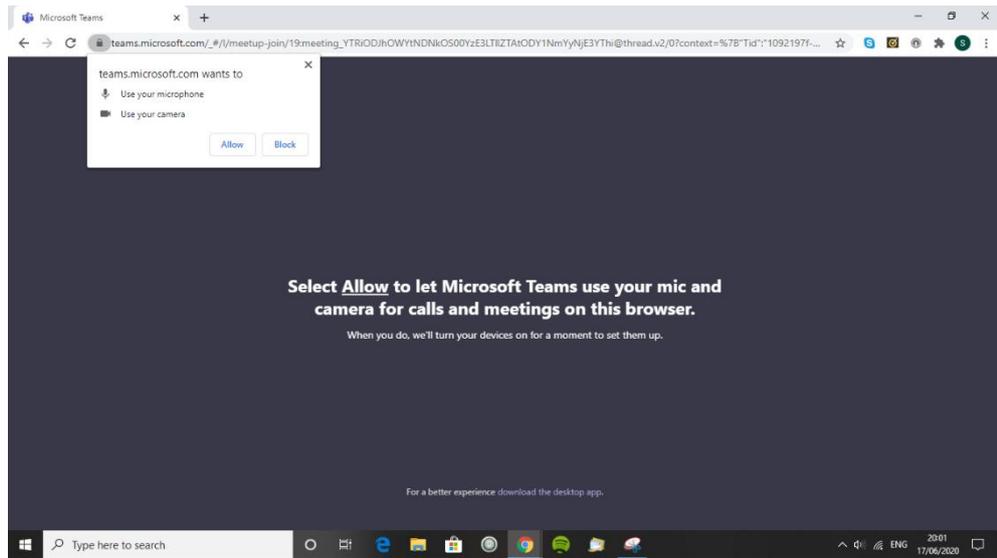


You can proceed directly in the browser without needing the Teams app

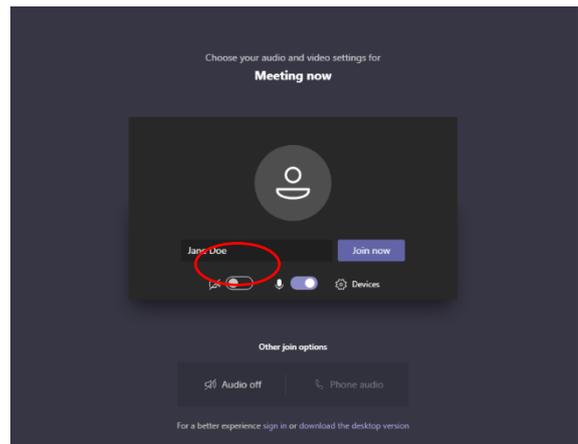
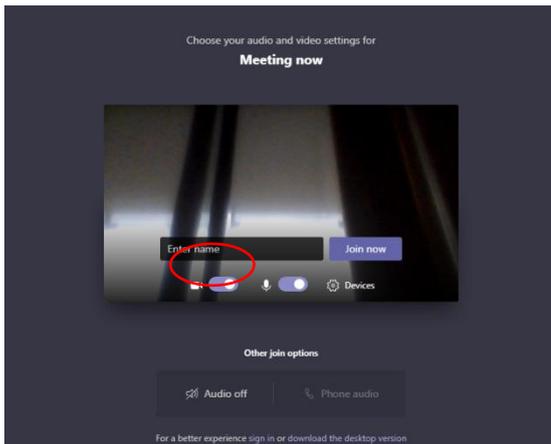
← Compatible browsers are Google Chrome, Firefox, Microsoft Edge, or Internet Explorer 11

Step 3 - Allow access to your microphone and camera

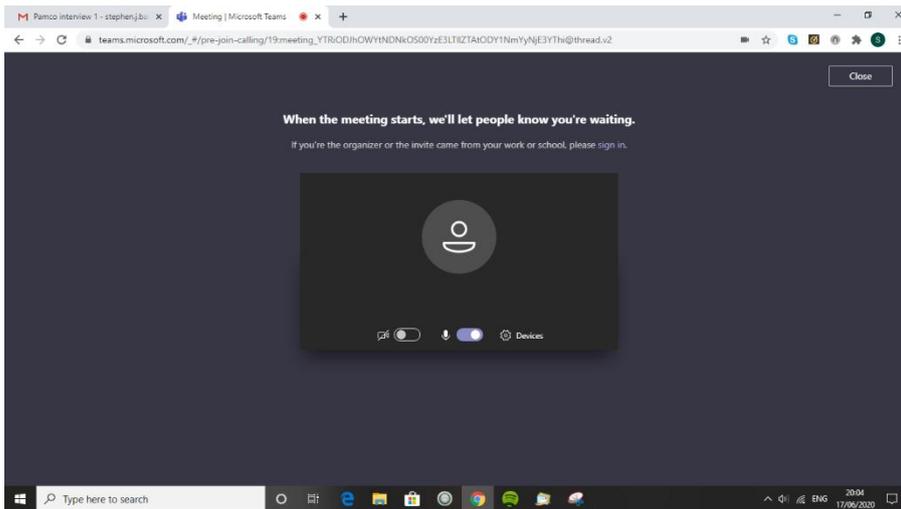
Allow both, but note that we would like you to turn your web cam off before the call begins



Step 4 - Turn on the camera by clicking the toggle; enter a nickname, name or initials in the box



Step 5 - Your interviewer will let you in to the call



Your interviewer will let you into the call. They will leave as soon as you and your interviewer are connected.

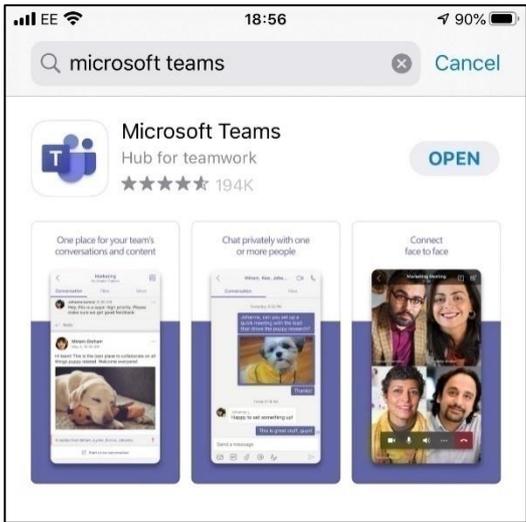
Further details for MAC Users

- (a) Mac users can install Teams by using a PKG installation file for macOS computers. Administrative access is required to install the Mac client. The macOS client is installed to the /Applications folder.
- (b) Install Teams by using the PKG file
 1. From the [Teams download page](#), under **Mac**, click **Download**.
 2. Double click the PKG file.
 3. Follow the installation wizard to complete the installation.
 4. Teams will be installed to /Applications folder. It is a machine-wide installation.

Note: During the installation, the PKG will prompt for admin credentials. The user needs to enter the admin credentials.

Joining a Teams call from your mobile phone

Step 1 - Download the Microsoft Teams app for free from App Store or Google Play



This is a screen shot from the App Store on an iPhone

Teams has already been downloaded in this example

Once downloaded, you do not need to open the app or create an account

Step 2 - Open the email from svc_gb_VideoInterview@ipsos.com on your phone or tablet and press the link

Join Microsoft Teams Meeting

Learn more about Teams | Meeting options

invite.ics

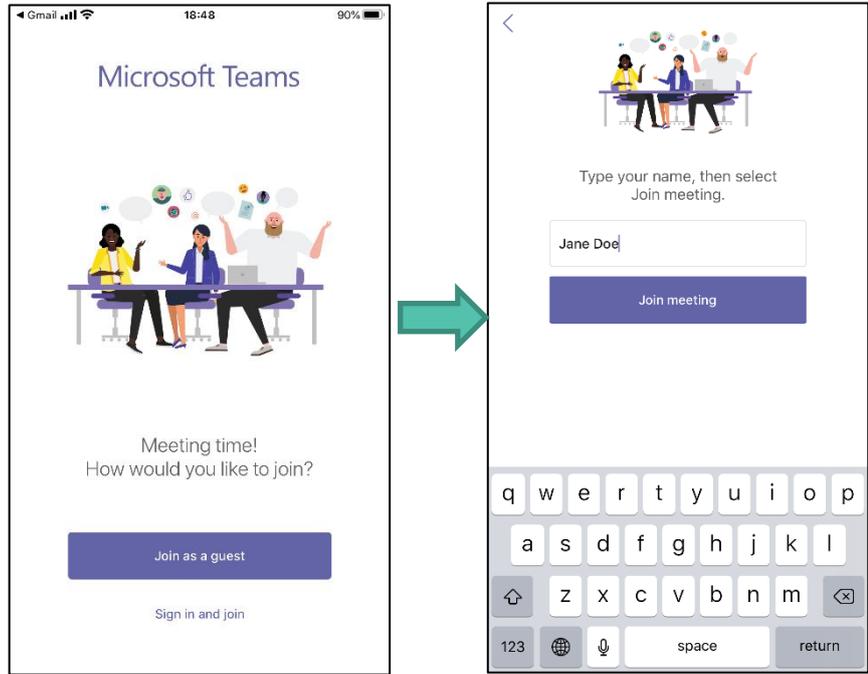
← Press this link in the body of the email

Step 3 - Join the call as a guest

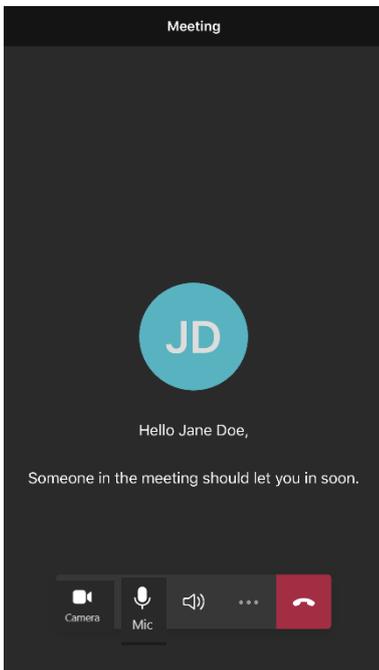
Once you press the link in your email, Teams will open like this

Choose 'join as guest'

Then enter your name, a nickname or your initials



Step 4 - Wait on the line and your interviewer will let you in to the call



Turn on your camera (the video camera icon on the left should not have a line through it)

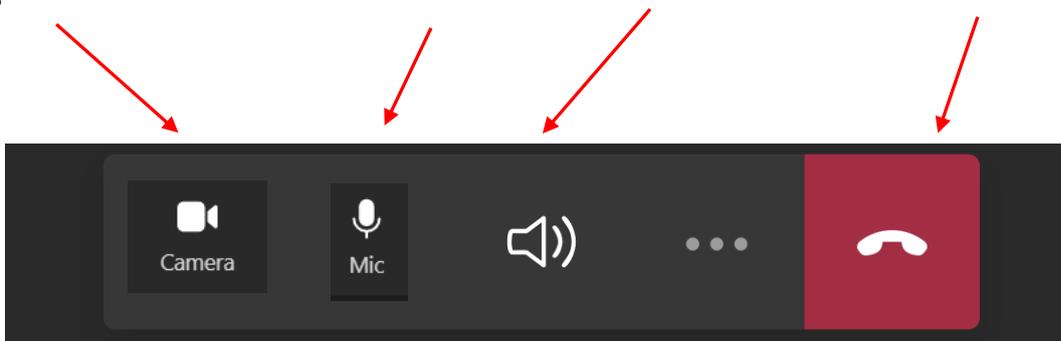
Once you have been let into the call, you will be able to press the microphone icon to turn on your microphone. The microphone icon will then have no line through it.

Camera – leave it on like this

Microphone (on)

Speakerphone

Hang up the call



ELC Interviewer Debrief 14/05/24

Section	Content	Timing
Introduction	<p>Introduce everyone on the call briefly.</p> <p>Explain purpose of the session – CLS will be running a much larger version of Generation New Era in the next few years. The idea is that it will follow a very similar design to the study you've just worked on, with the same type of sample, a similar questionnaire, and including saliva collection in the household.</p> <p>We're really keen to hear how things have gone on the study to help understand what's worked well and what might be changed or improved, with a view to improving things on the forthcoming larger Generation New Era study.</p> <p>We've already taken a look at the feedback forms interviewers filled in – from this group and the wider panel – which was very helpful; there's a few things you mentioned in the feedback forms that we wanted to ask about in more detail as well.</p> <p>ASK PERMISSION TO RECORD SESSION SO THAT WE CAN REFER BACK IF NEEDED</p>	10 mins
Overview	<p>[AIM HERE IS TO LOOK AT WHAT INTERVIEWERS SPONTANEOUSLY MENTION AS THE MOST SIGNIFICANT SUCCESS FACTORS/CHALLENGES]</p> <ul style="list-style-type: none"> • Overall, how well did you find the study worked? • What went well? What changes would make the study work more smoothly (for interviewers / for respondents)? 	10 mins
Initial engagement/ persuading participants	<ul style="list-style-type: none"> • What sort of reaction did you get from parents when you approached them about the study? <ul style="list-style-type: none"> ○ What sort of reaction did you get from ... parents from ethnic minority groups? ○ ...Parents in low-income areas? ○ ...Young parents? • What were the challenges in recruiting parents? What key messages or approaches worked well in persuading parents? <ul style="list-style-type: none"> ○ What helped in persuading parents from ethnic minority groups? ○ Parents in low-income areas? ○ Young parents? • Some feedback suggests there were language barriers that made it difficult to persuade parents to take part – how widespread was this? How did you work around it? • Interviewer feedback suggests some parents decided not to access the online translated materials – what were the reasons for this? 	10 mins

Engaging different types of parent	<p>Thinking now about the different types of parent interviews that you completed.</p> <ul style="list-style-type: none"> • What were the challenges in persuading PIs specifically to complete the study? • Feedback suggests that persuading AIs to complete was a bigger challenge than persuading PIs, as they were less interested/motivated than PIs – what worked in persuading AIs? • What were the challenges in locating and contacting OHPs/ parents living separately? • What were the challenges in persuading OHPs to take part once you'd located them? • Can you talk about how PIs who were living separately to the baby's father reacted to being asked for the other parent's contact details? What things did you find helped reassure parents about providing information? • Do you think we should try to survey OHPs for the forthcoming GNE study? 	15 mins
Interview modes	<p>Remind interviewers that the interview was available to do as f2f, tel, Teams, online interviews, but that we had a preference for f2f and expected that PIs would almost always be f2f.</p> <ul style="list-style-type: none"> • Thinking first for PIs: <ul style="list-style-type: none"> ○ We had asked for interviews to be done f2f. What are your thoughts on offering an online option for PIs for the future GNE study? (ASK ALL INTERVIEWERS TO SAY YES/NO IF IN FAVOUR OF THIS) ○ How would you feel about offering telephone as an option to PIs initially, or as a way of finishing off f2f interviews that were interrupted? • And for AIs, what interview modes worked best and in what circumstances? <ul style="list-style-type: none"> ○ How much effort was needed from you to chase up /help those who agreed to do the online survey (especially AIs)? • For OHPs, what interview modes worked best and in what circumstances? 	10 mins
	Break?	5 mins
Feedback on specific elements	<p>For each of the following, ask interviewers to reflect on:</p> <ul style="list-style-type: none"> • What worked well? • What were the challenges? • Recommendations of things to improve/ change for the forthcoming GNE study <p>A) The ECS</p>	55 mins (6-7 mins per topic)

	<p>B) The screener interview C) Interview content (including CASI)</p> <p>- Would it help for the interview content to be available in translation for the future study?</p> <p>D) Opt in data linkage E) Opt out data linkage</p> <p>-Which of the data linkage models would you recommend is used in the main study?</p> <p>F) Saliva collection</p> <p>-Do you feel saliva collection should be included for all parents on the future study?</p> <p>G) The materials used for the study (including translations) H) The interviewer training – including the f2f briefing, pre- and post- briefing exercises, and the written instructions</p>	
Wrap up	<p>Thank everyone for coming, and for working on the study.</p> <p>CLS: Explain to interviewers how the study has performed against expectations, and what's being considered for the design of the main study.</p> <p>Any reflections now you've heard from us, or anything else you wanted to raise before we finish?</p>	5 mins

EARLY LIFE COHORT: INTERVIEWER FEEDBACK FORM

Interviewer full name: _____ Interviewer ID: _____

We would like to thank you for all your hard work on this study and ask you to provide some feedback.

This will help us to design a larger Generation New Era study that is likely to be carried out soon. Please make any observations that you think may improve the survey procedures and help make this future study more successful. Please feel free to give your opinions on anything which is not included in this form.

We are keen to understand how well the interview and materials worked – both for the respondents and for you.

Please complete this form when you have finished all of your interviews. **You do not have to answer every question; feel free to skip questions that you feel are not relevant to your experience.**

FEEDBACK ON MAKING CONTACT AND INTERVIEWING DIFFERENT TYPES OF RESPONDENT

On this survey, we used a different sampling frame than we've used in other similar projects. Please let us know any comments about the quality of the name and address details provided on your sample. Were names and addresses complete and accurate? Did respondents raise any queries or have concerns about where we got their information from?

Please let us know how the different types of respondent reacted to the study – what worked in getting each type of parent to take part? What were the challenges?

Primary Informant (PI):	How did parents react to the study? What worked in getting PIs to take part? What were the challenges?
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Additional Informant (AI):	<p>How did AIs react to the study? What worked in getting AIs to take part? What were the challenges?</p> <p>AIs had the choice of completing online as well as other modes – how well did this work? Any comments on encouraging AIs to complete the survey?</p>
Own Household Parent (OHP):	<p>How did OHPs react to the study? What worked in getting OHPs to take part? What were the challenges?</p>

On this survey, we contacted parents who are living separately from their babies. What was the reaction to the survey from parents who were living apart from their baby? Are there any particular issues we should be aware of when contacting these parents?

Where parents were living separately, we asked you to help us find out the contact details for the other parent. How did parents feel about this request?

Please tick which of the following methods you used to complete your interviews. Please provide overall feedback on each method.

Method		Feedback - what worked well, what could be improved? How did participants respond to the method?
F2F interview	<input type="checkbox"/>	
MS Teams interview	<input type="checkbox"/>	
Telephone interview	<input type="checkbox"/>	
Placing the online survey	<input type="checkbox"/>	

ECS and QUESTIONNAIRE

How well did the **ECS** work? Were there any scenarios you came across where it was difficult to use the ECS?

How well did the **screeener** work? Were there any questions that weren't well understood or respondents struggled to answer? How did you normally complete this – on the doorstep or in the home?

What was your general impression of the **interview content as a whole?** (think about the length, flow, interest for respondents)? Were there any questions they didn't understand or struggled to answer? Please think about the content for different types of respondent (PI, AI, OHP)

Were there any questions or requests that participants found particularly **sensitive** and/or didn't want to answer? Were there any questions or tasks you felt were inappropriate? How well did the CASI section work?

Managing the household visit: Please let us know how you find organising the household visit. What worked well, and what were the challenges?

DATA LINKAGE (ADDING INFORMATION FROM ADMINISTRATIVE RECORDS)

Do you have any feedback on the data linkage materials? Were there any issues with **respondents understanding data linkage** or need to check anything with you?

We asked respondents' consent for data linkage in two ways: opt-in (with a CAPI section asking for consent to different types of linkages) and opt out (with a longer introduction explaining that data was being linked). How did respondents react to the different types of consenting to data linkage? Do you feel either method worked better than the other?

SALIVA

How did the respondents feel about the **saliva request** for (a) themselves and (b) their baby? Had they read the advance information? Do you have any advice on what worked well or not so well that you would like to share?

How useful were the **materials** provided to help explain the saliva element of the study?

MATERIALS AND TRAINING

Materials: What is your overall feedback on the **materials**, including the letters and leaflets prepared for the study.

Was any more information required? Had parents read them in advance? How did you manage the number of different letters/leaflets on the study? How useful was it to have materials on offer in translation (on the study website)?

Training: Please give your views on the interviewer **briefing**. Now you've completed fieldwork, do you feel the training focussed on the right areas? Were there any areas that were not covered sufficiently? How could it have been improved and what do we need to think about for next time?

ANY OTHER COMMENTS OR FEEDBACK

Please let us know anything else you think it's useful for us to know about how the study worked. We're especially interested in anything that would help to improve things for the main study – including making the study easier for you to manage, easier for respondents to take part, and anything else that might increase the response rates!

Thank you very much for taking the time to complete this form.

If you're attending the debrief, please ensure you enter this information electronically before the debrief.

EARLY LIFE COHORT: INTERVIEWER FEEDBACK FORM

Interviewer full name: _____ Interviewer ID: _____

We would like to thank you for all your hard work on this study and ask you to provide some feedback.

This will help us to design a larger Generation New Era study that is likely to be carried out soon. Please make any observations that you think may improve the survey procedures and help make this future study more successful. Please feel free to give your opinions on anything which is not included in this form.

We are keen to understand how well the interview and materials worked – both for the respondents and for you.

Please complete this form when you have finished all of your interviews. **You do not have to answer every question; feel free to skip questions that you feel are not relevant to your experience.**

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On this survey, we used a different sampling frame than we've used in other similar projects. Please let us know any comments about the quality of the name and address details provided on your sample. Were names and addresses complete and accurate? Did respondents raise any queries or have concerns about where we got their information from?

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Additional Informant (AI):	<p>How did AIs react to the study? What worked in getting AIs to take part? What were the challenges?</p> <p>AIs had the choice of completing online as well as other modes – how well did this work? Any comments on encouraging AIs to complete the survey?</p>
Own Household Parent (OHP):	<p>What worked in getting contact details for OHPs? How did OHPs react to the study? What worked in getting OHPs to take part? What were the challenges?</p>

Where parents were living separately, we asked you to help us find out the contact details for the other parent. How did parents feel about this request?

What was the reaction to the survey from parents who were living apart from their baby? Are there any particular issues we should be aware of when contacting these parents?

Please tick which of the following methods you used to complete your interviews. Please provide overall feedback on each method.

Method		Feedback - what worked well, what could be improved? How did participants respond to the method?
F2F interview	<input type="checkbox"/>	
MS Teams interview	<input type="checkbox"/>	
Telephone interview	<input type="checkbox"/>	
Placing the online survey	<input type="checkbox"/>	

ECS and QUESTIONNAIRE

How well did the **ECS** work? Were there any scenarios you came across where it was difficult to use the ECS?

How well did the **screeener** work? Were there any questions that weren't well understood or respondents struggled to answer? How did you normally complete this – on the doorstep or in the home?

What was your general impression of the **interview content as a whole?** (think about the length, flow, interest for respondents)? Were there any questions they didn't understand or struggled to answer? Please think about the content for different types of respondent (PI, AI, OHP)

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We asked respondents' consent for data linkage in two ways: opt-in (with a CAPI section asking for consent to different types of linkages) and opt out (with a longer introduction explaining that data was being linked). How did respondents react to the different types of consenting to data linkage? Do you feel either method worked better than the other?

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How did the respondents feel about the **saliva request** for (a) themselves and (b) their baby? Had they read the advance information? Do you have any advice on what worked well or not so well that you would like to share?

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ANY OTHER COMMENTS OR FEEDBACK

Please let us know anything else you think it's useful for us to know about how the study worked. We're especially interested in anything that would help to improve things for the main study – including making the study easier for you to manage, easier for respondents to take part, and anything else that might increase the response rates!

Thank you very much for taking the time to complete this form.

If you're attending the debrief, please ensure you enter this information electronically before the debrief.

**GENERATION
NEW ERA**

A STUDY OF
CHILDREN BORN
IN THE 2020s

SF_PFNAM SF_PSNAME
SF_ADDRESSL1
SF_ADDRESSL2
SF_ADDRESSL3
SF_ADDRESSL4
SF_TOWN
SF_COUNTY
SF_POSTCODE

IF YOU NEED LARGE PRINT
PHONE US FREE ON
0800 151 0610 OR EMAIL
gnestudy@ipsos.com

7 July 2023

Reference No. <PersonID>

YOUR OPPORTUNITY TO BE PART OF GENERATION NEW ERA

Dear <SF_PFNAM>

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. It will provide new scientific insights into the health and development of children growing up in our changing world, and help researchers, governments and service providers to improve the lives of children and 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.

You don't need to decide now if you'd like to take part. Within the next few months, Ipsos will send you an invitation to the study with more information. A trained interviewer from Ipsos will then call at your address to answer any questions you have, and ask 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 **Thursday 27 July** and we won't contact you any further. You can let us know by Freephone 0800 151 0610 or email gnestudy@ipsos.com. Please include your reference number 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.

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

Yours sincerely,

Professor Alissa Goodman CBE

Study Director, UK
University College London

Please turn over →

What will 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. **Taking part is completely up to you.** As a thank you for their time, each parent will receive a <£XX> voucher. We would also like to speak to you again as your child gets older. We hope to invite you to take part every few years. **It will always be up to you** to decide whether you want to take part.

Interviews can be done in languages other than English. This letter, and other study information, is available in other languages on the study website: gnestudy.info.

How was I chosen for this study?

Firstly, the study only includes babies born in November and December 2022. Secondly, only 250 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 England, who provided your name, address and additional information about you and your baby.

The families selected for the study reflect the diversity of families within England and across the UK as a whole. Each family chosen for this study is unique and we can't replace you with anyone else.

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

To help us build a full picture of each child's life, we want to include 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.

If you prefer that we do not make any further contact with your child's other parent or if you have any concerns about this, please contact us at 0800 151 0610 or gnestudy@ipsos.com.

Your confidentiality

The information you give the study will be kept completely confidential and used for research purposes only. 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 receive information from birth records in order to contact you from the NHS Health Research Authority's Confidentiality Advisory Group and NHS England's Independent Group Advising on the Release of Data. This has been granted following a careful review of the information the study will collect, and how we will ensure that your data and privacy are protected. Full details about how we will look after your information, including what happens to your information if you decide not to take part, are in the **Privacy Notice** on the study website gnestudy.info/privacy.



@gnestudy@ipsos.com

0800 151 0610

gnestudy.info

@gnestudy

Freepost
IPSOS GNE STUDY

**GENERATION
NEW ERA**

A STUDY OF
CHILDREN BORN
IN THE 2020s



IF YOU NEED LARGE PRINT
PHONE US FREE ON
0800 151 0610 OR EMAIL
gnestudy@ipsos.com

SF_PFNAM SF_PSNAME
SF_ADDRESSL1
SF_ADDRESSL2
SF_ADDRESSL3
SF_ADDRESSL4
SF_TOWN
SF_COUNTY
SF_POSTCODE

[DD/MM/YYYY]

Reference No. <PERSONID>

YOU'RE INVITED TO BE PART OF GENERATION NEW ERA

Dear SF_PFNAM

We are writing to invite you to **be part of Generation New Era** - a groundbreaking new study of several thousand babies born in 2022, and their families. You may remember receiving a letter from us a few months ago.

Generation New Era will be the first UK-wide study of its kind for over 20 years. It aims to follow the lives of this one-of-a-kind generation as they grow up in our changing world. By providing vital new insights into the health and development of children, Generation New Era will help researchers, governments and service providers to improve the lives of children and families in the UK.

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

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

We've enclosed a **booklet** which is your guide to the study {and a £5 gift for you} {and a bib as a gift for your baby}.

Generation New Era is led by the Centre for Longitudinal Studies at University College London. 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?

We want to hear from mothers and fathers to help build a full picture of each child's life. We will invite one parent, usually whoever spends most time with the baby, to complete a 60-minute interview in person with the interviewer, and the other parent to complete a separate 30-40 minute interview, which can be done in person or online. The interview involves answering some questions about yourself and your baby.

Please turn over →

We'd like to include mothers or fathers who live apart from their child's other parent, whatever involvement they have with their baby. We will use information from birth records, if available, to invite each parent to take part. If you prefer that we do not make any further contact with your child's other parent or if you have any concerns about this, please contact us using the contact details at the end of this letter.

As a thank you for your time, each parent interviewed will receive a £1000 voucher. Interviews can be done in languages other than English.

{IF BIOSAMPLE: We would also like to ask to take a saliva sample from you and your baby to add genetic information to the study. If you would prefer not to do this, you can still take part in the study.}

Taking part is completely up to you. We hope that you will decide to take part in this important research and that you will enjoy the interview.

We hope to invite you to take part every few years to find out how your child is getting on as they get older. It will always be up to you to decide whether you want to take part.

What happens next?

A trained interviewer from Ipsos will call at your address in the coming days to find out if you'd like to take part. They'll be happy to answer any questions you may have. If you're out or it's not convenient, the interviewer will come back at a better time. If you decide to take part, the interviewer will arrange a day and time for the interview that works best for you.

As we only have your name and address, the interviewer is not able to email or text you. However, if you would like to contact your interviewer before they call at your address, you can do this by text or phone using their mobile number, which we've included on a card with this letter.

The interviewer will carry an identification card with their photograph.

If you prefer not to take part, please let us know using the contact details at the end of this letter – we'll let the interviewer know and we won't contact you any further.

Any questions?

To find out more about the study, please visit: gnestudy.info, or you can contact the study team at Ipsos directly on:

- Email: gnestudy@ipsos.com
- Freephone: 0800 151 0610
- Freepost IPSOS GNE STUDY

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

Yours sincerely,

Professor Alissa Goodman CBE

Study Director, UK
University College London



IF YOU NEED LARGE PRINT
PHONE US FREE ON
0800 151 0610 OR EMAIL
gnestudy@ipsos.com

YOU'RE INVITED TO BE PART OF GENERATION NEW ERA

Dear Parent,

We are writing to invite you to **be part of Generation New Era** – a groundbreaking new study of several thousand babies born in 2022, and their families. You may remember receiving a letter from us a few months ago.

Generation New Era is the first UK-wide study of its kind for over 20 years. It aims to follow the lives of this one-of-a-kind generation as they grow up in our changing world. By providing vital new insights into the health and development of children, Generation New Era will help researchers, governments and service providers to improve the lives of children and families in the UK.

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

Your family was chosen at random from records of births held by government departments and public health agencies. These organisations provided your name, address and additional information about you and your baby to Generation New Era. We've enclosed a **booklet** which is your guide to the study.

Generation New Era is led by the Centre for Longitudinal Studies at University College London. 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?

We want to hear from mothers and fathers to help build a full picture of each child's life. We will invite one parent, usually whoever spends most time with the baby, to complete a 60-minute interview in person with the interviewer. We will ask the other parent to complete a separate 30-40 minute interview, which can be done in person or online. The interview involves answering some questions about yourself and your baby.

We'd like to include mothers or fathers who live apart from their child's other parent, whatever involvement they have with their baby. We will use information from birth records, if available, to invite each parent to take part. If you prefer that we do not make any further contact with your child's other parent or if you have any concerns about this, please contact us using the contact details at the end of this letter.

As a thank you for your time, each parent interviewed will receive a voucher. Interviews can be done in languages other than English. Taking part is completely up to you. We hope that you will decide to be part of this important research and that you will enjoy the interview.

We hope to invite you to take part every few years to find out how your child is getting on as they get older. It will always be up to you to decide whether you want to take part.

What happens next?

A trained interviewer from Ipsos will call at your address in the coming days to find out if you'd like to take part. They'll be happy to answer any questions you may have. If you're out or it's not convenient, the interviewer will come back at a better time. If you decide to take part, the interviewer will arrange a day and time for the interview that works best for you.

As we only have your name and address, the interviewer is not able to email or text you. However, you can find some details about your interviewer on the card included with this letter.

The interviewer will carry an identification card with their photograph.

If you prefer not to take part, please let us know using the contact details at the end of this letter – we'll let the interviewer know and we won't contact you any further.

Any questions?

To find out more about the study, please visit: gnestudy.info, or you can contact the study team at Ipsos directly on:

- Email: gnestudy@ipsos.com
- Freephone: 0800 151 0610
- Freepost IPSOS GNE STUDY

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

Yours sincerely,



Professor Alissa Goodman CBE

Study Director, UK
University College London



Date: _____

Reference number: _____

YOU'RE INVITED TO BE PART OF GENERATION NEW ERA

Dear _____

We are writing to invite you to **be part of Generation New Era** - a groundbreaking new study of several thousand babies born in 2022, and their families. It will provide vital scientific insights into the health and development of children growing up in our changing world, and help researchers, governments and service providers improve the lives of children and families in the UK.

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

How was I chosen for this study?

Your family was chosen at random from records of births held by NHS England for England and Wales, or the National Records of Scotland and Public Health Scotland. These organisations provided names, addresses and additional information for each family. This has been approved by special committees to allow this.

The families selected for the study reflect the diversity of families across the UK. Each family chosen for the study is unique and we can't replace you with anyone else.

Where we have both parents' names and addresses from birth records, we wrote to each parent separately to invite them to take part. Where parents are living apart from each other, we also ask each parent for the other parent's contact details to make sure they have the chance to take part.

What does taking part involve?

We want to include fathers and mothers as both are important in children's lives. This includes mothers or fathers who live apart from their child's other parent, whatever involvement they have with their baby. **We would like to hear from you about yourself and your baby. By sharing your experiences, you'll help us build a full picture of your child's life.**

The survey takes 30-60 minutes to complete, and you will receive **a voucher** as a thank you for completing it. We've enclosed a booklet which is your guide to the study.

Each parent will be interviewed separately. Your baby does not need to be present.

Your participation and survey responses will be kept completely confidential. If you live apart from your child's other parent, this means we will not tell them any information you provide or about your circumstances. Full details about how we will look after your information are in the Privacy Notice on the study website gnestudy.info/privacy.

Taking part is completely up to you. We hope that you will decide to be part of this important research and that you will enjoy the interview.

We hope to invite you to take part every few years to find out how your child is getting on as they get older. It will always be up to you to decide whether you want to take part.

What happens next?

A trained interviewer from Ipsos will call at your address in the coming days to find out if you'd like to take part. They'll be happy to answer any questions you may have. If you're out or it's not convenient, the interviewer will come back at a better time. If you decide to take part, the interviewer will arrange a day and time for the interview that works best for you.

The interviewer will carry an identification card with their photograph.

If you prefer not to take part, please let us know using the contact details at the end of this letter – we'll let the interviewer know and we won't contact you any further.

Any questions?

To find out more about the study, please visit: gnestudy.info, or you can contact the study team at Ipsos directly on:

- Email: gnestudy@ipsos.com
- Freephone: 0800 151 0610
- Freepost IPSOS GNE STUDY

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

Yours sincerely,



Professor Alissa Goodman CBE
Study Director, UK
University College London





Date: _____

Reference No. _____

Dear Sir/Madam,

We are trying to make contact with _____ who we have invited to take part in an important research study. According to our records they are living at this address. An interviewer working on behalf of Ipsos, an independent research organisation, has visited your address several times but has been unable to find anyone at home. Ipsos is carrying out the survey on behalf of the Centre for Longitudinal Studies at University College London.

If you are the person named above, please let us know if you are still living here by contacting us using the details below and we will ask the interviewer to try to make contact with you again. If this letter has been forwarded to you from a different address, please let us know your full current address and contact details.

If you are not the person who we would like to invite to take part in our study, please can you help by forwarding this letter to them; or by giving us details of their new address, or the name and address of someone else who might be able to help us.

If you do not know of any way of getting in touch with them, please let us know so that we can update our records and avoid contacting you again.

There are two ways you can contact us:

- Email us at gnestudy@ipsos.com
- Phone us on Freephone **0800 151 0610**
- Write to us at **Freepost IPSOS GNE STUDY**

Thank you for your help.

Yours sincerely,

Professor Alissa Goodman CBE

Study Director, UK
University College London



Date: _____

Reference No. _____

Dear _____,

We are writing to invite you to be part of an important new study known as Generation New Era. This study aims to follow the lives of several thousand babies 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 UK for over 20 years. **Your family has the opportunity to be part of this groundbreaking research that will benefit the lives of families and children for many years to come.**

Generation New Era is led by the Centre for Longitudinal Studies at University College London, in partnership with Swansea, Edinburgh and Ulster Universities. Ipsos, an independent research organisation, is collecting the information on our behalf. It is paid for by the Economic and Social Research Council.

We have not been successful in contacting you at the address we have on our records. An interviewer from Ipsos spoke to:

.....

who did not wish to give us your new address without your permission but agreed to forward this letter on to you. **We would be most grateful if you would let us know your current address.**

There are four ways you can do this:

- Email us at gnestudy@ipsos.com
- Call us on Freephone **0800 151 0610**
- Complete the **reply form** and return it to Ipsos in the enclosed Freepost envelope - you will not need a stamp.
- Use our online form: gnestudy.info/update-your-details

If you have any further queries about the study, please do not hesitate to contact Ipsos on Freephone **0800 151 0610** or email gnestudy@ipsos.com or visit gnestudy.info.

Thank you very much for your help.

Yours sincerely,

Professor Alissa Goodman CBE

Study Director, UK
University College London

How was I chosen for this study?

Firstly, the study only includes babies born in November and December 2022. Only 250 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 England for England and Wales, and the National Records of Scotland and Public Health Scotland.

They provided your name, address and additional information about you and other families invited to take part to help with the study.

The families selected for the study reflect the diversity of families across the UK as a whole. Each family chosen for this study is unique and we can't replace you with anyone else.

What will taking part involve?

We will be asking mothers and father to take part in an interview. For one parent, this will take around 60 minutes, and for the other parent around 30-40 minutes. **Taking part is completely up to you.** As a thank you for their time, each parent will receive a high street voucher. We would also like to speak to you again as your child gets older. We hope to invite you to take part every few years. **It will always be up to you** to decide whether you want to take part. Interviews can be done in languages other than English.

Your Confidentiality

The information you give the study will be kept completely confidential and used for research purposes only. We have special approval to receive information from birth records in order to contact you from the NHS Health Research Authority's Confidentiality Advisory Group, NHS England's Independent Group Advising on the Release of Data, and the NHS Scotland Public Benefit and Privacy Panel for Health and Social Care. Full details about how we will look after your information, including what happens to your information if you decide not to take part, are in the **Privacy Notice** on the study website gnestudy.info/privacy.



Please complete this form using BLOCK CAPITALS and return in the FREEPOST envelope:

Reference number.....

Title:

First name:.....

Surname:.....

Previous surname (if applicable):.....

Date of Birth:.....

Address:.....

.....

.....

.....

Postcode:.....

Phone:.....

Email.....

Please return the completed form to Ipsos in the Freepost envelope provided - you won't need a stamp if you post it in the UK. If you have any questions about this form, or about Generation New Era please contact the research team on Freephone **0800 151 0610** or by email at **gstudy@ipsos.com**.

THANK YOU FOR YOUR HELP

WE NEED YOUR HELP WITH GENERATION NEW ERA

Reference number: _____

Dear _____

We are writing to ask you to be part of Generation New Era – by completing an interview about yourself and your baby.

Generation New Era is an important new study which aims to follow the lives of several thousand babies born in 2022, as they grow up in our changing world. Your family has the opportunity to be part of this groundbreaking scientific research, that will benefit the lives of families and children for many years to come.

We want to hear from fathers and mothers as both are important in children's lives. Each parent has a unique influence on, and relationship with, their child. **By sharing your experiences, you'll help us build a full picture of your child's life.**

Contact your interviewer or take part online

You can **get in touch with your interviewer** to arrange a day and time that works for you to do the interview, or **you can complete the survey online.**

Your interviewer is _____ and their number is _____

To complete online, go to <https://ipsos.uk/GNE> and use this access code: _____

If we don't hear from you, your interviewer will call again at your home in a few days to see if they can speak to you then.

The survey will take around 30 minutes to complete. **Taking part is completely up to you.** As a thank you for your time, you will be given a £_____ voucher.

Any questions?

To find out more about the study, please visit: **gnestudy.info**, or contact Ipsos using the contact details below. Thank you for your help. We hope that you will be willing to help with this landmark study and that you will enjoy taking part.

Yours sincerely,



Professor Alissa Goodman CBE

Study Director, UK
University College London



YOU'RE INVITED TO BE PART OF GENERATION NEW ERA

Dear _____ Reference number: _____

We are writing to invite you to **be part of Generation New Era** - a groundbreaking new study of several thousand babies born in 2022, and their families. It will provide vital scientific insights into the health and development of children growing up in our changing world, and help researchers, governments and service providers improve the lives of children and families in the UK.

We want to include fathers and mothers in the study as both are important in children's lives. **We would like to hear from you about yourself and your baby, whatever involvement you have with them. By sharing your experiences, you'll help us build a full picture of your child's life.** The survey takes 30-60 minutes to complete, and all those completing it will receive a **voucher** as a thank you. You can find out more in the accompanying booklet which is your guide to the study.

Take part now to claim your £_____ voucher:

1. Go to the survey website: <https://ipsos.uk/ERA2>

2. Enter this access code:

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

Your participation and survey responses will be kept completely confidential. This means we will not tell your baby's other parent about any of the information you provide or about your circumstances, including your address. More information, including the study's Privacy Notice, is available on the study website gnestudy.info/privacy.

Taking part is completely up to you. If you prefer not to take part you don't need to do anything, but you can let us know so we don't contact you again; please use the details at the bottom of this letter to get in touch.

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

Yours sincerely,



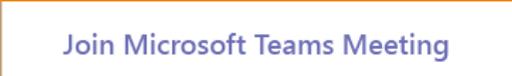
Professor Alissa Goodman CBE
Study Director, UK
University College London



TAKING PART USING MS TEAMS – A GUIDE TO JOINING THE CALL... ...USING A PC/LAPTOP:

GENERATION NEW ERA

A STUDY OF CHILDREN
BORN IN THE 2020s

- An invitation will be sent from:
`svc_gb_VideoInterview@ipsos.com`
- Open the email and click:

- In the new web page that opens you'll see two choices: Download the Windows app and Join on the web instead
- Click on "Join on the web" (Compatible browsers are Google Chrome and Microsoft Edge).
- Select 'Allow' on the next screen to let Microsoft Teams access your microphone and camera. Enter a name, nickname or initials in the box.
- Your interviewer will let you into the meeting.
- Once you have been let into the meeting press the microphone and camera icons to turn on your microphone and camera. The microphone and camera icons will then have no line through it.
- You may want to blur your background by selecting on the control panel  More actions
> Apply background effects  and select blur.

Any issues?
Please contact **Freephone 0800 151 0610**

TAKING PART USING MS TEAMS – A GUIDE TO JOINING THE CALL... ...USING A PHONE/TABLET

GENERATION NEW ERA

A STUDY OF CHILDREN
BORN IN THE 2020s

- Download the Microsoft Teams app for free from App Store or Google Play (iOS 10.0+ or Android 4.4+ required).
- Once downloaded, you do NOT need to open the app or create an account.
- An invitation will be sent from:
svc_gb_VideoInterview@ipsos.com
- Open the email and click:

- When Teams opens, choose "Join as Guest".
- On the next screen enter your name, a nickname or your initials and then click "Join meeting". Your interviewer will let you in to the meeting.
- Once you have been let into the meeting press the microphone and camera icons to turn on your microphone and camera. The microphone and camera icons will then have no line through it.
- You may want to blur your background by selecting on the control panel More actions  > Apply background effects and select blur.

Any issues?
Please contact **Freephone 0800 151 0610**

GENERATION NEW ERA

A STUDY OF
CHILDREN BORN
IN THE 2020s



P1NAME
ADDRESSL1
ADDRESSL2
ADDRESSL3
TOWN
COUNTY
POSTCODE

< DATE >

< Reference number >

YOUR HELP WITH GENERATION NEW ERA

Dear <NAME>

We're writing to ask for **your help with Generation New Era**, a ground-breaking new study of several thousand babies born in 2022/23, and their families. You may remember receiving a letter about the study a few months ago and being contacted by one of our interviewers. For the study findings to benefit all kinds of families, we need to hear from many different families, including yours.

We know many parents are busy, so we've now made it **quicker and easier to take part**. **We've shortened the survey to 30 minutes**. You can also now **complete the survey online** at a time that suits you. **We'll send you a £<XX> voucher as thank you**.

Take part and claim your £<XX> voucher:



1. Go to <https://ipsos.uk/GenERA>
on your smartphone, tablet or computer



2. Enter this access code: <<XXXX>>



We'd really value your contribution to this important study.

Yours sincerely,

Professor Alissa Goodman CBE

Study Director
University College London



Freepost
Ipsos GNE Study



gnestudy@ipsos.com



www.gnestudy.info



0800 151 0610



@gnestudy

NR11N

GENERATION NEW ERA

A STUDY OF
CHILDREN BORN
IN THE 2020s



P1NAME
ADDRESSL1
ADDRESSL2
ADDRESSL3
TOWN
COUNTY
POSTCODE

< DATE >

< Reference number >

YOUR HELP WITH GENERATION NEW ERA

Dear <NAME> and <NAME>

We're writing to ask for **your help with Generation New Era**, a ground-breaking new study of several thousand babies born in 2022/23, and their families. You may remember receiving a letter about the study a few months ago and being contacted by one of our interviewers. For the study findings to benefit all kinds of families, we need to hear from many different families, including yours.

We know many parents are busy, so we've now made it **quicker and easier to take part**. **We've shortened the survey to 30 minutes**. You can also now **complete the survey online** at a time that suits you. **We'll send you a £XX voucher as thank you**. Either parent can take part, but ideally this would be the parent who spends the most time caring for your <TEXT FILL: baby/babies>.

Take part and claim your £<XX> voucher:



1. Go to <https://ipsos.uk/GenERA>
on your smartphone, tablet or computer



2. Enter this access code: <<XXXX>>



We'd really value your contribution to this important study.

Yours sincerely,

Professor Alissa Goodman CBE

Study Director
University College London



Freepost
Ipsos GNE Study



gnestudy@ipsos.com



www.gnestudy.info



0800 151 0610



@gnestudy

NR12N

GENERATION NEW ERA

A STUDY OF
CHILDREN BORN
IN THE 2020s



P1NAME
ADDRESSL1
ADDRESSL2
ADDRESSL3
TOWN
COUNTY
POSTCODE

< DATE >

< Reference number >

YOUR HELP WITH GENERATION NEW ERA

Dear < NAME >

We're writing to ask for **your help with Generation New Era**, a ground-breaking new study of several thousand babies born in 2022/23, and their families. You may remember receiving a letter about the study a few months ago and being contacted by one of our interviewers.

We really want to include both fathers and mothers in the study as both are important in children's lives. We would like to hear from you about yourself and your baby, whatever involvement you have with them. By sharing your experiences, you'll help us build a full picture of your child's life.

We know many parents are busy, so we've now made it **quicker and easier to take part.** **We've shortened the survey to 20 minutes.** You can also now **complete the survey online** at a time that suits you. **We'll send you a £<XX> voucher as thank you.**

Take part and claim your £<XX> voucher:



1. Go to <https://ipsos.uk/GenERA>
on your smartphone, tablet or computer



2. Enter this access code: <<XXXX>>



We'd really value your contribution to this important study.

Yours sincerely,

Professor Alissa Goodman CBE

Study Director
University College London



Freepost
Ipsos GNE Study



gnestudy@ipsos.com



www.gnestudy.info



0800 151 0610



@gnestudy

NR1OHP

P1NAME
ADDRESSL1
ADDRESSL2
ADDRESSL3
TOWN
COUNTY
POSTCODE

< DATE >

< Reference number >

LAST CHANCE TO BE PART OF GENERATION NEW ERA

Dear <NAME>

We're writing to let you know that **Generation New Era**, a ground-breaking scientific research study that aims to follow the lives of several thousand children born in 2022/23, **will be closing on 20th April**. For the study findings to benefit all kinds of families, **we need to hear from many different families, including yours**.

It looks like you haven't taken part in our study yet, so please do so as soon as possible. **The survey takes around 30 minutes to fill in**. The **booklet** you will have received previously or the **study website** (link in footer) explain why the study is so important.

Time is running out – take part by 20th April to claim your £<AMOUNT> voucher!



1. Go to <https://ipsos.uk/GenERA>
on your smartphone, tablet or computer



2. Enter this access code: <<XXXX>>



We'd really value your contribution to this important study.

Yours sincerely,



Professor Alissa Goodman CBE

Study Director, UK
University College London

P1NAME and P2NAME
ADDRESSL1
ADDRESSL2
ADDRESSL3
TOWN
COUNTY
POSTCODE

< DATE >

< Reference number >

LAST CHANCE TO BE PART OF GENERATION NEW ERA

Dear < NAME > and < NAME >

We're writing to let you know that **Generation New Era**, a ground-breaking scientific research study that aims to follow the lives of several thousand children born in 2022/23, **will be closing on 20th April**. For the study findings to benefit all kinds of families, **we need to hear from many different families, including yours**.

It looks like you haven't taken part in our study yet, so please do so as soon as possible. **The survey takes around 30 minutes to fill in**. The **booklet** you will have received previously or the **study website** (link in footer) explain why the study is so important. Either parent can take part, but ideally this would be the parent who spends the most time caring for your <TEXT FILL: baby/babies>.

Time is running out – take part by 20th April to claim your £<AMOUNT> voucher!



1. Go to <https://ipsos.uk/GenERA>
on your smartphone, tablet or computer



2. Enter this access code: <<XXXX>>



We'd really value your contribution to this important study.

Yours sincerely,



Professor Alissa Goodman CBE

Study Director, UK
University College London

P1NAME
ADDRESSL1
ADDRESSL2
ADDRESSL3
TOWN
COUNTY
POSTCODE

< DATE >

< Reference number >

LAST CHANCE TO BE PART OF GENERATION NEW ERA

Dear < NAME >

We're writing to let you know that **Generation New Era**, a ground-breaking scientific research study that aims to follow the lives of several thousand children born in 2022/23, **will be closing on 20th April**.

We really want to include both fathers and mothers in the study as both are important in children's lives. We would like to hear from you about yourself and your baby, **whatever involvement you have with them.** By sharing your experiences, you'll help us build a full picture of your child's life.

It looks like you haven't taken part in our study yet, so please do so as soon as possible. **The survey takes around 30 minutes to fill in.** The **booklet** you will have received previously or the **study website** (link in footer) explain why the study is so important.

Time is running out – take part by 20th April to claim your £<AMOUNT> voucher!



1. Go to <https://ipsos.uk/GenERA>
on your smartphone, tablet or computer



2. Enter this access code: <<xxxx>>



We'd really value your contribution to this important study.

Yours sincerely,



Professor Alissa Goodman CBE

Study Director, UK
University College London



Date: //

Attention: The Officer in Charge at _____ Police station

POLICE NOTIFICATION FORM

Interviewers from Ipsos, the market and social research organisation, are calling at homes in this area to carry out a survey. In order to reach a wide range of people, interviewers may work during evenings and weekends. The work often involves the use of laptop computers, so interviewers may ask to enter the house.

Interviewer name: _____ Number: -

Will be working in the _____ area,

between the dates of // and //.

Study information: **Generation New Era** is a groundbreaking scientific study of several thousand babies born in 2022, and their families. It will provide vital new insights into children’s health and development and help improve the lives of children and families in the UK.

Details of the interviewer’s car for your reference:

Car model: _____ Registration number: _____

Colour: _____.

All our interviewers are fully trained and carry a valid Interviewer Identity Card with photo attached.

A thank you leaflet is left at the end of each interview with contact details in case of queries.

If you, or any member of the public, have any concerns about the survey or the interviewer’s identity, please contact a member of the Field Management Team on telephone number 0808 238 5456 during office hours.

Signed:

Maria Luther

Joint Head of Field

Generation New Era Biosamples FAQs

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Background

As part of Generation New Era, some families have been randomly selected to be asked whether they would like to provide a DNA sample for their child and themselves. For those families, parents will be asked to swab the inside of their baby's mouth, which will be used to extract DNA. Biological mothers and fathers are asked to provide their saliva to extract their DNA too. This applies to all biological mothers and fathers, including those living apart from their baby/their child's other parent.

Why do you want to take my own and my child's DNA?

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

There are few studies in the world like Generation New Era, that collect a broad range of information over time to try and understand the whole person. DNA is an important piece of this puzzle. By combining information about genes with the answers to the survey questions, Generation New Era can paint a fuller picture of this new generation of children and parents and what affects their health and development.

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

What are genes and DNA?

DNA (Deoxyribonucleic acid) is the genetic material in every cell of the body including blood, saliva, skin and hair. A gene is a section of DNA that contains the information our bodies need to make chemicals called proteins. In this way, they tell your cells how to function and what characteristics to express, and thus influence what we look like on the outside and how our bodies work on the inside. For example, one gene contains the code to make a protein called insulin, which plays an important role in helping your body control the amount of sugar in your blood.

Put simply, our DNA is the set of instructions for how our bodies are put together. Genes are the biological way that parents pass some of their characteristics to their children. Everyone (except identical—or monozygotic—twins) has a different set of genes – so they are like our own personal recipe book.

How are DNA samples helpful to the study, and to society as a whole?

Our DNA can influence whether we develop certain health conditions, even though our behaviour, housing, finances and other factors matter too. Genes 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 one study can help reveal what's driven by our genes, what isn't, and how our genes and environment work together.

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.

Why is it important to collect DNA samples in Generation New Era?

By collecting DNA samples from babies 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, and throughout their lives.

Collecting DNA samples from babies at this age is a first for national studies like this in the UK. In other similar national studies where DNA samples have been collected, this has been done when the study members were teenagers or adults.

Generation New Era will also be one of the only studies of its kind to collect samples from biological mothers, fathers and children. Doing this when children are babies will mean we are able to include as many biological mothers and fathers as possible, including those who do not live with their child's other parent. This will make the genetic information available for research in Generation New Era as complete and inclusive as possible.

Why do you want to collect DNA samples from biological parents as well as babies?

Children inherit their genes from their biological parents. Analysing DNA from biological 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.

Each child's genes come from both their biological mother and biological father, so the value of the genetic information is increased greatly if we are able to look at both biological parents. 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.

As some of the parents who take part in Generation New Era will not be biologically related to the study child, the interviewer will ask some questions about this to establish who is eligible to give a sample.

How are biological parents defined?

Biological parents are the people whose egg or sperm led to the conception of the child and therefore whose genes have been transmitted to the child.

I'm not my child's biological parent, can I still give a sample?

We will only be asking biological parents if they would like to give saliva samples. Your interviewer will ask you some questions during the interview to understand whether you are your child's biological parent.

I'm not sure if I am my child's biological parent, can I still give a sample?

Yes. If you do not know whether you are your child's biological parent, your interviewer will still ask if you would like to provide a sample. However, we will not feedback to any parent who has given a sample whether they, or their child's other parent, are the biological parent of the child.

My child was conceived using egg and/or sperm donation. Will the donor be asked to give a sample?

If your child's donor is their legal parent and lives with either yourself or your child's other legal parent, we will ask them if they would like to provide a sample. If your child's donor is not their legal parent, we will not ask them if they would like to provide a sample.

Providing a saliva sample or oral fluid sample

Do I and my child have to provide a sample?

No. Whether you provide a saliva sample or your child's oral fluid sample is entirely up to you. 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.

Even if you do decide to give a sample, you can change your mind and withdraw your permission for your DNA sample to be used for research at any time without giving a reason. For more information on how to do this, please read the answer to the question 'what if I change my mind?'. If you decide not to give a sample, you can still take part in the interview.

Can I and my child give a sample if I don't take part in the interview?

Yes. Regardless of whether you decide to complete the interview, you and your child can still give a sample.

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?

Samples will only be collected from babies with permission from a parent. This permission can only be given by parents with legal parental responsibility for their child, and where the baby is living with them as their main household. We only require one parent to agree to this. However, you may wish to discuss this decision with your child's other parent.

Legal responsibility describes the legal rights and responsibilities that a parent has by law in relation to their child. Biological and adoptive parents have legal responsibility for their children. Step-parents and other guardians do not have legal responsibility by default, but can acquire legal responsibility through a parental responsibility agreement or a court order, a child arrangements order, or by becoming the child's legal guardian or special guardian. Your interviewer will check that parents have legal parental responsibility before asking whether they agree to collect a sample from their baby.

How do I collect a sample from my baby?

Parents will be asked to take the sample from the baby. You will be asked to use a special sterile swab to collect a sample from your child. The interviewer will show you a video and give you instructions on how to do this.

The swab will need to be brushed lightly inside your child's mouth on their gums. It does not hurt, and typically only takes a minute or so.

The interviewer is not allowed to take the sample. This must always be done by a parent or other adult with appropriate responsibility for the child. The interviewer will show you a video and give you instructions on how to do this.

Does the interviewer need to be present when I collect the sample from my baby?

No, the interviewer does not need to be present for this, though where possible we would like you to take the sample when the interviewer is visiting the household in order that they can help you to make sure the sample is good quality and is collected as accurately as possible. They will also be able to package the sample for you and put it in the post to the lab. However, if this is not possible, for example because the baby is asleep or with another family member, the interviewer can leave the sample collection kit with you so you can complete it at another time. The interviewer will then arrange to either come back to collect the sample or ask you to post it back to the lab yourself, and provide information about how to do this.

What should I do if my child does not want to provide a sample/if my child is distressed?

The swab will be brushed lightly on the inside of your child's mouth on their gums. It will not hurt them.. If your child is distressed or doesn't co-operate with the process, you do not have to complete the sample. The interviewer will leave you with another swab so you can try at another time. The interviewer will then arrange to either come back to collect the sample or ask you to post it back to the lab yourself, and provide information about how to do this.

Should a sample be provided if my baby is sick?

If your baby isn't well at the time of the interview, the interviewer can leave the swab with you for you to complete your child's sample once they feel better. The interviewer will then arrange to either come back to collect the sample or ask you to post it back to the lab yourself, and provide information about how to do this.

I don't live with my child's other parent – will they be able to find out if our child has given a sample?

Generation New Era will not inform your child's other parent whether or not your child has given a sample. It is up to you whether or not you wish to tell them.

How do parents give a saliva sample?

The interviewer will show you a video [<link>](#) and give you instructions [<link>](#) about how to take a saliva sample. You will be asked to spit your saliva into a small container, which the interviewer will provide. It is very easy and can be done in private. About half a teaspoon of saliva is needed. This typically takes about 5 minutes. There is no risk of harm to you or others when giving a saliva sample.

What if I complete my interview online?

If you choose to complete your interview online, you can still carry out the sample collection with the interviewer when they visit the household if this is convenient. You can also take the saliva sample yourself at a time that is more convenient for you. The interviewer will provide a sample collection kit for you to do this. You can either post back the sample yourself or the interviewer will arrange a time to pick it up from you.

After providing a sample

What will happen to the samples?

The interviewer will post the samples to a research laboratory at Bristol University 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.

We will test the samples to make sure that the collection process has gathered enough saliva and oral fluid and that the DNA extraction and storage procedure has successfully produced high-quality DNA samples. Your family's name and address will not be attached to the saliva and oral fluid sample when it is sent to the laboratory. The laboratory will not have access to any of your personal information.

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. We will use an anonymous identifier to match your genetic information to your

study responses. Any researchers using the DNA samples in the future 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. Researchers from commercial organisations (e.g. a private company) 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.

After thorough review, permission to use the samples is only given to researchers who put forward a strong scientific case and explain the potential impact of the research and its wider value to society.

Will I receive results from the DNA analysis?

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. This is because they only pick up common genetic variations that are not directly linked to diseases. Clinical genetic tests use different methods and are designed to detect rarer genes directly linked to disease. As such, we will not routinely feedback your individual results, but will aim to share the broader findings from the research on the study website. This is considered 'best practice' ethically. However, scientific developments in genetics are happening rapidly and this policy will be regularly reviewed. If you have any concerns about genetic conditions, you are advised to speak to a medical professional.

Can you share the DNA with my doctor or another health professional?

No, that is not possible. We use a research laboratory and not a clinical or medical laboratory. Your DNA will only be used for research relating to Generation New Era.

Can my DNA be used by lawyers or insurance companies?

No. The stored DNA samples will only be used by researchers and cannot be accessed by lawyers or insurance companies.

Will my DNA be shared with the police?

The Home Office and the Police will not be able to access your DNA data without presentation of a court order. Requests in the form of Court Orders will be referred to Generation New Era's Legal Counsel as promptly as possible, so that all representations may be made to the court, for example to limit the information requested.

Could my DNA be used for cloning humans?

Generation New Era will not use your DNA for cloning humans. The use of human tissue and DNA is strictly controlled. The Centre for Longitudinal Studies, who run Generation New Era, will not allow the samples for human cloning.

Will this DNA be used for paternity testing?

No. Generation New Era will not use your DNA for paternity testing. Therefore, we will not feedback to any parent who has given a sample whether or not they, or their child's other parent, are the biological parent of the child.

What if I change my mind after I've given the sample?

You can change your mind about allowing the use of your child's DNA until they are an adult, or your DNA, without giving any reasons, by writing to the Centre for Longitudinal Studies (see details

below). They will inform the laboratory and your DNA samples will be destroyed. Only the parent who has given permission for their child's sample to be used is able to withdraw this permission.

What happens when my child is an adult? Can they change their mind?

When your child is an adult (or earlier if he or she can demonstrate that he or she is old enough to understand), he or she can withdraw permission for the storage and use of his/her DNA. They can do this regardless of whether they continue to take part in future surveys for Generation New Era.

More information

Where can I get more information about the saliva collection element of the survey?

You can contact Ipsos using the details below:

- Freephone 0800 151 0610 (calls from landlines are free but costs from mobile phones may vary, please check with your provider)
- Email: gnestudy@ipsos.com

More information about privacy and confidentiality is available on the Generation New Era website: gnestudy.info

If you'd like to read the materials you were sent in advance or look at the instruction video you can do so on the website, gnestudy.info

Generation New Era Data linkage FAQs

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Do you add any other information to my data?

What are administrative records?

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

What administrative records would you like to add?

We would like to add information held in administrative records about you and your child to the information we collect as part of the study, to help us build a more complete picture of your lives. We would like to add information from your health, education, work and benefits and social care records, and your child's health, education and social care records.

Why is adding information from administrative records important?

- The information in these records contains very detailed information about the government services you use. This means we do not have to ask you so many questions in the survey.
- Combining survey answers with information from administrative records helps researchers build a more complete picture of your family and how you use healthcare, schools, and other services. This helps us understand the important factors that affect how children develop and how services could be improved to make lives better.
- The study seeks to understand what affects children's lives now and into the future, so it is very valuable for researchers to know about your current and past circumstances. This is why being able to add information from administrative records both going back in time, and ongoing into the future is so useful.
- Because it is so valuable, collecting information this way is done routinely in many other studies that are like Generation New Era. It makes the study even more useful for researchers and policymakers, who will use this information to improve public services for everyone.
- As an example, adding information from school records to your survey answers can help the government understand how children progress in different schools, and which kinds of schools are most effective at helping children to learn and grow. As a result, education services can be improved for families across the country.

Why do we want to add information from administrative records from your child's other parent/guardian?

Generation New Era wants to hear from all mothers and fathers about their baby, and their experiences as a parent, regardless of different family and living arrangements. We therefore want to add information from administrative records to the study data for all parents taking part in Generation New Era.. For example, adding information from health records of both mothers and fathers will allow researchers to understand the needs of parents and carers with health conditions, and the links between parent and child health.

Why do we want to add information from administrative records from your partner?

If you have a partner who lives with you that is not your child's birth parent, we will also ask them about adding information from administrative records to their survey data. This is because your partner has a very important role in your and your child's life. Adding information from their administrative records will help us create a clearer picture of family life than we can get through the survey alone.

How do we add this information?

How does the process work?

IF OPT IN: During your interview, we will ask you for permission to complete the following process:

1. You and your child will be assigned a unique identifier code (unique ID).
2. With your permission, we securely send your and your child's unique ID, name, sex, address, and date of birth to the named government departments and agencies that hold your administrative records. If they are available, we may also send your NHS and National Insurance numbers to help identify your records. These personal details will only be used to help identify your records accurately. We do not send your survey responses or any other information about you or your child to these government organisations.
3. The government departments and agencies use your personal details to find your records. When your records have been identified, the government departments and agencies will delete the file they received from Generation New Era containing your personal details.
4. The government departments and agencies then send the information taken from your records, together with your unique ID, back to the Generation New Era team or to the data store that will hold the information.
5. Your unique ID is used to match the information from your and your child's administrative records to your survey responses.
6. The matched information containing survey answers and administrative information is made available to researchers in a **de-identified** format. This means that your and your child's name, address, NHS or National Insurance numbers or other details that could identify you personally will never be seen by researchers. This protects participants' privacy by ensuring that no one can be identified from the data.

If your partner or your child's other parent {IF OPT IN: "gives permission in their interview"} {IF OPT OUT: "also takes part in Generation New Era}, we will follow the same process to add their records to their survey responses.

What information do we want to add?

Health records

WHAT INFORMATION WILL WE ADD?

We would like to add information from your child's (up to age 14) and your National Health Service (NHS) records.

This may include:

- Admissions or appointments at hospital, including information such as dates of admission, diagnoses received, treatments given, surgical procedures
- Maternity records
- Visits to your family doctor or other health professionals, such as a midwife
- Diagnoses of specific health problems, such as cancer, diabetes or mental health conditions
- Prescribed and dispensed medicines from community pharmacies
- Mortality data and cause of death

NHS in England, Digital Health and Care Wales, Public Health Scotland and NHS National Services Scotland and Health and Social Care in Northern Ireland are responsible for holding the medical and health records for all patients using NHS health services throughout their lives.

WHY ADD THIS INFORMATION?

Adding this extra information will mean more detailed research can be done on things like:

- Which factors are linked to particular illnesses
- How your health affects your needs as a parent or carer
- How some illnesses impact children's wellbeing and how they get on in school

Education records

WHAT INFORMATION WILL WE ADD?

We would like to add information from your child's (up to age 16) and your education and training records.

This could include information on your child's (up to age 16):

- Use of government provided childcare services
- Formal assessments when they start primary school

And on your:

- Participation in school, further and higher education
- Formal assessments and exam results
- Details about the school, college, university or training centre you attended
- Vocational training and qualifications
- Higher education applications and offers
- Payments of student loans
- Student support payments
- Special educational needs

These records are kept by the Department for Education in England, the Welsh Government Knowledge and Analytical Services, the Scottish Government Education Analytical Services, the Scottish Funding Council, the Students Awards Agency Scotland, the Northern Ireland Department for Education, the Northern Ireland Department for the Economy, the Higher Education Statistics Agency, the Universities and Colleges Admissions Service (UCAS) and the Student Loans Company.

WHY ADD THIS INFORMATION?

Adding this extra information means more detailed research can be done on things like:

- How children's experiences when they are very young affect how they do when they start school
- Which children's services are being used
- How parents' education influences their parenting and educational choices for their children
- Parents', and eventually young people's access to university, including the impact of tuition fees and student debt on housing, employment, income and living standards

Social care records

WHAT INFORMATION WILL WE ADD?

We would like to add your child's (up to age 16) and your own social services information from The Department for Education in England, Public Health Scotland, the Scottish Government, the Welsh Government, and Health and Social Care in Northern Ireland.

This may include information about:

- help a child might receive from social services, including visits from social workers, or if children are taken into care

- family court proceedings including the circumstances of the case, relationships among parties and proceeding outcomes.

WHY ADD THIS INFORMATION?

Adding this information can help increase our understanding of how social services are used among families in the UK and how to help improve public services for everyone.

Adding this extra information will mean more detailed research can be done on things like:

- how social services can affect how well children do at school
- How social services can affect children's and parents' wellbeing as they grow up.

This information will only be used by trained and trusted research for research with a public benefit. No researcher will be allowed to try to identify you or your children.

Data safety and usage

Keeping your and your child's information safe

- During the matching process, your information is encrypted and sent via secure transfer systems, in line with the most up to date security rules and procedures. More detail about how we keep your information safe can be found here: [Insert web link to privacy notice].

Who will use the information and what for?

- The matched survey and administrative information will be used for research purposes only. Researchers will explore characteristics from these records that many people share (e.g. they might study differences between people who did and did not go to university). This means that statistics would only be reported about groups of people, and never about any individual person.
- Like your study responses, this information will be de-identified and made available securely to suitably qualified researchers conducting legitimate research in the public interest. Personal data identifying you or your child are never given to these researchers.
- This means that access to the data will only be granted in a secure research environment and after a successful application, assessed and approved by the Generation New Era team and - if required - by the respective government department. This is to make sure the information is used responsibly and safely. Your name, address, NHS and National Insurance numbers are never given to researchers.
- All information is treated in the strictest confidence in accordance with the Data Protection Act and the General Data Protection Regulation (GDPR). The lawful basis on which we process your personal information is a 'Task in the Public Interest'. The privacy notice explains how we keep your information safe and can be found here: <website link>. More information about privacy and confidentiality is available here <website link>.

How long will we do this for?

The information we would like to add relates to your and your child's past, present and future circumstances. Because this study is trying 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 older and able to decide for themselves, they will have an opportunity to decide whether they would be happy for us to continue to add this information from these records, or not. If you or your child choose not to take part in the study in the future, the information from administrative records will continue to be added unless you tell us not to.

Will the government departments and agencies who hold my information see my survey answers?

No. Government departments and agencies will only receive the personal details they need to establish an accurate match to your records – such as name, address, date of birth, or NHS number (if available) – nothing more. After your records have been identified, these personal details used to match your records will be deleted. None of your survey responses will be given to government departments and agencies.

Can I be identified?

At no point will your name or address be connected to your linked information. We have strict controls about the way that information is added together to ensure that no one can work out who you are. Information from different administrative records will not be included in the same data file if it is possible to identify you.

It's your choice

Do I have to add information from all the records that you ask about?

No. You can decide whether to add information from all of the records we ask about, from just some of the records, or to add nothing at all – it is your choice.

- IF OPT OUT: “During the interview, the interviewer will let you know how to opt out”.
- IF OPT IN: “During the interview, the interviewer will explain which of your and your child’s administrative records we would like to add. For each type of record, the interviewer will ask you if you would like to give permission for your information to be added.”

Your decision about whether to allow us to add 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. This is not a way for the police or any other agencies to find things out about you that they didn’t already know.

You can still take part in Generation New Era even if you do not choose to have your information from these records added.

Access to the linked data will only be given to researchers who can demonstrate that they will be competent and safe users and that their project is in the public interest and not run for profit-making purposes.

My child’s other parent is also taking part in Generation New Era. Who can choose whether information from my child’s records can be added?

Only a parent with legal parental responsibility who lives in your child’s main household will be able to choose whether information from your child’s records to be added. Interviewers will check that parents have legal parental responsibility and can choose for their child.

Can I check what I agreed to add?

Yes, you can contact the Generation New Era study team to check this on gnewstudy@ipsos.com.

What if I change my mind?

You can change your mind about adding information from these records and, at any time, choose not to allow this information to be added, without giving us a reason, for the duration of the study.

To let us know you've changed your mind please contact gnestudy@ipsos.com

What happens to the information already linked if I withdraw my permissions?

If you change your mind about adding information, any data already collected will continue to be used unless you explicitly request that we delete it.

What if my child changes their mind when they're older?

When your child is an adult (or earlier if he or she can demonstrate that he or she is old enough to understand), he or she can decide not to allow their information to be added, without giving us a reason. The age your child can make this choice for themselves is currently 14 for health record linkages, and 16 for the other linkages. They can do this regardless of whether they continue to take part in further rounds of the Generation New Era survey. If they change their minds about adding information, any data already collected will continue to be processed unless they explicitly request that we delete it.

What happens if I decide I no longer want to take part in Generation New Era or if the study loses touch with me?

If you decide you do not wish to take part in Generation New Era in the future, or if we lose touch with you, we will still continue to add information from your records to your existing survey data unless you contact us to tell us to stop.

More information

Can I see information from my records?

If you want to see the information held about you by any of the data holding government departments or agencies, you need to enquire directly with the individual organisations. We would be happy to provide you with their contact details and the details of the information requested.

Where can I find more information?

You can find out more about us adding other information in the leaflet you will have received, and in the video on the study website.

For questions about Generation New Era or adding administrative information, or to withdraw your permissions contact the team at:

- Telephone: 0800 151 0610 (calls from landlines are free but costs from mobile phones may vary, please check with your provider)
- Email: gnestudy@ipsos.com

More information about privacy and confidentiality is available on the Generation New Era website: gnestudy.info

Script changes made during fieldwork

Several changes were made to the script during fieldwork to improve the quality of the script and correct errors:

- **Revising OHP contact section in the Stable Contact and Voucher module:** The number of PIs providing contact details for OHPs who had been identified was very low. Therefore at the beginning of December 2023, which was midway through England and Wales fieldwork and the beginning of Scotland fieldwork, the OHP Contact Details section was revised based on suggestions from the Fatherhood Institute:
 - For OTHPCD1 which asked whether the respondent would provide contact details for the other parent, “DO NOT READ OUT” was explicitly added to spontaneous codes to remind interviewers not to read these options out to respondents. These spontaneous codes were that the respondent would like to check with the other parent, did not have the contact details, or refused to provide information. Interviewers were also reminded separately not to read spontaneous codes out loud.
 - Separating the question that asked respondents to provide email address and/or mobile phone number into two questions, one directly asking for the other parent’s phone number, and one directly asking for the other parent’s email address, rather than checking which they were able to provide first.
 - Changing the order of asking for the other parent’s contact details – instead of address before phone number and email address, asking for phone number first, then email address, and finally full address. This was done as full address was likely to be most sensitive.
- **Revising the response type of WHYT:** WHYT was originally specced as multicoded question that asked for the reasons the interview was being conducted via telephone or Teams. However, it was scripted as single-coded question, which script checking progress failed to detect. The problem was detected through a round of data checking and was resolved at the end of February 2024. Given that England & Wales main fieldwork had already ended by then, the fix was only made to a part of the Scotland and the whole Northern Ireland.
- **Improving LEGALDL/LEGALBS:** The questionnaire contained two questions asking parents to indicate whether they had legal parental responsibility – LEGALDL in Data Linkage module, and LEGALBS in the Saliva Collection module. At the start of November 2023 (two months after the start of England and Wales fieldwork), it was noticed that several parents who said they were legal guardians of the baby, stated that they did not have legal parental responsibility. This excluded them from the data linkage section and saliva study. It seemed that the problem was due to respondents’ misunderstanding what legal parental responsibility meant, so changes were made to LEGALDL & LEGALBS:
 - Simplifying the question to confirm whether they are a parent or legal guardian, and then noting that means they have ‘legal parental responsibility’.
 - Providing a more detailed description under the question text to explain what was considered as having legal parental responsibility.

- On TEAMS/CAWI script, making the definition visibly clear on the screen. Where it was CATI/CAPI, the interviewer was encouraged to read the definition out.
 - Adding another help screen covering situations where parents were not named on birth certificate.
 - Adding a soft check that reconfirmed with the respondent when they said they did not have legal parental responsibility, or they refused to provide the information.
 - Removing the option to select “Don’t know”.
- **Improving SALBIOCONF:** SALBIOCONF in the Saliva Collection module asked respondents to indicate whether they were biological parent of the baby. This determined the eligibility of parents invited to the saliva study as only biological parents were asked to provide saliva samples. At the beginning of November 2023, two situations were identified: (1) some respondents who had undergone infertility treatment using an egg/sperm donor considered themselves biological parents even though their egg/sperm did not conceive the child; and (2) several respondents gave conflicting answers on PRELAT (in the introduction module, asking about the relationship between the parent and the baby, i.e. being the biological parent) and SALBIOCONF. It was speculated that the problem lay in respondents’ misunderstanding of what defined a biological parent. To help reduce the confusion, SALBIOCONF was modified by:
 - Placing the definition of biological parent directly in the question text (i.e. biological parent is any parent whose egg/sperm conceived the child) instead of in the help screen.
 - Adding a soft check where parents selected “No” or “Don’t know”. The soft check also reiterated the definition of biological parent to remind respondents.
- **Revised computation of OHPFNAMEFIN, OHPSNAMEFIN, PIFNAMEFIN_OHP, PISNAMEFIN_OHP in the Stable Contact and Voucher module:** These derived variables stored the final first and surnames of the other parent. Where the respondent provided the other parent’s first and surname in the Household Grid module but were not asked to check the names in the Stable Contact and Voucher module (which was only asked if they agreed to provide further contact details for the other parent), the initial computation set the values of these variables as missing. This problem was detected one month after the start of England & Wales fieldwork, and the computation was updated.
- **Fixing two technical scripting issues on the Saliva Collection module:** Two weeks after fieldwork started in England and Wales, it was noticed that the AI was not able to complete the saliva module unless they had also completed other parts of the interview, so this was corrected. A further error in the module meant that a handful of cases had some missing data (for example about whether the AI was a biological mother/father), and this was fixed in early November 2023.

Project Commitment Document

PROJECT BACKGROUND & INTENT - *The What*

This section should state the client need/business question – what they want from us & why
Concise – 2-3 sentences max

The parents you will be contacting have all recently taken part in an interview for the Generation New Era study – many of them face-to-face, but some by telephone, Teams or online. Generation New Era is a feasibility study, which is testing a number of new ways of collecting information from parents, and it's the first new UK-wide birth cohort study since 2000. The clients are interested in understanding which elements of the study are working well, and how to improve the study, for future waves. The evidence gathered on this telephone survey will help to develop a funding request for the study's main stage. The clients are the Centre for Longitudinal Studies (CLS) at University College London (UCL).

PROJECT EXECUTIONAL SCOPE, ASSUMPTIONS & AGREEMENTS - *The How*

This section should outline how we will deliver on the project objective. Covers sample specifics including segments needed, survey type details, agreements and assumptions on sample, questionnaire, methodology etc.
Execution specifics, e.g. pilot, waves etc.

We are asking you to contact parents that recently completed their Generation New Era interview, to ask them about their experience of taking part. The interviews should take 5-10 minutes.

Background to Generation New Era

Generation New Era is a study which involves several thousand babies born in 2022-23, and their parents. The study aims to collect information from both of the baby's parents, so that we can understand the overall picture of their life and how they are developing.

Previously, the UK government has run several similar studies, focusing on a group of babies born in a particular year – these are known as **birth cohort studies**. However, Generation New Era is the first UK-wide birth cohort study to have been commissioned in over 20 years.

It aims to follow babies throughout their lives and into adulthood, collecting information from them and their parents every few years. Through this, the study hopes to gain a better understanding of the complex opportunities and challenges that families and children are currently facing in the world.

It's anticipated that the findings will reflect the impact of important societal events and changes, such as COVID-19, climate change, the digital revolution, financial uncertainty, increasingly complex family structures and dynamics, and a changing world of work and education. The main goal of the study is to see whether children born in 2022 learn, grow and develop differently to children born in previous years, and to what extent these broader societal factors play a role in influencing this development. The UK's birth cohort studies are renowned for their high level of data quality, and have informed several changes within policy and practice. The extension of maternity leave, increasing statutory maternity pay, and introducing two weeks of paid paternity leave are all measures that have been informed by studies like Generation New Era.

Parent feedback is particularly important because many aspects of Generation New Era have not been attempted in birth cohort studies previously. For example, in a random subset of interviews, we are aiming to collect saliva samples from both the baby and their parents, which allows for DNA extraction and analysis possibilities that have not been seen in previous survey waves. Other new aspects include an opt-out approach to collecting permission to link government records to their survey responses (data linkage), tracing and contacting parents even if they live apart from the baby and asking more personal questions about parents' feelings towards caring for their child, overall wellbeing and their relationships.

Where does the sample come from?

For the main study, the sample comes from birth registration details that parents provided when registering their child's birth (i.e. details from birth certificates), matched with the mother's maternity records. The samples were provided by NHS England and Public Health Scotland.

For the c.6,000 households selected for the study, we have attempted to interview the baby (or babies') parents, and any co-resident partners their parents live with. If parents live separately, we have attempted to interview both parents if we have their contact details.

For this survey, the sample contains a random selection of respondents who completed the interview and consented to be recontacted by the research team. In total, we are aiming for around 60 parents in Northern Ireland to complete this follow-up survey. As we interview up to two parents in each household, there's a chance that we'll be attempting to contact both parents in a household who took part in the study for this follow-up survey.

Most of the fieldwork has been done now, but the fieldwork for the main study is ongoing. That means that our first tranche of sample will include respondents that took part in the study between April and June this year; if you need more sample, we will send the final batch in mid-July.

What did the study involve?

The parents you will be contacting have all recently taken part in an interview for the Generation New Era study – many of them face-to-face, but some by telephone, Teams or online. We've saved the main respondent materials, including the letter and leaflet they're sent in the advance mailing to explain what the study is about, in [here](#) – the letter and leaflet are probably the best place to start to get an idea of what the study is all about.

For more info, the study website can be found here: www.gnestudy.info.

An important point to note is that the study is longitudinal, so the intention is to recontact parents to take part in another wave of the main study in 2-3 years' time, and at intervals throughout their baby/babies' lives. As with any longitudinal study, the sample is very precious; we want to retain parents in the main study to ensure that we can continue to track their baby's/babies' lives. Please bear this in mind when making contact, and proceed with caution/avoid contacting if you feel we risk annoying participants and losing them from the main study.

Quotas

A table of quotas is attached; here we provide an explanation of the quota groups. There are several quotas, and we're unlikely to be able to hit all of them, so we've highlighted in the excel sheet the key groups we'd like to prioritise. The main aim is to speak to a wide range of parents, both in terms of their demographic characteristics and their survey experience.

Type of parent/ interview completed	<ul style="list-style-type: none"> • Primary Informant (PI) – Where both parents are living together, this is the parent who spends the most time with their baby, and lives at the address where the baby lives all or most of the time. These informants were asked to do a 60-minute interview face-to-face. • Additional Informant (AI) – This is the other parent living with the Primary Informant, or the PI's co-resident partner. Usually, they will be the baby's other biological parent and, if so, will be central to the study. These informants were asked to do a 30-minute interview, either face-to-face or online. • Own Household Parent (OHP) – This is a parent who lives apart from the baby in a separate household all or most of the time. The OHP will, in most cases, be a biological father. They are all eligible for the study regardless of the amount of time they spend with their baby, including those who have little or no contact with the baby, and regardless of their relationship with the baby's other parent. These informants were asked to do a 40-minute interview, usually face-to-face. • We have also interviewed co-residential partners of Own Household Parents (AIOHP). They are only eligible for interview if they live with the OHP and spend time with the baby. These informants were asked to complete a 30-minute interview, either face-to-face or online.
Mode of interview	Most respondents complete the interview face-to-face. However, we also offer options to complete the interview via Telephone, MS Teams, or online. We would like to get a mixture of respondents who have completed the survey across different modes.
Biosample / saliva sample	During the main interview, a random subset of respondents were assigned to the 'biosample' group. This meant that they were asked to provide saliva samples for themselves and their baby and received an extra incentive for doing so. Since this is a completely novel element of the study, we would like to hear from parents who were in this group – it is important we get feedback from those who <i>didn't</i> consent to provide their sample, as well as those who did.

Index of Multiple Deprivation (IMD)	the index of multiple deprivation is used as a rough indication of the level of relative deprivation of every postcode in the UK. We are aiming to interview parents from across different groups to make sure we hear from a broad cross-section of parents.
Age	We are interested in the views from across all age ranges, with an emphasis on younger parents to make sure the design of the study is accessible and acceptable for a younger age group.
Ethnicity	The study aims to represent parents from all backgrounds – including boosts of several ethnic groups – and we want to hear feedback from respondents with diverse backgrounds to check they found the study accessible.
Region	We would like to get feedback from participants across all regions where the study is taking place
Type of consent for data linkage	In this study, we would like to add data from parents' and babies' health, education and social care records to their survey responses. We have been testing two different ways of gaining people's consent to do this – an 'opt-in' vs 'opt-out' approach. At half of the addresses, participants have been told at the start of the interview that the study would like to link data from their administrative records to their survey responses, and are informed that to withdraw their consent for this, they can fill in a form on the study website or call our helpline (opt-out). Participants at the other half of the addresses have been specifically asked during the interview for their permission to link to each administrative record (opt-in).

Notes on specific questions

Overall, the survey should take between five and ten minutes. Before you start it would be worth doing a few practice interviews, including at least one test for a case that was part of the biosample study, as these respondents are asked a set of additional questions. Please be aware that there are minor variations in the wording of both questions and the answer codes for each question depending on what type of interview the parent has done (e.g. whether online, the type of consent to data linkage used in their interview).

Below is a table containing explanatory for specific questions, in order to aid the interviewing process. As always, please get in touch with your supervisor if you have any questions, and these will be passed on to Head Office.

Question Name	Notes
OPTOUTMAT	<ul style="list-style-type: none"> This does not refer to data linkage – instead, it refers to the process of interviewing that has been used during the study. After sending out advance letters, interviewers would call at the household soon after unless an opt-out was received from that household.
OPINQUEST	<ul style="list-style-type: none"> As mentioned above, average interview length varies based on the respondent type: PI = 60 mins; AI/AIOHP = 30 minutes; OHP = 40 minutes. This will be populated automatically in the script, but is only an average; respondents may have had longer or shorter interviews.
OPINBIO1	<ul style="list-style-type: none"> This question is only asked to those in the Biosample group (BIOS= 1). You'll be able to see this at the top of the screen, but it will automatically be routed out anyway if the respondent is not part of the biosample group.
OPINBIO2-RETURNDIFF	<ul style="list-style-type: none"> This question is only asked to those in the Biosample group (BIOS= 1) who consented to give their saliva sample (PSALCON = 1). You'll be able to see this at the top of the screen, but it will automatically be routed out anyway if the respondent is not part of the biosample group.
COMPLETEEND	<ul style="list-style-type: none"> If the participant asks, feel free to reiterate any of the contact details for the study as well. Providing contact details for the email and phone helpline, as well as the link to the study website, are likely to be of most help.

Key Measures

Key Measures	Target
Response Rate	
Strike Rate	

Quotas

Simple table or bullet points if basic quotas, complex quotas can have an excel file embedded.

See attached excel file.

Project N° J21-034261

Project Name Generation New Era Follow Up



Ipsos

Table can removed or not the project	Achievals Total	300	be edited if relevant for	
	Questionnaire length			
	Eligibility			
	Interview Hours			

RISK	Prob	Impact	COMMENTS/MITIGATION PLANS/FOLLOW UP ACTIONS...
	H/M/L	H/M/L	
Parents are put off the main study because of the recontact study	L	H	Please proceed with caution if respondents seem to be concerned or annoyed about being approached – our main priority is to retain respondents in the main study. If respondents seem to be very annoyed, avoid recontacting and mark as refusal.
Parents assume that they are going to be contacted very regularly as part of Generation New Era	L	M/H	After completing the telephone follow-up survey, there are no plans to recontact these parents to complete another survey for at least two years.
Parents concerned about how we have their details	L	M	Sample should be warm – all have taken part in an interview and agreed to recontact. Remind parents that they agreed to be recontacted after completing their initial interview. Originally, details obtained from birth registration records and maternity records, and shared securely for Ipsos to use for this study only.
Parents concerned about how information will be used	L	M	Their feedback will be completely anonymised, but will be analysed by the research team and discussed with CLS to identify how the respondents experienced the feasibility study, what they enjoyed, and what could be improved or modified for future waves of the survey. If respondents have specific concerns about how their data will be used or about their personal data, they can be directed to the study website (gnestudy.info/privacy). This offers detailed information about privacy, confidentiality and legal rights and responsibilities, including the study's privacy notice.
Interviews are much longer than anticipated	L	L	We will review after the first few days of interviewing and adjust the script if needed. There are a few open questions that will drive the length, and we're unsure how much information parents will provide here – we'd like as much detail as possible but anticipate that many parents won't have much to say for some of these questions.
Participants complain about aspects of their original interview	L	L	Please log any concerns or issues about the original survey and report to gnestudy@ipsos.com with the respondent's serial ID. If they'd like us to recontact them about their complaint/concern, please also record a phone number or email address that we can use to get in touch with them. If respondents have any questions or concerns about the survey, they can get in contact with the research team in the following ways: <ul style="list-style-type: none"> • Phone: The helpline team for this study can be reached via 0800 151 0610. Please note that calls from landlines are free but costs from mobile phones may vary, so please encourage respondents to check with their provider. • Email: The helpline team can also be reached via email, at gnestudy@ipsos.com. • Post: Respondents can get in touch via post, using: Freepost IPSOS GNE STUDY • Website: The study website is located at gnestudy.info, which provides more details on the study and processes involved.
Parents feel harassed/concerned because we are recontacting both parents in a 2-parent household	M	M	In two-parent households we may be recontacting both parents to ask about their experiences of taking part. If parents raise concerns, explain this is because parents will have different experiences – e.g. many fathers are choosing to take part online

rather than face-to-face – and we want to understand each parent’s experience of taking part, and what did/didn’t work for them.

If this is a significant problem we can review how we sample parents for the study (limit to one per household) so please keep us informed if any problems.

Attachments

GDPR/Privacy documents
Data Flow



21-034261-01 ELCFS
Tel FU survey data fl

Project Team

ROLE	NAME	ROLE	NAME
PM		Researcher	Harry Woodall, Julia Pye
PM Backup		DP	Jenny Cullingford

**Early Life Cohort Feasibility Study
WP1: Questionnaire
Telephone Follow-up Survey module
Draft CAPI/CATI/CAVI/CAWI specification**

VARIABLES NEEDED IN SAMPLE FILE FOR THE SCRIPT:

INT_MODE	CATEGORICAL	1=Interviewer administered 2=telephone interview 3=Teams 4=Web
Whencompletion	Date format	
DataCollection_StartTime	Date format	
SampleData_INCENTC	String	
PI	Categorical	1=PI 0=Not PI
OHP	Categorical	1=OHP 0=Not OHP
AI	Categorical	1=AI 0=Not AI
AIOHP1	Categorical	1=AIOHP1 0=Not AIOHP1
SampleData_BIOS	Categorical	1=In biosample subsample 0=Not in biosample study
PSALCON	Categorical	1=Consent to give saliva sample for self 0=Does not consent to give saliva sample for self
SampleData_OPTINOPTOUT	Categorical	1. Opt in 2. Opt out

**FBIntro
{ASK ALL}**

Hello, my name is [INTERVIEWER NAME] and I'm calling from Ipsos, the research company. Recently you took part in {IF INT_MODE=1: "an interview with an Ipsos interviewer in your home"; IF INT_MODE=2: "a telephone interview"; IF INT_MODE=3: "an interview over a Teams videocall"; IF INT_MODE=4: "a web survey"} for the Generation New Era study for UCL, and we'd like to hear your thoughts about this. We have a few questions that should take about 5 minutes to go through.

INTERVIEWER ADD IF NEEDED: I'm interested in the {IF INT_MODE=1: "in-person interview"; IF INT_MODE=2: "telephone interview"; IF INT_MODE=3: "Teams video-call interview"; IF INT_MODE=4: "web survey"} you did on {TimeoftheDayCompleted} {DateCompleted} {YearCompleted}. You may remember you got a {SampleData_INCENTC} voucher after taking part.

1. Next

[SINGLE CODE]

VARLAB: Telephone follow-up intro

WHYPART

{ASK ALL}

First of all, could you tell me why you chose to take part in the study?

STRING{300}

[OPEN]

VARLAB: Why chose to take part

TAKEPART2

{ASK ALL}

If you were invited to take part in Generation New Era again, for example in a similar kind of {IF INT_MODE=1,2,3: "interview"; IF INT_MODE=4 "survey"} two years from now, how likely would you be to take part? Would you say you...?

READ OUT

1. Definitely would take part
2. Probably would
3. Probably wouldn't
4. Definitely wouldn't
5. Can't say yet?

[SINGLE CODE]

VARLAB: How likely to take part again

F2FWEB

{ASK ALL}

Thinking about the next survey, would you prefer to do the interview face-to-face with an interviewer or an online questionnaire?

READ OUT

1. Prefer to be interviewed face-to-face
2. Prefer online questionnaire
3. Either
4. I would not take part

[SINGLE CODE]

VARLAB: Whether prefers F2F or online next time

WHYLIKE_INTRO

{ASK ALL}

Can you tell me how far you agree or disagree about each of these statements about your experience of taking part?:

1. Next

[SINGLE CODE]

WHYLIKE1

{ASK ALL}

I enjoyed {IF INT_MODE=1,2,3: “talking about”; IF INT_MODE=4: “answering questions about”} being a parent.

READ OUT

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[SINGLE CODE]

VARLAB: Enjoyed talking about parenting

WHYLIKE2

{ASK IF interviewer: INT_MODE=1,2,3}

How far do you agree or disagree that:

The interviewer was professional.

READ OUT

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[SINGLE CODE]

VARLAB: Interviewer professional

WHYLIKE3

{ASK ALL}

How far do you agree or disagree that:

I could do the Generation New Era survey in a way that was convenient for me.

READ OUT

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[SINGLE CODE]

VARLAB: Could take part in a way that suited them

WHYLIKE4

{ASK ALL}

How did you feel about receiving a voucher after you'd done the interview? Would you say...?

READ OUT

- ... I **definitely would** have taken part anyway without the voucher
- ... I **probably would** have taken part anyway without the voucher
- ... I **probably would not** have taken part without the voucher
- ... I **definitely would not** have taken part without the voucher

[SINGLE CODE]

VARLAB: Receiving incentive important

OPTOUTMAT

{ASK ALL}

IF PI=1: "Your local Health Trust sent you a letter in February to tell you about Generation New Era . The letter included a leaflet with some information about the study. It explained that your details would be passed to Ipsos unless you opt-out of the study, that you would receive more information in a few months' time and that an interviewer would visit you in person to invite you take part."

IF AI=1 or OHP=1: "Your local Health Trust wrote to your child's other parent in February to tell them about Generation New Era and how to opt-out. An interviewer then visited to invite them to take part, and find out whether you would also want to take part. We weren't able to write to you beforehand as we did not have any contact details for you from the Health Trust. How did you feel about this overall approach?"

How did you feel about this overall approach?

READ OUT

1. I was happy with this approach
2. I had some concerns about this approach (specify)

[SINGLE CODE]

VARLAB: How felt about opt-out approach

OPTOUTMATO2

{ASK IF concerns: OPTOUTMAT=2}

Specify concerns at OPTOUTMAT, Code 2

CONCERNS ABOUT THIS APPROACH

STRING {300}

[OTHER SPECIFY]

VARLAB: Concerns about opt-out approach

KNOWVOL

{ASK ALL}

Overall, was it clear to you that Generation New Era was a voluntary study and it was up to you whether or not to take part?

1. Yes
2. No

[SINGLE CODE]

VARLAB: Whether clear study was voluntary

FBENJOY

{ASK ALL}

{IF INT_MODE=1,2,3: "In the interview,"} {IF INT_MODE=4: In the questionnaire,"} you were asked about topics such as your household, background, and parenting activities. You were also asked more personal questions about your feelings about caring for your child, your physical and mental health, (IF PI=1: "major life events you might have experienced around the time of the baby's birth,") and your relationships.

Please rate how much you agree or disagree with the following statement:

I found the topics asked about were relevant to my experiences as a parent.

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[SINGLE CODE]

VARLAB: Whether questions were relevant

FCON

{ASK ALL}

What concerns, if any, did you have about answering any of the questions?

INTERVIEWER – PROBE FOR SPECIFIC TYPES OF QUESTIONS THAT RESPONDENT HAD CONCERNS ABOUT ANSWERING AND FOR CONCERNS ABOUT THE MORE SENSITIVE QUESTIONS.

STRING{200}

THIS IS MORE AKIN TO OTHER SPECIFY B/C IT CAN BE A SIMPLE 'NO' RESPONSE

[OTHER SPECIFY]

VARLAB: Any concerns about answering questions

OPINQUEST

{ASK ALL}

How did you feel about the length of the {IF INT_MODE=1,2,3: "interview"; IF INT_MODE=4 "questionnaire"}?

As a reminder, you probably took around [IF PI=1: "60"; IF AIMAIN=1 OR AIOHP=1: "30"; IF OHP=1: "40"] minutes to answer all the questions.

1. Much too long
2. A bit too long
3. About right
4. A bit too short
5. Much too short

[SINGLE CODE]

VARLAB: Feedback on length of interview

OPINBIO1

{ASK IF in biosample group: BIOS=1}

{IF INT_MODE=1,2,3: "As well as the interview"; IF INT_MODE=4: "Near the end of the questionnaire,"} you were told we would like to add genetic information about you and your baby by collecting saliva samples for DNA extraction. How did you feel about being invited to give saliva for DNA extraction?

STRING{200}

[OPEN]

VARLAB: Feelings about saliva request

OPINBIO2

{ASK IF in biosample group: BIOS=1 and Consented to own sample PSALCON=1}

Did you have any difficulties **collecting** your or your baby's sample?

1. Yes
 2. No
 3. I did not collect a sample
- [SINGLE CODE]

VARLAB: Whether any difficulties collecting sample

COLLECTDIFF

{ASK IF respondent had difficult collecting sample: OPINBIO2=1}

What difficulties did you have?

MULTICODE OK

1. Unclear instructions
2. Lost instructions
3. Getting enough saliva to fill tube
4. Swiping baby's mouth with swab
5. Other (specify)

[SINGLE CODE]

VARLAB: Difficulties collecting the sample

OPINBIO3

{ASK IF in biosample group: BIOS=1 and Consented to own sample PSALCON=1}

Did you have any difficulties **returning** the sample?

1. Yes
 2. No
 3. I did not collect a sample
- [SINGLE CODE]

VARLAB: Whether had difficulties returning the sample

RETURNDIFF

{ASK IF respondent had difficulty returning sample: OPINBIO3=1}

What difficulties did you have?

MULTICODE OK

1. Unclear instructions on how to package sample
2. Lost instructions on how to package sample
3. Lost the return envelope
4. Forgot to return sample
5. Don't have a postbox nearby

6. OTHER (specify)
[SINGLE CODE]

VARLAB: Difficulties returning the sample

OPINDL
{ASK ALL}

{IF OPT IN: OPTINOUT=1: "You were asked for permission for the study team to link your answers to your administrative records, including your health records, education records, and social care records."; IF OPT OUT: OPTINOUT=2: "You were told that the study team would be adding information from your administrative records, including your health records, education records, and social care records, and you were told that you could opt out of this."} How did you feel about this?

1. I was happy with this approach
2. I had some concerns about this approach (please specify)

[SINGLE CODE]

VARLAB: Whether happy with data linkage approach

OPINDLO
{ASK IF had concerns: OPINDL=2}

Specify concerns at OPINDL, Code 2
CONCERNS ABOUT DATA LINKAGE APPROACH

STRING{200}
[OPEN]

VARLAB: Concerns about data linkage approach

FBFinal
{ASK ALL}

And lastly, is there any other feedback that you would like to give about the survey?

STRING [1000]
THIS IS MORE AKIN TO OTHER SPECIFY B/C IT CAN BE A SIMPLE 'NO' RESPONSE
[OTHER SPECIFY]

VARLAB: Any other feedback

QRECON
{ASK ALL}

Thank you very much for taking part in the survey. Would you be willing for us to contact you if we have any further questions about the interview?

1. Yes
2. No

[SINGLE CODE]

VARLAB: Consent for future contact

QNAME

{ASK IF agreed to future contact: QRECON=1}

In that case could I just take a note of your name? This is only so we know who to ask for if we call again.

STRING{1024}

[OPEN]

VARLAB: Respondent name

QQC

{ASK ALL}

It is sometimes necessary to contact a small number of participants to verify that the interview took place, so I just want to inform you that you may receive a call from the quality control team for this purpose in the next few weeks.

IF NECESSARY READ OUT:

This is done to comply with industry guidelines and the call would only last one or two minutes.

This is part of our quality control procedure so there is no option to opt out of this, but if you happen to receive a call you are under no obligation to answer any questions if you do not wish to do so.

1. Next

[SINGLE CODE]

COMPLETEEND

COMPLETE – THANK RESPONDENT AND CLOSE.

Thank you.

Your help with the survey has been invaluable. We're really keen to hear from parents to understand how they felt about taking part, and how we can improve things in the future. Your thoughts on taking part will make sure we can run a successful survey next time and will help researchers and policy makers for many years after that.

If you have any queries regarding the survey or our company, I can give you the telephone number of the company or the Market Research Society Freephone number.

PROVIDE AS NECESSARY:

Company Number - 0131 500 0992

MRS Freephone Number - 0800 975 9596

Job number - 21-034261-01

INTERVIEWERS: MRS can only provide confirmation that we are a genuine Market Research Company.

1. Exit survey

NAME
SF_ADDRESSL1
SF_ADDRESSL2
SF_ADDRESSL3
SF_ADDRESSL4
SF_TOWN
SF_COUNTY
SF_POSTCODE

[DD/MM/YYYY]

Reference No. <RESPID>

THANK YOU FOR BEING PART OF GENERATION NEW ERA

Dear {NAME},

Thank you very much for taking part in Generation New Era. We greatly appreciate your time and hope you found it interesting.

By sharing your experiences, you're helping researchers, governments, and service providers to improve the lives of children and families in the UK.

What happens next?

You can read the 'Your guide to what happens next' leaflet to find out more about what will happen to the information you gave, next steps, and who you can talk to if the interview left you worrying about anything that's happening in your life. To stay up to date with all the findings and updates from the study, keep an eye on our website (gnestudy.info) and follow our Instagram (@[gnestudy](https://www.instagram.com/gnestudy)).

Scan this QR code
to read the leaflet



We hope to invite you to take part again in the next few years to find out how your child is getting on as they get older. It will always be up to you to decide whether you want to take part.

Change of contact details

If you change address in the future, or any of your other contact details change, please update your details on the study website at gnestudy.info/update-your-contact-details, send us your change of details card, or use the contact details at the bottom of this letter to let us know.

Your choices about adding information from administrative records

We asked you about adding information from administrative records. The table below is your record of the choices you made during the interview.

As of {INTERVIEW DATE}, when you did your interview, we confirm whether or not you gave your permission to allow information held about you by government departments and agencies to be added to the information collected about you during the study.

{IF PI =1: "We also confirm whether or not you chose to allow information held about your {IF NUMBABY = 1: "child"; IF NUMBABY > 1: "children"} to be added to the information collected in the study."}

The information we will add relates to your and your child's past, present and future records. If you gave your permission for us to do this, we will continue to add information from these records on an ongoing basis for the duration of the study. This includes if you decide not to take part in future interviews or if we lost contact with you.

If you change your mind about this later, you can change your permissions using our online form gnestudy.info/update-your-permissions or by getting in touch with the Generation New Era team at the Centre for Longitudinal Studies using the contact details at the bottom of this letter. If you have already contacted us to change your permissions since your interview on {INTERVIEW DATE}, please disregard this confirmation.

Your records	<p><i>Health records held by:</i></p> <p>NHS England</p> <p>Digital Health and Care Wales</p> <p>Public Health Scotland and NHS National Services Scotland</p> <p>Health and Social Care (HSC) in Northern Ireland</p>	<p>{IF LINKNHS_R = 1: "Yes"; IF LINKNHS_R = 2: "No"}</p>
	<p><i>Education records held by:</i></p> <p>The Department for Education in England</p> <p>The Welsh Government Knowledge and Analytical Services</p> <p>The Scottish Government Education Analytical Services and the Scottish Funding Council</p> <p>The Northern Ireland Department for Education and the Northern Ireland Department for the Economy</p>	<p>{IF LINKEDU_R = 1: "Yes"; IF LINKEDU_R = 2: "No"}</p>
	<p><i>Social care records held by:</i></p> <p>The Department for Education in England</p> <p>Public Health Scotland</p> <p>The Scottish Government</p> <p>The Welsh Government</p> <p>Health and Social Care (HSC) in Northern Ireland</p>	<p>{IF LINKSC_R = 1: "Yes"; IF LINKSC_R = 2: "No"}</p>
{IF PI = 1: "Your child's records"}	<p><IF PI = 1: Health information held by:</p> <p>NHS England</p>	<p>{IF LINKNHS_CH = 1: "Yes for {CM1FNAME}";</p>

	<p>Digital Health and Care Wales</p> <p>Public Health Scotland and NHS National Services Scotland</p> <p>Health and Social Care (HSC) in Northern Ireland></p>	<p>IF LINKNHS_CH = 2: "Yes for {CM2FNAME}";</p> <p>IF LINKNHS_CH = 3: "Yes for {CM3FNAME}";</p> <p>IF LINKNHS_CH = 4: "Yes for {CM4FNAME}";</p> <p>IF LINKNHS_CH = 5: "No"</p>
	<p><IF PI = 1: Education information held by:</p> <p>The Department for Education in England</p> <p>The Welsh Government Knowledge and Analytical Services</p> <p>The Scottish Government Education Analytical Services</p> <p>The Northern Ireland Department for Education and the Northern Ireland Department for the Economy></p>	<p>{IF LINKEDU_CH = 1: "Yes for {CM1FNAME}";</p> <p>IF LINKEDU_CH = 2: "Yes for {CM2FNAME}";</p> <p>IF LINKEDU_CH = 3: "Yes for {CM3FNAME}";</p> <p>IF LINKEDU_CH = 4: "Yes for {CM4FNAME}";</p> <p>IF LINKEDU_CH = 5: "No"</p>
	<p><IF PI = 1: Social care information held by:</p> <p>The Department for Education in England</p> <p>Public Health Scotland</p> <p>The Scottish Government</p> <p>The Welsh Government</p> <p>Health and Social Care (HSC) in Northern Ireland></p>	<p>{IF LINKSC_CH = 1: "Yes for {CM1FNAME}";</p> <p>IF LINKSC_CH = 2: "Yes for {CM2FNAME}";</p> <p>IF LINKSC_CH = 3: "Yes for {CM3FNAME}";</p> <p>IF LINKSC_CH = 4: "Yes for {CM4FNAME}";</p> <p>IF LINKSC_CH = 5: "No"</p>

Any questions?

Contact Ipsos for questions about your interview: gnestudy@ipsos.com or 0800 151 0610.

Contact the UCL study team about updating your contact details or other permissions: gnestudy@ucl.ac.uk, 0808 175 6330 or at gnestudy.info/contact-us

Thank you for your help with this important study.

Yours sincerely,

Professor Alissa Goodman CBE



Study Director, UK
University College London



 gnestudy@ucl.ac.uk

 0800 175 6330

 gnestudy.info

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

 Freepost GENERATION
NEW ERA

NAME
SF_ADDRESSL1
SF_ADDRESSL2
SF_ADDRESSL3
SF_ADDRESSL4
SF_TOWN
SF_COUNTY
SF_POSTCODE

[DD/MM/YYYY]

Reference No. <RESPID>

THANK YOU FOR BEING PART OF GENERATION NEW ERA

Dear {NAME}

Thank you very much for taking part in Generation New Era. We greatly appreciate your time and hope you found it interesting.

By sharing your experiences, you're helping researchers, governments, and service providers to improve the lives of children and families in the UK.

What happens next?

You can read the 'Your guide to what happens next' leaflet to find out more about what will happen to the information you gave, next steps, and who you can talk to if the interview left you worrying about anything that's happening in your life. To stay up to date with all the findings and updates from the study, keep an eye on our website (gnestudy.info) and follow our Instagram (@[gnestudy](https://www.instagram.com/gnestudy)).

Scan this QR code
to read the leaflet



We hope to invite you to take part again in the next few years to find out how your child is getting on as they get older. It will always be up to you to decide whether you want to take part.

Change of contact details

If you change address in the future, or any of your other contact details change, please update your details on the study website www.gnestudy.info/update-your-contact-details, send us your change of details card, or use the contact details at the bottom of this letter.

Your choices about adding information from administrative records

Your interview covered adding information from administrative records to your survey responses.

{IF OPTOUTINFO_block.OPTOUTINFO_CAPI=1: "As you requested during your interview on {INTERVIEW DATE}, we will not add information from administrative records held by government departments and agencies to the information collected about you during the study.

{IF PI=1: "We also will not add information from your child's administrative records."}}

{IF OPTOUTINFO_block.OPTOUTINFO=1:"The information we would like to add is from health, education and social care records for you {F PI=1: "and your child"}. This makes the study even more useful for researchers and policymakers, who will use this information to improve public services for everyone. The information we would like to add relates to your and your child's past, present and future circumstances, and we would continue to add information from these records on an ongoing basis for the duration of the study. You can find about more about this on the study website (gnestudy.info).

We'd like to remind you, if you haven't already, to please let us know your choices about whether or not to have information added to your survey responses {IF PI=1: "for you and your child"} using the contact details at the bottom of this letter or using our web form gnestudy.info/update-your-permissions.

We will add these records {IF PI=1: "for you and your child"} unless you tell us not to. You can change your mind about this at any time in the future. If you have already contacted us to make your choices, please disregard this."

If you change your mind about this later, you can change your permissions using our online form gnestudy.info/update-your-permissions, or by getting in touch with the Generation New Era team at the Centre for Longitudinal Studies using the contact details at the bottom of this letter.

Any questions?

Contact Ipsos for questions about your interview: gnestudy@ipsos.com or **0800 151 0610**.

Contact UCL study team about updating your contact details or other permissions: gnestudy@ucl.ac.uk, **0808 175 6330** or at gnestudy.info/contact-us

Thank you for your help with this important study.

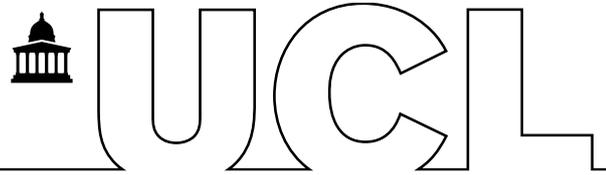
Yours sincerely,



Professor Alissa Goodman CBE

Study Director, UK
University College London





Privacy information for families invited to take part or participating in Generation New Era

These privacy pages are for anyone whose data we hold for the research purposes of the study. They contain information on how to contact us. We use your information for the legitimate purposes of the study including to:

- Keep in touch with you
- Carry out surveys
- Link data to your study record
- Collect and analyse biological samples
- Share our research data
- Share our research findings
- Record your participation in the study
- Understand how our website and social media are used

As the study follows study members' whole life course, we plan to keep study data for at least as long as the study exists. We take confidentiality, security of study data and the individual rights of study members seriously. We have arrangements in place to protect study members' personal information. Find out more about the steps that we take to maintain privacy and how we keep study information secure.

In this section

Fair Processing Notice

This fair processing notice summarises how we use and protect personal data.

Privacy Notice

This privacy notice tells you what happens to any personal data that is given to us for the study, or any that we collect for the study.

Privacy and Data Protection FAQs

Got questions about privacy and data protection? Check out our FAQs



Fair Processing Notice for families invited to take part or participating in Generation New Era

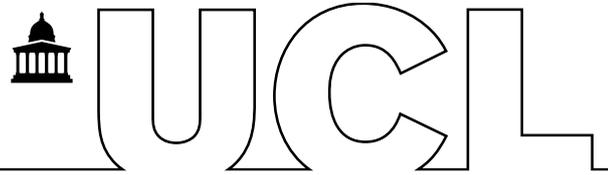
Version 1: Applicable from: 01 February 2023

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About Generation New Era

Generation New Era is one of several national longitudinal cohort studies at the UCL Centre for Longitudinal Studies (CLS). UCL is the Data Controller of the study working with a consortium of partners. The study follows the lives of thousands of babies born in November and December of 2022 across the UK, and their families. The information that you give to the study helps us to research a range of topics that your baby will face in life. We share our findings from the study to help researchers learn about this generation of babies and their families. Please do contact us if you need more information about the study:

Call: [INSERT TELEPHONE NUMBER]

Email: [INSERT EMAIL ADDRESS]

About this fair processing notice

This notice is for anyone whose data that we hold for the study. It tells you what we do with data for the study and where the data comes from. We use 'you' or 'your' when referring to parents/legal guardians of babies in the study.

How we use your information

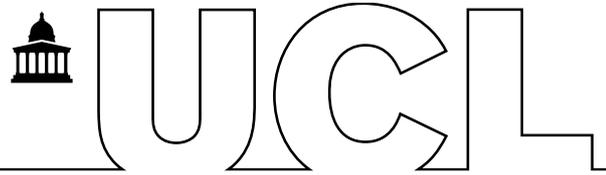
We appreciate the participation of families and their babies in the study. Research data from the study is used by researchers from across the world and is available as an important resource for public policy and service planning. Study data is collected for research purposes under the UK GDPR. Your data will be used for legitimate reasons connected to the study including to:

Ensure the study represents the UK population

We apply for your linked birth registration and/or health records which may contain or suggest details of your race and ethnicity. We do not ask your permission for this. We have special approval from advisory committees to contact you, after a careful review of the information the study will hold, and to ensure that your data and privacy are protected. We apply for this information to make sure that the study represents the UK population and includes groups who are less often included in longitudinal studies.

Invite you to take part in the study

We use your contact details, such as name and address, to invite you to take part in Generation New Era. If you agree to be part of the study, we will use your contact details to keep in touch with you and to invite you to take part in surveys and activities that relate to the study. Your contact details are shared securely with the organisation we use to contact you to invite you to take part in



the study. Your contact details are never shared with researchers. We apply to government agencies for up-to-date contact details and for notifications about participants who have left the UK or died. This will make sure that we do not contact these people about the study. We will also apply for access to other information that will make sure the study represents the UK.

Record whether you take part in the study

We keep a record of all birth and/or health registration records (explained in detail in table 1) to record that you were contacted to take part in the study.

We keep the data of those who do not respond to the invitation to take part in the study in de-identified form (with an anonymous identifier), to help us to understand how representative the study is of the wider population, to see if certain groups are more or less likely to participate in the study and to adjust the results of statistical analyses to better reflect the wider population.

We also keep a record of any requests, comments or complaints about the study.

Keep in touch with you

Your contact details are used to keep in touch with you and to invite you to take part in surveys and activities that relate to the study.

We collect contact details for people who live with you and contacts outside your household to help us try to find you if we lose touch. We may also use these contact details in an emergency.

We apply to the NHS for up-to-date contact details – for example, the address at which you are registered with your GP - and for notifications about participants who have left the UK or died. In the future, we may also apply to other government departments for contact details that they may hold. We also use data checking services to keep your contact details up to date and information that you've made publicly available online to update your contact details.

Carry out surveys

The answers you give to our survey questions are used for research purposes. Some of our surveys include the collection of sensitive data such as information about your, or your child's, health.

We collect information about partners, children, other family members and others you may live with. We ask for this information because family circumstances have a huge impact on people's lives.

Most surveys are carried out by third parties on our behalf. The third-party organisations may use other organisations to conduct work on their behalf.



For our linked data programme

Our linked data programme links a range of external data to study records to build up a fuller picture of participants' lives. With your agreement, we use your contact details and personal information to link data from government agencies about you and your child (e.g., your and your child's health, education and social care records, and your economic records) to your survey data. Data from these government agencies is generated when you use their services and are known as 'administrative data'.

We also use your address to add information about the area in which you live (e.g. pollution levels) and about your property. We do not ask your permission for these linkages.

Collect and analyse your biological samples

With your permission, we plan to collect saliva samples from some of you and an oral fluid swab from your baby when your baby is around nine months old to carry out health and genetic research. If we have your permission, DNA will be extracted from these saliva samples and used for genetic research. This DNA is stored in an accredited laboratory for research purposes.

Once the DNA has been extracted the samples will be destroyed by the laboratory.

Not all of you will be asked for this.

Share our research data

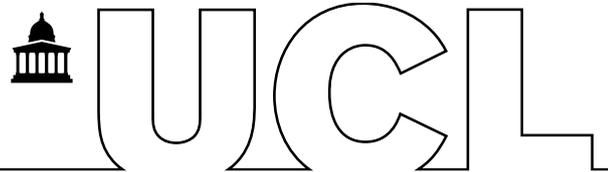
Our research data (e.g., survey data and linked data) is deposited with the data stores used by CLS so that it can be used by researchers (under secure access arrangements) to help them understand this generation. This data does not contain any personal details that would identify you (or any of your family members).

Share our research findings

We share the findings of our research with the research community. Our surveys sometimes ask you to describe your experiences in your own words. Your responses may be used in communications about the research and study data. Other people will not be able to identify you through your responses unless you have agreed to your name being revealed.

Record your participation in the study

We keep a record of any requests, comments or complaints about the study.



Understand how our website and social media are used

We collect information about how our social media and web content are used.

How we protect study data

As the study follows study members' whole life course, we plan to keep study data for at least as long as the study exists and as long as the law allows us to. We review the data that we hold whenever we receive an individual information rights request. In certain circumstances, these rights include; The right to be informed; The right of access; The right to rectification; The right to erasure; The right to restrict processing; The right to data portability; The right to object; Rights in relation to automated decision making and profiling.

We take the confidentiality and security of study data seriously. We have people, policies, systems, and procedures in place to keep study data safe. Transfer of study data outside of the UK takes place under secure arrangements.

In exceptional circumstances study members' or household confidentiality may be broken, for example, if something we are told indicates that someone is at risk of harm.

Further information

The study privacy notice provides more information about how we handle data: [INSERT URL]. We would be happy to answer any questions or concerns that there may be about the way that we process study data. UCL's Data Protection Officer's contact details are: data-protection@ucl.ac.uk. You also have the right to contact the UK Information Commissioner for advice and support: <https://ico.org.uk/your-data-matters/>.

Version control

This Fair Processing Notice is updated regularly and was last updated on **01 February 2023**.



Privacy Notice for families invited to take part or participating in Generation New Era

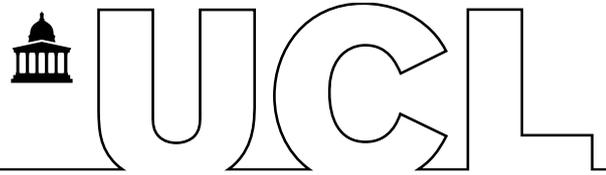
Version 1: Applicable from: 01 February 2023

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About Generation New Era

Generation New Era started on 1 April 2021 and is currently funded until the end of June 2024. It is a project commissioned by the Economic and Social Research Council. The study is led by the UCL Centre for Longitudinal Studies (CLS) and is one of several national longitudinal cohort studies at CLS. A longitudinal study collects information from the same people (cohort) over time. The study will collect rich data on several thousand 9-month-old babies born in two consecutive months of 2022 across the UK, and their families. It will capture the economic and social environments that these babies are born into, their health, well-being and early development, including building up a picture of the impacts of COVID-19 and Brexit. The data from the study will be made available to the research and policy community and be used to answer important research questions and to improve families' lives. The study is managed by the CLS, with support from a consortium of partners.

About this privacy notice

CLS ('we', 'our' and 'us') values your contribution to Generation New Era ('the study'). We respect your privacy and are committed to protecting your personal data. This privacy notice tells you why and how we collect and use your personal data and provides information about your rights. This privacy notice applies to personal data provided to us, by you and about you by third parties. This privacy notice is for anyone whose data that we hold for the research purposes of the study including:

- Families invited to take part in the study
- Respondents - parents/legal guardians of babies in the study
- The babies in the study
- Other family members (including partners of parents or other household members).

CLS applies to government agencies for a representative and inclusive list of people to invite to take part in the study. We will also use this information, unless you tell us not to, for the purposes of understanding who does and doesn't take part in the study, which helps ensure that statistics reported are as accurate as possible.

CLS collects data from respondents by asking for information about themselves, their babies and other family members. Some respondents are also asked to consent to provide saliva samples for themselves and oral fluid samples from their babies.

With the agreement of respondents, CLS also collects some data from their own and their babies' records from government departments and agencies.

We use the terms 'you' or 'your' in this document when referring to respondents.



Giving and withdrawing your permission to take part in Generation New Era

We seek your informed consent to be part of the study. We provide you with appropriate information about the study and how your information will be used. We do this so that you know what to expect when you choose whether you would like to take part. You can tell us at any time that you no longer want to be contacted about the study or you want to change the permissions that you have given. You do not need to give a reason for this. Consent is not our UK GDPR lawful basis for processing study data for research purposes. The lawful basis section below gives more information about this.

Data controllers

We apply to government agencies for a representative and inclusive list of people to invite to take part in the study. UCL is the Data Controller of the study. The government agencies that give us this list are independent Data Controllers of the information that they provide to UCL. When we share data with other organisations, these organisations may also be Data Controllers. In the study invite letter and in table 1 below, we tell you about how UCL and other organisations that we work with process your data and whether these organisations are data controllers. We will also provide this information in the study FAQs: [\[INSERT URL\]](#).

Contact details of the Data Controller

You can contact us at the details below if you:

- Have any questions about the study or the way that we process your data
- Want to opt out of taking part in the study, to withdraw from the study, or from a survey, or from having your records linked or biological samples stored or used
- Want to use your individual information rights
- Want to update your contact details

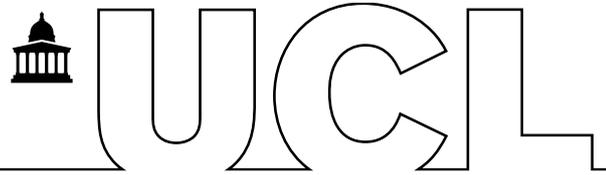
Call: [\[INSERT\]](#)

Email [\[INSERT\]](#)

Post: Generation New Era, Centre for Longitudinal Studies, UCL Social Research Institute, 20 Bedford Way, London WC1H 0AL

Contact details of the UCL Data Protection Officer (DPO)

If after contacting us, you need more help or wish to complain about how we use your personal data or use any of your individual information rights, please contact UCL's DPO:



Email: data-protection@ucl.ac.uk

Post: Data Protection Officer, UCL, Gower Street, London WC1E 6BT.

Lawful basis for processing

Study data is processed for research purposes under GDPR Article 6 (e) 'Public task'. CLS processes sensitive or special category personal data for research purposes under Schedule 1, Paragraph 4 of the DPA 2018. Consent is not the UK GDPR lawful basis for processing study data for research purposes.

If required, we may also process your personal data according to GDPR Article 6(c): 'processing is necessary for compliance with a legal obligation to which the controller is subject'.

We send you marketing materials about the study (such as newsletters) based on your consent (GDPR Article 6(a)).

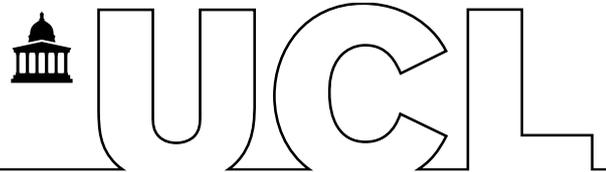
To contact people without their consent to invite them into the study, for England and Wales, we applied to the Confidentiality Advisory Group to set aside the common law duty of confidentiality under Section 251 of the National Health Service Act. For Scotland, we applied to the Public Benefit and Privacy Panel which considers approvals to use specified health care data involving identifiable data whether with or without consent. In Northern Ireland, we sought guidance from the Privacy Advisory Committee.

To receive notifications of deaths and moves out of the NHS for contact tracing and research purposes and health data for research, for England and Wales we apply to the Confidentiality Advisory Group to set aside the common law duty of confidentiality under Section 251 of the National Health Service Act. The legal bases within GDPR and the Data Protection Act 2018 are separate and in addition to, the permission you gave to take part in the study.

Your individual information rights

You are free to choose whether to provide us with your personal data. The UK GDPR gives people rights over their data. Some of these rights depend on the reason for collecting your data and do not apply in every circumstance. These rights, therefore, may be subject to our policies or 'exemptions' (opt outs) allowed by the UK GDPR. You can contact us at any time to tell us:

- you want to withdraw consent for us to process your child's data, your data, or data you have provided to us about your partner or other family members (where we are processing your data based on consent).
- to inform you about how your information is being used. We do this in this document.
- to give you access to copies of your personal information.



- to rectify information that is factually inaccurate or misleading (e.g., to correct incorrect contact details).
- to erase (delete) your data in certain circumstances, (e.g., to delete incorrect contact details or data that is no longer required, or we're legally required to erase).
- to restrict (limit) processing of your data in certain circumstances, for example if your contact details are incorrect.
- you object to the way we process your data.
- you want to use the right to data portability: You can receive a copy of your electronically held data and reuse it. We cannot send your data to others at your request.
- you want to use your right to object to solely automated decision making and profiling with legal effects for you: We use your data for research purposes and not to make decisions that would affect you individually.

When you contact us to exercise your rights, we will:

- tell you that your request has been received
- write to tell you if your request is not applicable and give the reasons
- act on your request within the time period required by the current data protection law
- write to inform you if we need to extend the period of time required to respond due to the complexity

Exception to the right to be informed

It would take disproportionate effort to inform all potential participants about the study prior to them receiving an invitation letter (e.g. informing everyone registering a birth about the study and the possibility they could be invited to take part). We are therefore using the UK GDPR 'disproportionate effort' 'opt out' from the 'right to be informed'. We recognise that not providing individuals whose data we've received from other sources with this privacy notice directly in advance, poses risks that:

- individuals are unaware that the study is collecting and using their personal information and therefore may not be expecting their data to be used in this way.
- individuals cannot control how their data is used and therefore cannot use their data protection rights.
- individuals who we contact to participate in the study are discouraged from taking part in the study as they were not expecting their data to be used.

To reduce these risks, we have the following safeguards in place:

- we have carried out a Data Protection Impact Assessment to identify and mitigate any data processing risks.
- we've raised awareness of the study through publicity and published this privacy notice prior to the study invitation letters being sent



- this privacy notice will be included as a weblink in the study invitation letter to families that we invite to take part in the study.
- accessing the data requires us to make an application to a research ethics committee and to gain approval from the government agencies and a number of expert advisory groups.
- we will ensure that the third-party survey organisation that sends out the study invitations, acts only on our instructions, and that they will delete your data when the contract ends.
- we have conducted research with members of the public to demonstrate the acceptability of the study and its approach to inviting people to take part.

For those of you who choose not to take part in the study, we will use your de-identified information to understand who does and doesn't take part.

Personal data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. Access to personal data is strictly controlled. The study collects, uses, stores, deposits, shares and transfers different kinds of personal data about study members. The data that we will hold for the study includes:

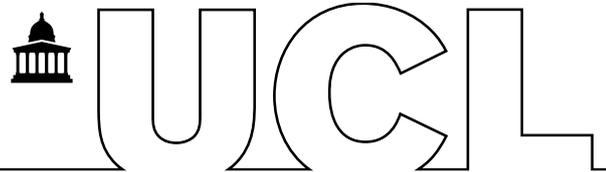
Information that we obtain from other organisations to invite you take part in the study

We apply to UK government agencies that hold records on birth and health service users to obtain a random sample of people whose babies were born in two specific months and are living in the areas randomly selected for the study, and to receive up-to-date addresses. We also request deaths and moves out of the UK so that we do not contact people who have died or moved out of the country. We do not ask you to put yourself forward for the study before we've invited you to take part. This is because the research sampling community and study funders agree that this approach is the best way of recruiting a representative and diverse study group.

We will only keep the minimum amount of data required to ensure a representative and inclusive sample and data that is needed to invite families to participate in the study. If you choose not to take part, we will only retain your data in anonymised form for a limited amount of time. We do this to help us understand how representative the study is of the wider population, to see if certain groups are more or less likely to participate in the study and to adjust the results of statistical analyses to better reflect the wider population. This is something that is routinely done by similar studies. Understanding the characteristics of those who don't take part is important to ensure that the circumstances, experiences and voices of particular groups, such as those from a particular region or ethnic group, are represented in the study, including in policy relevant research. If you prefer us not to retain your data for this purpose, you can contact us and ask us to delete your data – see 'Contact details of the data controller' above.

Information that you share with us during surveys:

- **Personal data that relates to and can identify you** (e.g., contact details and personal information).



- **Sensitive / special category personal data** (e.g., details about race or ethnicity, religious or philosophical beliefs, sexual orientation, political opinions, trade union membership, information about health and genetic data).
- **Biological samples:** when your baby is 9 months old (if you agreed to give samples for yourself and / or your baby).

Information from the data that you share with us during surveys:

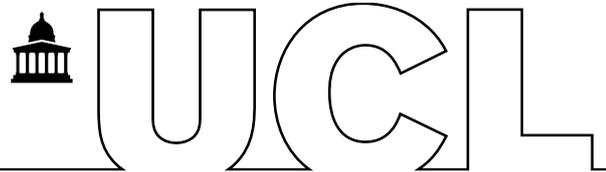
- **Research data from your survey answers:** We hold sensitive research data and other research data that could potentially identify you. This includes research data from the study survey, sensitive data and linked data. The information that would identify you is removed from this data before it is safely deposited at national data sharing stores.
- **Genetic information from your biological samples** (if you agreed to this): Once analysed, this will include information about your genotype. This data is stored securely and will be used for research purposes under restricted access arrangements.
- **Information provided by other organisations:** as part of our linked data programme (e.g., government departments and agencies such as NHS organisations or Department for Work and Pensions) and for contact tracing purposes (e.g., to help us keep your contact details up to date).

Data relating to family members of study cohort members

During surveys we have asked you to provide information about family members.

Family members may also have provided information about themselves by participating in surveys, providing biological samples or by taking part in our linked data programme.

Information that we collect from you and other sources, and who we share it with, is summarised in Table 2.



Personal information that we collect from other sources

We collect information from external sources for contact tracing and research into the topics that affect your baby's generation. We link records from external sources to the data collected in surveys as part of our linked data programme (described below).

Administrative records are created when you interact with government services (e.g., use the NHS, pay taxes, access benefits, receive education etc). We have sought consent from you to link data about you and your child.

We also use data from your health and birth registration records from NHS Digital in England and Wales and the National Records of Scotland and Public Health Scotland, and your health records from Northern Ireland Maternity Information Systems to update your record for contact tracing purposes (described below) and to understand how representative the study is.

Why we process your data

We process your data to keep in contact with you, to ensure a representative sample and to understand who does and doesn't take part, to carry out and share our research about the topics that you experience in your life and to keep a record of our contact with you:

1. To contact you

We use your contact details, such as name and address, to invite you to take part in Generation New Era. If you agree to be part of the study, we will use your contact details to keep in touch with you and to invite you to take part in surveys and activities that relate to the study. Contact details are shared securely with organisations that provide services to us and other data controllers as part of our linked data programme.

2. To ensure a representative sample and to understand who takes part

We apply for your linked birth registration and/or health records which may contain or suggest details of your race and ethnicity. We do not ask your permission for this. We have special approval from advisory committees to contact you, after a careful review of the information the study will hold, and to ensure that your data and privacy are protected. We apply for this information so that we can ensure that the study is inclusive of groups who are less often included in longitudinal studies and representative of the UK. We may also identify other data that will be used for this purpose including mortality data and up-to-date UK addresses. We will use this information to ensure that we do not contact participants who have passed away or moved out of the UK.



To record that you were invited to take part in the study

We keep a record of all of the data listed in table 1 to record that you were contacted to take part in the study.

For understanding who does and doesn't take part in the study

We keep the data of those who do not respond to the invitation to take part in the study in anonymised form, to help us to understand how representative the study is of the wider population, to see if certain groups are more or less likely to participate in the study and to adjust the results of statistical analyses to better reflect the wider population

3. Contact tracing

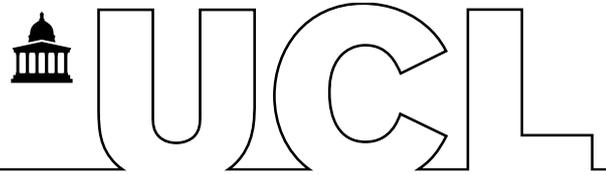
We ask you for contact details of other people too – including your partner (if you have one) and someone outside of your household (known as your 'stable contact'). This is so that if you move to a new home and we're not able to contact you, we can contact these people to try to find out where you have moved to. Please do tell us if your contact details change. If you provide us with contact details for anyone else, please check with them that they are happy for us to hold this information. Please let us know if not and we are happy to remove these details if they do not wish for us to hold them.

We also apply to the NHS for up-to-date contact details – for example, the address at which you are registered with your GP - and for notifications about study members who have moved out of the UK or who have died. In the future, we may also apply to other government departments for contact details that they may hold. We match the contact details and personal information that we hold with similar data from NHS records or the records of other government departments. We also use data checking services and information that you've made publicly available online to update your contact details.

4. Research into the topics that affect your and your baby's life

Survey and research data

We collect your survey data (and other kinds of research data) with your permission to understand the things that are important to your baby's generation. You have the option to refuse to answer any individual questions without explanation. You can also withdraw from the survey at any time. You do not need to give a reason. We share pseudonymised research data securely and under licence arrangements for research purposes via the UK Data Service, and other trusted research environments such as the UK Longitudinal Linkage Collaboration (UK LLC) and SAIL Databank. Information that would identify you is removed from this data.



Linked data programme

Our linked data programme links a range of external data to study records to build up a fuller picture of participants' lives.

It is your choice whether we will share your contact details and personal information with government departments and agencies, and NHS organisations. We will do this to add information about your and your child's health, education, and social care records and your economic records from these organisations to your survey data. Adding information to your survey responses helps us to understand the things that affect your and your child's life and to produce research about a new generation.

Linked data is pseudonymised and deposited at the UK Data Service and similar research environments.

This video explains more about adding administrative information to your survey responses: [\[Link to be added\]](#) .

Your address and postcode are also used to match data on your location/neighbourhood to your study data. The information that we add is about your local area as a whole, your street or sometimes your specific address. This includes a broad range of data including Ordnance Survey, housing, environment, weather data or economic characteristics of your area such as deprivation levels.

We do not ask your permission to add this kind of information because the data is not individual level information about you. Usually, this information is publicly available and adding this information does not require us to share any of your personal information with any other organisations.

However, if you would prefer that we don't add any information about your area to your study record then please let us know by contacting us at:

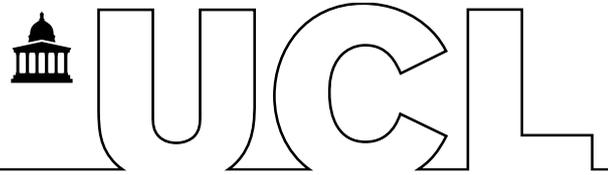
Email:

Post:

Your biological samples

We have Research Tissue Bank ethical approval for the storage, use and distribution of biological samples. Our collection, storage and use of these samples is regulated by the Human Tissue Act 2004.

We asked permission to collect:



- Saliva from you when your baby was 9 months old
- An oral fluid swab from your baby when your baby was 9 months old
- DNA will be extracted from the saliva sample and genotyped for research.

We will not provide you with feedback of the results of genetic (DNA) testing. This data is used for research and not clinical diagnostic purposes. This position is considered current 'best practice' given we cannot be certain about the clinical relevance of any individual person's results. However, scientific developments in genetics are happening rapidly and this policy will be regularly reviewed.

5. Research, record keeping and archiving

Requests

We keep a record of any requests that we have from you.

6. Making the data available for research

We deposit your de-identified survey responses with the UK Data Service, based at the University of Essex.

UK Data Service

The UK Data Service is funded by the Economic and Social Research Council (ESRC) to meet the data needs of researchers, students and teachers from all sectors. The UK Data Service collection includes major UK government-sponsored surveys, cross-national surveys, longitudinal studies, UK census data, international aggregate data, business data, and qualitative data. We deposit de-identified data from all the studies that we run..

Who we share your data with

Table 1: Summary of the sampling data that we hold about you, where we get this data from (sources), who receives this data and the purposes of processing.

Types of data that we hold about you	Sources of data/Data Controllers other than UCL	Who receives your data	Purposes of processing
ENGLAND			
Birth registration records: <ul style="list-style-type: none"> • Age of mother • Multiple births • Birthweight • Socio-economic status • Occupation • Registration type (joint/sole) • Name and address mother • Name and address father • Country of birth mother • Country of birth father (if registered) • Previous births • Mortality data and moves out of the NHS (NHS Digital) 	<ul style="list-style-type: none"> • NHS Digital 	<ul style="list-style-type: none"> • UCL • Survey agency 	<p>To draw the sample, send out invites and carry out recruitment for the study.</p> <p>For methodological purposes.</p>

Table 1: Summary of the sampling data that we hold about you, where we get this data from (sources), who receives this data and the purposes of processing.

Types of data that we hold about you	Sources of data/Data Controllers other than UCL	Who receives your data	Purposes of processing
Health records: <ul style="list-style-type: none"> • Age of mother • Multiple births • Birthweight • Address mother (PDS) • Address father • Ethnicity baby • Ethnicity mother • Country of birth mother (PDS) • Previous births • Gestational age 	<ul style="list-style-type: none"> • NHS Digital Personal Demographics Service (PDS) 	<ul style="list-style-type: none"> • UCL • Survey agency 	<p>To draw the sample and send out invites and carry out recruitment for the study.</p> <p>For methodological purposes.</p>

Table 1: Summary of the sampling data that we hold about you, where we get this data from (sources), who receives this data and the purposes of processing.

Types of data that we hold about you	Sources of data/Data Controllers other than UCL	Who receives your data	Purposes of processing
WALES			
Birth registration records: <ul style="list-style-type: none"> • Age of mother • Multiple births • Birthweight • Socio-economic status • Occupation • Registration type (joint/sole) • Name and address mother • Name and address father • Country of birth mother • Country of birth father (if registered) • Previous births 	<ul style="list-style-type: none"> • NHS Digital 	<ul style="list-style-type: none"> • UCL • Survey agency 	To draw the sample send out invites and carry out recruitment for the study. For methodological purposes.

Table 1: Summary of the sampling data that we hold about you, where we get this data from (sources), who receives this data and the purposes of processing.

Types of data that we hold about you	Sources of data/Data Controllers other than UCL	Who receives your data	Purposes of processing
Health records: <ul style="list-style-type: none"> • Age of mother • Multiple births • Birthweight • Address mother (NWIS) • Ethnicity baby • Ethnicity mother • Previous births • Gestational age 	<ul style="list-style-type: none"> • NHS Digital Personal Demographics Service (PDS) 	<ul style="list-style-type: none"> • UCL • Survey agency 	<p>To draw the sample, send out invites for the study and carry our recruitment.</p> <p>For methodological purposes.</p>

Table 1: Summary of the sampling data that we hold about you, where we get this data from (sources), who receives this data and the purposes of processing.

Types of data that we hold about you	Sources of data/Data Controllers other than UCL	Who receives your data	Purposes of processing
SCOTLAND			
Birth registration records: <ul style="list-style-type: none"> • Age of mother • Multiple births • Socio-economic status • Occupation • Registration type (joint/sole) • Name and address mother • Name and address father • Country of birth mother • Country of birth father (if registered) • Previous births 	<ul style="list-style-type: none"> • National Records of Scotland (NRS). 	<ul style="list-style-type: none"> • UCL • Survey agency 	To draw the sample send out invites, and carry out recruitment for the study. For methodological purposes.

Table 1: Summary of the sampling data that we hold about you, where we get this data from (sources), who receives this data and the purposes of processing.

Types of data that we hold about you	Sources of data/Data Controllers other than UCL	Who receives your data	Purposes of processing
Health records: <ul style="list-style-type: none"> • Age of mother • Multiple births • Birthweight • Socio-economic status (SMD derived from postcode) • Address mother (CHI Database) • Ethnicity baby • Ethnicity mother • Previous births • Gestational age 	<ul style="list-style-type: none"> • Public Health Scotland • PHS & NHS Scotland Health Boards (addresses) • Maternity records, child health records 	<ul style="list-style-type: none"> • UCL • Survey agency 	<p>To draw the sample, send out invites and carry out recruitment for the study.</p> <p>For methodological purposes.</p>

Table 1: Summary of the sampling data that we hold about you, where we get this data from (sources), who receives this data and the purposes of processing.

Types of data that we hold about you	Sources of data/Data Controllers other than UCL	Who receives your data	Purposes of processing
NORTHERN IRELAND			
Health records: <ul style="list-style-type: none"> • Age of mother • Multiple births • Birthweight • Occupation • Name and address mother • Ethnicity baby • Ethnicity mother • Country of birth mother • Previous births • Gestational age 	<ul style="list-style-type: none"> • Northern Ireland Maternity Administrative System (NIMATS) / National Health Application and Infrastructure Services (NHAIS) • Business Services Organisation 	<ul style="list-style-type: none"> • UCL • Survey agency 	To draw the sample, send out invites and carry out recruitment for the study. Methodological purposes

Table 2: Summary of the data that we hold for participants in Generation New Era and who we share it with

Types of data that we hold about you	Controllers	Categories of recipients	Purposes of sharing your data
Contact details, personal information	UCL	International email, marketing automation, and customer engagement service provider Survey agencies	To contact you and keep your record up to date for the purposes of Generation New Era.
Survey answers	UCL	Survey agencies	For research, statistical and archiving purposes.
Biological samples (e.g., saliva)	UCL	Survey agency Licensed laboratories Researchers Research organisations Biobanks	To collect and process your sample for research, statistical and archiving purposes.
DNA from saliva sample Data derived from biological samples : (e.g., DNA information, and potentially whole genome sequence data and other genomic datasets)	UCL	Licensed laboratories Researchers/research organisations Biobanks	To collect and process your sample for research, statistical and archiving purposes.
Research data from the study including: – Genetic data linked	UCL (and public sector bodies for specific projects)	Survey agencies Biobanks Trusted research data	For research, statistics and archiving purposes.

Table 2: Summary of the data that we hold for participants in Generation New Era and who we share it with

Types of data that we hold about you	Controllers	Categories of recipients	Purposes of sharing your data
to survey results – Pseudonymised data from the data linkage programme (e.g., received from NHS organisations, government departments, research and statistics organisations, databanks).		services Researchers/research organisations SAIL European Genome-Phenome Archive (EGA) (for genetic data not linked to survey data)	
Name, sex, postcode, date of birth, address, National Insurance number (if known), NHS number/ID (if known) and study ID (study-specific pseudonymised identifier).	UCL	Government departments NHS organisations Trusted external organisations for data linkage DCHW Research/statistics organisations	To add information to your record. For research purposes. For contact tracing.
Publicly available information (e.g., contact details from social media)	UCL		To contact you and keep your record up to date for the purposes of the study.
Legacy data (e.g., original questionnaires and consent forms).	UCL	Researchers/research organisations	For archiving and research purposes.



Table 2: Summary of the data that we hold for participants in Generation New Era and who we share it with

Types of data that we hold about you	Controllers	Categories of recipients	Purposes of sharing your data
Personal information, sensitive/special category personal data	UCL, relevant authorities/bodies	Public sector bodies/authorities (e.g., police, NHS, social services) your stable contacts	To meet our legal obligations. For safeguarding purposes.

There may be rare occasions where it may be necessary to use your personal information to protect you or others. For example, when something you tell us indicates that someone is at risk of harm. We may share this information with your stable contacts or appropriate public sector bodies.

Transfers of data outside of the UK

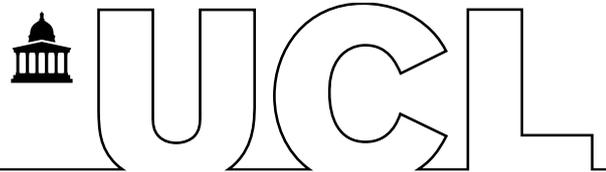
The personal data that we process for the purposes of inviting you to take part in the study will not be transferred outside of the UK or Europe. CLS, and the organisations that we work with, transfer personal research data outside of the UK and Europe. Some countries outside of Europe have different data protection rules and may not protect personal data to the same standard. In this case, we are required to have agreements in place to protect this information in accordance with the law.

Data security

We have put in place appropriate security and organisational measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. We have established procedures to deal with any suspected personal data breach and will notify study members and any applicable public body of a breach where we are legally required to do so.

How long we keep your data for

We keep your sampling data for as long as is required for the purposes of contacting you about the study and for understanding who does and doesn't take part, and our statutory and legal obligations.



As the study follows study members' whole life course, we **keep** study data for at least as long as the study exists and as long as the law allows us to. We will review the data that we hold whenever we receive an individual rights request. Further information on how long we keep records for is included in the UCL records retention schedule: <https://www.ucl.ac.uk/library/about-us/records-office/records-retention>.

Complaints

Those who wish to complain about our use of personal data, may send an email with the details of the complaint to the [Data Protection Officer \(data-protection@ucl.ac.uk\)](mailto:data-protection@ucl.ac.uk) so that we can look into the issue and respond.

Study members also have the right to lodge a complaint with the Information Commissioner's Office (ICO) (the UK data protection regulator). For further information on information rights and how to complain to the ICO, please refer to the [ICO website: https://ico.org.uk/](https://ico.org.uk/).

Cookies

When people visit our site, cookies are sent to their computer. Cookies are small text files placed on devices which web servers use to produce information about how our site is used.

Further information

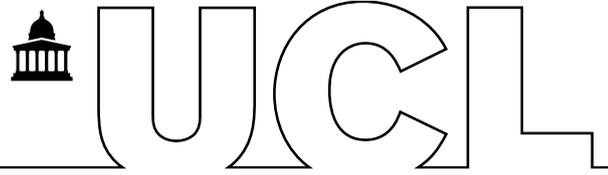
This privacy notice supplements the following UCL Privacy Notice(s):

Research participants for health case purposes privacy notice: <https://www.ucl.ac.uk/legal-services/privacy/ucl-general-privacy-notice-participants-and-researchers-health-and-care-research-studies>

More information about how we use personal data including how we keep it secure is available in the privacy and data protection frequently asked questions (FAQs): [INSERT]

Version control

We keep this privacy notice under regular review to make sure it is up to date. The last update was on: 24 **February 2023**.



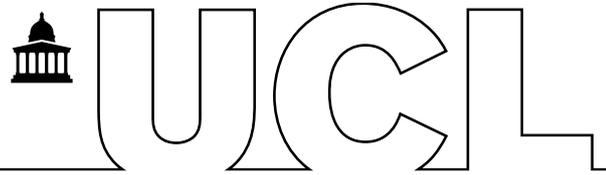


Generation New Era Privacy and Data Protection Frequently Asked Questions (FAQs)

Version 6: Applicable from: 01 December 2022.

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What are the General Data Protection Regulation (GDPR) and Data Protection Act 2018 (DPA 2018)?

Data protection means treating information about people fairly and using it properly according to the law. The DPA 2018 and the UK GDPR are data protection laws in the UK. These laws include principles, rights and obligations which apply when we process personal data. These FAQs are for anyone whose data we use for the study. We use 'you' or 'your' in this document when referring to study participants.

What is a Privacy Notice?

The UK GDPR and DPA give people rights over their personal data including the 'right to be informed'. We inform participants of how their data will be used in the study privacy notice.

Is the Privacy Notice likely to change?

Yes. We review the study privacy information when we do a new survey and update it if we change how we process study data.

What is a Data Controller?

A Data Controller decides how and why personal data are processed. The Data Controller is responsible for ensuring that this data is processed lawfully.

Who are the Data Controllers?

UCL is the Data Controller of the personal data given to the study. Further information on the history of the study is available here: [INSERT] The study FAQs provide further information about other Data Controllers: [INSERT].

What is a Data Protection Officer (DPO)?

A Data Protection Officer (DPO) is a position set out in the UK GDPR and DPA 2018. Further information about the services and support that the UCL Data Protection Team provides is available here: <https://www.ucl.ac.uk/data-protection/reporting-breach-or-subject-access-request/contact-data-protection-team#our-services>.

What is a lawful basis for processing data?

We have to have a valid reason in data protection law for processing study data. This is known as a 'lawful basis'. The lawful basis for processing study data for research purposes at UCL is 'public task'. UCL's 'statement of tasks in the public interest' explains more about the reason for using the 'public task' lawful basis: https://www.ucl.ac.uk/legal-services/sites/legal_services/files/ucl_statement_of_tasks_in_the_public_interest_-_august_2018.pdf

This statement says that public task is the lawful basis for processing study data because UCL is carrying out tasks in its capacity as a public authority when it carries out research. Research for the study is carried out in the public interest with the aim of contributing to public policy.

What data do you hold about me?

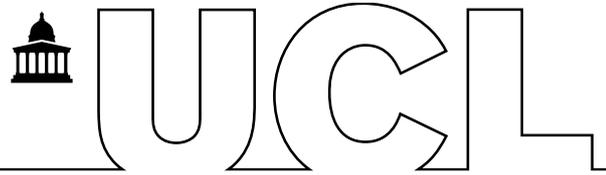
Tables 1 and 2 'who we share your data with': [INSERT] in the study privacy notice summarises the data that we hold for the study.

Do you collect information about me from other sources?

Yes, the study receives information from other sources including:

Information from government departments and agencies

- **Information from records held by Government departments and agencies:** you may have chosen to add your health, education, and social care records, and those of your baby, to the survey data. You may also have chosen to add your economic records to the survey data. These departments and agencies are trusted to keep your personal details secure. More about adding information to your record from other sources is available at: [INSERT]. Adding this information helps to build up a fuller picture of the lives of a new generation and will be used to answer important research questions and to improve families' lives. Information from your records will be made available to researchers via secure mechanisms such as the UK Data Service or similar organisations. Information that could identify you will be removed before it is shared via these organisations.
- **Information from our contact tracing activities** We use information from the records of government departments, NHS and contact tracing services to update your record to keep in touch with you. Further information about contact tracing is available at: [INSERT].

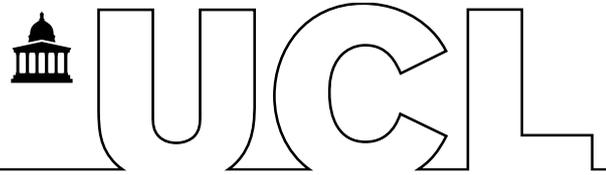


- **Mortality information from the NHS:** we have permission for the NHS to tell us if study members have died. We use this information, so we don't contact those who have passed away. We receive mortality data unless you permanently withdraw from the study.

You were only invited to take part in this study if you have NOT opted out of your NHS confidential patient information being used for research and planning via the NHS national data opt-out. Please note that the NHS national data opt-out does not apply where you have chosen for us to link your health records to your survey data.

Information about where you live

We use your address to add information about the area where you live (e.g. about the local environment, weather, pollution and the facilities available) and about your property.



We do not ask your permission to add this information because the data is not individual-level information about you. Usually, this information is publicly available and adding this information does not require us to share any of your personal information with any other organisations.

However, if you would prefer that we don't add any information about your area to your study record then please let us know by contacting us at:

Email:

Post:

Why do you need to know about “Stable Contacts”?

We ask you to give us contact details for your partner (if you have one) and someone who you don't live with (e.g., a relative, a neighbour, a friend) so that we can get in touch with them if we are unable to contact you. We refer to these people as 'Stable Contacts'. In rare circumstances we may contact your stable contacts if someone tells us that you are at risk of harm.

Why do you ask questions about my partner and other members of my family?

Our surveys often include questions about your child's other parent, your partner, parents, children and other people who you may live with. This is important because family circumstances have a huge impact on people's lives. We ask for some personal information relating to family members including names. This is so that in later surveys we can refer back to them and ask if their circumstances have changed. We will not include any information that could allow your partner or other family members to be identified in the data made available to researchers.

Who receives my personal data?

Our service providers

Other organisations may receive your data when they provide us with services related to the study. We use Dot Digital and Qualtrics to contact you about the study.

Biological laboratories

With permission, we collect biological samples from you and your baby which are then sent to



accredited laboratories that store and process these samples for research.

Providers of 'administrative' data

It's your choice whether we share contact details and personal information with government agencies so that we can link data from their records to study data.

The research community via Trusted Research Environments

Pseudonymised study data is made available for research purposes to the research community from around the world under secure access arrangements. Research data include survey responses as well as other research data such as linked administrative data and are either securely deposited at UK data sharing repositories called "Trusted Research Environments" (TREs) such as the Secure Lab at the UK Data Service and the SeRP via the UKLLC or released directly to the researchers following substantive data de-identification.

Access to sensitive data or data that could identify you is managed by the https://cls.ucl.ac.uk/wp-content/uploads/2017/02/CLS_DAC_Terms_of_Reference.pdf. Information about how researchers access data from the study, is described on the CLS website at '[Accessing data directly from CLS](https://cls.ucl.ac.uk/data-access-training/data-access/accessing-data-directly-from-cls/)': <https://cls.ucl.ac.uk/data-access-training/data-access/accessing-data-directly-from-cls/>. Researchers can apply to CLS Data Access Committee (DAC):

- For genetic data linked to survey data.
- For biological samples and related data such as DNA: including for genotyping or for generation of new analytes (an analyte is a substance whose chemical parts are being identified and measured). Further information about why we process your DNA sample is available at: [INSERT].
- For CLS to do extra linkages of data from external sources to your survey data.
- For data that has not been deposited at a TRE or which is held in non-digital formats.
- For access to research data deposited in a UK Trusted Research Environment.

Organisations that we communicate our research to

Pseudonymised survey responses may be quoted in press communications about the research and study data. Other people will not be able to identify you through your responses unless you have agreed to reveal your name.

Public authorities and your stable contacts

In exceptional circumstances, your personal data may be shared securely with public authorities/your stable contacts, if something you tell us indicates that someone is at risk of harm.



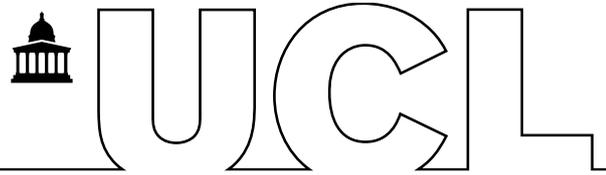
How do I use my individual information rights?

Individual rights requests (e.g., 'can I have a copy of the survey data that I've given to the study') can be sent to us at:

Call: [INSERT TELEPHONE NUMBER]

Email: [INSERT EMAIL ADDRESS]

Post: [INSERT POSTAL ADDRESS]



How long will it take to receive copies of my information if I make a data subject access request?

We normally respond to data subject access requests within 1 month.

How do I withdraw from the study?

You have the right at any time to withdraw from the study. You can withdraw from the study as a whole, or from just a particular survey, or from having your biological samples collected or from the records linkage programme. If you send us a request to withdraw from the study, we would be grateful if you could specify what your withdraw request covers so that we know what to do with the data that we already hold. If you want to withdraw, you can contact us at:

Call: [INSERT TELEPHONE NUMBER]

Email: [INSERT EMAIL ADDRESS]

Post: [INSERT POSTAL ADDRESS]

What happens to my data if I withdraw from the study?

If you withdraw from the study, information which the study has already collected about you before we received your request, will be kept and continue to be used for research purposes in pseudonymised form where the law allows us to do this.

Is my personal data transferred to other countries?

Pseudonymised research data are shared securely with researchers and research organisations from across the world. Biological samples may be sent for analysis at laboratories outside of the UK under secure agreements.



How do you keep my data secure?

We respect that you have donated your data to the study. We are committed to treating study data confidentially and keeping it secure. We keep study data secure when working on it, sharing it with other organisations or linking data to study records. The following measures are in place to keep this data secure:

Research ethics committees

Research projects involving personal data are scrutinised and approved by a research ethics committee so that our research is carried out to ethical standards.

Independent registration and standards

As part of UCL, we:

- Are included in UCL's **Data Protection Registration by the Information Commissioner's Office (ICO)** (registration number: Z6364106).
- Meet the standards of the **NHS Digital Data Security and Protection Toolkit (DSPT)** when we process data in UCL's secure Data Safe Haven (DSH). The DSH is covered by UCL's active **ISO27001** certification.

Governance and accountability

The following people, committee and group ensure that we process your data appropriately:

- **Information Asset Owner (IAO):**

The CLS Managing Director is also Information Asset Owner (IAO) and is accountable to the UCL Senior Information Risk Owner (SIRO) for ensuring risks associated with processing personal data at CLS are properly managed. The IAO is assisted by other roles including CLS Information Asset Administrator, Records Manager and Archivist, and Information Governance and Data Protection Officer.

- **CLS Data Access Committee (DAC):**

Access to CLS research data is controlled by the DAC. Further information about DAC is available here: https://cls.ucl.ac.uk/wp-content/uploads/2017/02/CLS_DAC_Terms_of_Reference.pdf.



- **CLS IG Steering Group (CLS IG SG):**

CLS IG SG, is chaired by CLS' Managing Director and attended by representatives from across CLS. This group meets regularly to oversee information governance and data protection issues at CLS.

- **CLS Information Asset Administrator (CLS IAA):** The CLS IAA is responsible for the proper handling of information within CLS studies.
- **CLS Information Governance and Data Protection Officer (CLS IG/DPO):** The CLS IG/DPO monitors and evaluates CLS' processing activities and supports teams to ensure CLS complies with formal laws and standards.
- **CLS research data governance:** CLS research data is governed by the principles and procedures set out in the CLS Research Data Access Framework and CLS Data Classification Policy.

Security measures

The following security measures help keep your data secure:

- **UCL Data Safe Haven:** Contact details and personal information and survey data are held in this secure database and processed by separate teams.
- **Access restricted to specialist teams:** Study data is managed by experienced teams who are all trained to keep your data confidential. We protect confidentiality by removing contact details from survey responses. Contact details and survey responses are managed by two separate teams. The Cohort Maintenance Team deals with identifiable information such as contact details. The Research Data Management Team manages information from survey responses. The CLS Records Manager holds secure scanned copies of original questionnaires and consent forms in our scanned and physical archives.
- **Data classification:** Research data is classified according to sensitivity and deidentified if necessary, before it is shared outside of CLS. Access to CLS research data is governed by the principles and procedures set out in our [CLS Research Data Access Framework](#) and [CLS Data Classification Policy](#). The CLS Data Classification Policy is in place to enable CLS to manage any disclosure and sensitivity risks associated with sharing research data. We assess and classify our research data before sharing it with the research community. Data is classified, pseudonymised and de-identified before it is shared securely with researchers. This ensures that you (or your family, household or partner) are not identified in any of the research data that we share with researchers, data sharing



repositories or trusted research environments. Further information is available at:
https://cls.ucl.ac.uk/wp-content/uploads/2017/02/CLS_Data_Classification_Policy.pdf.

- **Technical measures:** We pseudonymise and de-identify personal data before it is shared with data stores or TREs. This means that we remove the things that would identify you (your family, household or partner) from our research data (such as name or address) from the survey responses provided and reduce risk of identification by combining or removing information. We also use security methods such as encryption when transferring personal data outside of UCL.
- **Contracts with third parties:** ensure that your data is treated lawfully when they provide services to us (e.g., mailing or surveys or records linkage). These organisations are also required to hold appropriate registrations and certifications.
- **Physical security:** We process and store any physical documents containing identifiable data, securely in locked rooms.
- **Transfer of data outside of the EEA:** We put contracts in place and check that there are safeguards in place to keep your data safe before we send your data outside of the UK.

Policies, procedures and training

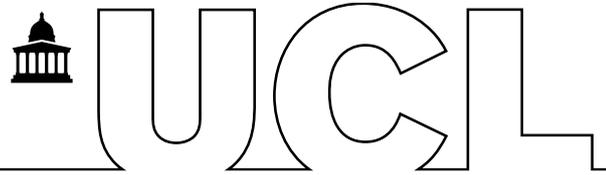
All CLS staff are required to follow UCL's data protection and Information Security Policies:

- **CLS Data Access Framework:** CLS research data is governed by the principles and procedures set out in our [CLS Data Access Framework](#).
- **Information Governance Training:** All staff must complete approved information security and GDPR training which tells them how to protect your data.

Risk management

We ensure that any risks to your data are documented, assessed and managed:

- **Data Protection Impact Assessments (DPIAs):** We do DPIAs to ensure that data flows are recorded, individual rights are considered, and plans are put in place to minimise any risks to data.
- **Information Governance Risk Register:** The CLS IG risk register is reviewed regularly, and risks are escalated to the UCL Senior Information Risk Owner (SIRO) as necessary.
- **Data breaches:** Our data breach guidelines ensure that any data breaches are reported to UCL ISG immediately, in line with UCL policy.



What are cookies?

CLS and our third-party service providers use cookies and similar technologies. When the study page is visited, it sends a cookie to the device used to visit the page. Cookies are small text files of information which are placed on devices when our sites are used. Cookies are used to:

- recognise those who use the site
- improve site users' experience
- analyse how study pages are used
- collect web-behaviour
- gather information about site users (such as internet protocol address) and
- provide security.

Which cookies does the study participant site use?

- **Google Analytics:** Our site places cookies associated with [Google Analytics](https://support.google.com/analytics/answer/6004245): <https://support.google.com/analytics/answer/6004245> (which enables us to see how many people visit the study pages and how long they are spending on them).
- **YouTube:** YouTube places a cookie when you access video content on the study website.

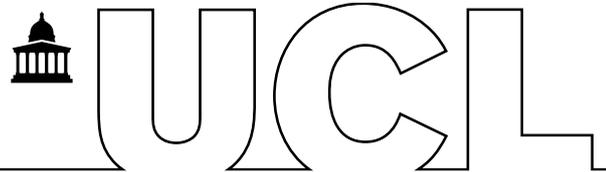
How do I change my cookie permissions?

Cookie preferences can be managed on personal devices. This is usually done by selecting the options available in the 'cookies and site permissions' option in the settings menu.

Find out how to manage cookies on popular browsers:

- **Google Chrome:** <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en>
- **Microsoft Edge:** <https://support.microsoft.com/en-us/topic/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d>
- **Mozilla Firefox:** <https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop?redirectslug=Enabling+and+disabling+cookies&redirectlocale=en-US>
- **Apple Safari:** <https://support.apple.com/en-gb/guide/safari/sfri11471/mac>

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.



Further information

Further information about the study is available in the study Frequently Asked Questions (FAQs):
[INSERT LINK]

How do I make a complaint?

We can be contacted at:

Call: [INSERT TELEPHONE NUMBER]

Email: [INSERT EMAIL ADDRESS]

Post: [INSERT POSTAL ADDRESS]

If after contacting us, there are still concerns about how personal data is being processed, the UCL Data Protection Office can be contacted at: data-protection@ucl.ac.uk or Private and Confidential, Data Protection Officer, UCL Gower Street, London WC1E 6BT.

We hope that we will be able to resolve any complaints that there may be about the study.

Study members have the right to complain to the ICO – the independent regulator which upholds information rights in the UK. Further information about making complaints to the ICO is available at: <https://ico.org.uk/make-a-complaint/your-personal-information-concerns/>.

Version control

This document was last updated on: **24 February 2023.**