



Department
for Education

UCL

**WE NEED
YOUR HELP**

**Children
of
the 2020s** 



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WHAT IS CHILDREN OF THE 2020S?

Children of the 2020s is a national study of around 8,500 children and their families born in England at the start of the 2020s. By following children and their families over time, the study aims to understand how their experiences and circumstances affect their development. We will be interviewing families when children are aged 9 months, 2, 3, 4 and 5 years old.

HOW WILL CHILDREN OF THE 2020S MAKE A DIFFERENCE?

Children of the 2020s will provide vital scientific insights into how children develop and will help the government improve the lives of families with young children in England.

This is such an important time for us to follow and understand how children are developing, and the factors that help them, eventually, to be ready for their first days at school. They will be growing up during a crucial time of recovery for our country, after the Covid-19 pandemic, and a time of great social and technological change.



WHAT WOULD WE LIKE YOU TO DO?

1 Ask you to complete a survey about your family life and your child's development. We will ask you about: who lives in your house, your employment situation (including parental leave), your child's personality and development and their sleep habits, the support you receive from people in your life, your own wellbeing, and your childcare arrangements.

2 Ask you to download a special **smartphone App** designed just for the Children of the 2020s study called BabySteps. This is a great way for us to stay in touch with you and send you news about the study. Through the app, we will also invite you to complete a small number of simple research activities so we can keep learning about how your child is getting along between now and the next time we see you.

3 The study involves combining information you give in the survey with information already collected about you and your child by the Department for Education (e.g. what children's services are being used and how children are progressing) to build a much rounder picture of families' lives.

We will also ask your permission to add information held outside DfE by NHS Digital. This will make the study even more valuable. You can find more information about this under 'Adding other information' and at [children2020s.ipsos.com](https://www.children2020s.ipsos.com).

4 If you are happy to do so, during your interview, we will ask you to **pass on information** about the study to your child's other parent (if they live with you or elsewhere) and/or your partner (if they live with you) so that they can get involved too. We would like to invite them to complete an online survey.

We expect the main interview to take around 50 minutes. If you have twins or triplets the interview will take slightly longer. As a thank you for your help with the main interview you will receive a voucher.

WHO IS INVOLVED?

Ipsos is collecting the data for Children of the 2020s.

- Ipsos is an independent research organisation that carries out many large studies on behalf of government on topics such as education, health and employment.
- Ipsos is bound by the rules of the Market Research Society Code of Conduct, which is the governing body for market research organisations. Further information about Ipsos can be found at: www.ipsos.com.
- University College London is one of the world's leading universities, and is in charge of the project as a whole, working on behalf of the Department of Education. UCL has also designed the BabySteps app and is responsible for the data collected through the app.
- The project also involves the University of Cambridge, Oxford and Birkbeck, University of London who are providing scientific advice and guidance.



ADDING OTHER INFORMATION

Government departments and agencies collect information about all of us to help them provide the services we need. This information is stored in administrative records.

The Department for Education already collects information about what children's services are being used and how children are progressing at school. They also hold information about your educational background, such as exam results and participation in further education. They will combine this information about you and your child with data collected in this study to build a much rounder picture of families' lives. As the Children of the 2020s is commissioned by the DfE, your and your child's education records will be added to your survey answers as a standard part of the study. If you did not want this to happen, you can let us know using the contact details at the end of this leaflet.

Children's health is also important for understanding what affects their wellbeing and how they get on in school. So, we will also ask your permission to add information about your child's health from their NHS

records. Similarly, it is very helpful for us to know about their parent's/carer's health. We will also ask your permission to add information about your health from your NHS records. These records include information about admissions or attendances at hospital, visits to a GP or other health professional (e.g. midwife), specific conditions and prescriptions given. You do not have to agree to this, and if you choose not to, you can still stay in the study.

If available, we would also like to add information from the child's other parent's (if they live with you or elsewhere) and/or your partner's (if they live with you) education and health records. This will be asked as part of their online questionnaire.

Your decision about whether or not 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.

WHY IS ADDING THIS INFORMATION IMPORTANT?

The information in these records adds more detail to the information we collect from you in the survey. It means we do not have to ask you so many questions about your child and you.

Your child's and your information will be treated in strict confidence in accordance with the General Data Protection Regulation (GDPR). This information will be anonymised and made available securely by DfE to suitably qualified researchers' conducting legitimate research on children's development in the public interest. Personal data identifying you or your child are never given to these researchers.

As an example, adding information about what childcare services parents use to their survey answers can help the government understand what types of childcare are most frequently used and which are most effective at helping children to learn and grow. As a result, childcare services can be improved for families across the country.

It helps us build a more complete picture of family life and how the different things parents have experienced can influence children's development in the early years.

This is why we also ask for the other parent and/or your partner's records; their life and current circumstances may have an important effect on you and your child and we are only able to collect very limited information from them in their online survey.

Adding information from administrative records makes the study even more useful for researchers and policymakers, who will use this information to improve public services for everyone.



WHAT IF YOU CHANGE YOUR MIND?

You can change your mind about adding information from these records or withdraw your permissions at any time, without giving us a reason. Please use the contact details provided at the end of this leaflet to do this.

If you change your mind about adding information, any data already collected will continue to be processed unless you explicitly request that we delete it.

Because this study is trying to understand how children get on in the long term, we would like to add these records on an ongoing basis. You can tell us to stop doing this at any point without giving a reason. Once your child is an adult, they will have an opportunity to decide whether they would be happy for us to continue to add this information from these records, or not.

The interviewer will be happy to talk this through with you further when they contact you and answer any questions you may have.

More information is on the study website:
children2020s.ipsos.com

WHAT WILL HAPPEN TO THE DATA WE COLLECT IN THE SURVEY?

The information you provide will be treated in strict confidence in accordance with the General Data Protection Regulation (GDPR). The only purpose of the research is to understand children's development and families' lives in more detail so that families can be better supported in the early years. The information is collected and used for research purposes only.

The information you provide us as part of this survey will be anonymised and made available securely by DfE to suitably qualified researchers' conducting legitimate research on children's development.

Ipsos, UCL and DfE will store your information securely and keep it strictly confidential.

When information about you is sent between Ipsos, UCL and DfE it is encrypted and sent via secure transfer systems, in line with the most up to date security rules and procedures.

Participation in this research is not compulsory and you have the right to withdraw at any stage, without having to give a reason. You can contact us using the details at the end of this leaflet to withdraw from participating in the survey, adding information from administrative records, or the study as a whole. If you withdraw from the study, any data already collected will continue to be used unless you explicitly request that we delete it.

More information about privacy and confidentiality is available on the Children of the 2020s website: children2020s.ipsos.com/faqs/privacy.html



WHO HAS APPROVED THIS RESEARCH?

This research has been reviewed and approved by the Research Ethics Committee of University College London; an independent group of people to protect your safety, rights, wellbeing and dignity.

If you wish to make a complaint about the conduct of the study you can contact the Chair of the UCL Research Ethics Committee by emailing: ethics@ucl.ac.uk or writing to: Office of the Vice-Provost (Research), University College London, 2 Taviton Street, London, WC1H 0BT.





CONTACT US

If you would like more information about the survey, please contact Ipsos using the details below:



0800 056 8184 (calls from landlines are free but costs from mobile phones may vary, please check with your provider)



children2020s@ipsos.com

FIND OUT MORE ABOUT CHILDREN OF THE 2020S

For further information about the study in general please visit the study website: children2020s.ipsos.com

