Download the BabySteps app

BabySteps is a free smartphone app that was designed by child development experts to help parents record precious memories of their children growing up and help scientists study child development at the same time. The version that is used for Children of the 2020s has been specifically tailored for this study. By downloading the app, you will have the opportunity to create a unique record of your child's learning and development over their first few years of life, stay in touch with the Children of the 2020s study, help scientists understand early child development better, and earn e-vouchers by completing activities.

How to download your BabySteps app

Please note that this app is **free** to download and use. Complete the steps below on your smartphone device:

1. Open the application you use for downloading your apps

   On **Apple** devices this is called 'App Store', and looks like:

   On **Android** devices this is called 'Play Store', and looks like:

2. On this app, **search 'BabySteps Children of the 20s'** and select the app with the logo:

3. **Click 'Get'/'Install'.** Once the app has been installed on your device, you're ready to get started!

OR

Simply scan the **QR code** using your smartphone camera and follow the steps online:

Getting started

Complete the steps below to set up your own BabySteps account:

1. Click the BabySteps icon to open the app. Once open, you will see a screen that introduces BabySteps. Please read this information and then click **'Join Study'**.

2. On the next screen, you will see a **'Consent'** page. This page will ask you to confirm that you have read through the study information and are happy to proceed with taking part. This screen will also give you the opportunity to review the Privacy Policy if you would like. You can also do this within the app itself at any time by clicking the 'About' tab.

3. To confirm that you are happy to take part in the app, please use your finger or a stylus to **add a signature in the box** provided at the bottom of the screen, and **click 'Done'** to continue.

4. The next screen asks you to **register your BabySteps account** and set your own secure password.
   - You will be asked to enter your email address, your first name, your relationship to the study child, their first name and their date of birth. This information is collected to help us personalise the app for you and your baby and also so that we can send you e-vouchers and news and information about the study. Your email address will also allow you to request a password re-set if you need it.

For more information, please visit the study website:
https://children2020s.ipsos.com

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- Your password means that information you enter into the app will be secure on your phone, and will enable you to transfer all your Babysteps information to a new phone if you get one.

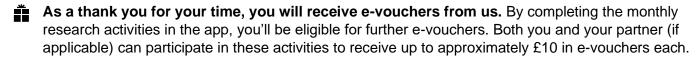5. **Enter your unique 7-digit login code** and click **'Submit'**.

> If you need a reminder of your unique login code, please contact the UCL study team by email at **babysteps@ucl.ac.uk** or freephone at **0203 108 2248**

6. So you don't miss out, **follow the instruction in the app popup to enable BabySteps to send you notifications**. You can also find these instructions in the app FAQs on the 'About' tab.

You are now good to go! To begin, why not try personalising your app by adding a picture of your child. Click the camera in the top-left hand corner of the home screen and follow the instructions to **take your baby's photo**. This photo is just for you and will not be used for the research.

Taking part

Once you have downloaded the free app, you will have access to its special features! Using the 'Baby Diary' feature, you can create your own personal record of your child's development by uploading precious memories, photos and videos of your child as they grow up. Any entries you make in your 'Baby Diary' is for you only and will not be used for the research. The app is also a great way to stay in touch with the Children of the 2020s study! You can directly contact the study team using the feedback feature. You will also receive study updates from the UCL study team in the 'News & Articles' section. You can even suggest questions to ask other parents/carers in the study. Under the 'Research Activities' tab, you'll also find any research activities that are currently ready for you to complete. These short activities are enormously helpful for the Children of the 2020s study, and gives us a more complete picture of family life and child development. One new activity will be released approximately each month and the more activities you do, the more complete the picture will be, and the more e-vouchers you will receive. To take part, simply click on an activity and follow the instructions on-screen. If you are the caregiver of twins/triplets/quadruplets, please refer to our FAQ "Can I use the app if I am the caregiver of twins/triplets/quadruplets?" which can be found in the 'About' tab on the app.

As a thank you for your time, you will receive e-vouchers from us. By completing the monthly research activities in the app, you'll be eligible for further e-vouchers. Both you and your partner (if applicable) can participate in these activities to receive up to approximately £10 in e-vouchers each.

Your data will be protected. The information you provide through the app will be stored in a highly secure system provided by Amazon Web Services, and will only be used by the study team. Amazon staff will not have access to any of your information, nor will anyone else outside the Children of the 2020s' study team. Any information, photos or videos you share with the app will be kept confidential, and only those submitted via the 'Research Activities' will be used for the research. BabySteps cannot access other information collected by your smartphone. It cannot access your smartphone usage information, nor can it track your location. Your data will not be passed on to any third party. The app includes an option to share your 'Baby Diary' entries (such as photos or videos) to your own social media accounts for sharing with friends and family if you like, but this is entirely up to you for your convenience and enjoyment. The BabySteps app does not include any adverts.

Any questions?

If you have any questions or require any assistance to take part, please click the 'About' tab or you can contact UCL by emailing **babysteps@ucl.ac.uk** or calling the freephone number **0203 108 2248**.

For more information, please visit the study website:
https://children2020s.ipsos.com