

OPPORTUNITIES AND CHALLENGES

in POST COVID WORLD

EARLY LIFE COHORT FEASIBILITY STUDY



SAMPLING

Under-represented UK BABIES

MEASUREMENT

Test FEASIBILITY of data COLLECTION & LINKAGE

ENGAGEMENT

For SCIENTIFIC + POLICY VALUE

Face to face FIELDWORK

OPPORTUNITIES

Pandemic IMPACT + MOTIVATION

Delay = help development + data links
GGGG

CHALLENGES

? Unusual ?
? Conditions ?
?

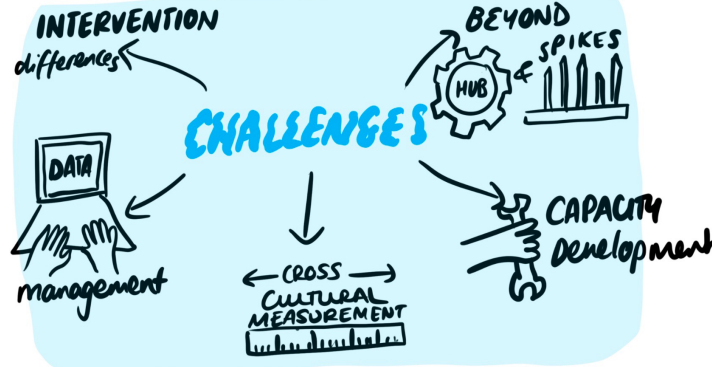
DELAYS

COSTS

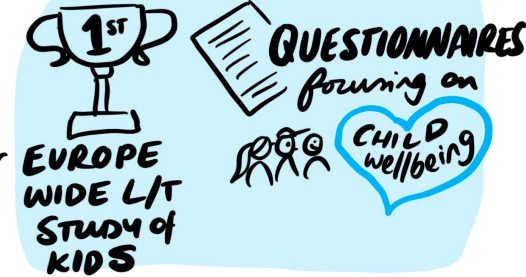
VALUABLE DATA =

Unique time

EVIDENCE for BETTER LIVES



GROWING UP in DIGITAL EUROPE



GEN-V

Cohort in Victoria of 150,000 babies in Oct 21 - Sept 23

CONSENTED COHORT

BIOSAMPLES

LINK ADMIN & SERVICE DATA

GEN-V DATA

INTEGRATED STUDIES

Aim to SOLVE COMPLEX ISSUES facing our KIDS & ADULTS

"Like a PIÑATA"

OUR FUTURE HEALTH

Representative cohort so res.chrs can use data to

PROTECT - chronic
DETECT - disease
PREVENT

CHALLENGES

- Representative recruitment
- Engagement

OPPORTUNITIES

- Targeted studies
- Digital footprint

OPPORTUNITIES AND CHALLENGES in POST COVID WORLD

How will we ensure **DIVERSITY?**

SAMPLE BOOSTS
AND

Targeted recruitment
PLUS



INCENTIVES
+ value exchange

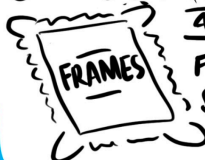
Representativeness at **LOCAL LEVEL** rather than **NATIONAL?**



ASK everyone

Considering
BARRIERS

Importance of **SAMPLING** AND **FAMILY STRUCTURES**



ROLE of **INTERVENTIONS**

TRIALIST

LONGITUDINAL RESEARCHERS

Easy to **MOBILISE ACTION** in **CITIES**
- trials with a small fraction of city sample.



PRIORITISE TRIALS for BIGGEST LONG TERM IMPACT?

INTERVENTION = INNOVATION

Role of **INFECTION**

COVID IMPACT

Measure the 'COVID GENERATION' & IMPACT on TRAJECTORIES of MOTHERS & KIDS

Examples of **INNOVATION...**

Different TYPES of DATA



IMPACT - of - BEHAVIOUR CHANGE



Different **COLLECTION METHODS**

