

OPPORTUNITIES AND CHALLENGES in POST COVID WORLD

closer secured MORE FUNDING for further 2 YRS!

EARLY LIFE COHORT FEASIBILITY STUDY

SAMPLING
Under-represented UK BABIES

MEASUREMENT
Test FEASIBILITY of data COLLECTION & LINKAGE

ENGAGEMENT
For SCIENTIFIC + POLICY VALUE

OPPORTUNITIES
Pandemic IMPACT + MOTIVATION

Delay = help development + data links

GGGG

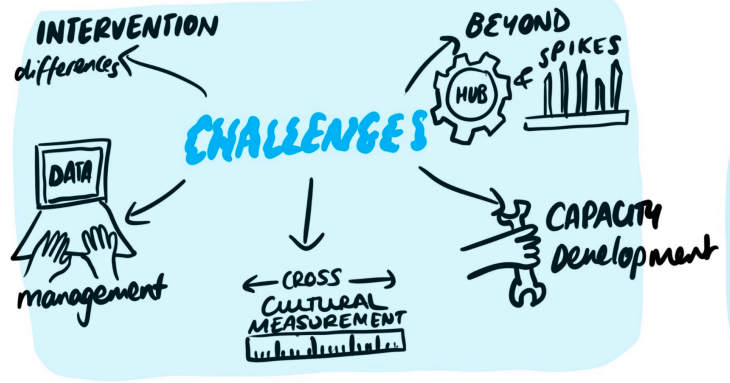
CHALLENGES
? Unusual? ? Conditions? ?

DELAYS

COSTS

VALUABLE DATA = Unique time

EVIDENCE for BETTER LIVES



GROWING UP in DIGITAL EUROPE

1ST QUESTIONNAIRES focusing on CHILD wellbeing

EUROPE WIDE LIT STUDY of KIDS

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 - disease

CHALLENGES

- Representative recruitment
- Engagement

OPPORTUNITIES

- Targeted studies
- Digital footprint

OPPORTUNITIES AND CHALLENGES in POST COVID WORLD

How will we ensure **DIVERSITY?**


Examples of **INNOVATION...**

SAMPLE BOOSTS AND
Targeted recruitment 
PLUS
INCENTIVES + value exchange 



ASK everyone 

ROLE of INTERVENTIONS


PRIORITISE TRIALS for BIGGEST LONG TERM IMPACT?

Different TYPES of DATA 


IMPACT - of - BEHAVIOUR CHANGE

TRIALIST  **LONGITUDINAL RESEARCHERS** 

INTERVENTION = INNOVATION

Different **COLLECTION METHODS** 

Representativeness at **LOCAL LEVEL** rather than **NATIONAL?**
 **CITIES** VS  **COUNTRIES**

Considering **BARRIERS** 

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


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

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