

Did

you

know?

CO90s Factsheet



How you're helping to make a difference

Firstly, THANK YOU.

Without you we would not be able to continue our important research and make new findings - you've helped make a big impact:

Your involvement helped to discover a link between exposure to creams containing peanut oil and **peanut allergies** in children.



In the early 1990s up to 2,000 babies a year in the UK died from cot death (SIDS). Our research into baby sleeping positions helped confirm the safety of placing babies on their backs - ahead of the government launched '**Back to Sleep**' campaign.

Today the research has helped prevent an estimated 10,000+ deaths in the UK and 100,000+ worldwide.

At the height of the **COVID-19** pandemic, the data you provided fed directly into government policy, and helped researchers to understand the prevalence of the disease, including asymptomatic cases, immunity and its effects on physical and mental health. We worked closely with other studies across the country to better understand Long COVID and its long-term impact on health.



CO90s Facts & Figures:

Study participants:

Originally just under 15,000 pregnant women were recruited to take part and as their families have grown with children and for some, grandchildren, there are now over **35,000 enrolled participants**. This breaks down as:

- **14,153** original study mothers (average age 62 years) and **3,628** study fathers (average age 66 years)
- **14,675** Study children or Children of the 90s (average age is 33 years)
- **2,734** Children of the Children of the 90s (aged 0-16 years)

In 2021 we launched our biggest ever clinic, named **@30**. As CO90s are no longer children but now adults, they represent a typically understudied group. Scientists hope that by studying this age group they can help to unlock the causes of future ill health.

More than **3,000 academic papers** have been published.

Over **1,000 researchers** around the world use our data.

The @30 clinic was the largest ever collection of health data with **over 13,000 appointments** - helping us create a rich source of data - across the original Children of the 90s, their parents, partners and children.

1.5 million
biological
samples
from
20,000+
participants

3,000+
heart echo
scans

2,000
retinal
scans

1,500+
brain
scans

11,500+
milk teeth &
112,000+
toenail
samples

childrenofthe90s.ac.uk