

# Kid's Activity

Now our BiB kids are getting older it is great to compare how they have grown.

Can you match our staff members to their childhood pictures?



Rosie Programme Director



Katie Office Manager



Sara Research Fellow



Nim Research Fellow



Shahid Research Fellow



Alex Database Manager



We would love to see how your children have grown up.

Why not send your pictures to [borninbradford@bthft.nhs.uk](mailto:borninbradford@bthft.nhs.uk) and we will share them on our social media!

**bi b**  
We are family  
BORNINBRADFORD  
**News**  
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## Inside this issue:

BiB Recruits again!

What have our Early Years studies found?

Can you match the staff member to their baby picture?



# BiB: The Early Years

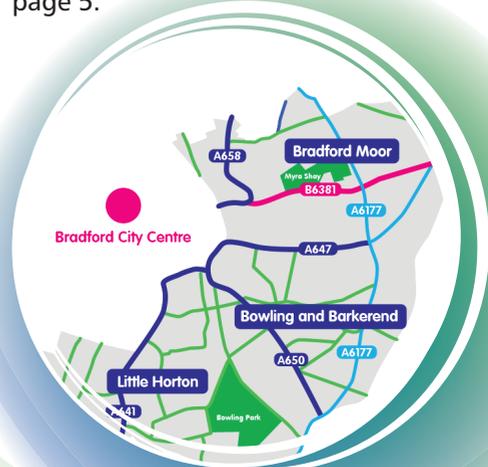
# Letter from Rosie



**Welcome to our first newsletter of 2019!** I hope that you all enjoyed some rest and relaxation over the festive period. 2019 is going to be a very busy year for the BiB team... Did you know that our oldest children are now 11 years old, and have started secondary school? We can't believe how quickly time has flown! We are continuing to follow up all our families who first joined the study between 2007 – 2011 in our BiB Growing Up, BiB Primary School Years and School Nurse projects. You can find out more information about these studies on our website. If you haven't received an invitation to take part in our follow-up studies yet please do get in touch with us, we would love to hear from you!

In this issue we are focusing on the work we are doing with our younger families. Our Born in Bradford's Better Start study is going from strength to strength, and we have recruited over 2000 families living in Bowling and Barkerend, Bradford Moor and Little

Horton to the project, you can read more about this on page 7. We are also very excited to announce that Born in Bradford is opening its doors to recruitment once again! From 2019 we will start asking all pregnant mums who are booked to give birth at Bradford Royal Infirmary if they would like to become part of the BiB project. By recruiting even more families to our study we will be able to find out better ways to keep families healthy and happy. You can find out more about the study on page 5.



## Power to the people!

The valuable information that our families share with us has allowed us to make important scientific discoveries about what keeps families healthy and happy. You can find out more about our findings on our website (<https://borninbradford.nhs.uk/our-findings/different-findings-in-a-nutshell/>). Often, the topic areas that researchers focus on are influenced by the priorities of research funders or government policy. Born in Bradford wants to shift this balance of power and start getting our communities to set our research agenda! In 2019 we will be asking our communities what is important to them to keep children happy and healthy, and we hope to use this information to plan new research in the future. You can help

us by completing our survey here. [www.borninbradford/haveyoursay](http://www.borninbradford/haveyoursay)

Finally, it is with great sadness that we said goodbye to our dear colleague and friend Ann Barratt who passed away in August 2017. You can read our tribute to Ann on page 10. We will miss Ann terribly, but will remember her with joy and happiness in our hearts.

As ever, a big thank you from me and the BiB team for your continued support,

**Rosie**

**BiB Director**  
@drrosiemc



## BiB needs you!

**12,500 families joined the Born in Bradford research study between 2007-2011**

Our families gave us information which has helped answer important questions about why most families are healthy and happy but some families are not.

Now, all the BiB children are at school, so we would like to find out how lives have changed for our BiB families over the last 6-10 years. We are calling this project **BiB Growing Up!**

BiB will use what we learn to help plan ways to improve the lives of people in Bradford and elsewhere. We'll be getting in touch with all our families to invite them to take part. Look out for this or get in touch to arrange an appointment with us today.

**For more information visit: [www.borninbradford.nhs.uk](http://www.borninbradford.nhs.uk)**

[@BiBResearch](#) [Born in Bradford](#)

The Born in Bradford Growing Up study is funded by the Medical Research Council and the Economic and Social Research Council



**Book your  
Growing Up  
appointment!**

**Call: 01274 364474**

**Email:  
borninbradford  
@bthft.nhs.uk**

## Born in Bradford recruits again!

**Are you pregnant or know someone who is?** Born in Bradford are launching an exciting new research project for all pregnant women to join! All women booked to have their baby at Bradford Royal Infirmary will be invited to join Born in Bradford by their midwife. The aim of the research is to join together lots of information from different records so that we can better understand what helps to keep us all happy and healthy.

Lots of organisations regularly collect data about the services they provide to you and your children; this is known as routine data. For example, NHS providers like GPs, dentists and health visitors keep health records so they can provide health services to you and your children and education organisations keep information to help them to provide services for your children in schools. All of this information is collected



electronically and stored separately on different systems. By linking information together we can build up a much clearer picture of people's lives and answer questions that may help to improve health, care and services through research and planning.

We are really excited to open recruitment again to Born in Bradford and can't wait to welcome lots of new families into the project! If you're pregnant or know someone who is, there is more information about the project in the antenatal care booking pack you get from your midwife. You can also contact us here at BiB or look on our website. **[www.borninbradford.nhs.uk](http://www.borninbradford.nhs.uk)**



# Why do the Early Years Matter so Much?

**There is a lot of evidence** that shows that what happens in the early years of a child's life (before they go to school) will affect their health and wellbeing throughout their life. Everyone agrees that we should support children's early health and development, but unfortunately there is not much research to say how best to do this. In Born in

Bradford we are at the start of an exciting journey that will allow us to lead the way in providing evidence on how to give children the best possible start in life.

Born in Bradford families have already helped us to find out so much about the how important the first years of life are.



## Born in Bradford's Better Start

In 2016 we started recruiting into a new birth cohort study - Born in Bradford's Better Start (BiBBS for short!). We like to think of this study as Born in Bradford's baby sister. Unlike Born in Bradford, we are only recruiting families who live in three areas of Bradford: Bowling & Barkerend; Bradford Moor; and Little Horton. We are interested in these areas because the Better Start Bradford programme is working there to give extra help to pregnant mums and families of 0-3 year olds to help improve their health, wellbeing and language development. The BiBBS study will look at all of the projects to see which ones make the biggest difference to families. These projects can then be rolled out to all families in Bradford, and across the country.

we have found that women who see the same midwife before and after birth are more satisfied with their care and are able to talk about their concerns more easily. Born in Bradford and Better Start Bradford are now working with midwifery to make changes to the service so that it works better for mums and midwives.

### Finding out More

If you or your partner are pregnant and live in one of these areas we would love for you to join the study! The research team will talk to you when you go to your Glucose Tolerance Test, around 26-28 weeks of your pregnancy. If you haven't spoken to the research team, but want to take part, you can contact us on **01274 383941**; or email **[bibbs@bthft.nhs.uk](mailto:bibbs@bthft.nhs.uk)**

### A Big Thank You to our Amazing BiBBS Families

Our BiBBS families are already making a difference. Thanks to BiBBS mums,

You can find out what projects are happening by visiting: **[www.betterstartbradford.org.uk](http://www.betterstartbradford.org.uk)**

# Meet the team Rifat Razaq

**Community Research Coordinator for  
Born in Bradford's Better Start**

## **Tell us a bit about yourself**

My name is Rifat Razaq and I am currently working on the BiBBS (Born in Bradford Better Start) project as a Community Research Coordinator. I am from Leeds and have worked in various areas in the past including children's services, maternity services, the third sector and in research.

## **What are you currently working on at BiB?**

I am currently working on the Born in Bradford's Better Start (BiBBS) study. The BiBBS study recruits families in Bowling and Bakerend, Bradford Moor and Little Horton to look at the effect that a number of projects run by Better Start Bradford have on the lives of children under the age of 4. The aim of the Better Start Bradford projects is to help improve the lives of families by looking at children's language and emotional skills and their diet and health. I manage the team who recruit pregnant women, usually at their Glucose Tolerance Test at the Hospital. We also see women at



other appointments and do home visits. When we recruit women to the study we ask them to fill in a questionnaire about their lives and ask for a small blood sample from women. BiBBS is a family study so we also try to recruit as many dads and partners to the study as well, and they have their own questionnaire to fill in if they wish to take part.

## **What is the project trying to find out?**

BiBBS is trying to understand if

different projects commissioned by Better Start Bradford help to give children the best start in life. We aim to recruit around 5000 pregnant women on to the BiBBS study to help us understand children's health and development and learn more about families in Bradford to lead healthier and happier lives.

## **What is your favourite thing about working for BiB?**

I really enjoy working in all areas of BiB but my favourite thing about working for BiBBS is engaging with participants from a diverse range of backgrounds. It's a real pleasure to work with families through pregnancy and then visit them after giving birth to meet their new baby. It's also great being a part of an amazing and talented wider BiB team.

## **Future hopes and aspirations**

I hope that I am able to build on the current work and also carry it forward to drive the recruitment. In the further future I hope to work in the international field.

# A Big Thank You

from the Hiba study of iodine

# hiba

health & iodine status of babies

The Hiba study of healthy iodine in food completed their last home visit in December 2018. We want to say a huge thank you to all the mums who have contributed their time and their enthusiasm over the last two years.

Iodine is a normal part of your everyday diet. Your body uses it to help you and your baby grow and develop. We don't know how much iodine levels change during and after pregnancy, so we were asking mums in Bradford to help us find out. You told us about what foods you eat and we looked at how that related to the way the thyroid gland in your neck works.

## **What happens next?**

We will be spending the next few months looking at all the information you've told us and we will put some of our key findings in a future newsletter and on the Born in Bradford website for you. The NHS are also very interested in learning how best to support new mums have a healthy diet.



## In memory of Ann Barratt

As some of you will already know Ann Barratt our beloved Family Liaison Officer passed away on 8th August 2017 following a long illness.

Ann was a friendly and familiar face within both the Research Institute and the BRI having worked at Born in Bradford for 10 years.

John Wright, Director of the Bradford Institute for Health Research, knew Ann very well and has written the following tribute to her. "Ann was the life force for BiB working with communities and families and instilling her unique values of social justice and fairness," says John.

"BiB was important to her because she recognised how it was a mirror to the city that she was so passionate about. The strapline for BiB is 'We are family' and Ann was definitely the mother of the family. "It was remarkable that she survived for so long with such an aggressive cancer, but she was a remarkable woman. She leaves behind a loving husband Paul and three wonderful daughters and a legacy of laughter, love and hope."

Here at Born in Bradford we recently unveiled a plaque in memory of Ann within our office, so that she and her legacy will be remembered for future generations of BiB staff.