



For a Healthy Future

News

Ready, teddy GO!

Date set for FREE BiB party

Not to be sneezed at

Latest study explores allergies

Sneak preview

Our new birthday card...



Closer to
our target



We're aiming to recruit 10,000 mums and babies to the BIB project... currently this stands at **7,500**

Many nappy returns!

HERE'S a sneak preview of our new birthday card, which will be sent out to all of our BiB children when they become two-years-old!

The new design builds on the success of the cards that are sent out to all babies on their first birthday.

It features smiling twins photographed by our artist-in-residence Ian Beesley – and a specially-written poem by local poet Ian McMillan.

The photo was taken as part of a new project capturing some of the 60 sets of twins that are now part of BiB – as well as our first set of triplets!

Sending a birthday card is one of the ways in which we thank all the families for supporting our project. Without their involvement, the project would not be able to make

the difference to people's lives that we want it to.



Happy Second Birthday, Born in Bradford

*She's kicking her legs because she wants to run,
He's leaning forward to hear the news,
Both living in a world of songs and fun:
The simple sun shines and the sky is blue*

*And in years to come this sister and brother
Will hear the twin cry and feel them laugh
Even if there's a distance, one from the other,
They're always side by side, like this photograph*

by Ian
McMillan



Soaring allergy rates: we ask, **WHY?**

THOUSANDS of BiB children are to play a key role in unravelling the mysteries behind the spiralling rate of allergies.

The ALL IN (Allergy and Infection) study is the latest in a growing number of projects being carried out by BiB researchers.

It aims to shed new light on why asthma, eczema and other allergic diseases have increased dramatically among children in the UK and other developed countries over the last 20 years.

“We want to know why – but one possibility is because common infections early in life have become less frequent,” said Dr Peter Dickson, Medical Director of NHS Bradford and Airedale, one of the health partners in the BiB project.

“Our aim is to assess the theory that excessive prevention of early childhood exposure to dirt can alter the development of the immune system.”

Our launch of the study is timely – new research has revealed a 40% jump in the painful skin condition of eczema in just four years. The onset of summer time often heralds a traditional rise in allergies, such as hay fever.

BiB is recruiting 4,500



CHILD'S PLAY: BiB community research administrator Jo Stott with Adam Benjamin, the first of 4,500 Bradford children being recruited to help unravel the mysteries of allergies

children to take part in this particular study from the full research cohort of 10,000 participants that it hopes to have in place by early next year.

Adam Benjamin, aged one, of Odsal, Bradford, launched the new study by becoming the first toddler to give a small blood sample to the team.

A small blood sample is needed from each child in the study to find out if they have been exposed to common childhood infections. The researchers will look at how these infections affect the immune system and the chance of developing allergies.

Researchers also took a number of body measurements, including weight and height, while his mum, Michelle Pietkiewicz, filled in a questionnaire about his health and lifestyle. Each of these elements will be closely analysed.

Get set for the **B**

Plans unveiled for BiB summer party celebration

PLANS are being finalised for this year's Teddy Bears' Picnic to celebrate the work of Born in Bradford.

The free event – which promises to be bigger and better than last year's inaugural party – is taking place from 11.30am to 2pm on Thursday July 16 at Lister Park.

Make a date in your diary now – and don't forget to bring your favourite teddy!

There will be plenty of family fun, games, attractions and information for children, adults – and teddies.

Attractions being lined up include face painting, a bouncy castle, story telling and teddy competitions.

Star turn will be Poppets Puppets, who will be performing their popular brand of stories, songs and fun.

It is also a great opportunity to meet other mums, dads and children

involved in the project – as well as some of the doctors and health researchers behind it.

This year we are teaming up with our friends from the Bradford Real Nappy Project.



Poppets Puppets



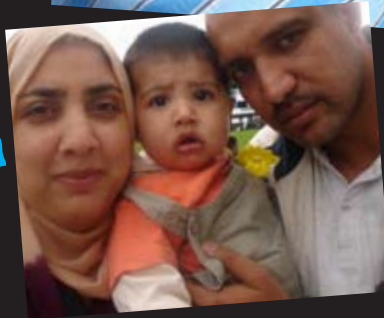
b i b **Teddy**
BORN IN BRADFORD
For a Healthy Future
Bears
Picnic
IN THE

ear necessities!

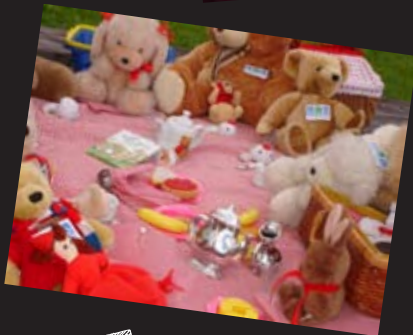


Some of the comments made by people who attended last year's event:

- "I think this event is a great idea because it shows and gives ideas of life and organising baby after birth"
- "Kids really enjoyed themselves it was nice to get them out for the day"
- "Children had loads of fun."



ldy



PARK

MAKE A DIARY DATE

What?
BiB summer party

When?
Thursday July 16 2009,
11.30am – 2pm

Where?
Lister Park, Bradford

*Don't forget your teddy!
See you there!*

Ian zooms in on BiB

THE work of Born in Bradford will be brought into sharp focus over this summer – literally.

Images taken by our artist-in-residence, photographer Ian Beesley, will be showcased at a new exhibition at the Bradford 1 Gallery in Centenary Square.

The exhibition is the first public showing of photographs taken by Ian to date. He has been tasked with capturing the work of the project photographically – with a special interest in babies and dads.

It runs until August 2 2009. Further information is available from 01274 437800.

Opening times: Tuesday, Wednesday, Friday, 11am – 6pm; Thursday 11am

– 8pm; Saturday and Sunday 12 noon – 5pm. Closed Mondays.



IN FOCUS:
pictured are
some of Ian
Beesley's
photographs
from the new
exhibition



SPOTLIGHT ON...

Suzannah Crookes

Suzannah is a parent volunteer who sits on the Advocacy and Scrutiny Committee (ASC) for Born in Bradford

What is the role of the ASC?

The ASC is part of the formal structure of the BiB project and works alongside the Executive Committee.

The purpose of the ASC is to review the work which goes on as part of the BiB project from the point of view of the parents, carers and children who become involved. The parent volunteers who sit on the committee are an interface between the families of BiB babies and the medics and scientists who put together the research.

How does it make a difference/contribute to the success of BiB?

BiB is undertaking a lot of very valuable research and the ASC aims to look at this from a non-scientific perspective, and helps to make sure

that those recruited to the project feel comfortable with and understand what is going on. For example, the ASC may comment on the way a particular research project is run – perhaps in relation to how a questions are phrased or to ensure that data can be gathered with the minimum disruption to a family's routine.

This is very important as we want involvement with BiB to be a positive experience for all concerned – the recruitment and ongoing involvement of the BiB babies and their families is key to the project's success.

The ASC also aims to focus on the importance of BiB to the city of Bradford, so putting research in context given the history of the city and its diverse communities.



**Suzannah
and Eleanor**

What prompted you to get involved?

I have had three children all born here in Bradford and the youngest is a BiB baby. I learnt a bit about BiB in the months before my baby was born and thought the research sounded very worthwhile and interesting. The ASC was mentioned in a newsletter I read when my daughter was a few months old, and I felt I'd like to learn more and be involved in such an exciting and ambitious project.

■ If you are interested in becoming a parent volunteer, go to www.borninbradford.nhs.uk, or call 01274 364474.

BiB on Facebook

Born in Bradford has launched its very own Facebook group in order to reach wider audiences, and to communicate more effectively with families who have signed up to the study. The group, named Born in Bradford, can be accessed by anyone who has a Facebook account and aims to give the latest information about the project, such as recent news, upcoming events and photographs. Facebook, which reported 200 million users worldwide in April, has grown to become the most popular social networking site in the UK, and is used actively by all members of the community and various

cultures. To join the BiB group simply register at www.facebook.com and search for 'Born in Bradford'.

BBC website boost

New updates about the

BiB project are featured on the BBC's website about the West Yorkshire community. Check out the latest news and pictures at www.bbc.co.uk/bradford/people/born_in_bradford.

Have I got news for you!

Students from Buttershaw Business and Enterprise College have chosen Born in Bradford as the subject for School Report – a BBC-led project in which young people are encouraged to make their own news programmes. They have been out filming in Bradford as part of their investigation into 'obesity' – one of BiB's research projects. The would-be journalists looked at sports facilities in the district and found them wanting. They also looked at how their own school was dealing with healthy eating.

CHANGES OF ADDRESS

It is really important to the success of the project that we can keep in contact with everyone we have recruited so if you change address and have lost our office details then just let your GP know. As you will remember the GPs are all part of the Born in Bradford project so we will be advised of these changes of address from the central register held by the Primary Care Trust.

BORNINBRADFORD

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