



News

For a Healthy Future

Party in the Park

Our best birthday yet!

Seeing double

Twins snap into action

A 'grand' idea

BiB 1000 is launched



Closer to our target



We're now aiming to recruit 13,000 mums and babies – see back page. Currently, we stand at **9,000**

It's twin-credible!

MORE than 60 pairs of twins – as well as one set of triplets – are now part of the BiB project.

With the help our artist-in-residence, Ian Beesley, we have been busy capturing them on film as part of a major photographic arts project, as well as for a new BiB birthday card.

A big 'thankyou' to everyone

who has agreed to take part.

Ian has been snapping away for several months, leaving him with a very different form of 'double' vision.

Here, we are pleased to be able to show you a selection of some of the photos that have been taken to date.



Tackling a **weighty** problem

MEET THE TEAM:
from left, Rosalie,
Chrissie, Usma, Jo,
Zille, Kate, Asma
and Jackie

BiB 1000 is an exciting new project examining the causes of a growing childhood obesity problem. Here, BiB programme manager DR PAULINE RAYNOR explains more...

Why are we concerned?

The UK is experiencing a major obesity epidemic, which I am sure you have heard about. Childhood obesity is a serious health problem, which can have grave consequences for a child's future health.

What are we doing in BiB 1000?

Many different professionals are working with children of school age to tackle the problem. But, by the time children start going to school, some are already very overweight. So the BiB 1000 project is focusing on very young babies and young children to try to find out how to prevent children becoming overweight in first place.

Who and what is involved?

BiB 1000 is a group of just over 1000 mothers who agreed to take part in this strand of the Born in Bradford project when they were recruited for the main study between August



2008 and March 2009. Our specially trained community research team sees the families when the children are 6mths, 12mths, 18mths, 2 years and 3 years old. Some families have already been visited and information collected for the study.

What happens?

Babies are weighed and measured and a questionnaire is completed. The questionnaire asks about the mother's health and the child's family but is mostly about the child's feeding, health and development, child care and general health. This information will help us to try and unravel the very complex issues around how and why children become overweight at such a young age and how we may try to help to stop this worrying trend.

FACTFILE

- 'Overweight' can be defined as a BMI above the 91st centile BMI charts. (Website Association for Study of Obesity – www.aso.org.uk)
- Figures from the Health Survey for England (2004) show 1 in 3 boys (32.6%) and girls (34.1%) aged 2-10 are classed as overweight or very overweight posing risks to their health (www.ic.nhs.uk/pubs/hsechildobesityupdate)

Sunshine smiles at

HUNDREDS of BiB families and friends – including their teddies! – joined the summer sunshine in coming out for the day to mark our second birthday.

The free event at Lister Park proved an ideal family day for meeting other mums, dads and children involved in the BiB project – as well as some of the doctors and health researchers behind it.

As these photographs show, a great time was had by all – and plans are already being developed for another community event next summer.



t BiB birthday bash



Nicola's labour of love

MUM Nicola Esgate has helped our BiB recruitment drive in more ways than one.

A familiar face to many BiB parents through her work in the recruitment office at Bradford Royal Infirmary, she has added an extra dimension to her role – by giving birth to two consecutive sets of twins.

Nicola's first set of twins, identical girls Amber and Rubi, were born three years ago. This summer, she beat mammoth odds and 'doubled up' by giving birth to a set of fraternal twins Romaan and Harris.

"I always wanted to help recruit more babies into the project – but never thought I would be contributing to the cohort myself in this way!" said Nicola, who lives at Heaton.

Her story attracted TV crews from Calendar to visit the family at their home and she has appeared in a number of newspapers and magazines as well.

DOUBLING UP: mum Nicola and dad Tany pictured with their two sets of twins, 11-week-old brothers Romaan (left) and Harris, and three-year-old identical sisters Rubi (front left) and Amber



SPOTLIGHT ON...

Ian Beesley

Many readers will have seen the work of photographer Ian Beesley, our very own BiB artist in residence. Here, we go behind the lens, to learn more about Ian – and his passion for the project.

Why did you get involved in Born in Bradford?

For two main reasons – geography and health.

Geography – because I was born and bred in Bradford. It's been the hometown for my family and I for three or four generations.

Health – because unfortunately the male side of the family all suffer from congenital heart disease, including me.

BiB combines these interests in one terrific project which will benefit the whole community. The research will help to unravel so many mysteries of medicine and, as a photographer, it's great to be involved in that.

What's your involvement been so far?

I try to capture the lives of those people involved in the project in many different ways. The range

of photos is wide-ranging – from fathers with their newborn babies to the current project involving twins (see page 2).

It's also been a great pleasure working with the poet Ian McMillan in developing the BiB birthday cards.

Where can we see your work?

In many different places!

As well as in the BiB offices, you'll

also see them in and around the maternity unit at BRI. A good selection of early photos is on the BBC website at www.bbc.co.uk/bradford/people/born_in_bradford. We've exhibited in the National

Media Museum as well as in Bradford 1 Gallery.

I'm particularly pleased that some Born in Bradford photographs have been bought by the National Media Museum for the national collection, so the work of BiB will be there for all to see for many, many years.

■ Check out all of Ian's work at www.ianbeesley.com



Then and now:
Ian Beesley

Entering high tech era

BiB has broken new ground by giving the project two hi-tech boosts.

The paper records in the recruitment office have been replaced by hand-held computers, which can store and share information in a faster and more secure way.

And, after a successful trial to advertise the Party in the Park in July, the project is planning to use text messaging on a more regular basis to keep families up-to-date with all the latest news, as well as a reminder about their next visits.



ON THE AIRWAVES

YOU can find out all the latest BiB developments by tuning into Bradford's community radio station, BCB 106.6FM or going online at www.bcbradio.co.uk

Every month, the team are on air to discuss the progress of the project. The updates are broadcast live in our morning magazine programme 'About Bradford' on a Thursday at 10.45am.

The next dates are: October 8, November 5, and December 3. Don't worry if you miss it, you can listen again via the podcast section on BCB's website www.bcbradio.co.uk. If you'd like to find out more about BCB, call 01274 771677.

tuned in to bradford
bcbradio 106.6 fm
www.bcbradio.co.uk

We're expanding

THANKS to your support, BiB is expanding!

We have decided to go beyond our initial target of 10,000 babies, which we hope to reach during next year. We are now hoping to recruit a total of 13,000 babies by the end of 2011.

The extra babies will help the project build on its success to date.

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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