



**BORNINBRADFORD**

*For a Healthy Future*

# News

## Cyberspace babies

Join our Facebook page

## Tapping into health

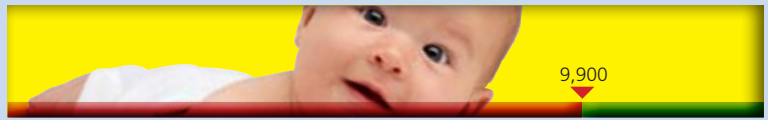
Our new study

## Famous faces

Bradford's who's who



## Closer to our target



We're now aiming to recruit more than 10,000 mums and babies. Currently, we stand at **9,900**

# Growing project

BORN in Bradford is the biggest health research project of its kind in the world – and it's going to get bigger!

The ground-breaking study was launched three years ago with the aim of tracking the lives of 10,000 babies from womb to adulthood in a bid to unravel a number of medical mysteries as to why some people fall ill, and others do not.

Now, as it stands on the verge of meeting this target – we hope to celebrate this landmark in the next newsletter – the project has revealed that the recruitment drive is set to continue beyond 10,000.

"We have been overwhelmed by the success of the project to date and the desire by so many families to become involved, and play a part in improving the health and well-being of the local community," said Professor John Wright, who heads up the BiB project.

"We are very grateful to the Bradford community for the support they have shown in the project to date, and look forward to welcoming extra families to our cohort.

"Their involvement in our project in the months and years to follow will give the BiB team, and the wider medical world, a unique insight into the causes

of illnesses such as asthma, eczema, heart disease and diabetes."

Under the stewardship of the Bradford Institute of Health Research, based at Bradford Royal Infirmary, the BiB programme is set to reach its original target of recruiting 10,000 babies ahead of schedule.

This is partly as a result of the high take-up rate of families signing up to the project, as well as a recent increase in the number of births in the BRI maternity unit.

Researchers will be recruiting until the end of 2010, so anyone having their baby at BRI this year will be given the opportunity to join this important health project.



# Tap-ping into vital research

It's something that all of us use every day of the week – water. Whether it's for drinking, cooking or bathing in, we could not live without it. But does it have any impact on our health? With your help, one of Born in Bradford's recent projects has been trying to find out...

BORN in Bradford is playing an important role in shedding new light on the potential links between water and our health.

Water companies add chlorine to water to kill potentially harmful bacteria and viruses and this process is called disinfection.

Disinfection has been practised successfully in many countries worldwide for over 100 years. As well as killing bacteria and viruses the chlorine can also react with other naturally occurring organic matter in the water to form what are called disinfection by-products.

The water companies continually monitor these by-products to make sure that current safe standards are being met.

We all use tap water for

drinking, eating and washing so it is important to study any possible health effects that may be associated with the disinfection by-products.

In the past there has been research about chemicals disinfection by-products in tap water and how these might affect babies' growth and development before they are born.

This has indicated that there may be a link between exposure to disinfection by-products in pregnancy and low birth weight.

But we are not certain about this and that is why we are carrying out this research.

## WATER FACTFILE

- The average total tap water intake was 1.8 litres a day.
- Most tap water consumed at home came from cold tap water (50.7%), followed by tea (23.1%) and squash (18.9%).
- Women of South Asian origin may consume more tap water than in other ethnic groups.
- Women spent an average of 146 minutes per week showering and bathing. The average shower being 16 minutes and the average bath 40 minutes.

# Ivy helps BiB into cy

BRADFORD'S oldest resident has lent her support to improve the health of the city's very youngest.

Aged 104, Ivy Bean has attracted international media interest as the oldest person on both Facebook and Twitter – with celebrities such as Peter Andre, Chris Evans and Calum Best part of her worldwide fan club totalling more than 30,000 people.

From the lounge at Hillside Manor Care Home in Barkerend, the cyberspace centenarian has taken time out from daily tweeting with the TV stars to launch the Facebook group for the Born in Bradford (BiB) project.

"Ivy is a true inspiration and the perfect ambassador to launch our Facebook page," said Prof John Wright, project director.

"We now have almost 10,000 babies whose lives are part of the BiB programme and there is a strong community feel to the project among their families.

"Although in its infancy, we hope our Facebook group will go from strength-to-strength and give all those who are part of the BiB programme an opportunity to make new friends and share their experiences.

"We are grateful to Ivy for her interest and for 'tweeting' about the work of the group to her celebrity friends and wider fan club – it can only further the international appeal of the project."

Ivy, who was born into the family



**That was then but this is now: cyberspace centenarian Ivy Bean launches the Born in Bradford Facebook group**

home at Thornton on September 8 1905, was six-years-old when the Titanic sank; about to celebrate her 21st birthday when the first television broadcast was made; and already a pensioner when man finally landed on the moon.

Ivy's  
league  
of fans



Peter Andre

# yberspace

Although confessing to a weakness for fish and chips, she puts her longevity and slimmess down to not drinking alcohol and a lifetime's love of fresh fruit, salad and vegetables.

While growing up in the early 1900s brought its own health problems caused by overcrowded damp housing, air pollution and poor nutrition, there were not the levels of asthma, eczema or diabetes witnessed in the 21st century – conditions which are currently being investigated by BIB researchers.

She said: "Although more than 100 years have passed since I would have been eligible to take part in such a wonderful project, I am very happy to get involved now as a proud Bradfordian.

"I am pleased to have an opportunity of raising the profile of BIB and the important work it is

doing."

The BiB Facebook group can be found by visiting [www.facebook.com](http://www.facebook.com) and searching for Born in Bradford; or by going direct to: [www.facebook.com/group.php?v=wall&ref=search&gid=65142651583](http://www.facebook.com/group.php?v=wall&ref=search&gid=65142651583)



Chris Evans



Calum Best

# Looking forward to the summer



PLANS are now being drawn up for this year's community event for all BiB babies and their families.

Thanks to some glorious sunny weather, last year's 'Party in the Park' was a great success and we want to make this year's event even bigger and better!

If you have any ideas or suggestions, let us know by emailing [ann.barratt@bradfordhospitals.nhs.uk](mailto:ann.barratt@bradfordhospitals.nhs.uk).

Meanwhile, to remind you of what the summer sun looks like after the worst cold snap for three decades, here are some more photos from last July's event.





Seeing stars: from left, Adil Rashid, Adrian Edmondson, Gareth Gates and Gloria de Piero

# Help us identify Bradford's famous faces

WHAT links 'The Young Ones' to an Olympic swimming medallist? Hollyoaks to The Bill? And England's most up-and-coming cricketer to the GMTV political presenter?

That's right – they involve people who began their early steps to stardom in nappies right here in Bradford.

There is no shortage of famous Bradfordians – and we want you to help us find them!

The project is building up its database of celebrities who were born in the city and has already identified more than 50 people who are well-known in the fields of acting, sport, music, business and art.

Several have their own Facebook and Twitter pages and fan sites and it is hoped that BiB will be able to link up with them to help spread the word about the project and its success in promoting better health for Bradford's

future generations.

These include the likes of pop idol Gareth Gates, Girls Aloud star Kimberley Walsh (pictured below), Emmerdale's Verity Rushworth. Singer Tasmin Archer, Hollyoaks' Jennifer Metcalfe, Holby City's Natalie Anderson, and Coronation Street's Heather Peace.



Our new website will have a list of famous Bradfordians in due course. If you can add to our list, send your suggestions and any other background to [ann.barratt@bradfordhospitals.nhs.uk](mailto:ann.barratt@bradfordhospitals.nhs.uk).

And if you have any personal anecdotes, we'd love to share those as well!

■ *For those of you working out the celebrities behind the links, they are Bradfordians Ade Edmondson, Adrian Moorhouse, Chris Fountain, Simon Rouse, Adil Rashid and Gloria de Piero.*

# BiB 1000 update

SPECIAL clinics have been set up at the Bradford Royal Infirmary for those babies and their families who have agreed to be part of the BiB 1000 research project.

Just over 1,000 babies and their families are taking part in this research and as a thankyou we are offering the families who come along to the BiB 1000 clinic a FREE professional photograph of their child.

The initiative aims to shed new light on the complex issues that surround how and why some children become overweight at an early age.

The specially-trained BiB community research team collect information when the children are aged 6, 12, and 18 months, and 2 and 3 years. Babies are weighed, measured and a questionnaire is completed. This asks about the mother's health and the child's family, but it is mostly capturing information about the child's feeding, health and development, childcare, and general health and well-being.

## BiB ON THE RADIO

DON'T forget to tune into Bradford Community Broadcasting (106.6FM) at 10.45am on the following dates to hear the very latest news and interviews about BiB: 4 February, 4 March, 1 April, 29 April, 27 May and 24 June.



## Many nappy returns

A NEW birthday card wishing all our BiB babies 'Many Happy Returns' is now in production.

The new-look card coincides with the first babies joining the BiB project celebrating their 3rd birthday.

Watch out for it dropping through your letterbox in the months ahead – and for a sneak preview of the cover in the next issue of this newsletter.

## Upgrading our website

WE are currently improving the look and the content of our website – [www.borninbradford.nhs.uk](http://www.borninbradford.nhs.uk).

A full update will appear in the next issue.

## Our newsletter

WE hope you enjoy reading this newsletter. However, if you have any story ideas, or no longer wish to receive it, please let us know through one of the contact methods below. Thanks!

### BORNINBRADFORD

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