



News

For a Healthy Future

Making a difference

BiB families take part in vital research

BiB babies reach milestone

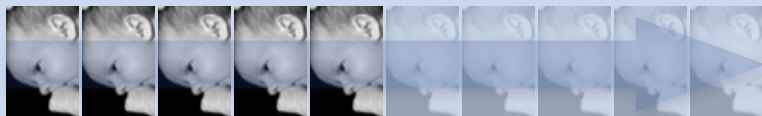
First birthdays celebrated with a teddy bears' picnic

Need-to-know...

Glucose test explained



Closer to our target



We're aiming to recruit 10,000 mums and babies to the BiB project... currently this stands at **5,000**

Why not get involved?

If you are interested in supporting the Born in Bradford project there is an opportunity to get involved by joining the Advocacy and Scrutiny Committee (ASC).

The ASC is made up of parents and health professionals who are not employed by the project. It meets in a morning about once every half term and avoids the school holidays.

The ASC members are there to protect the rights and interests of all the people who take part in the study and to act as advocates for any one who has a complaint. They scrutinise the way the study is carried out to make sure that it is fair to all. They also look at ways to advertise the project and to keep it in the public eye.

If you are a BiB parent and are interested in joining the ASC we would love to hear from you at the Project Office. If you are not part of the project



but you would like to help out we would still love to hear from you as we have several jobs that can be done by volunteers. Ring Bradford 01274 364474 for more information.

New team member gets stuck in

The Born in Bradford team has welcomed a new member – Dinh Phung.

Dinh has been working for the health service in Bradford for the last 19 years. Her job title is Born in Bradford Senior Research Information

Analyst and she has the task of pulling together the different strands of information we have been collecting.

“I feel privileged to be part of a long term project looking for the reasons behind the inequalities in health outcomes and

life expectancy in the Bradford District,” said Dinh. “I will be working closely with researchers to analyse all the available information and to apply the understanding gained to improve the health of people living in Bradford and elsewhere.”

A close-up, warm-toned photograph of a baby's face, focusing on the eyes, nose, and open mouth. The baby's eyes are looking upwards and to the right. The background is a soft, out-of-focus light color. The image is framed by a green curved border at the top and a blue curved border at the bottom.

BiB families take part in vital research

Another study involving BiB families is looking into Sudden Infant Death Syndrome (SIDS).

Dr Eduardo Moya, who works in the paediatric unit at St Luke's, has been given £78,000 by the UK's leading cot death charity, the Foundation for the Study of Infant Deaths to carry out the research.

The aim is to find out what the main care practices are in families from many different backgrounds, so that practices which have a protective effect against SIDS can be identified. Care practices are the way that families choose to look after their children, when they feed them, what they feed them, when they put them to sleep, where they sleep, etc.

The researchers contact families when their baby is between 8 and 12 weeks old. They carry out a short telephone interview asking questions about the baby's sleeping and feeding patterns. The researchers want to interview 5,000 families and this will take about 18 months.

The Director of the Foundation for the Study of Infant Deaths said:

"We hope that Dr Moya's research will help us to design targeted baby care messages aimed at changing unsafe infant care practices and save babies' lives."

So well done Bradford mums and dads! You are helping to change health advice and to save lives through taking part in this research.

Big day for BiB babies:

Celebrating BiB babies' first birthdays with a teddy bears' picnic

On 10 June 2008 we held a celebration to mark the first birthdays of the babies born to the mums recruited to the project last year. We had a teddy bears' picnic in Lister

Park and against all the odds, in a week of downpours, the

weather stayed fine for us. This made the teddies, and

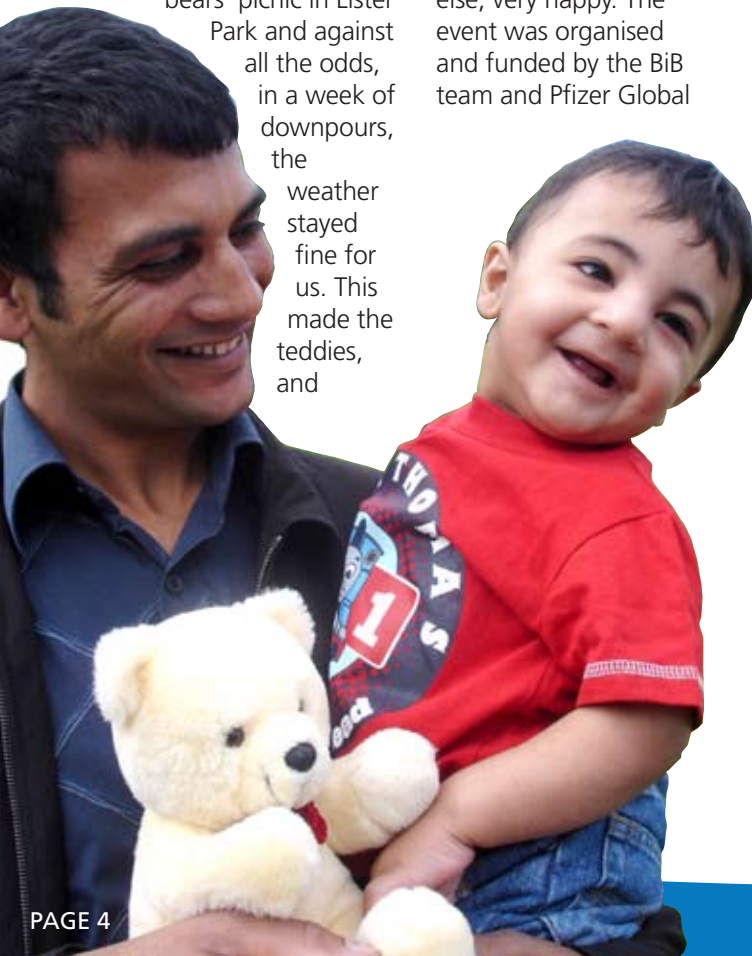


everyone else, very happy. The event was organised and funded by the BiB team and Pfizer Global

Pharmaceuticals as part of their community work.

The Pulse radio roadshow played children's songs all day which added to the party feeling and on the next day's show the presenters commented on what a fantastic event it had been. The children were all invited to participate in free activities especially designed for little ones. The activities included bun icing, finger painting, story sessions, clay modelling, a foam fruit hunt, a teddy bears' picnic and face painting.

There was also safety and health information for the adults. The community police officers attended with their special teddy bear constable in his little police car and the fire brigade came and let everyone look



and teddies came too!

Some of the comments made by people who attended the 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."

around the fire engine and answered questions about fire safety. There were many other stalls such as b-active with their bouncy castle, the real nappy project with a tent for feeding and changing, the stop smoking service, Heaton Children's Centre, Book Start, stay safe in



the sun and the walking for health service.

Peter Dickson, Chairman of the Bradford and Airedale tPCT and Baroness Lockwood, Patron of the Born in Bradford project, both gave speeches about the importance of the project in improving the health of the people of Bradford and the health care services across the city and both thanked all the families who are involved and have given their support and time so generously.

We offered free photos of fathers and babies in

the park in our previous newsletter and a lot of people came to the event especially for this. These photos can be seen on the website along with other pictures of everyone having fun on the day.

■ REMINDER:

If you had your picture taken at the event – and haven't yet collected it then go to the BiB Recruitment Office at the Maternity Unit and claim your photograph, there are still a few left.



IMPORTANT
INFORMATION FOR
MOTHERS-TO-BE

Understanding the glucose tolerance test

All mothers who are booked in to give birth to their babies in Bradford Royal Infirmary are lucky enough to be offered a Glucose Tolerance Test. This very important test is offered in Bradford to all women when they are about 26 weeks pregnant to find out whether they have developed high blood

sugar levels during their pregnancy. If high blood sugar levels are found it means that the woman has developed gestational diabetes which can cause complications for both mum and baby.

This only happens to a small number of pregnant women, but across Bradford's population more women than

average are at risk and that is why every woman is offered the test.

It is very important to identify women with raised sugar levels so that they can be offered the right treatment. This form of diabetes is usually temporary and everything returns to normal after the baby is born.



SPOTLIGHT ON...

Stuart Emsley

In this issue we talk to Stuart Emsley, research health visitor for the project. We asked him how he feels about the project and about living in Bradford.

Why did you get involved in BiB?

I got involved with the BiB project as I had just completed my Masters degree in health visiting and I wanted to see how a research project worked in practice. I also wanted to be involved with an active and local research project which benefited the local population. As a health visitor I wanted to understand why children become ill and what we can do to improve their health outcomes.

What is the most important aspect of the project for you personally?

The most important aspect of the project for me is to ensure that my health visiting colleagues are familiar and up to date with all the aspects of the project. I am responsible for explaining the project to any new members of the health

visiting teams and its relevance to them, for example making sure that they know what measurements we need for the research and how frequently those measurements need to be taken.

What would you like BiB to have found out in five years' time?

To be able to answer some of the 'why questions' parents ask, for example, why is my baby born small or why has my baby got... As a health visitor I would really like to be able to answer all the questions parents ask.

What is the best thing about Bradford?

The two best things are the

Pictureville cinema and the Alhambra theatre.

And finally If you had an hour to yourself how would you spend it?

With my partner at Pictureville cinema – they sell fabulous cakes, especially the shortbread!



What is 'Born in Bradford'?

BiB is a ground-breaking project designed to improve the health of children – both now and in the future.

Through examining the responses to the data so generously given by those recruited to the project we aim to pinpoint the causes of diseases such as asthma, eczema, heart disease and diabetes.

More importantly we hope to find ways to improve the health of those who have to live with these conditions.

Please look on our website for more information about what is going on, who is involved and how you can be involved: **www.borninbradford.nhs.uk**

Apart from the basic questionnaire and samples taken at recruitment the project team is working with researchers from around

the country to look at other important areas of health.

Our latest study is called the **BiB 1000**. We are asking Bradford mums for help in identifying the causes of excess weight gain and finding ways to prevent it. This research will benefit people both here and far beyond this city and that means good publicity for Bradford.

As the name suggests we want to involve 1000 families in this part of the project. From the middle of August until the end of the year all mothers recruited to BiB will be asked to take part in this special section of the study, it involves them giving us a little more of their time.

We will contact them by telephone when their baby is three months old to see how they are getting on and to ask

questions about baby's feeding and sleeping patterns. We will then make appointments to visit these mums and babies at home when baby is six, 12 and 18 months old and at two and three years old to weigh and measure the baby accurately and to ask again about how they are eating and sleeping.

We know factors which may cause children to be very overweight can begin in early childhood when healthy patterns of eating, sleeping and exercising through play are first established. The BiB 1000 study will help researchers to gather information which will show the best ways to establish these healthy patterns and to prevent children gaining too much weight when they are very young.

BORNINBRADFORD

Project Office, BI HR, Temple Bank House, Bradford Royal Infirmary, Duckworth Lane, Bradford BD9 6RJ. Telephone: 01274 364474 Email: bib@bradfordhospitals.nhs.uk

Registered Charity No. 1061753