



News

For a Healthy Future

Meet BiB baby number 5000

We reach another milestone with baby Evie

Parents have their say

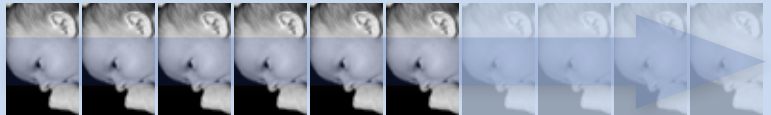
Getting involved with BiB and making a difference

New studies

Great start to 2009



Closer to our target



We're aiming to recruit 10,000 mums and babies to the BiB project... currently this stands at **6,000**



Health visitors play a key role when there's a newborn baby in the house

My life as a health visitor

We spoke to Kim Atkinson, Health Visitor at the Ridge Practice in Bradford South, to ask her how her work is affected by the Born in Bradford project.

How are you and your colleagues involved in the work of BIB?

We do extra measurements of the babies and record these in the red books; in addition to measuring weight, height and head circumference we also measure abdominal circumference.

What are the major changes in health needs you see amongst children today?

The effect of poor nutrition has to be the main one. We are now seeing rickets as well as chronic anaemia. We

are seeing more over weight babies and children, with a growing incidence of obesity, which is why giving information about weaning of babies remains one of our priorities. I believe the incidence of asthma and eczema has also increased.

What would you like BIB to have found out more about in five years time?

I would really like to know whether the rise in asthma is due to environmental factors but I would also be interested to hear more about all the various studies as the results start to come through.

What is the best thing about Bradford?

Like most people I would say curry, the Media Museum and the Imax cinema.

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

I would catch up with the newspaper!

Parent power makes a welcome difference to group

We have been really pleased by the response from parents wishing to join the Advocacy and Scrutiny Committee. We had three new parent members at the November meeting and their contributions were very helpful. Some of their suggestions have already been implemented.

If you are interested in supporting the Born in Bradford project and you are a parent of a BiB child we would be really pleased to see you at a future meeting. 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.

Ring Bradford 01274 364474 for more information.



CALLING ALL BiB PARENTS

You are invited to a new exhibition opening 13 February 2009 at the National Media Museum.

Bradford Babies Gallery Two: This exhibition will celebrate the babies of the diverse Bradford community.

Baby photos contributed by Bradford residents will be displayed alongside new work by Bradford photographers, and Born in Bradford will be represented by our artist in residence, Ian Beesley. So come along and see if your BiB baby is featured! Entrance is free and all are welcome.

Celebrating the birth of our

In November we were really excited to welcome the project's 5,000th baby in to the world.

When Evie Walker arrived safely at Bradford Royal Infirmary, little did she or mum Amy Turner realise that she was making a little piece of local history.

Her birth marked the half-way



For a Healthy Future

reaches an important milestone

point in our efforts to recruit 10,000 babies to the study.

And the study's quest to

recruit the remaining half of the cohort before the end of 2009 was given a boost shortly afterwards when Zara Noor was born to Hafsah Ibrar and became its 5,001st baby.

To mark the occasion, both Evie and Zara were captured on film by Bradford-born photographer Ian Beesley, who is artist-in-residence for the BiB project.

We are delighted to have passed the half-way mark in recruiting 10,000 babies to the cohort –and even more delighted that they represent all ages and ethnic groups from Bradford's multi-cultural population.



Proud mum Amy Turner with Evie Walker, the 5000th BiB baby...

5,000th BiB baby!

Dr Peter Dickson, medical director of the Bradford and Airedale teaching Primary Care Trust, said: "The way the local community has responded so positively to BiB has played a key role in enabling us to reach this milestone so quickly – less than 20 months since the first baby was recruited."



...and here's little Zara Noor, our 5001st!

Exciting start to 2009 with launch of new studies

There will be an exciting start to the new year when, after months of preparation, two of the study projects really get underway. A team of community research administrators will join the BiB team in January and over the next three years will visit families in their homes to collect information for the BiB 'All In', Allergy and Infection study, and the BiB 1000 obesity study.

Many parents will be aware that the occurrence of asthma, eczema and other allergic diseases has increased dramatically among children in the UK. It is not known why but one possibility is because common infections early in life have become less frequent. The Born in Bradford study provides a unique opportunity to study at what age children become infected and how their age when infected affects their immune development.

The team of Community Study Administrators will be contacting all the BiB parents with children around the ages of one year to ask if they are willing to join in the study project. This will

involve the parent completing a short questionnaire and the child having a small blood sample taken. Local anaesthetic cream will be used to minimise any discomfort felt by the child. This will then be repeated when the child is two years old. Once the study is completed the results will be shared with parents and may have a major future impact on children's health care. Everybody who takes part should be very proud!

The Community Study Administrators will be very busy as they are also contacting families of all the babies in the BiB 1000 study next spring to undertake home visits when the babies are 6, 12, 18 months then 2 and 3 years of age. Growth measurements will be taken and mums will be asked to complete a questionnaire. The team is looking forward to having more contact with families and watching the babies grow.

It really will be an exciting start to the New Year!



SPOTLIGHT ON...

Ann Barratt

**In this issue we talk to Ann Barratt,
Family Liaison Worker**

When did you join the BiB team?

I joined the team in September as the family liaison worker, but before that I was working in the recruitment office and before that I worked as a volunteer explaining the project to women when they came for their glucose tolerance test.

What is your background?

I was a Primary school teacher and I have taught in many schools and nurseries around the city, my last job was in the Nursery at Springwood Primary in Manningham.

Why did you volunteer to work at the project?

A friend invited me to join the Advocacy and Scrutiny Committee as a Bradford parent when it was being set up. I thought it sounded both interesting and important in the efforts to improve the health of those who

are born here in Bradford.

What does the family liaison worker's job involve?

I visit parents groups at children's centres all around Bradford to talk about the project and to explain some of the different research studies that are going on. I am happy to talk to groups anywhere in the district.

I put together the newsletter which is the main way that we have of communicating regularly with the parents who are already recruited.

I am working with BiB's artist in residence Ian Beesley on various projects involving BiB parents. We would love to hear from you if you are pregnant and happy to be photographed doing your

job. It doesn't matter what you do, cook, bus driver, cleaner, clerk, receptionist, family support worker, etc. Get in touch if you would like to be photographed at work whilst pregnant.

Little Olivia (pictured) loved her BiB birthday card and her parents wrote to tell us that so we decided to visit them and to take some photographs as a thank you for their interest in BiB's work. We like to hear from any of the families in the study, particularly if there's something that has pleased you, so do get in touch.



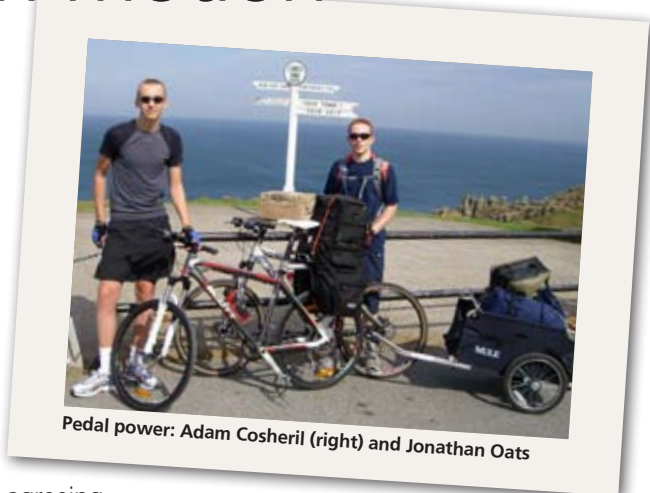
Wheels in motion

A STUDENT has gone the extra mile to help Born in Bradford – 900 extra miles in fact.

Adam Cosheril, aged 18, cycled from Land's End to John O' Groats to raise money for the project, raising more than £400 after pedalling over 900 miles in just two weeks.

The Dixons City Academy student, who lives in Eccleshill, completed the historic route in July alongside friend Jonathan Oats, aged 17, who was raising money for the British Heart Foundation.

He said: "I often go on my bike at weekends with friends to get away from the city and see the local countryside. After



Pedal power: Adam Cosheril (right) and Jonathan Oats

agreeing to do the ride I decided it would be good to raise money for a good cause at the same time – and Born in Bradford seemed ideal."

Professor John Wright, from the BiB project, said: "We are grateful to Adam for raising our profile the

length of Britain – and for raising money to support our work.

"To cycle so many miles in such a short period of time is a tremendous achievement of which Adam and Jonathan can be proud."

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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