



For a Healthy Future

News

Teddy Bears' Picnic photos

Biggest birthday party so far

New look website

Check out participants section

Parents' meetings

We want to hear your views



More and more...



We're now hoping to recruit over 13,000 mums and babies. Currently, we stand at **12,600**

Hi Everyone!

WELCOME to the September edition of the BiB newsletter. It's that time of year when thoughts turn to school terms and new beginnings. It's incredible that the children of the mums recruited to the project between May and August 2007 will be starting Nursery this term. Mums, make the most of that two and a half hours of freedom!

As I look back at the last few months here at the BiB office, what stands out is the Teddy Bears' Picnic featured on pages 4, 5 and 6. It was a lovely event attended by families and friends from every community. I have never seen so many babies and buggies gathered together in one place before! It was great to see all those people having fun and celebrating this unique project which, after all, is only possible because of the generosity of the families involved; so thank you to all you BiB families!

Other memorable events have been the making and broadcasting of a Born in Bradford programme on BBC Radio 4. If you missed it when it was broadcast in July you can access the sound file on the BiB website: www.borninbradford.nhs.uk

The website has been given a new look, there is a big section for **Participants** so check it out and let us know what you think. A new feature on the website is a place on the homepage to click to be a **Friend** of Born in Bradford. This is for people who want to show support for the project. Encourage your family and friends to sign up.

Membership of the BiB Facebook site has grown and people are using it to find out what is happening and also to look at photographs of BiB events and children. See the comments left on Facebook about the picnic, on page 4. We were saddened to hear of the death of our oldest Facebook user, Ivy Bean, at

the grand age of 104. We would like to send sincere condolences to her family and friends.

Thanks to the exceptional support and interest from so many pregnant women in the city the cohort is nearly complete and recruitment will finish at the end of November. The end of recruitment marks the start of a new phase in the life of the project. As soon as the researchers have the data available on all 13,500 babies they will be able to begin the long task of piecing together information to get a picture of what factors influence our health and how we can intervene to make our children healthier. We still need all of you to remain part of the project, see page 3 for how you can be involved in shaping its future.

See page 7 for more news about the allergy research and hear how having a child with severe eczema affects the whole family.

And finally... read about BiB mum Emma's surprise on page 8.

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Or telephone 01274 383409.

Ann Barratt



**Having fun at the
Teddy Bears' Picnic: see pages 4-6**

Parents: what do you think our priorities should be?

AFTER recruitment finishes in November the number of people in the study will be around 13,500.

This is a huge number of people to have so much information about and is what makes BiB unique. It is the reason why so many researchers want to work with the project. As you know a few studies have been underway for some time but many new ones will be starting in the coming years. The BiB executive have choices over what research studies they work with and we want to know what you, as parents, think should be the priorities for health research in our city, how you view your children's health and how you think health services are there to be used. We want to find out more about your views on how we are running the study and collecting and using information on your child's health.

As the first Born in Bradford children are now reaching their third birthdays we are planning to look more closely at their health records to analyse, for example, how many children get asthma or eczema and what health services they need to access, how frequently they see their GP, how often they go to hospital and what specialist services they access. This will help us to understand more about the



causes of common childhood illnesses and how health services can be better provided.

We would like to talk about these important topics with any BiB parents who have time to meet up with us. We also want to offer feedback about what we have learnt from the study so far.

We have arranged a series of meetings at children's centres around the city. There should be one happening near you some time over the next school year. All BiB parents are welcome to come along; bring a friend if you don't want to come alone. Shaheen Akhtar, Project Development Officer, and I will be working together at the meetings. Shaheen speaks Urdu/Punjabi as well

as English so don't let language be a barrier!

Any questions? Give me a ring on 01274 383409 or contact me through facebook. **Ann**

The first two meetings are as follows:

Tuesday 12 October, 9.30-11.00

Heaton Children's Centre,
Heaton Primary School,
Haworth Road, BD9 6LL

Tuesday 2 November, 9.30-11.00

Holmewood Children's Centre,
Haslemere Close, BD4 9EB

See the website for the full list.

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For a Healthy Future

**Teddy
Bears' Picnic**

Another great day!

YET again the sun shone on the annual Teddy Bears' Picnic in Lister Park. The free event attracted over 800 people as Mums, Dads, researchers, BiB staff and friends of the project all came together to celebrate the oldest children's third birthdays and the recruitment of over 12,000 mums to the project so far....

It was a great day out with lots of free activities for under 5s, the Bradford Bulls, Blaze Bear from the fire service, Professor Robanti's Magic Show, hand printing, a bouncy castle, Book Start and many Health and Council information

stalls all with advice and resources aimed at Bradford families.

Here are some of the comments posted on our Facebook site:

- Teddy Bears Picnic was a really great idea and we all had a fab time, congrats whoever organised it... job well done! – *Lucy*
- We all had a great time at the teddy bears' picnic. Thanks Ann and the team – *Tammy*
- Had a really good time today with my little boy, and the children me and my sister childmind – *Victoria*
- Thanks for a lovely picnic – we all really enjoyed it! – *Salwa*
- It was great, looking forward to it again next year if it's on again! – *Jill*

It wasn't just the public who enjoyed the day, several stall holders e-mailed to say what a good event it was and we have already been approached by people wanting to bring stalls to next year's picnic.





Chance for BiB mums to get out together

I VISITED BiB mums, Ellie and Manisha, who met in the playground at their older children's school and discovered that they are both part of the BiB project. They decided to go along to the Teddy Bears' Picnic together with a few other BiB friends.

Manisha said, "It was a lovely day. My son loved the magic show."

We think it's great that people are brought together by being in the BiB project.

A team from Bradford and Airedale Salaried Dental Service attended the picnic to promote the Fluoride Varnish Programme, which has been set up to help reduce the high levels of dental decay amongst young children across the district.

The mobile dental van proved very popular and attracted more than 400 families to take advantage of the advice and resources on offer. Toothbrushes, stickers and colouring pages, as well as advice on how to find a dentist, current tooth brushing methods, the importance of a healthy diet, stopping the use of a bottle and moving to the correct feeding cup were all very well received by the families.

Both Ellie and Manisha have taken advantage of the free varnish service through their local children's centre.



Ellie's four year old daughter has had the varnish applied twice now and she is just waiting for her son, Nathan, to reach his second birthday when he will be old enough to have his teeth varnished for the first time. She said, "The staff are really friendly and very skilled at the job. They made the experience enjoyable and my daughter was quite happy to go back for a second time. It is much better to have this preventative treatment now than to have to take them for fillings later on."

If you are interested in finding out more and would like your child to have fluoride varnish applied to their teeth then please contact either your nearest Children's Centre to see when the team are next visiting or the Fluoride Varnish Team on 01274 202464.

IN the last issue of the newsletter we included a pull out that explained the ALL IN study.

Many BiB parents have told us that research into the causes of asthma and eczema is a top priority for them because so many children are affected by it. You can read more about the study on the website.

A pilot study has already been carried out in 14 Bradford primary schools to find out how common allergies are among Bradford children. 155 children in the Reception classes at the schools took part. Early results show that 27% of children reacted to one or more of the substances that were tested. This means that more than one child in every four is at risk of developing an allergic disease when they are older. The children were tested for allergy to dog hair, cat hair, grass mix and two types of house dust mite. Our thanks go to the schools involved: Cottingley, Parkland, Sandy Lane, Princeville, Hollingwood, Springwood, Farnham, Lister, Heaton, St Philip's, Idle CE, St Anthony's RC Clayton, Saltaire, All Saints.

I spoke to mum Sarah Heald about what it is like to look after a child with severe eczema. Her daughter, now two years old, showed symptoms of eczema from the age of three weeks. Sarah feels that she has spent most of the last two years visiting her GP and other specialist services and trying every possible way to make Arianna's skin better. She breast fed Arianna until she was six months old, didn't use any scented washing powders, had special bath products and has

ALL IN allergy study has real-life benefits

tried at least 12 different types of cream.

She creams Arianna's skin up to five times a day which is not easy with a resistant toddler, a family to look after, a household to run and a job. Arianna has recently been tested for allergies and has been found to be allergic to everything except fish. Sarah has had to change the whole family's diet quite radically to accommodate this but is now seeing an improvement in Arianna's symptoms.

She is really pleased that BiB is prioritising research into allergy, asthma and eczema. She said, "I thought the BiB project was a good thing to help others when I first heard about it. I didn't realise that it would directly impact on my life in this way. I hope that the research will find answers and prevent others from suffering as we have."



Emma's big surprise

ALREADY a BiB mum from her second child, Emma Rolfe happily signed up for the project again in her third pregnancy – never dreaming that baby number three would arrive in the car on the way to the hospital!

I asked her what it was like to give birth on the back seat;

"It's scary being your own midwife! I could feel the head and I screamed to mum, 'the baby's coming', she said 'don't be daft!' I didn't even catch her she came straight out and on to the floor! We arrived at BRI a few minutes later and mum ran for a midwife whilst my partner waited with me and the baby. The midwife said 'come on let's get this baby delivered' and I said, she's already here!' No one could believe it. We were the talk of the maternity ward."

When I asked Emma what her priorities would be for health research she echoed other parents in wanting the causes of childhood asthma and eczema to be examined.

She said, "I have asthma and eczema and my son has asthma."



Emma first heard about BiB from friends who had already been recruited and she thought the Teddy Bears' Picnic sounded fun and liked the idea of a health study that offered something back to those involved. She thinks it's great that the study includes people from so many different backgrounds and thinks that this will help researchers in their work.

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