



Born in Bradford – We are family.

Born in Bradford (BiB) has been working with families in the city for more than 10 years. Our original cohort has 13,500 children and a total of 30,000 people involved with the study. Our newer study Born in Bradford Better Start (BiBBS), run in partnership with [Better Start Bradford](#). This study is in its second year and hopes to recruit 5000 families to the world's first experimental [birth cohort study](#) by 2021. To date we have recruited over a thousand children and mothers alongside partners/fathers in this cohort.

The work of Born in Bradford is only possible because people have seen its value and have agreed to be part of it. We are trying to understand what helps children growing up in the city lead healthy lives and what increases well-being in families and communities. We can't do this unless people take part and we can't do it well if we don't listen to people's concerns and seek their advice about how best to change things.

The most important part of doing this is making sure we let people in our study and in the wider community know what we are doing, and why we are doing it. We also need to make sure people can let us know their thoughts and experiences. To get this two way communication we need a community engagement strategy.

Our research team value the importance of generating continuous dialogue and communication with the communities we serve and are committed to sharing our findings. Our engagement is focused on three core principles:

- Listen - we value co-opinion, concerns and ideas
- Respond – we take notice of what people are telling us
- Act – we let people know what our research results are and ensure our research changes the city

Aims and Objectives

We take care and pride in how we communicate with stakeholders and our communities by using a wide range of community engagement methods ranging from grass roots community engagement, co-production methods and assets building techniques.

There are four groups of people we need to keep closely in touch with; the families who have joined BiB, the rest of Bradford's families who may not be in BiB but are likely to be having similar experiences to the BiB families, the organisations in the city whose work is important for children's health and well-being, last but not least the children who are focus of our work.

To keep in touch we try to:

- Keep everyone informed about what we are doing.
- Listen to people's concerns and encourage them to share their ideas.
- Develop Born in Bradford in ways that take notice of what people are telling us.
- Let people know what our research results are in a way that is easily understandable

Our aims are to:

- Develop and maintain positive relationships with families, communities and local organisations
- To seek to use our research to improve health and wellbeing.
- To help families and communities understand research and support them should they wish to get involved further.

Communicating with our families

We know that our work is nothing without the families who participate in our research. We are committed to celebrating their participation and giving back in recognition of their time and commitment to our research. We keep in touch regularly with our participating families in a variety of ways including:

- Regular [birthday cards](#) to all children in our studies
- [Quarterly newsletters](#) to all families involved in our research,

- [Photoshoots](#)
- Celebratory events including Birthday Parties, Family Festivals, and science festivals.
- Using social media, our project website, twitter, Facebook and the BiB Blog

Some more detail:

Family Festivals are bi-annual annual event hosted as way of saying ‘Thank you’ to our community. Held in central community locations they are an opportunity to engage and inspire our families by use of fun and interactive activities focused around our core research areas. They are an opportunity for families to get to know the BiB team, and for our staff to get to know the families on a personal level.



In 2017 we partnered with the Science and Media Museum to take part in the Science Festivals in the City. The Big Bib Research bus was on hand allowing families to explore our cutting edge technologies

including immersive virtual reality activities. Over 1000 families attended the event over two days.

Birthday Parties – this year we celebrated our tenth year on the 10th birthday of the eldest BiB child at Kirkgate Shopping Centre (City Centre) in partnership with the management at the shopping centre. We also, celebrated the first birthday of the BiBBS cohort at a local community venue where over 150 people attended. The event was also an opportunity for families to take part in a free photoshoot; the photographer was a local professional who had newly graduated from the college and also a BiB mum.

Community Events

We value the importance of consultation and dissemination of findings and results. To help our work reach as much of the community as possible, we try to have a presence at a wide range of community events. We also use these events as an opportunity to collect feedback from families from the cohort and other individuals about the work that we do. We aim to be able to be present at least one community event per month, recent examples include:

- International Women's Day celebrations
- Muslims Women's Council Seminars
- City of Sanctuary Events
- Canterbury Family Festival
- St Edmunds Children's Centre Street parties
- Bradford Science Festival
- Mosque and other Religious settings open days and events
- Women of the World (WOW) Bradford Festivals
- Better Start Bradford Meet the Family events (targeted at Families and Professionals within the Better Start Bradford area)

We regularly engage with the media and some of the recent coverage is listed below:

- Radio Ramadan
- Bradford Community Broadcasting Radio
- BBC - Radio 4
- BBC - Look North
- BBC - The One Show

Social media

Electronic and social media both at a local and national level are important for the programme to promote our work and community engagement and to share our findings with the local community. BiB has recently re-launched its website which is now more interactive and has lots of new information available ranging from events and newsletters to results of study findings. We also maintain seven social media accounts including:

- Four Twitter accounts, this is linked in with other research and connected accounts including: the Research, Maternity, Better Start Innovation Hub and Hospital Trust Twitter handles
- Two Facebook pages for our BiB and BiBBS cohort families
- The BiB blog, which posts child health and development content linked to topical issues

Co-producing research

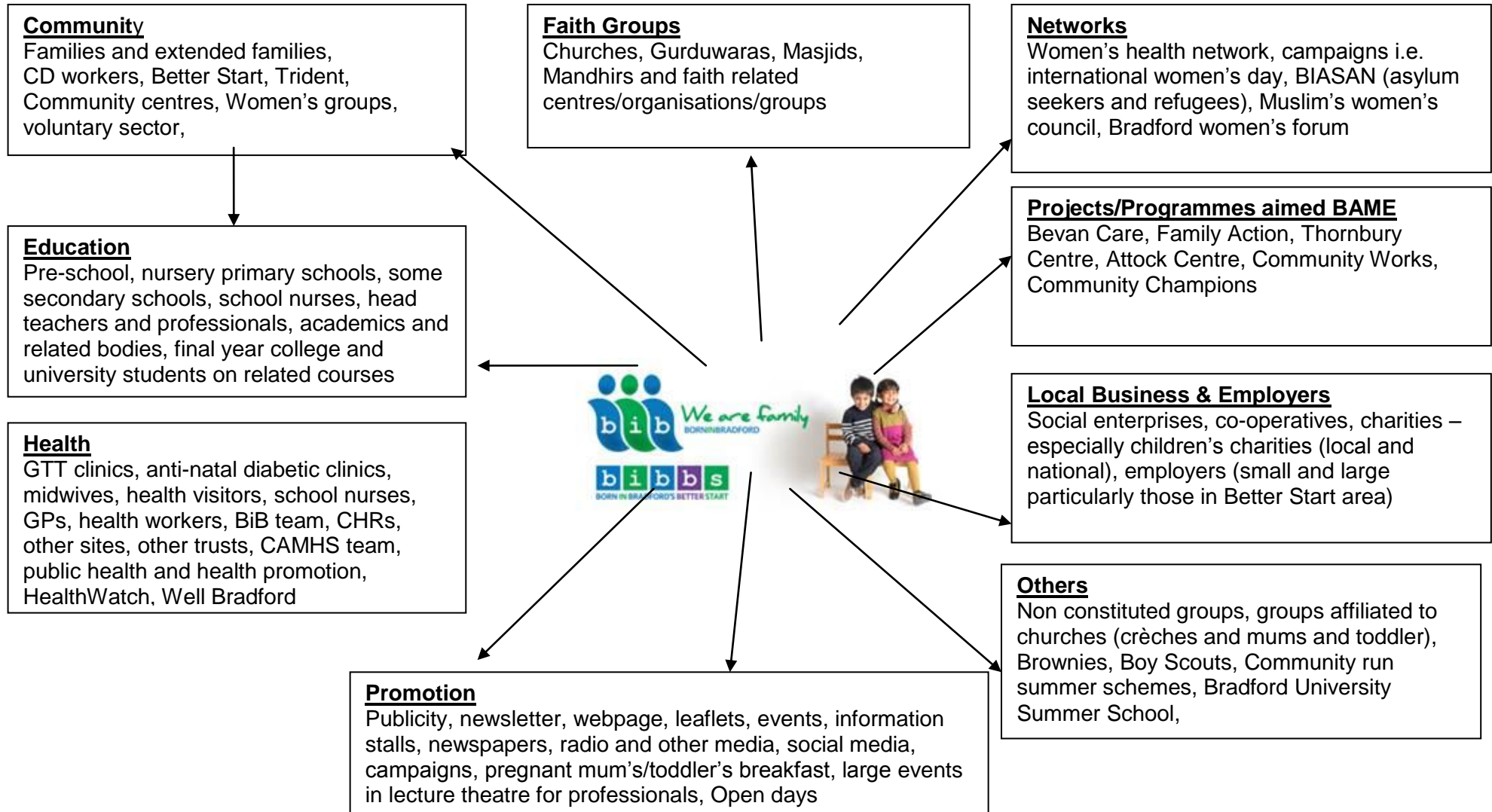
Working in partnership with our communities is central to all aspects of our research, from setting initial research questions; to designing and developing our ideas to helping manage the process of research. We have an active parent governors group and community research advisory group who meet **bi-monthly** to act as critical friends and help use

Alongside Ethics Committees, academic institutions, NHS Services, Local Authority, Education, Public Health and Funding Consortia, any new research and bids for BiB/BiBBS are first consulted with our cohort families and key local stakeholders to ensure our endeavours remain committed to purpose and our objectives remain clear. We have a variety of groups that we have developed for this purpose:

- BiB Parent Governors Networks –parents of BiB cohort
- BiB Teacher’s Reference Group – senior teachers within local schools involved with both cohorts
- BiBBS Community Research Advisory Group (CRAG) – parents and active community citizens from the BiBBS Cohort
- Well Bradford – pilot initiative within Girdlington area in which BiB is involved
- Women’s Health Network – consisting of professionals from health, social care, community, voluntary sector and active citizens

Working with our partners - Who to Approach

Our aim is to improve and strengthen partnership working and broaden our outreach work whilst remaining committed to strengthening collaboration with our existing networks such as schools, BiB families, NHS and academic institutions including networks such as CLOSER.



BiB parents and community members

Working in partnership with BiB parents and with our communities is central to all aspects of our research, from setting initial research questions; to designing and developing our ideas to helping manage the process of research. We have an active parent governors group and community research advisory group who meet (frequency) to act as critical friends to help and advise us on new research ideas in BiB/BiBBS. We do this to ensure that new things we are thinking of doing make sense to our communities and that they seem important and acceptable. This helps us make sure our objectives remain clear.

Education – BiB works with over 90 schools in the Bradford District and has plans to engage with more in the coming years as the children become older and go onto high school. We have a Teacher’s Reference Group which involves senior teachers within local schools involved with both BiB and BiBBS who we consult with regularly.

Health – we are working closely with various NHS services and professionals including Clinicians, GPs, Midwifery teams, Speech and Language Therapists.

Community and Voluntary Sector Organisations - we are involved with many local organisations who have an interest in child health and wellbeing in Bradford including; Better Start Bradford (for relevant research in this area)

- Bradford Assembly
- Women’s Health Network
- Muslim Women’s Council
- Health and Wellbeing Board
- Bradford & District Community Empowerment Network Ltd (CNet)
- European Union Migrant Workers Working Group
- Family Action
- Inspired Neighbourhoods

Community Organisations & Smaller Groups

- City of Sanctuary
- Well Bradford (Girlington)
- Unity & Community Group

As well these organisations and groups we are working closely with various NHS services and professionals including GPs, Midwifery teams, Speech and Language Therapists, with local government services and with other relevant organisations like faith groups and the police.