



About the Born in Bradford's Better Start Cohort

The Better Start Bradford Innovation Hub (BSBIH) will recruit a new birth cohort of approximately 5000 babies born within the Better Start Bradford area: the Born in Bradford's Better Start (BiBBS) cohort. BiBBS is the world's first experimental birth cohort and is led by [Prof John Wright](#).

All pregnant women and their partners, of all ages, speaking any language and, crucially, living in the Better Start Bradford area will be invited to take part in this study. They can be involved in BiBBS regardless of whether they will take part in any [Better Start Bradford projects](#) or not. Recruitment commenced on the 4th January 2016 and will continue for 5 years. When they join the cohort, women and their partners complete a questionnaire that provides a range of information including including items related to demographics, social support and social capital, health behaviours, physical and mental health and parent-infant bonding. They are also asked to have anthropometric measures taken and to give some biological samples, including a hair sample to measure cortisol levels, a blood sample and a urine sample. These samples will be stored in the Born in Bradford biobank.

The majority of recruitment takes place at the Glucose Tolerance Test (GTT) clinic at Bradford Royal Infirmary. Women who don't attend the GTT are approached at other appointments such as community midwife appointments and hospital appointments.

When women and their partners sign up to take part in BiBBS they are asked to give their permission for Born in Bradford to link to information that is routinely collected about them and their children by their GPs, health visitors, midwives, dentists, children's services and education, so that researchers can build up a clear picture of children's lives and look at the factors that affect their health and development as they grow up. Part of this routine data will be data from the [22 Better Start Bradford projects](#) that aim to improve outcomes for children across three key areas: social and emotional development, communication and language and nutrition and obesity. The information collected will allow us to assess the implementation of and outcomes for each BSB project, and will allow for more rigorous evaluations of the projects using randomised controlled trial methodology for a subset of programmes. The data will also be used to answer a range of other research questions, such as the effects of certain health behaviours, child growth patterns and nutrition during pregnancy and the effects our neighbourhoods and surroundings have on our health.

To find out more about the BiBBS cohort please see the [protocol paper](#)

People

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