



Born in Bradford is
GROWING UP
10 years of
epidemiology,
engagement and
intervention

Dr Rosie McEachan, Programme Manager
[@drrosiemc](#) | [@bibresearch](#)

But first....a bit about us



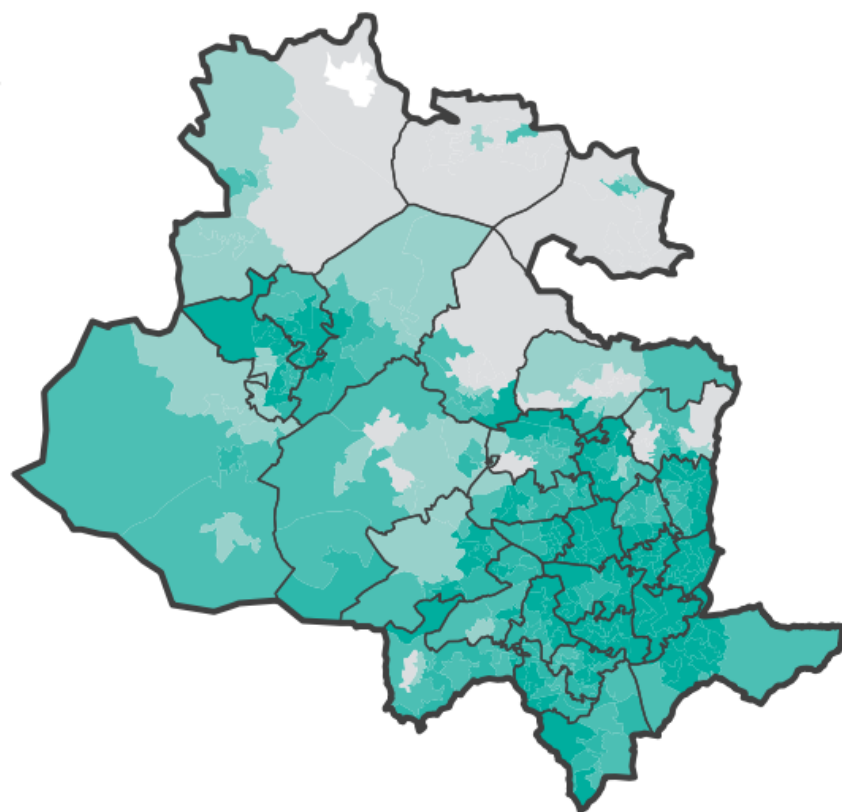
Deprivation: a national view

The map shows differences in deprivation levels in this area based on national quintiles (fifths) of the Index of Multiple Deprivation 2010 by Lower Super Output Area. The darkest coloured areas are some of the most deprived areas in England.

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Lines represent electoral wards (2013)

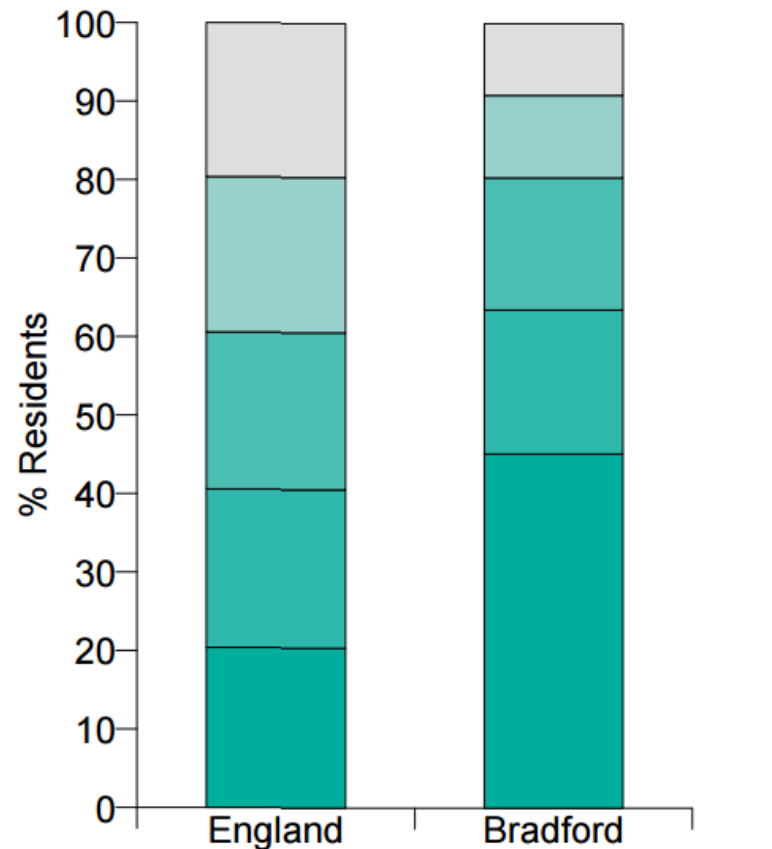


most deprived quintile

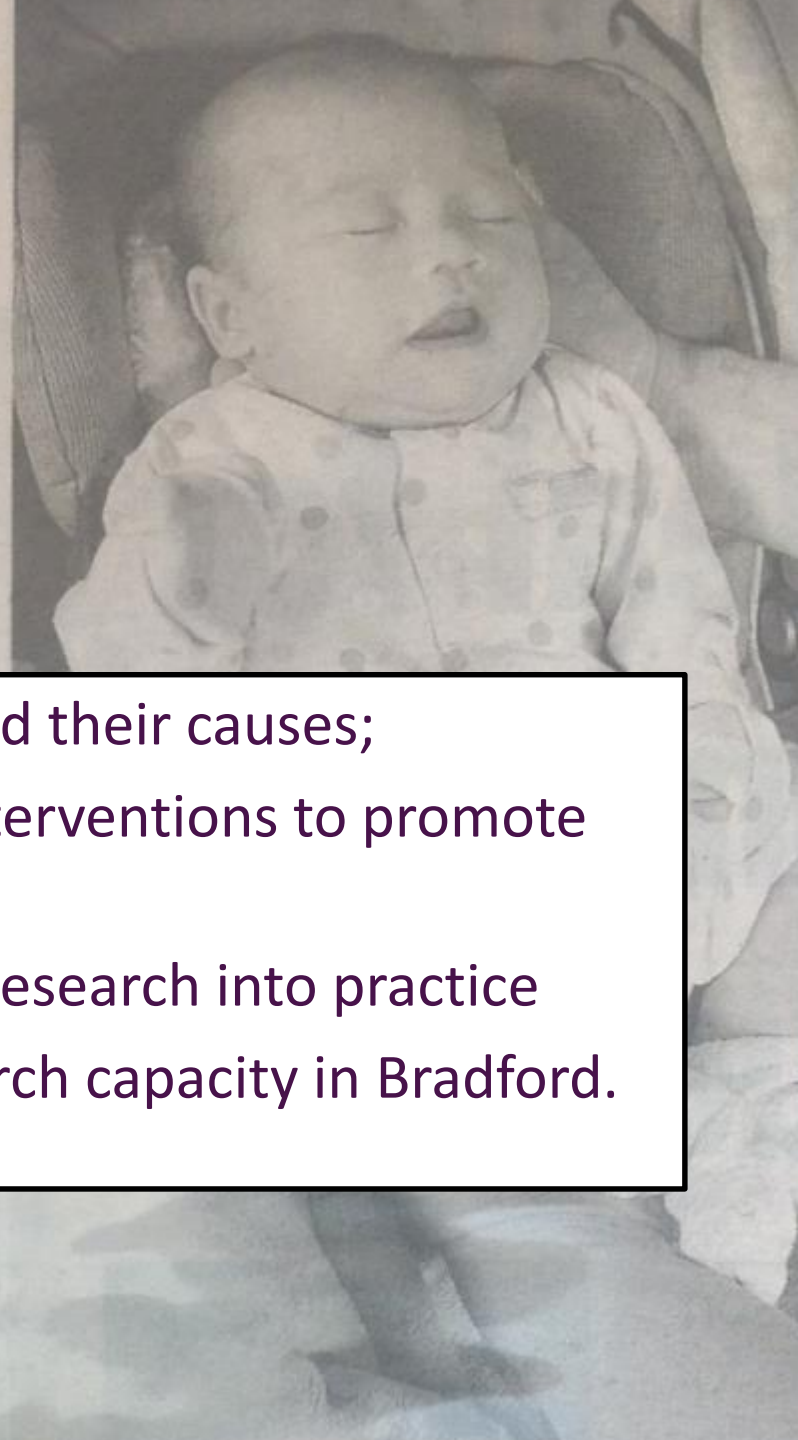


least deprived quintile

This chart shows the percentage of the population in England and this area who live in each of these quintiles.



District Is given child mortality



- Describe health and ill-health and their causes;
- Develop, design and evaluate interventions to promote health;
- Provide a model for integrating research into practice
- Build and strengthen local research capacity in Bradford.

Watch
says
need
improve services

by Jo Winrow City Hall Reporter

Infant mortality is still a huge problem in Bradford, according to a new

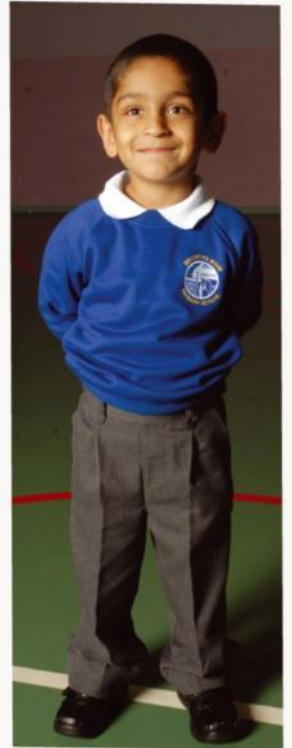
public services are working well to tackle some of the big challenges facing the city.

"Although the recession has affected retail developments, investment is helping to improve the attractiveness of the city centre. Bradford is becoming safer with most types of



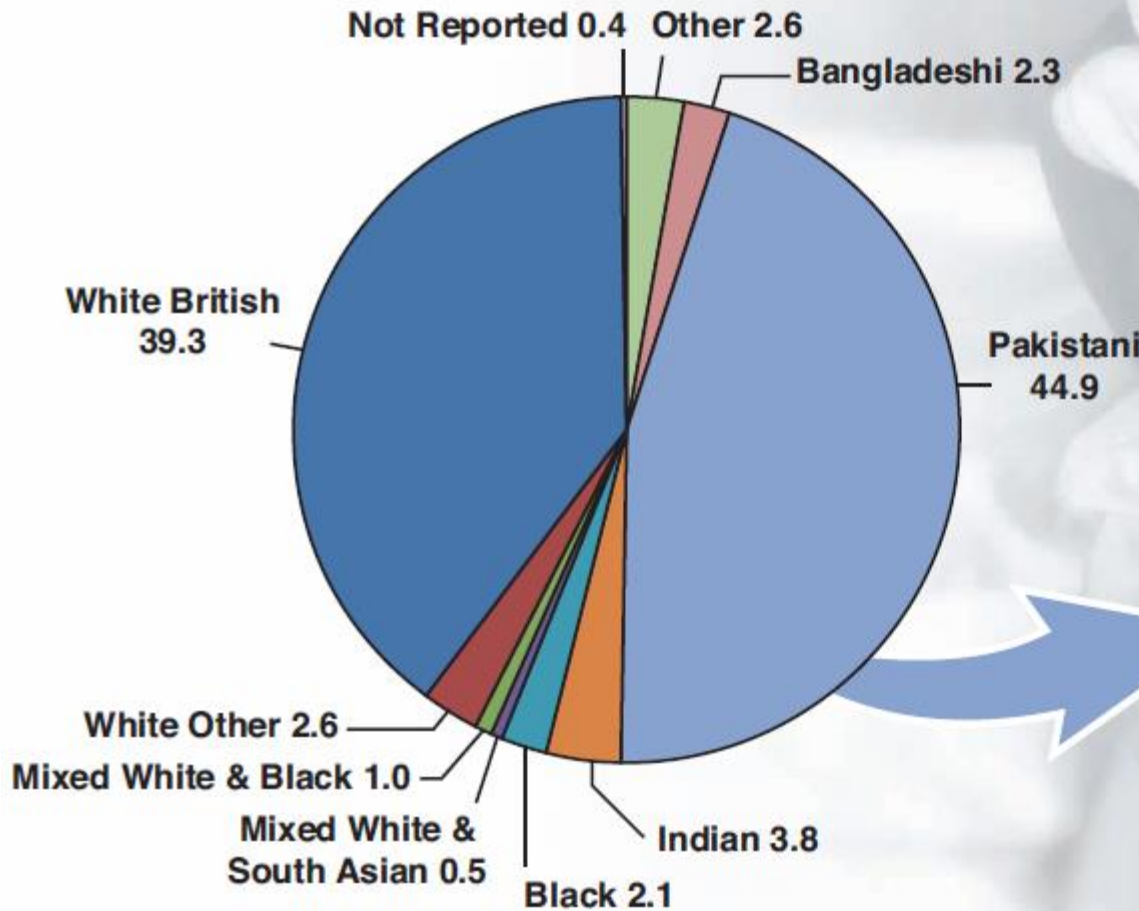
EPIDEMIOLOGY

10 this year

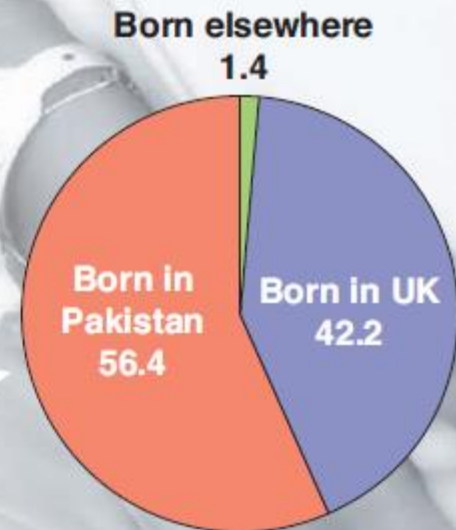


ry School
of triplets

Proportion (%) of different ethnic groups in the BiB study

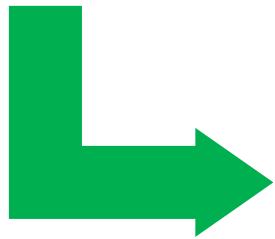


Country of origin of Pakistani mothers (%)



**Baseline
Questionnaire
(mother)**

- Lifestyle
- Environment
- Physical & mental health
- Socio-economic
- Genetic



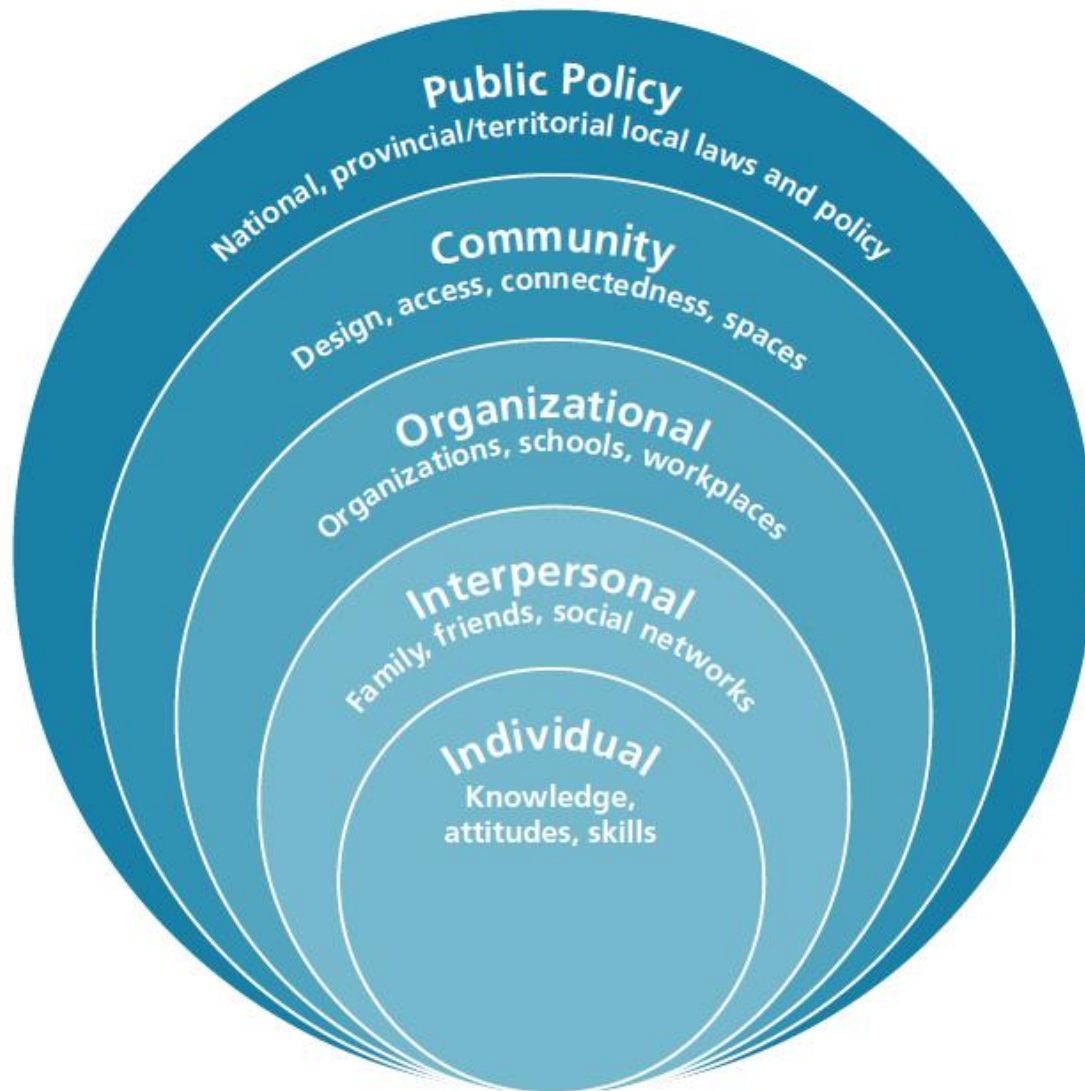
**Routinely
collected data**

- Health visitor/school nurse
- Hospital Admissions
- GP records
- Bradford Education



- Lifestyle
- Environmental
- Physical & Mental health
- Socio-economic

What do we study?



Our findings



Babies Born with Serious Conditions

Effects of Genetic Knockouts on human Health

How should we diagnose gestational diabetes?

How Alcohol and Binge Drinking Affect Health

Acrylamide: Danger from Crisps and Chips

Sudden Infant Death Syndrome (SIDS)

Sleep and obesity in young children

HAPPY: Promoting a Healthy Diet for Families

Increasing Physical Activity in Childhood

Air Pollution: The Magical Power of Nature

Author: Rosie McEachan



Social Factors Affect who has Asthma

Author: Noortje Uphoff



Social Networks Affect our Health

Author: Noortje Uphoff



Supporting children at home and in foster care

Author: Nina Richel



Physical and social environment

INTERVENTION

Can a research project change a city?





News

Local

Crime

Education

Health

Danger Drivers

National

Community Stars

17th June 2014

£50m lottery award will transform babies' lives in deprived areas of Bradford

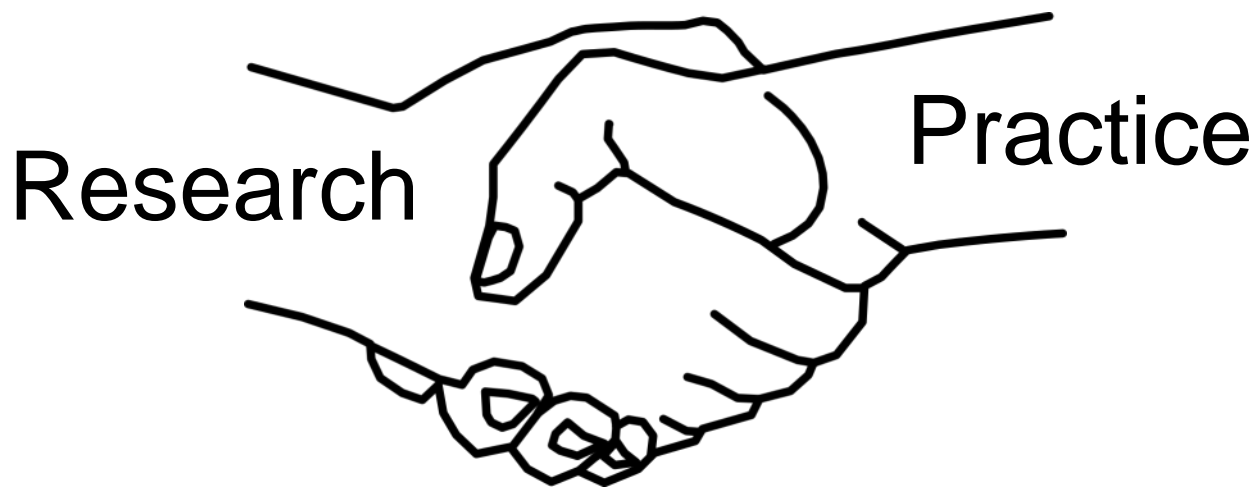


Most
popular

M
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BORN IN BRADFORD'S BETTER START





The World's First Experimental Birth Cohort!

BIBBS Routine Data collection

BiBBS BASELINE
QUESTIONNAIRE &
SAMPLES

GP RECORDS, DENTAL RECORDS, HOSPITAL ADMISSIONS

LOCAL AUTHORITY: SEN register for SLCN and
referrals to SALT services

MATERNITY RECORDS:

Pregnancy Health	Birth Data	Breast-feeding
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HV RECORDS:

Breast-feeding	Mental Health	Bonding etc.
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NURSERY RECORDS- SCHOOL READINESS

2 years	3 years	4 years
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SCHOOLS DATA

School-readiness BMI	Phonics	KS1	BMI	KS2
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Pregnancy week
8 12 26

Birth week
0 2 6 8

Month
3 4

Child age
6 1 12

2

3

4

5

6

7

8

9

pregnancy

birth

infant

childhood 1-11 years old

Better Start Projects

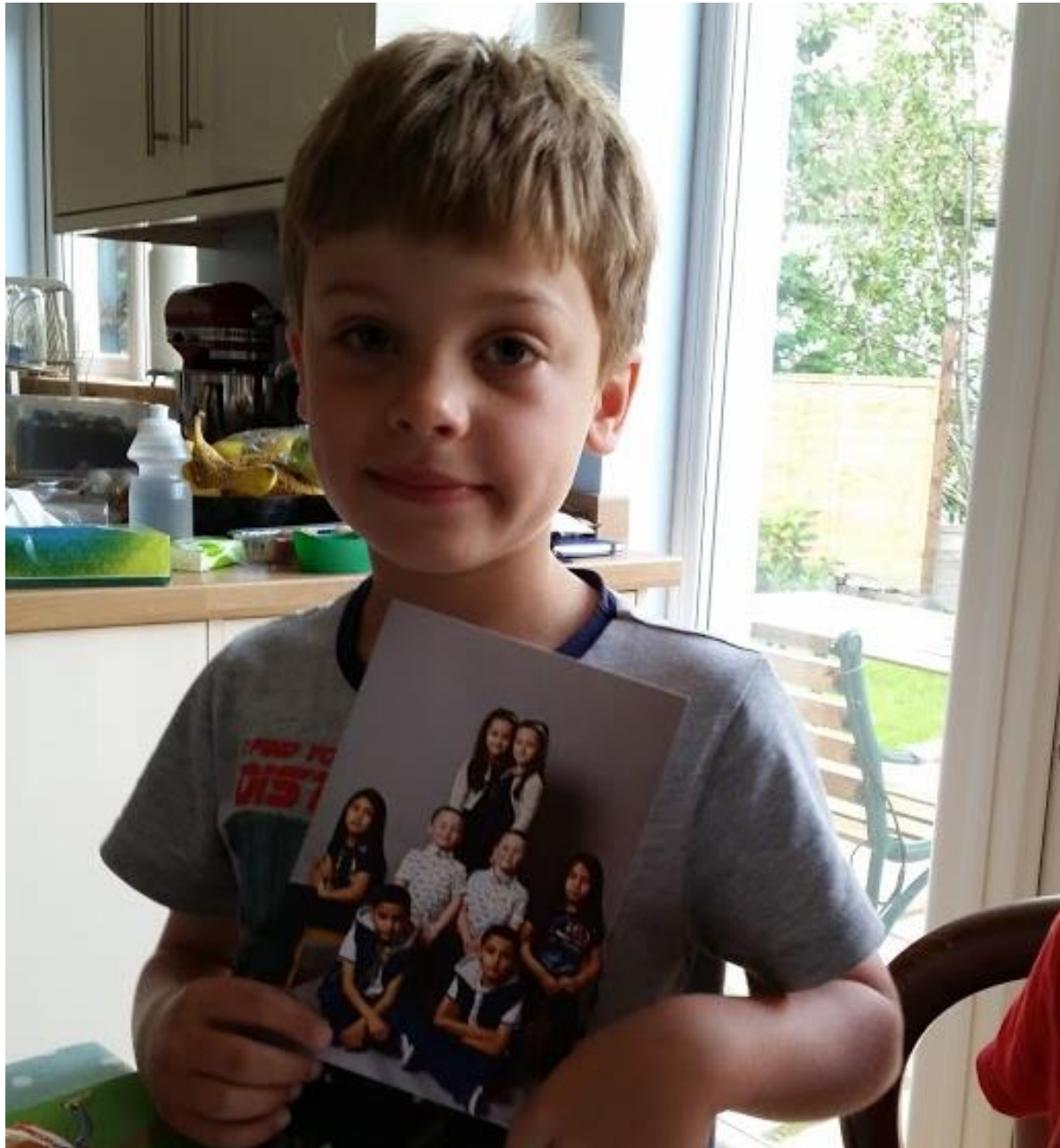
22 interventions aimed at improving health
outcomes for pregnant women and children
aged 0-3

What works ?



Engagement

Happy birthday!



Celebrations!



Inspiration...



Rosie McEachan

@drrosiemc

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[@BradScienceFest](#) [@CityOfResearch](#)





Working in partnership...



Listening...



Working closely with our partners...



Spreading the word....locally

Telegraph & Argus



And nationally...



John Wright

@docjohnwright

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Filming for [@BBCLookNorth](#) as we recruit the scientists of tomorrow [@BiBresearch](#) [#BradfordScienceFestival](#)



6:48 am - 15 Jul 2017



Born in Bradford 10 years on..



Any questions?



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