

Born and Bred in Wigan

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Wigan Health and Care
Research Forum



BORN & BRED IN
Network





- Paediatric cohort study, following mothers and babies over time, to understand and improve the health and wellbeing of local children.
- Uses routinely collected data, from different sources, to build a more complete picture of child health and development locally.
- Born and Bred in (BaBi) Network is a group of local electronic birth cohorts
- There are now 13 BaBi sites across England - each deliver their own research and feed into a meta-analysis.
- Support by the Born in Bradford Programme

Born and Bred in Bradford

- Internationally recognised research programme
- Vision – a healthier, happier, fairer future for children, young people and families
- Tracking the lives of 60,000 people in Bradford to see why most people are healthy and happy, but some are not

Born in Bradford

Research that changes a city



Overview

Recruit via Maternity	Recruit pregnant women who are booked to receive maternity care at WWL –embedded into the EPR and led by midwives as part of routine care.
Collect and join data	Link together routinely collected data sources from health, education, social care and other relevant settings within a secure data environment. Locally owned data set.
Create a rich data set	Develop a longitudinal data set that can be used now and, in the future, to investigate child and maternal health and wellbeing.
Conduct Research	Work together to design and deliver local research to look at ways we can improve health, care and services through research and planning.

Progress so far

Socialising and Scoping

- BaBi discussion paper circulated with stakeholders
- Support from WWL Board of Directors
- Support from Edge Hill colleagues
- Internal feasibility discussions at WWL –data, research, maternity
- Learning from other sites and national team

Delivery

1: BaBi Planning and Delivery Group

- WWL focused activity to support the planning and implementation of BaBi.
- Recruitment & Consent
- Staff training in maternity
- Secure data environment
- Data sharing agreements
- Funding for implementation

2: BaBi Research Group

- A local multidisciplinary research group who come together to scope and set research priorities and collaborate on joint projects.
- Mapping research priorities e.g. Edge Hill, Wigan Council, WWL
- Apply for funding for specific research questions

Examples of Research

- HARMONIE RSV study –protecting infants from **RSV using a single antibody dose**
- Developing common **data model** and **equity exemplar**
- **Physical activity in pregnancy** – cohort study exploring impacts of PA on outcomes for mothers and babies
- Growing Well –**obesity and oral health**
- Exploring hidden experiences and **barriers to health research participation** among women from deprived areas

Impact of Born in Bradford on policy and practice

Air Pollution

Green Space

Perinatal mental health

Air Pollution was associated with poor growth of babies in the womb
1 in 3 cases of asthma was related to air pollution



Bradford's Clean Air Zones -£30 million in funding to support less polluting vehicles



Families living in greener areas had babies with healthier birthweights and better mental health amongst pregnant mothers and children



Investment in urban green spaces across the city



Pregnant women who were exposed to the financial recession (2008-2010) were more likely to smoke than those who were pregnant before.

Financial stress was a key contributor to increased smoking rates during the recession.



Health, welfare and food aid services co-located in areas of high deprivation to make it easier for families to access the help they need



Opportunities

- **Bespoke local database** with linked maternal and child data
- Opportunity to conduct **local research** to inform **local change**
- A unique dataset that can be accessed and utilised by other researchers
- **Widen community engagement in research**
- **Data sharing** agreements
- **Young ambassadors** group

Next Steps

Scoping continues

- Continued liaison with national team and local site (Tameside)
- Planning Meetings: identify the requirements for successful delivery and explore funding options
- Planning for strand 2: stakeholder mapping and workshop
- Establish the governance

Can you help?

- Do you have experience and expertise that can help us?
- Could you help shape our research priorities?

Please get in touch if you have ideas or would like to be involved.

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