



BiB is one of the biggest medical research studies in the UK following the lives of **13,500** children born in Bradford between March 2007 and December 2010.

The children have been monitored since before they were born, and information has been gathered about their health and the health of their families to find out more about the causes of childhood illness.

This information is collected and stored in electronic health records resulting in a unique database that is helping support local families.

To fully involve participants in the research they are provided with access to their health records through mobile and web applications.

BiB was started because of the high levels of childhood illness and a high level of infant mortality in the city; the **second highest** in the country at the launch of the study. BiB's aim is to be a research study that changes the health and wellbeing of a city.

This birth cohort study is a powerful way to research how many different influences such as family, genes, environment, services, and lifestyle shape childhood and illness.

The information is helping parents and researchers to identify the causes of illness and take preventative measures.

70% of mothers said being a part of BiB had made them **change their behaviours** in relation to things relevant to their health and their children's health.

Born in Bradford has made a big difference in a short space of time with around **28,000** people involved in the study so far.

Innovative physical activity research is looking at ways to reduce our increasingly sedentary lifestyles. For example, during a 9 week study, one Bradford primary school had sit-to-stand desks installed. During that time the pupils became more active and reduced daily sitting time by **52 minutes**.

Overall, the BiB research has led to changes in schools, and in the way pregnant women in the city are monitored and their babies cared for.



PhD students are using BiB data in their research to help in the effort to improve the health of families in Bradford, as demonstrated at the 2015 Conference at Bradford's National Media Museum.

The study goes beyond simply helping people in Bradford. The data gathered will help contribute to better understanding and planning for health improvement across the UK and Europe.

There are no other data sets like this, hence BiB is opening up numerous benefits and opportunities for research. The findings and research are helping to shape national and international attitudes towards health issues. This cohort study will contribute to the future of health data science.