



A Better Start for Bradford's Children?

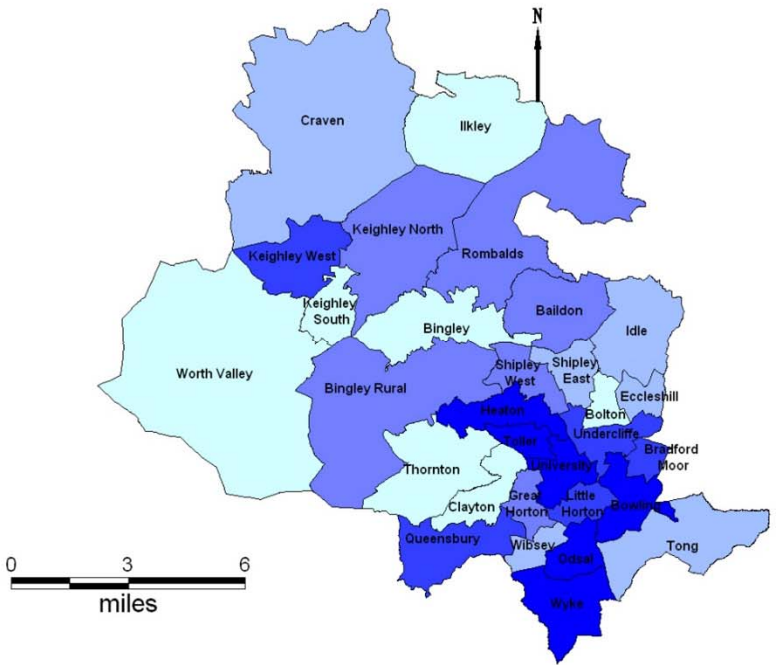
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Overview

- Big Lottery funding for A Better Start
- Bradford and Born in Bradford
- Better Start projects and outcomes

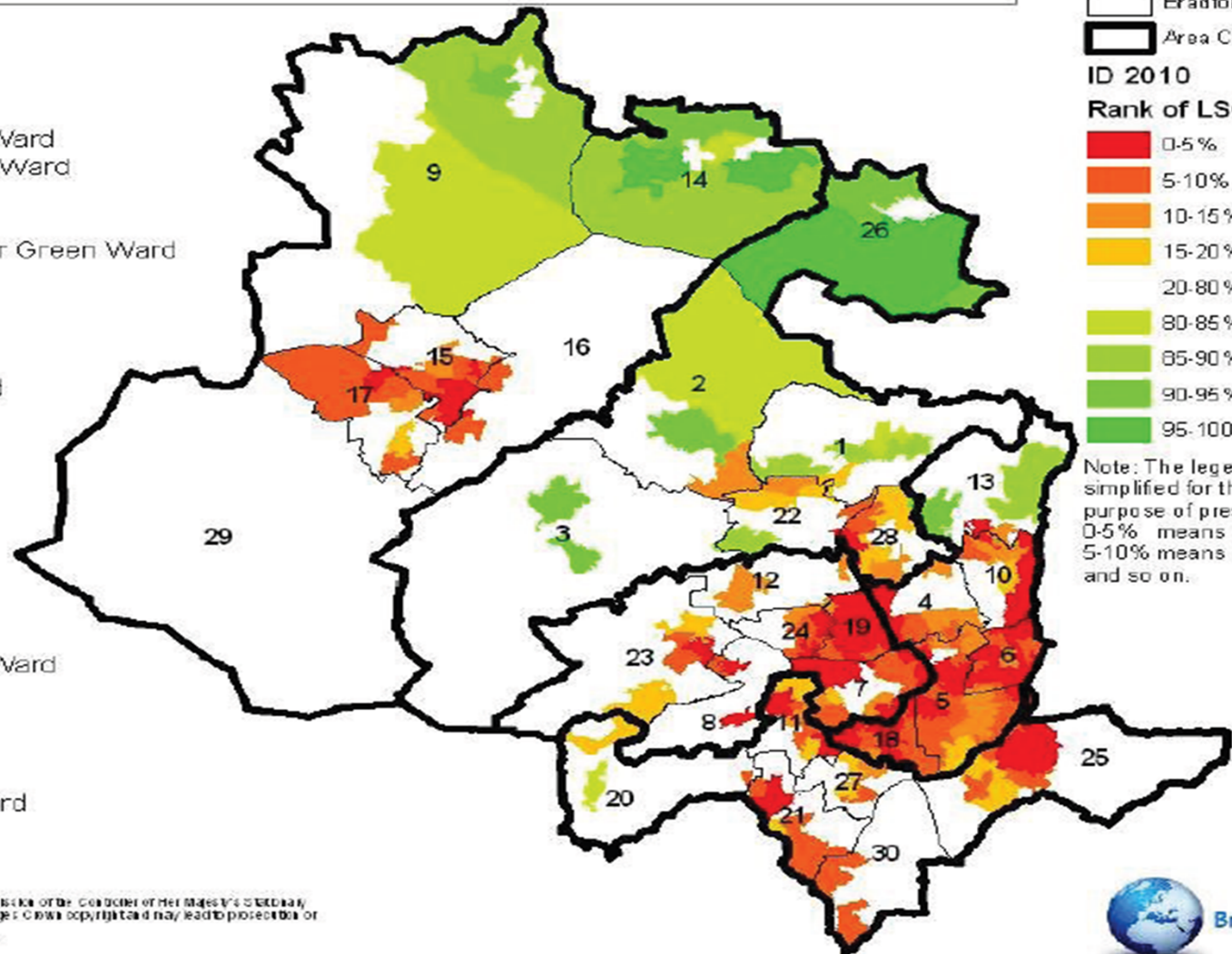
- The role of the Innovation Hub
- The Better Start Bradford cohort and TwiCs



A third of the district live in the most deprived areas in the country

IMD 2010 - Overall Rank LSOAs ranking within the 20% Least and 20% Most Deprived in the country

- No Ward
- 1 Baildon Ward
 - 2 Bingley Ward
 - 3 Bingley Rural Ward
 - 4 Bolton and Undercliffe Ward
 - 5 Bowling and Barkerend Ward
 - 6 Bradford Moor Ward
 - 7 City Ward
 - 8 Clayton and Fairweather Green Ward
 - 9 Craven Ward
 - 10 Eccleshill Ward
 - 11 Great Horton Ward
 - 12 Heaton Ward
 - 13 Idle and Thackley Ward
 - 14 Ilkley Ward
 - 15 Keighley Central Ward
 - 16 Keighley East Ward
 - 17 Keighley West Ward
 - 18 Little Horton Ward
 - 19 Manningham Ward
 - 20 Queensbury Ward
 - 21 Royds Ward
 - 22 Shipley Ward
 - 23 Thornton and Allerton Ward
 - 24 Toller Ward
 - 25 Tong Ward
 - 26 Wharfedale Ward
 - 27 Wibsey Ward
 - 28 Windhill and Wrose Ward
 - 29 Worth Valley Ward
 - 30 Wyke Ward



Legend

Eradford W
Area Comr

ID 2010

Rank of LSOA

- 0-5% -
- 5-10% -
- 10-15% -
- 15-20% -
- 20-80% -
- 80-85% -
- 85-90% -
- 90-95% -
- 95-100% -

Note: The legend is simplified for the purpose of present
0-5% means 0%
5-10% means 5%
and so on.

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City of Bradford Metropolitan District Council 100010004
May 2005





- 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.

4 this year

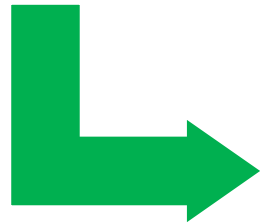
8 this year



7 school

**Baseline
Questionnaire
(mother)**

- Lifestyle
- Environment
- Medical (physical & mental health)
- Socio-economic
- Genetic
- Biological



**Routinely
collected data**

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



**Full Sweep @
8-10yrs**

- Lifestyle
- Environmental
- Medical
- Socio-economic

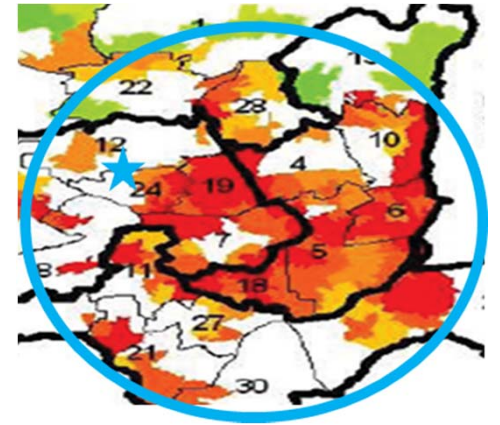
**Lifestyles,
obesity &
activity**

**Asthma,
Allergies,
infection**

**Pollution
& green
space**

**Learning &
behaviour**

What is Better Start Bradford?



Big Lottery: £49 million over 10 years

Bradford Trident: Community led partnership

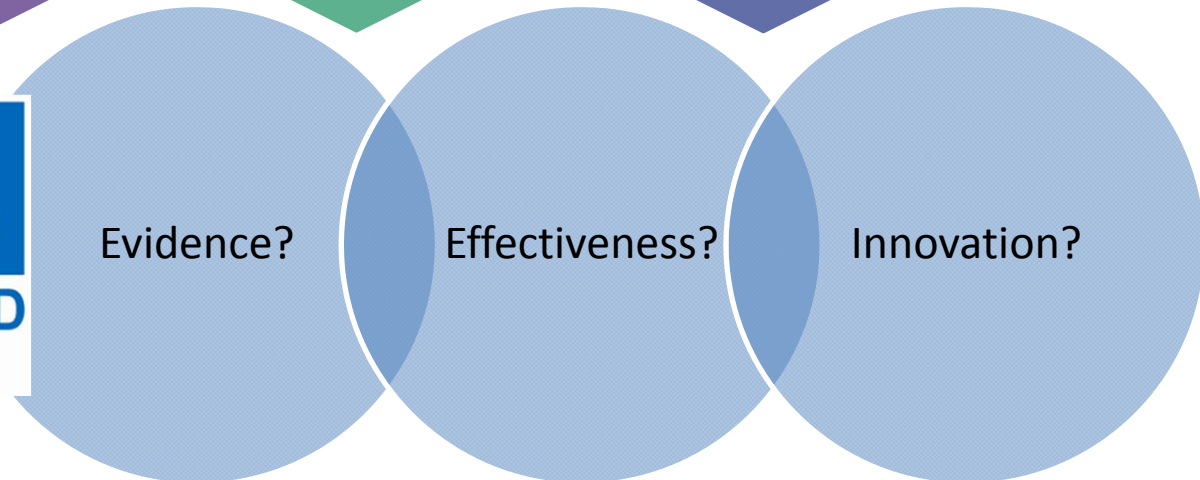
Pregnant mums, and 0-3 years

- Bowling and Barkerend (6), Bradford Moor (5), Little Horton (18)

Evidenced based interventions for key outcomes:

- Nutrition and obesity, language and communication, well-being

Intervention themes





Better Start Bradford Innovation Hub

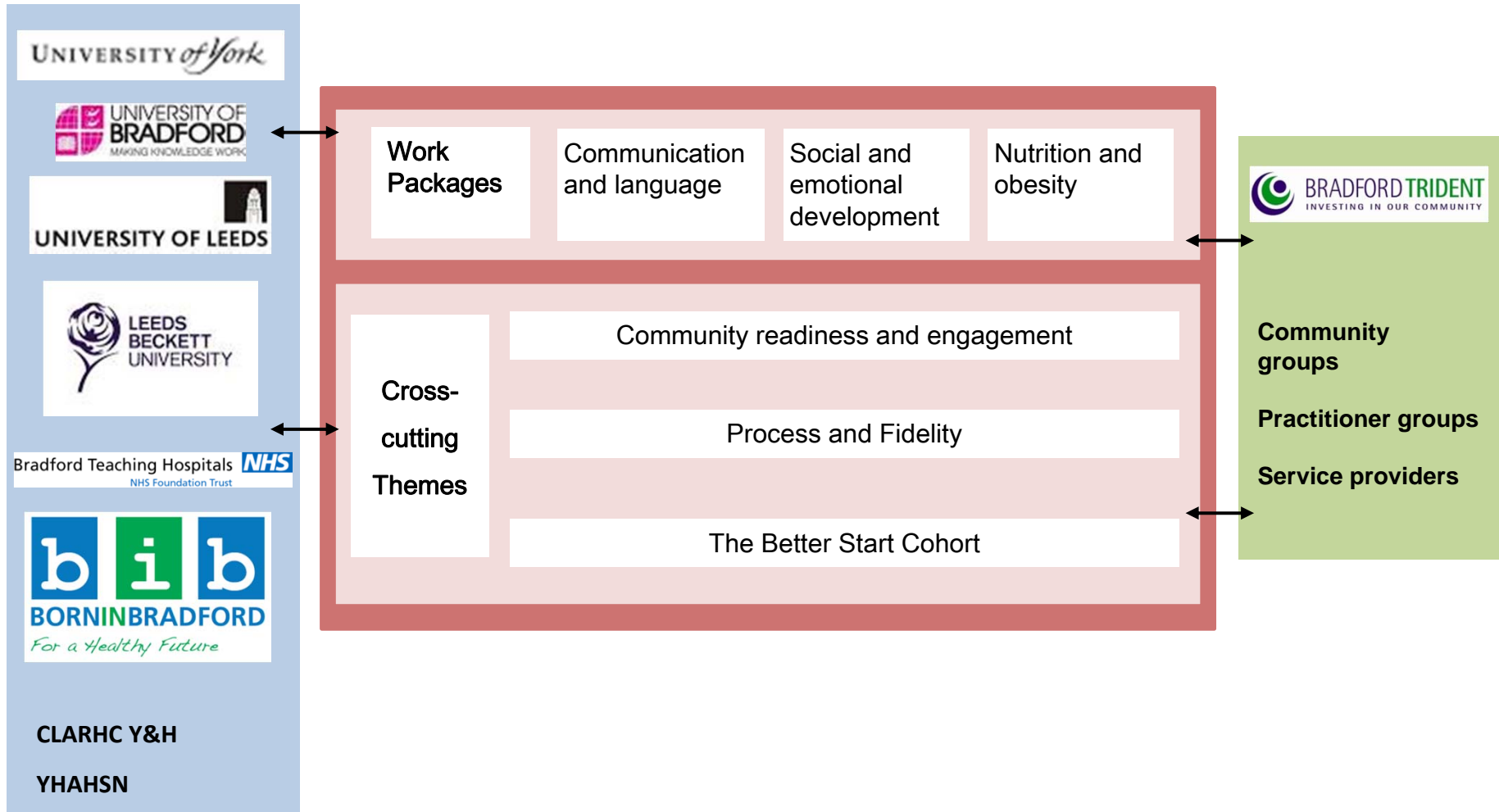
**A new partnership between Better Start Bradford and Born in Bradford
Starting April 2015**

Measure and monitor the implementation of Better Start activities supporting learning and continuous improvement;

Facilitate feasible and effective evaluations of these activities; and

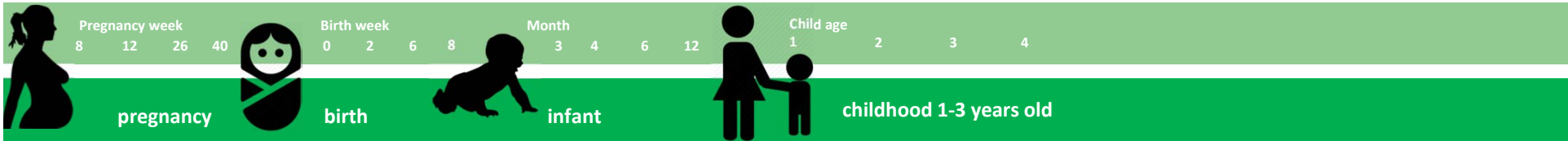
Promote the rapid translation of new knowledge into practice by dissemination and sharing across multiple agencies

The Innovation Hub

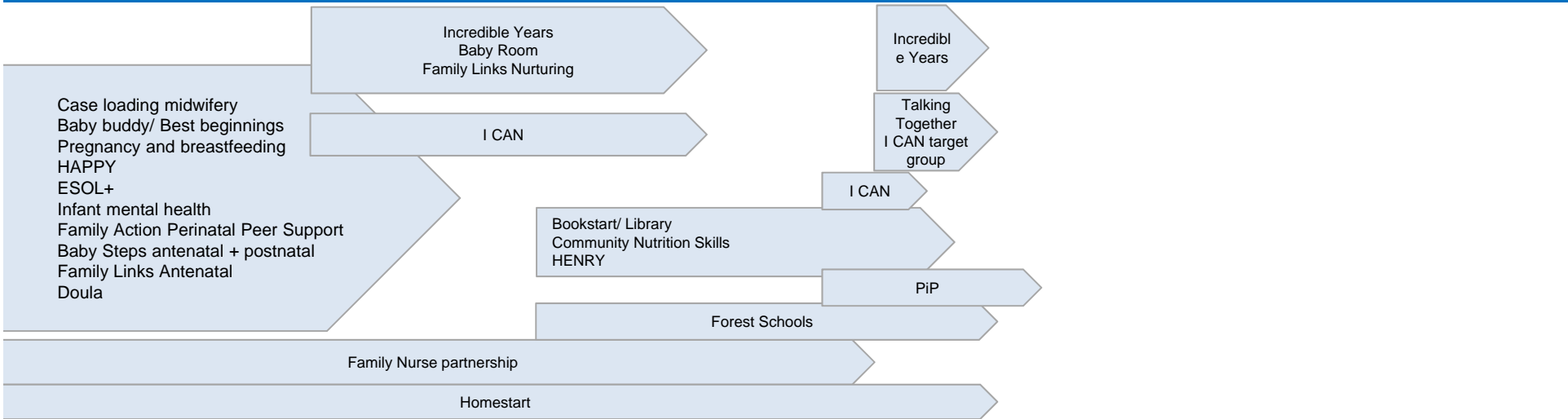


Do projects lead to change children's

- Socio-emotional development,
- Communication and language, and
- Nutrition and obesity?



Better Start Projects



The Better Start birth cohort

Sample:

- 6000 babies over 5 years, mothers and partners

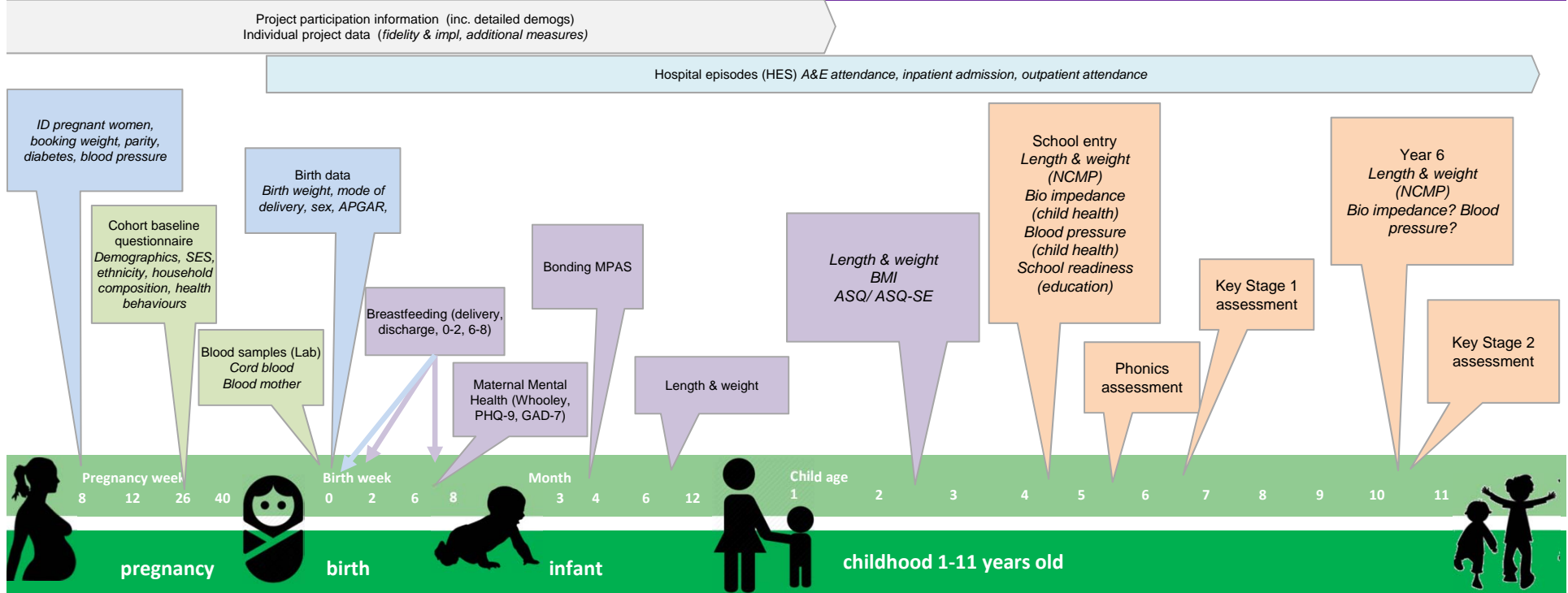
Recruitment:

- Pregnant mums from Better Start Bradford areas
- At Glucose Tolerance Test clinic at 26 weeks (or in their homes/community midwife appointments)

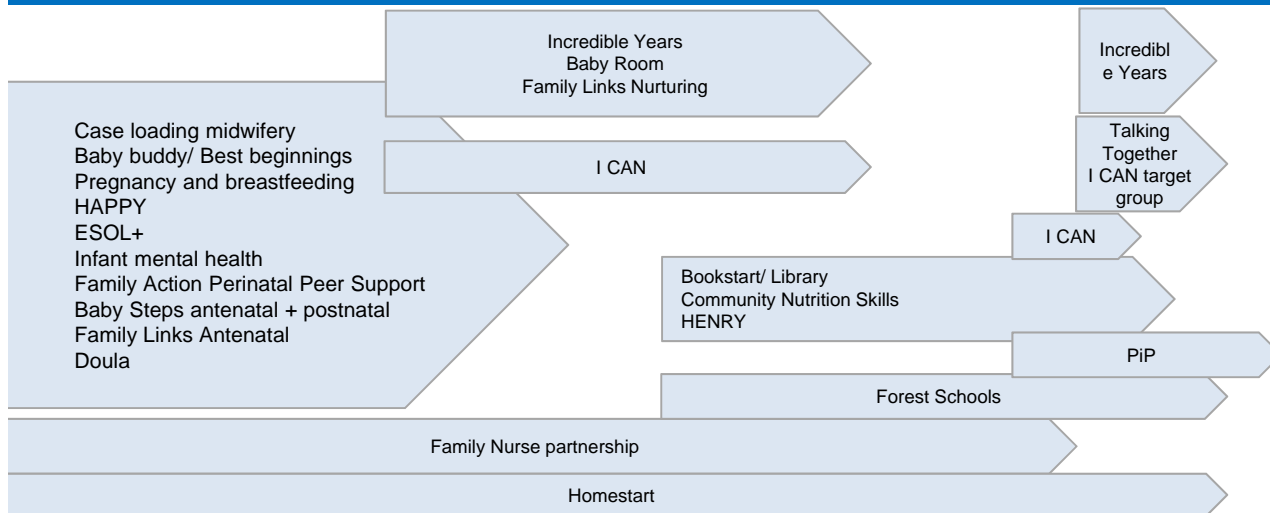
Data:

- Baseline questionnaire for pregnant mums and partners
- Routine outcome measures for babies up to age 10 (hospital, health visitor, education)
- Information on all of the projects that babies/families take part in, including level of engagement / attendance

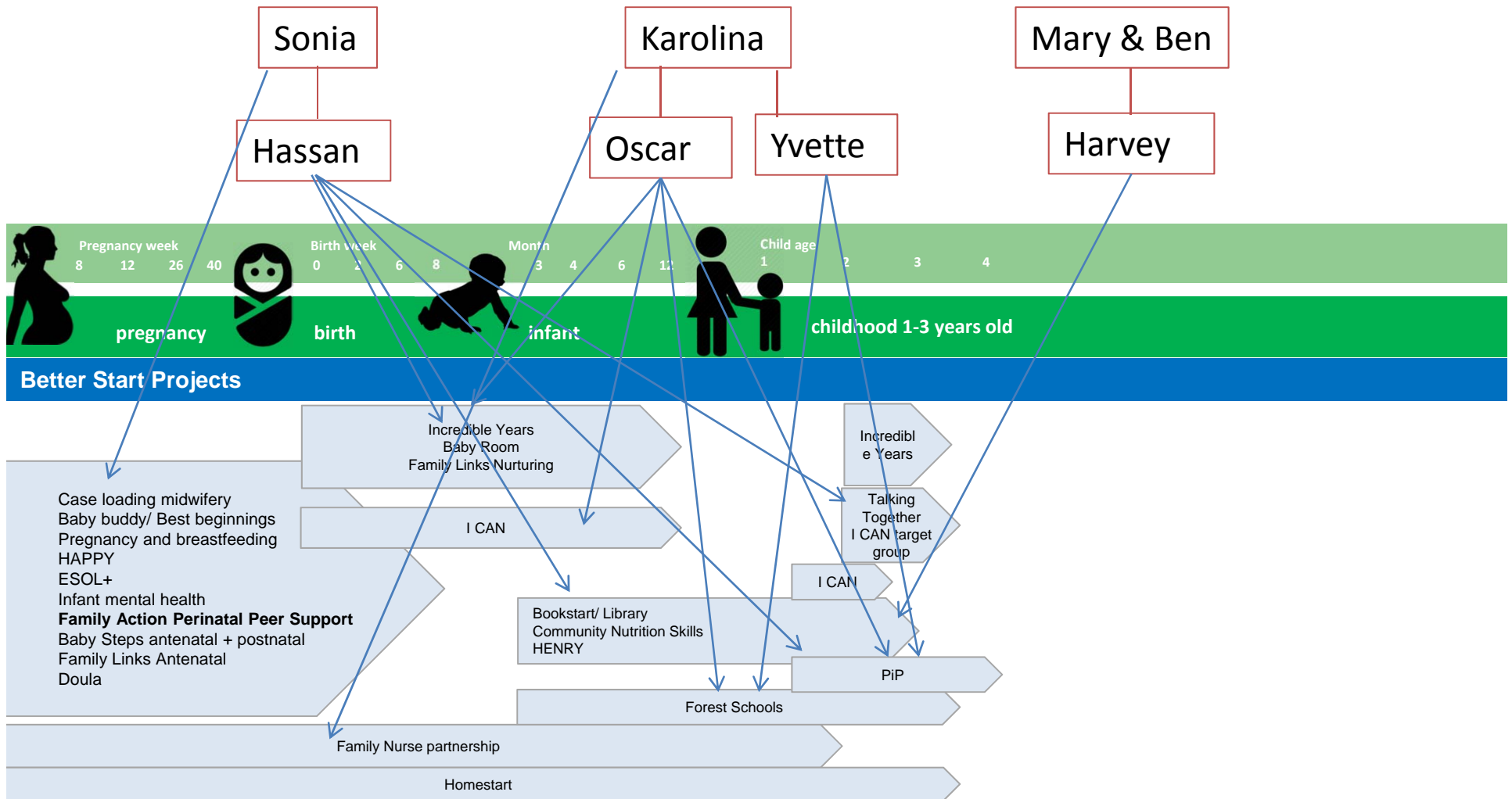
Routine Data Collection



Better Start Projects



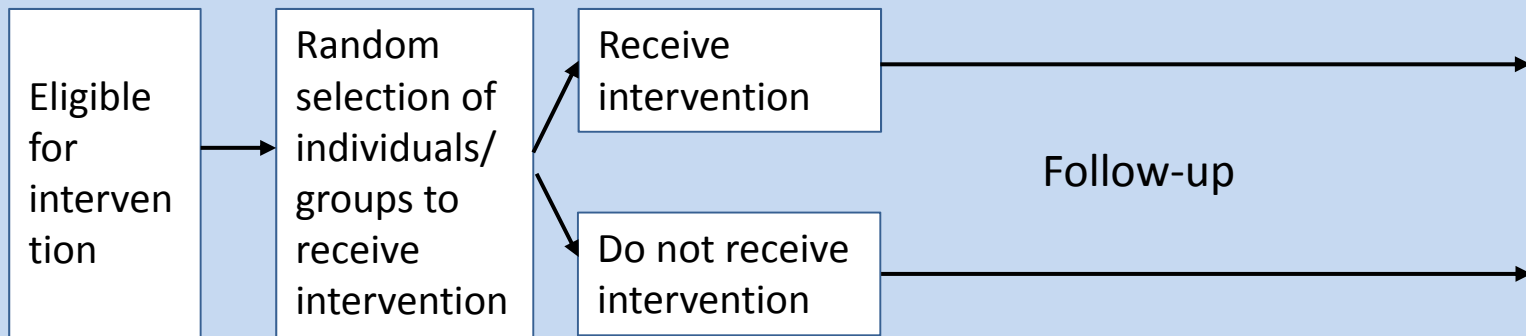
Cohort Participant Tracking



Trials within cohorts (TwiCs)



Better Start Bradford cohort



Consent
(cohort and TwiCs)

Routine Outcome Measure

Routine Outcome Measure

Routine Outcome Measure

Ideas or questions?

