

Born in Bradford's Better Start (BiBBS)

Delivered by **Born in Bradford**
From **January 2016 – July 2024**



OVER
4500

mums recruited,
many with
more than one
child in the
cohort

Born in Bradford's Better Start (BiBBS) is a birth cohort study that aims to understand the effects of the early-life interventions led by Better Start Bradford on children's health and development. As the world's first experimental birth cohort, BiBBS evaluates how Better Start Bradford projects are improving children's health and development by collecting information on pregnant women (ante-and-postnatal), their children and families.

Between January 2016 and July 2024, pregnant women and new mums living in Bowling and Barkerend, Bradford Moor, and Little Horton having their baby at Bradford Royal Infirmary were invited to be part of the study.



OVER
5000

babies born
to date*

*BiBBS babies are
still being born
(as at autumn 2024)



Why this project was developed

BiBBS will help us to understand more about children's health and development in the Better Start Bradford area, including their social and emotional, language and communication, and physical development.

It will also support our understanding of how families engage with different services and tell us about the effectiveness of a number of projects delivered within the Better Start Bradford programme.

We hope findings will benefit Bradford's community, and contribute to local and national health policy.

Impact and findings

- The BiBBS cohort is probably the world's most diverse cohort, with 88% ethnic minority, 54% migrants, >90 different countries of birth, 56 different languages spoken.
- It is also unique, in having recruited families before, during and after the COVID-19 pandemic
- 87% of BiBBS mums have received support via 1 or more Better Start Bradford projects.
- BiBBS will facilitate effectiveness evaluations of 5 Better Start Bradford projects.
- Our recent BiBBS Teddy Bears Picnic engaged 212 mums, dads and children who helped us celebrate the end of our recruitment to the study.
- We will be continuing to follow BiBBS families as their children grow up to understand the longer-term impact of the programme.

The eldest
BiBBS
children
are now

8

YEARS OLD

