

June 2019

Born in Bradford – Active Bradford; Children and Young People

Local Delivery Pilot – Organisation Responsible

Born in Bradford www.borninbradford.nhs.uk

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Born in Bradford (BiB) is one of the largest research studies in the world, tracking the lives of over 30,000 Bradfordians. BiB conducts rigorous and applied health research to develop new and practical ways to improve the health and wellbeing of communities in for example:

- reducing childhood obesity
- increasing physical activity
- improving mental wellbeing

There are two existing BiB areas of research:

The Born in Bradford Study – tracks the health and wellbeing of over 13,500 children, and their parents, born at Bradford Royal Infirmary between March 2007 and December 2010. The children are tracked from pregnancy through childhood and into adult life and includes how parents and the wider family, our genes, the way we choose to live, the local environment, the services we access come together to affect our health and wellbeing.

Better Start Bradford - BiB hosts the world's first experimental 'from birth study': 'Born in Bradford's Better Start'. The research started in 2016 to recruit 5,000 families living in selected areas of Bradford to see the impact of early life interventions on the health and wellbeing of mothers and children. There are 22 interventions to help assess and improve children's health, social and emotional development and communication.

Brief background about the place

Bradford was known as the wool capital of the world. It has a total population of 550,000 and the largest under 19s population in England at 29%. Bradford has a densely populated urban centre leading to large open countryside such as Ilkley Moor – the gateway to the Dales and a Tour de Yorkshire finish 2018. Bradford is a barometer for multi-culturalism with 43% white British and 36% Pakistani origin.

The pilot builds on the BiB cohort study in three specific areas of north Bradford, with 140,000 population, for children aged 5-14 to have better lives; better health and better skills.

Each area has high levels of multiple deprivation with low activity levels; high childhood populations and high numbers of BiB children to enable evaluation.

What is the Bradford Pilot trying to achieve?

The pilot's aim is to increase physical activity and improve outcomes for Children and Young People aged 5-14. Physical activity and sedentary behaviour track from childhood through to adolescence into adulthood, with physical activity in decline by the age of seven and may even start as early as school entry, at five years old.

Children and Young People physical wellbeing - low levels of physical activity in childhood is related to the risk of heart disease; type II diabetes; having a higher risk of early morbidity and mortality. The pilot wants to stop these trends by supporting Children and Young People to engage in sufficient physical activity to improve their health and quality of life now and in adulthood.

Children and Young People mental wellbeing - over half of mental ill health starts before the age of 14 years. There is good evidence that engaging in physical activity has positive effects on Children and Young People's mental wellbeing and their self-esteem.

Physical wellbeing, mental wellbeing and individual development of family members and the wider community - although the target audience is Children and Young People, the pilot wants to improve the quality of life for Children and Young People's families and the wider community. In this way the pilot will transform whole communities of people.

Children and Young People individual development - Children and Young People who take part in regular physical activity have been shown to achieve academically with better social and life skills. The pilot wants Children and Young People to grow-up to be confident, skilled young people, be employable and less likely to engage in anti-social behaviour or crime. They will see opportunities for themselves to contribute to the workforce, economy and prosperity of Bradford. They will be in good health and will not be a cost-burden to the NHS.

Who is the target audience?

Children and Young People aged 5-14 years and their families in three areas of north Bradford.

- (Eccleshill and Windhill) - predominantly white British communities.
- (Fairweather Green, Heaton, Toller, Manningham, City) - predominantly South Asian communities.
- (Allerton and Bolton and Undercliffe) - no predominant ethnicity communities.

Progress in the Pilot (January 2019 – June 2019)

What has been happening in the Bradford Local Delivery Pilot?

Research / Data Collection

Researchers from BIB have spoken with over 1,000 children, their parents and carers to find out what's important to them in life. This invaluable insight has shown that children enjoy fun, informal sports and activities and would like to play out more. An in-depth review of the evidence on children's physical activity has also been completed. These have shaped the design of the programme which is developed around four themes; families; community; organisations and environment. The headlines of the Implementation Plan are:

Bradford Local Delivery Pilot Implementation Plan	
LINKS ALL	<ul style="list-style-type: none"> • Strategic Leadership • Community Engagement Managers
FAMILIES	<ul style="list-style-type: none"> • Social Marketing • Communicating "What's On" • Reducing sedentary behaviour and excessive screen time • Parents activities and parenting courses
COMMUNITY	<ul style="list-style-type: none"> • Community led activity • Engaging and training local physical activity leaders
ORGANISATIONS	<ul style="list-style-type: none"> • Active Schools • Community VCS Organisations • Faith Settings • Health and social care organisations
ENVIRONMENT	<ul style="list-style-type: none"> • Active Travel • Active Playful Parks • Playful Streets • Green space and countryside

Recruitment

- 3 x Community Engagement Managers appointed alongside Comms and Admin officers
- Appointment of Programme Director completes the Delivery Team.

Pathfinder Funding

Pathfinder funding of £2,990m approved, including capital of £370,000 (work in parks and open spaces).

Marketing

Magpie appointed to design and run social marketing campaign around the new pilot title JU:MP – Join Us:Move, Play.

What's coming up

The neighbourhood approach

BiB's Pathfinder Phase is to test the whole system at a hyper local level within the wider North Bradford area. BiB is scoping out how to work within "natural neighbourhoods" and in three areas of North Bradford, a rapid test and learn approach is underway.

Neighbourhood whole system for active children and families



Alongside this, to understand the impact of the different projects that make up the whole programme, there will be individual project evaluations. This will include some key areas where there is currently a lack of evidence. These are:

- Understanding the impact of digital technology and the internet on children's lives and physical activity levels
- Islamic religious settings and how children's physical activity can be embedded in Mosque schools/Madrassas
- Social marketing campaigns encouraging children and families to be active and build confidence in outdoor play.

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