



The All Our Babies Study Newsletter

ISSUE 1

JANUARY 2011

Thank You for Participating!

The All Our Babies (AOB) Research Team thanks you for taking the time to participate in our research study. Because of women like you, we have reached our recruitment goal of 2,350 women. We are entering the data, and look forward to receiving more information from you as your babies arrive and you family changes. We are looking forward to learning more about how to promote healthy pregnancies and support families.



Thank you again and all the best for you and your family in 2011!

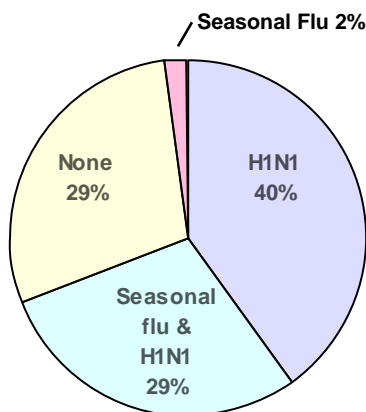
Some Initial Findings from the AOB Study

The AOB study was designed to help us understand women's needs during pregnancy and to understand how we can prevent preterm birth. The information will be shared with health care providers, researchers and decision makers to implement strategies to reduce the chance of poor birth outcomes.

We're learning about....

✓ **Seasonal Flu and H1N1 Vaccination Rates**

- In 2009, approximately 70% of pregnant women received the H1N1 shot.



Fun Facts!

The most popular AOB baby names in 2009 - 2010 were:

Girl: Sophie
Boy: Nathan

✓ **Prenatal Care and Mothers' Health**

- The boom in Alberta made it hard for some of you to get prenatal care.

✓ **Transitioning to Parenting**

- We are testing phone support strategies that may help parents make a smooth transition into their new role.

The information you have provided is so valuable that we are planning follow-up studies to learn how early life experiences can influence babies learning and growth!



Did you know...

- The first AOB baby turned one year old in December 2010.
- The last AOB baby will be born in July 2011.
- 925 AOB babies have been born so far: 54% are boys and 46% are girls.
- AOB moms are giving birth at a rate of 124 babies every month! That's almost 4 babies a day!

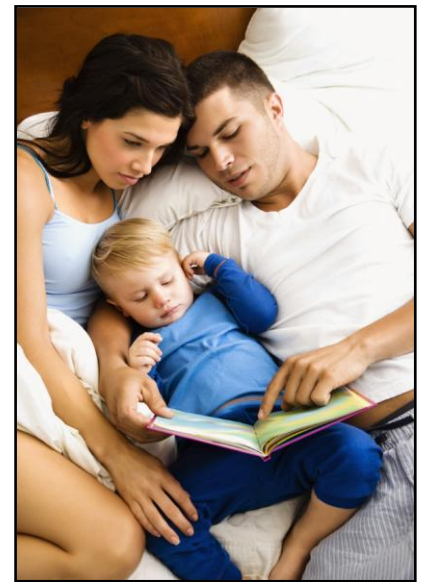


AOB Women Donate to Women in Needs Society!

The \$45 worth of gift cards and a library card have been the 'thank you' to women participating in the AOB study since we began the study two years ago. To us, it is a small token of appreciation for the time and attention you offer to the AOB study. Some women asked us to donate their gift and library cards to a local charity. This month, we were pleased to present a donation of \$350 in gift cards to the Women in Needs Society (WINS).

WINS donations go towards helping women and their families help themselves. To find out more about WINS, please visit their website: www.womeninneed.net.

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Lead Investigator of AOB receives Woman of Vision Award

This past spring, Suzanne Tough, the lead investigator of the AOB study, received the Global Television and YWCA's 'Woman of Vision' Award for her extensive research on maternal and child health, preconception and prenatal care, delayed childbearing, and fetal alcohol spectrum disorders (FASD).

"I feel really strongly that supporting families through parenting and pregnancy is fundamental to the success of our community and a marker of a civil society," says Suzanne. *"Our children are a tremendous asset."* The purpose of Suzanne's work is to create evidence that informs the development of community and clinical programs

and influences policy to optimize birth and childhood outcomes.

The AOB Study is, one of the largest pregnancy and birth cohorts in Canada. This cohort will make an important contribution to understanding how genes and environment work together to influence birth outcomes. This information is critical to develop the best possible strategies for healthy babies and healthy families.



Suzanne Tough, PhD.

Next Steps

Happy first birthday! The first year with a new baby brings many changes. At the end of the first year things change again as parental leaves end. We are planning a one-year follow-up so you can tell us about your baby, you and your family at this time.

Watch for Your First Year Follow-Up Survey in the Mail Spring 2011!

Contact Us

If you have any questions about the study, please contact the All Our Babies Study Team:
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