

## Novus announces social value partnership with CRADLE CIC

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Novus has announced its social value partnership with CRADLE CIC, a national mental health charity providing support to anyone affected by the death of a baby during pregnancy, or termination of pregnancy.

CRADLE CIC works nationally with the NHS to create and deliver services and pathways of support that begin during clinic care and continue long after a patient is at home recovering. It also provides a range of services to healthcare professionals including trainee doctors and nurses at universities to enhance the support provided for bereaved parents. The charity is supported by a growing national team of early pregnancy loss ambassadors, healthcare professionals, retailers, wholesalers and communities to support its initiatives including its comfort bag project, which provides assistance to those in hospital following early pregnancy loss.

As CRADLE CIC's latest social value partner, Novus is committed to driving positive impact across NHS England's Maternity and Gynaecology Pathways through its strong reputation within the healthcare and education sectors, as demonstrated by its successful presence at the recent IHEEM Healthcare Estates and Education Estates conferences.

Novus has already supported its first joint initiative with CRADLE CIC at University Hospitals North Midlands in Stoke-on-Trent, at a training session for clinical staff at the frontline of bereavement care which concluded with all attendees assisting in the packing of its comfort bags. These packages are a vital element of CRADLE CIC's service and are given to patients arriving in hospital via the bereavement pathway, filled with various essential items as well as signposts to additional support services.