

21st August 2018

For local media

PRESS RELEASE

Andrew is running for baby bereavement appeal

A hospital trust Director is taking on a running challenge to raise funds for a baby bereavement suite.

The Dudley Group NHS Foundation Trust has launched a £50,000 appeal to improve the environment in which families spend time adjusting to the death of their baby.

The Trust's Director of Workforce & OD, Andrew McMenemy, is taking on the Bank of Scotland Great Scottish Half Marathon on Sunday 30 September.

As part of preparations and to raise awareness Andrew is taking part in a 10K treadmill challenge in the reception at Russells Hall Hospital on Friday 31 August at 1pm.

He said: "This is just such an important project that I knew I wanted to do something to help. As I enjoy running, the Great Scottish Run seemed the ideal opportunity. By running on the treadmill in the main foyer I'm hoping to promote our appeal and also get some people throwing their change into the bucket!"

The Trust is in the process of improving the bereavement room at the hospital by providing home comforts such as a double bed to enable parents to stay overnight.

In addition to structural improvements to the suite, the charity also aims to help staff by investing in specialist training to enable them to sensitively support bereaved parents, and their varying needs, in the best way possible.

The appeal will also enable staff to provide keepsakes and photographs to enable the family to build up some precious memories.

Karen Phillips, fundraising manager for the Trust Charity said: "Offering the right support to someone who is going through such a devastating time is extremely important to us. We would like to offer more staff specialist training to ensure that our families receive the right type of support."

The Trust has recently appointed Emma Watkin as Bereavement Specialist Midwife and she is pictured with Andrew.

You can donate to Andrew's JustGiving page here:

<https://www.justgiving.com/fundraising/andrew-mcmenemy1>

*** ENDS ***

For more information, please call Alison Ashmore, Communications Officer for The Dudley Group NHS Foundation Trust, on (01384) 456111 extension 3403 or email alison.ashmore1@nhs.net