

# The Orapuh Vision

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## ABSTRACT

Orapuh, a distinguished international organisation registered in the Republic of The Gambia (C10443), is dedicated to enhancing oral and public health in underserved populations through astute information, education, and research. The vision of Orapuh is deeply rooted in addressing health disparities by leveraging digital platforms, promoting evidence-based practices, and fostering continuous learning and innovation. Orapuh is dedicated to improving oral and public health, particularly in underserved areas. This conceptual paper outlines the organisation's mission, vision, core values, creed, approach, organisational structure, governance code, vocabulary, and strategic objectives, highlighting the importance of accessible health information, research, education, and innovation. By fostering a robust and inclusive health ecosystem, Orapuh aims to bridge healthcare disparities globally.

## INTRODUCTION

Orapuh, Inc. is an international, independent oral and public health information, education, and research organisation incorporated in the Republic of The Gambia (C10443) (Orapuh, 2020a).

The organisation is dedicated to enhancing oral and public health in underserved populations through astute information, education, and research. The vision of Orapuh

is deeply rooted in addressing health disparities by leveraging digital platforms, promoting evidence-based practices, and fostering continuous learning and innovation (Marmot, 2005; Frenk et al., 2010).

The name "Orapuh" combines "oral" and "public health," reflecting its core mission. This vision paper details Orapuh's organisational structure, mission, vision, core values, creed, approach, governance code, vocabulary, and

long-term goals, providing a comprehensive framework for its future endeavours ([Orapuh, 2020a](#)).

## FOUNDERS

This private charity was founded by:

- [Prof. V. E. Adamu](#), Ph.D., M.P.H., F.O.C.S. – President and Chief Academic Officer at [Orapuh, Inc.](#)
- [N. I. F. Enejo](#), M.Ed., M.O.C.S. – Registrar and Oral & Public Health Faculty at [Orapuh School](#) (École [Orapuh](#)) ([Orapuh, 2020a](#)).

[Orapuh](#)'s founders bring their expertise in public health, education, and oral health to drive the organization's mission forward. Through their leadership and the work of [Orapuh, Inc.](#), they aim to make a positive impact on the field of oral and public health, particularly in underserved areas where access to information and resources is limited ([Orapuh, 2020a](#)).

## MISSION

[Orapuh](#)'s mission is *to empower the development of oral and public health professionals, services, and products in resource-limited settings by enhancing access to critical information, research, education, and innovation* ([Orapuh, 2020b](#)).

We promote astute scholarship, proficiency, and open science in the field of oral and public health, with a particular focus on addressing the underserved biases in resource-limited contexts ([Orapuh, n.d.](#)).

The organisation aims to provide strategic information, education, and research to empower communities with limited access to oral and public health resources ([Orapuh, n.d.](#)).

## VISION

[Orapuh](#)'s vision is *to swiftly provide under-served populations with vital information, education, and research in overlooked areas of oral and public health* ([Orapuh, 2020c](#)).

[Orapuh](#) envisions a world where everyone, regardless of geographical or economic barriers, has access to high-quality oral and public health care. By leveraging cutting-edge research, inclusive education, and innovative healthcare solutions, [Orapuh](#) aims to close the health

disparity gap, ensuring healthier communities globally ([Orapuh, 2020c](#); [Marmot, 2005](#); [Frenk et al., 2010](#))

## CREED

1. We are the architects of hope, sculpting pathways to health and knowledge.
2. With tireless dedication, we bridge gaps, ignite potentials, and sow seeds of transformation.
3. Through our work, we empower communities, heal bodies, and nourish minds.
4. Together, we stand as guardians of well-being, champions of equity, and ambassadors of change.
5. In every endeavour, we strive for excellence, driven by compassion, guided by wisdom, and fueled by a shared vision of a healthier, brighter future for all. ([Orapuh, n.d.](#)).

## CORE VALUES

[Orapuh](#)'s operations are anchored on several core values:

- Simplicity in Delivery:** We believe in simplifying complex concepts and processes to make oral and public health information accessible and understandable to all.
- Flexibility in Schedules:** We embrace flexibility in our schedules to accommodate the diverse needs and priorities of our stakeholders, ensuring convenience and inclusivity.
- Quality in All Processes:** We are committed to maintaining the highest standards of quality in all aspects of our work, from content creation to service delivery, to achieve excellence and impact.
- Integrity in All Operations:** We uphold the highest ethical standards and integrity in all our operations, fostering trust, accountability, and transparency in our relationships and endeavors.
- Synergy to Promote Astute Engagement:** We harness the power of collaboration and synergy to promote astute engagement among stakeholders, driving innovation, creativity, and collective impact.
- Diversity to Give Every [Orapuhian](#) a Plinth:** We celebrate diversity and inclusivity, recognizing the unique contributions and perspectives of every member of the [Orapuh](#) tribe.
- Inclusion to Give Every [Orapuhian](#) a Voice:** We are committed to fostering an inclusive

environment where every *Orapuhian* feels valued, respected, and empowered to contribute and participate fully.

- viii. **Belonging to Ensure That Every *Orapuhian* is Heard:** We strive to create a sense of belonging for every *Orapuhian*, ensuring that their voices are heard, valued, and amplified in our decision-making processes and initiatives.

(*Orapuh, 2020d*)

## STRATEGIC GOALS

### *Information*

- **Goal 1:** Increase public awareness about oral and public health issues through targeted informational campaigns.
- **Goal 2:** Provide accurate and up-to-date information about preventive measures and treatments for oral and public health conditions through various channels such as social media, workshops, and community events.
- **Goal 3:** Collaborate with healthcare professionals to disseminate trustworthy information and resources to underserved communities, improving access to vital oral and public health information.

### *Education*

- **Goal 1:** Develop and implement educational programmes and projects to promote professional proficiency, access to healthcare and hygiene practices and raise awareness about the importance of oral and public health.
- **Goal 2:** Provide training, workshops, and consumer products for healthcare workers, volunteers, and students to enhance their proficiency, knowledge, and skills in delivering effective oral and public health education and services.
- **Goal 3:** Establish partnerships with academic and other institutions to offer continuing education and related opportunities for oral and public health professionals, fostering ongoing professional development and knowledge exchange.

### *Research*

- **Goal 1:** Conduct epidemiological studies to assess the prevalence of oral and public health issues and

identify factors contributing to disparities in access to oral and public healthcare.

- **Goal 2:** Initiate or support innovative research projects and other initiatives aimed at developing new guidelines, technologies, treatments, and preventive strategies to address oral and public health challenges, particularly in underserved populations.
- **Goal 3:** Disseminate research findings through publications, conferences, and collaborations with other organisations to contribute to the global body of knowledge in oral and public health, informing policy and practice (*Orapuh, 2020a*).

## ORGANISATIONAL STRUCTURE

*Orapuh* is governed by an international Oversight and Academic Board (OAB) comprising accomplished scholars and professionals in oral and public health. This governance structure ensures that *Orapuh*'s initiatives are guided by expertise and align with global health standards (*Orapuh, 2020a*).

*Orapuh* operates through a synergistic network of ten tribal entities, each focusing on different aspects of oral and public health:

1. *Orapuh School (OrapSch):* fast and flexible oral and public health learning opportunities
2. *Orapuh Journal (Orap. J.):* journal of oral and public health
3. *Orapuh Literature Reviews (Orap. Lit. Rev.):* journal of oral and public health 'micro texts'
4. *The Orapuh Community (TOC):* interface between the organization and the oral and public health stakeholders
5. *Orapuh College of Scholars (OCS):* postgraduate college of oral and public health professionals
6. *Orapuh Academic Repository (Acad Orap Rep):* a repository for academic oral and public health documents
7. *Orapuh Press (OP):* publishing and selling academic oral and public health books
8. *Orapuh Protocols (OraPro):* journal of oral and public health methods, guidelines, and procedures
9. *Orapuh Store (OSt):* general oral and public health merchandise
10. *Orapuh Blog & News (OBN):* blogging and news

(Orapuh, 2020a).

## UNIQUE VOCABULARY

**Orapuh** has developed a [unique vocabulary](#) to foster a shared understanding of its principles and initiatives. Key terms include:

- **Orapuh**: An organisation promoting oral and public health through education, research, and services.
- **Orapuh Tribe**: Professionals and scholars associated with [Orapuh](#)
- **Orapuhian**: A member of the [Orapuh](#) Tribe.
- **Orapuhism**: A philosophy promoting scholarship and professional proficiency in underserved contexts.
- **Oraposium**: An academic and clinical meeting discussing specific subjects.
- **OCLiCR**: [Orapuh](#) Clinical Case Reviews, peer-reviewed clinical meetings to enhance skills and patient care ([Orapuh, 2023](#)).

## GOVERNANCE CODE

At [Orapuh](#), we adhere to the [Charity Governance Code](#), which is primarily designed for charities registered in England and Wales but optimised for universal application.

Our governance code is as follows:

- a) **Purpose**  
The [Orapuh](#) Oversight and Academic Board (OAB) ensures that [Orapuh](#)'s goals are clearly defined and effectively and sustainably delivered.
- b) **Leadership**  
[Orapuh](#) is led by a strong OAB that provides strategic guidance aligned with the organization's aims and values.
- c) **Integrity**  
The OAB acts with integrity, upholding values and fostering a culture that promotes the achievement of [Orapuh](#)'s charitable purposes. We recognize the importance of public confidence and trust in charities, and our officials fulfill their duties accordingly.
- d) **Decision-making, Risk, and Control**  
The OAB ensures informed, rigorous, and timely decision-making processes. We establish effective

systems for delegation, control, risk assessment, and management, continuously monitoring their efficacy.

- e) **OAB Effectiveness**  
The OAB functions as a cohesive and effective team, leveraging a diverse range of skills, experiences, backgrounds, and knowledge to make well-informed decisions.
- f) **Diversity**  
We embrace diversity in our approach, recognizing its importance in enhancing our effectiveness, leadership, and decision-making.
- g) **Openness and Accountability**  
The OAB leads [Orapuh](#) in maintaining transparency and accountability. We strive to be open in our work unless there are valid reasons for confidentiality.

By adhering to this governance code, we ensure that [Orapuh](#) operates with integrity, effective leadership, and a commitment to transparency and accountability.

([Orapuh, n.d.](#))

## INNOVATIVE APPROACH

[Orapuh](#)'s innovative approach includes:

- A. **Digital-First**: As a digital-only organisation, we leverage digital platforms and technologies to reach a global audience, breaking down barriers to access and delivering timely and relevant information, education, and research.
- B. **Community-Centred**: We prioritize the needs and perspectives of under-served populations, engaging with communities directly to understand their unique challenges and co-create solutions that are tailored to their needs.
- C. **Evidence-Based**: Our work is grounded in scientific evidence and best practices, ensuring that the information, education, and research we provide are accurate, reliable, and up-to-date.
- D. **Holistic Health**: We recognise the interconnectedness of oral health with overall health and well-being, taking a holistic approach to address the social, economic, and environmental determinants of health disparities.

E. **Continuous Learning:** We are committed to continuous learning and improvement, staying abreast of emerging trends, research findings, and technological advancements to enhance the impact and effectiveness of our initiatives.

(Orapuh, 2020a)

## CONCLUSION

*Orapuh* is poised to make a significant impact on global oral and public health. Through its commitment to education, research, and innovation, it aims to transform healthcare delivery in underserved regions, ensuring equitable access to health services and improving overall community health. By adhering to its core values and strategic goals, *Orapuh* will continue to lead efforts in reducing health disparities and fostering a healthier future for all.

This conceptual paper synthesises the strategic intentions and operational framework of *Orapuh*, offering a roadmap for achieving its ambitious goals in oral and public health.

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**Ethical Approval:** Nil required

**Conflicts of Interest:** None declared.

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