



Idowu Morafa

Job Title: Founder & Director
Locality: Greater Manchester Wide
Project Title: Holistic Healthcare Provider



Project Aim

My aim was to explore and establish a holistic Health Centre in underserved areas addressing health inequalities, promote sustainability, and foster community inclusion, focusing on accessible healthcare and education for marginalised and vulnerable populations.

What did I do?

I improved and enhanced collaborations, making Across Ummah a trusted community entity. By prioritising community needs, I addressed health disparities through innovative measures and partnerships with health sectors, GPs, PCNs, Mental Health teams, Social Services and marginalised communities. Surveys highlighted the need for cultural support, focusing on the Family and Youth Hub, Food Hub, and health issues like mental health, diabetes, and blood pressure. I analysed the feasibility of a holistic Cultural Centre across Manchester, continuously gathering feedback to develop impactful approaches and community education events. Advertisements, social media, and collaboration maximised outputs.

What did I learn

Trust and credibility are powerful tools for a change. Divergence of opinions in providing care for ethnic minorities and their needs are productive and effective life savers. Bridging the health gaps were possible by our ability to break down barriers such as communications (languages), fears, misconceptions and providing more culturally appropriate care plans. This improved sedentary lifestyles and responses of these groups to medical treatments and research uptake. Funding for these services are very tasking and daunting.

Has this changed how you work?

There has been an improvement in our care plans for our service users, collaborating with various health sectors and networking across and beyond Manchester. The holistic approach has extended my outlook to complement certain care plans that are being trivialised in the conventional NHS and social settings and used my diverse experiences mitigating the frustrations. Currently we are improving the services for the community and using qualitative and quantitative measures to validate and evaluate our progress.

What happens next?

The project will benefit from having a statutory centre, and constant flow of funding to continue to run more life-changing workshops and employ more staff, organise more training and improve the overall logistics. More collaborations with the GPs, PCNs and other health teams in documenting the referrals, data management GDPR, and communication processes that are being addressed. There is need for more PCNs and GPs to understand our holistic approach and connect more easily to create it as an alternative and complementary addition to the health care sector to help save and treat additional lives.

To read more about Idowu’s journey, scan the QR code below



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TRAINING HUB