

Engaging Your Muslim Population

Angelina Tucker PharmD , BCGP, CDCES

Community Connected

C PESN USA



Setting the Stage

A community pharmacy owner living in New York has a mosque within 1 mile of his pharmacy. However, he notices that he has not had many Muslim patients get their prescriptions filled at his store.

What can he do to become a trusted member in his community and increase his store sales?

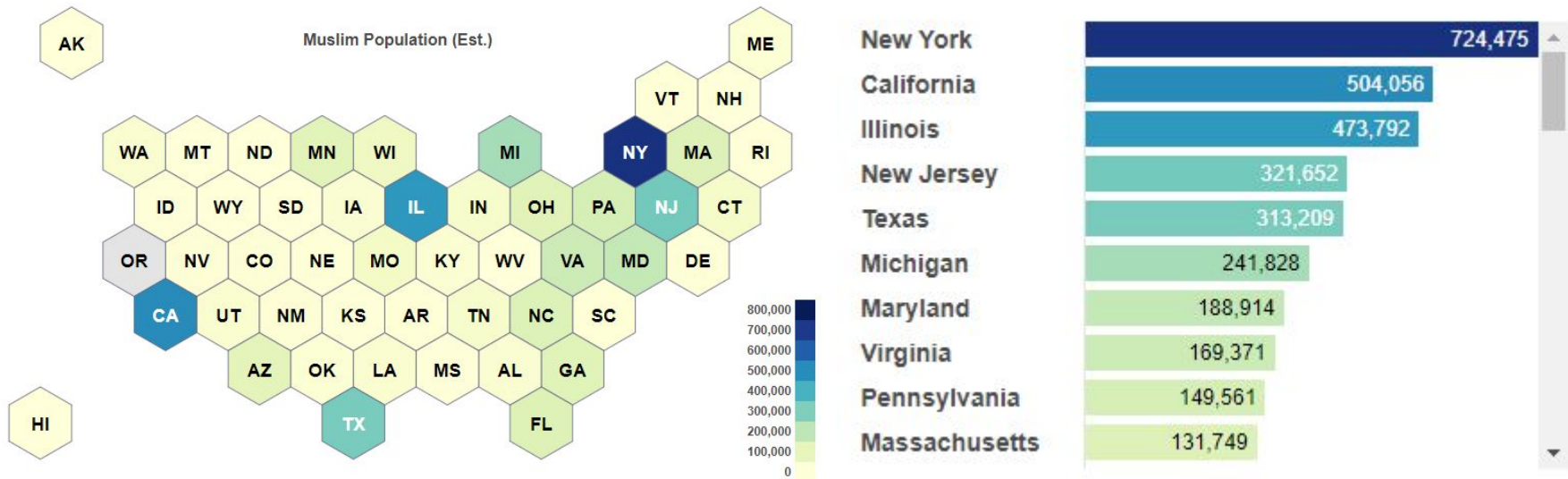
History of Muslims in America



- One of the earliest accounts of Islam's possible presence in North America dates to 1528, when a [Moroccan slave, called Mustafa Azemmouri](#), was shipwrecked near what is now Galveston, Texas. Manseau, Peter (February 9, 2015). "The Muslims of Early America". *The New York Times*. Retrieved February 12, 2015
- First large population of Muslims in America consisted of [African slaves predominantly-Muslim West African region](#). Between 1701 and 1800, some 500,000 Africans arrived in what became the United States. Historians estimate that between 15 and 30 percent of all enslaved African men and less than 15 percent of the enslaved African women were Muslims. Turner, Richard Brent (2013). "African Muslim Slaves and Islam in Antebellum America
- The Muslim population of the U.S. increased dramatically after President [Lyndon B. Johnson](#) signed the [Immigration and Nationality Act of 1965](#) into law. The act abolished former immigration quotas, and expanded immigration opportunities from countries with significant Muslim populations. Approximately 2.78 million people immigrated to the United States from countries with significant Muslim populations between 1966 and 1997, with some estimating 1.1 million people of that population being Muslim.

Muslim American Population

In 2020 US Religion Census found 4.45 Million Muslims in the country making up 1.3% of the population



Population Search

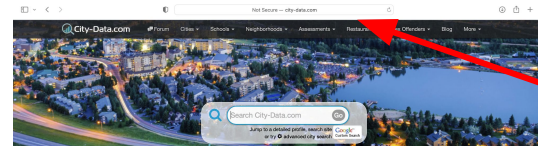
Search for your county or zip code to view the demographic data of the patients that live around your pharmacy.

US census, Centers for Disease Control (CDC), state health department or another source

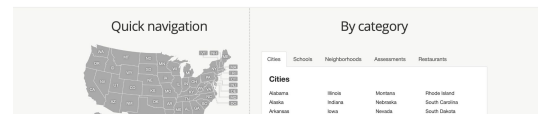
<http://www.city-data.com/>

<https://www.census.gov/>

<https://www.countyhealthrankings.org/explore-health-rankings>



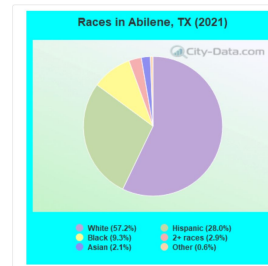
Step 1:
Go to
www.citydata.com



Step 2:
Type in your city
of concern

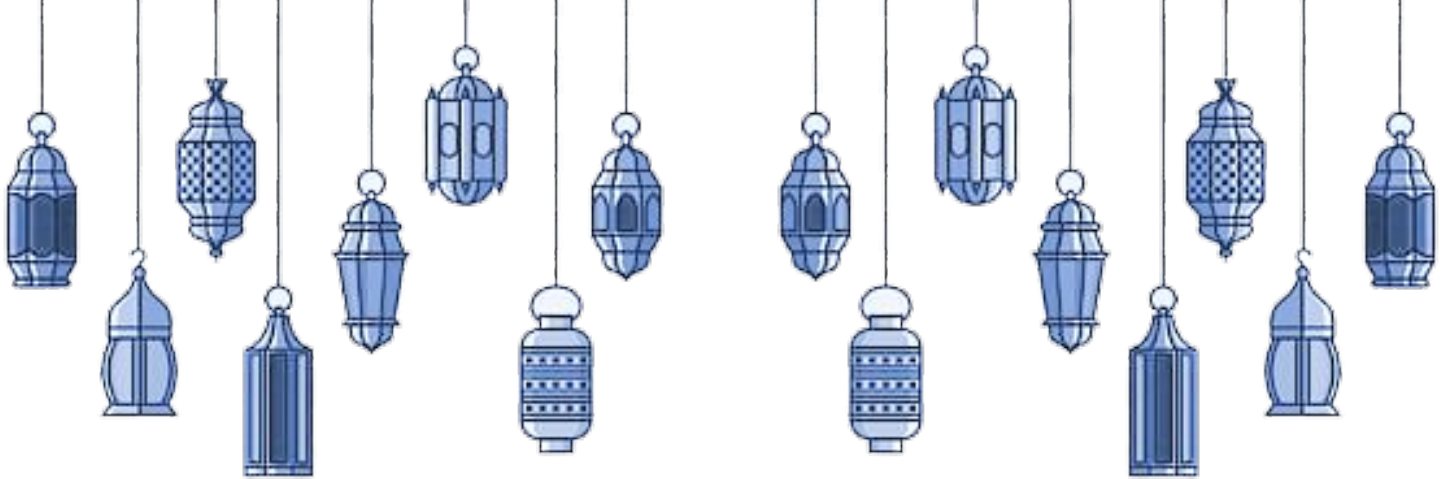


or search by
category here



White alone	57.2%	76,100
Hispanic	28.0%	36,300
Black alone	6.3%	8,000
Two or more races	2.9%	3,700
Asian alone	2.1%	2,700
Other race alone	0.6%	800
American Indian alone	0.02%	20

Step 3:
Scroll down to see the
demographic



Engagement

Employees, Patients, Community
Stakeholders

Creating a business proposition around a niche market



Engaging Your Employees

Creating a space for prayer at the workplace

- Prayer (Salat) is one of the 5 pillars of Islam -Muslims Pray 5 times a day facing the direction of Kaaba (known as Qibla)
 - Fajr-Before Sunrise
 - Zuhr-Early Afternoon
 - Asr-Late Afternoon
 - Maghrib-Just after sunset
 - Isha-After nightfall
- You may see chapels at hospitals and airports- within these interfaith chapels are the signs for the Qibla and prayer mats.



Key takeaway: Having a small, clear, clean, designated space for all types of prayer at your pharmacy will generate an atmosphere of inclusivity and help with employee retention.

Engaging Your Employees

Creating a space for prayer at the workplace

- Salat can take 10-15 mins
- For employees working a day shift 8-4
 - Late afternoon salat can coincide with your employee's lunch hour
- For employees working an evening shift 2-8 or 4-10
 - Before sunset prayer can be said during a short break time

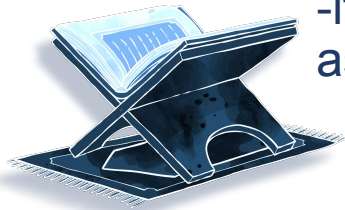
Exceptions – Patients First

- If unavoidable joining of prayers said before sunset and after nightfall is allowed and can be said during the dinner break for the evening shift

Engaging Your Employees

Friday Salat (Jumma) is made obligatory for Muslims

- This prayer is said in congregation at the mosque every Friday in place of the later afternoon prayer. It may resemble the Sunday prayer for Christians. It lasts for about 1 hour.
- Be aware that employees may
 - leave work during lunch to attend this service or
 - may ask for an extended lunch or
 - if a part time employee may ask to either not work on Friday or ask for time off



Key takeaway: You may ask employees that you are hiring do you have any religious or cultural practices that you would like your employers to accommodate?

Engaging Your Employees

Islamic Religious Holidays - See dates [HERE](#)

- Eid al-Fitr
- Eid al-Adha
- The Islamic (Hijri) calendar follows the lunar calendar hence the days are different every year and may fall on a weekday, it may also differ in different countries.
- Islamic holidays are not public holidays hence an employee may ask
 - for the day off to celebrate with his family
 - time off in the morning when prayer is said and be allowed to return to work after lunch
 - to change shifts with someone else
- As an employer knowing when these days are will help in creating the schedule.

Key Takeaway: Attending Eid Salat is necessary, but not obligatory on Muslims so pharmacy roster scheduling can be accommodated.

What is Eid al-Fitr

- Eid al-Fitr is a festival that marks the end of the month of Ramadan
- Ramadan is a holy month in the Islamic **Lunar Calendar**
- During this month Muslims **fast from sunrise to sunset**, abstaining from all food and drink during this time
- Fasting allows muslims to feel **empathy for others** and is a time of becoming spiritually closer to the Creator.



- Ramadan is especially important to Muslims since it commemorates the time where the **Quran was revealed** to the Holy Prophet Muhammad (uwbp)
- Eid al-Fitr is determined by the **sighting of a crescent moon**
- If the crescent moon is not seen on the 29th day of Ramadan, Ramadan will last for another day.



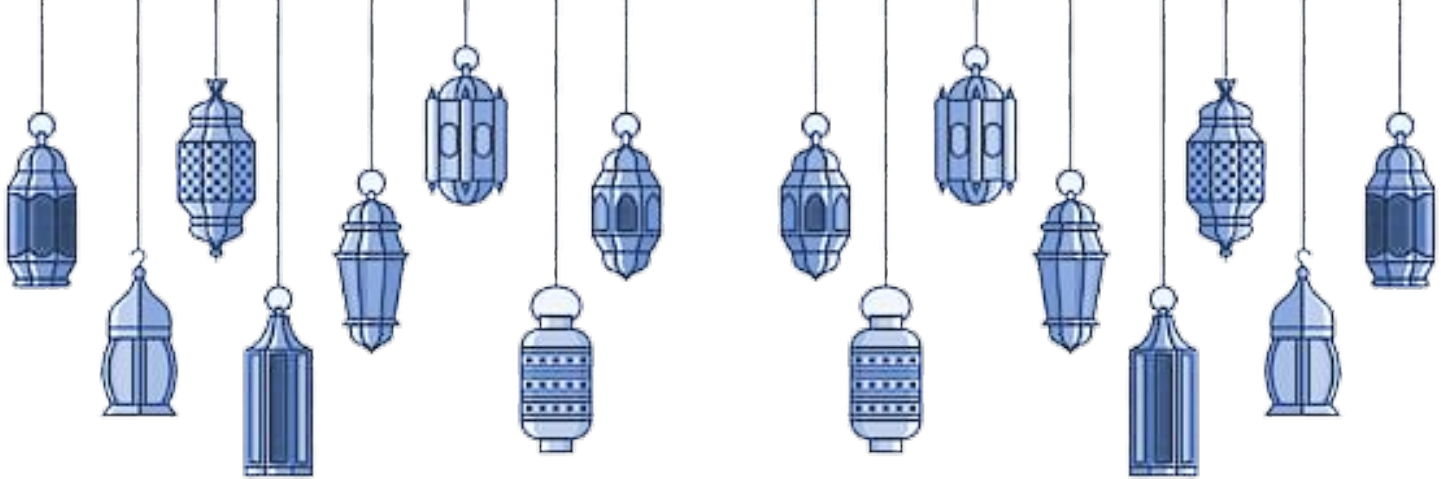
What is Eid al-Adha

- Eid al-Adha is the second holiday that Muslims celebrate. It marks the **culmination of the Hajj pilgrimage** rites at **Mecca in Saudi Arabia**.
(See Travel Immunization section below)
- It is known as the **Feast of Sacrifice** and marks the historic event when **Prophet Ibrahim** had a dream where he was commanded by God to **sacrifice his son, Ismail**.
- While Ibrahim was about to sacrifice Ismail, **God replaced Ismail with a ram**, which was to be **slaughtered instead of his son**.
- Therefore, many Muslims will do a **Qurbani** (sacrifice), which consists of **slaughtering an animal** to mark this occasion in **remembrance of Prophet Ibrahim's sacrifice for God**.
- The Qurbani meat can then be divided into **three equal portions**; one-third is for you and your family, one-third is for friends, and the **final third** is to be donated to those in need.



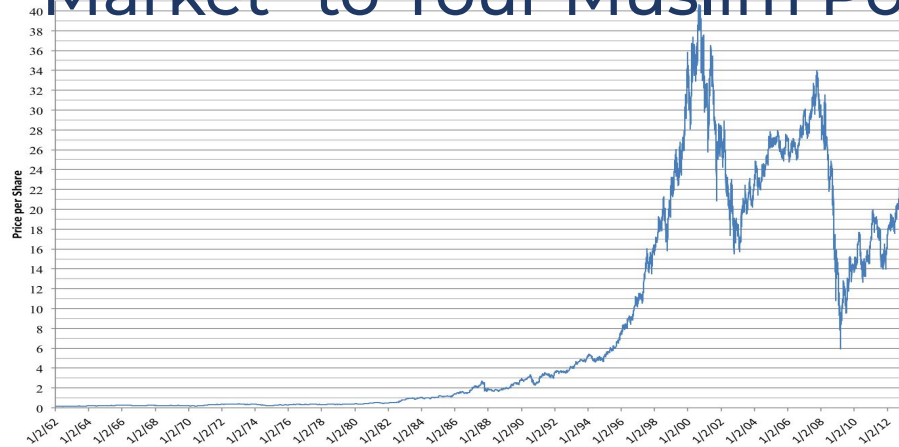
Key Takeaways for Pharmacy Owners

1. Pharmacy owners can keep this in mind by being **flexible in giving their Muslim employees time off.**
2. They can understand that their employees may not know the **exact date Eid will be** and make appropriate accommodations.
3. They can notify their non-Muslim employees about the **date range of Eid** and ask them if they would be willing to cover for their Muslim employees on those days.
4. A pharmacy owner can **engage their Muslim population during Eid** by
 - **saying Eid Mubarak**, which translates to Happy Eid. Additionally,
 - pharmacy owners can ask their Muslim customers “**What are your plans are for Eid this year?**”
5. Pharmacy owners can also **add Eid decorations** like banners if they want to be inclusive of their Muslim population.
6. Pharmacy owners could also **sell Eid-themed food** in their stores such as crescent-shaped cookies, which are often sold by Muslim bakery owners.



Engagement Increasing Your Sales

How to “Market” to Your Muslim Population



Engaging Your Patients

Pharmacy Staff Greetings

Muslims greet each other with the following:

- Instead of Hello - “Assalam-o-Alaikum” - meaning “Peace be with you” Click [HERE](#) to learn how to pronounce
- Instead of Thank you – “JazakAllah” meaning May Allah reward you Click [HERE](#) to learn how to pronounce
- Instead of Goodbye – “Allah Hafiz” – May Allah be your Guardian. Click [HERE](#) to learn how to pronounce

Key Takeaway:

It is a very warm and welcoming greeting to display inclusivity, comfort and build trust at your pharmacy

Engaging Your Patients Pharmacist Counselling

Fasting is the 3rd pillar of Islam

- During Ramadan Muslims abstain from food and drink from dawn till dusk
- Patients may not use their medications at this time
- A medication prescribed twice daily, or every 12 hours may be taken 14 or 16 hours apart especially during long summer days.
- Muslims may fast on weekly/monthly days outside of Ramadan

Exceptions to fasting

- Those who are pregnant, breastfeeding, underage, sick , travelling are allowed to give charity in place of fasting or make up the days after the month of Ramadan

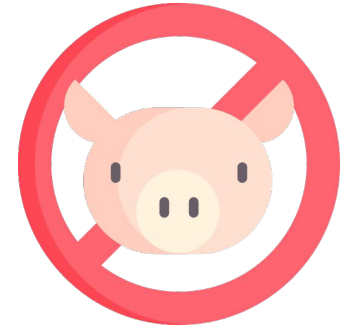


Key Takeaway:

Customized counselling points for your Muslim population

Engaging Your Patients

Inventory Supply



- Gelatin Capsules
 - Muslims do not eat pork products and may be ordering their vitamins online or requesting special orders from pharmacies far away from where they live
 - Stocking vegetable or plant-based capsules if you do compounding at your pharmacy will be important for the Muslim clientele
 - Stocking OTC products or prescription products that contain vegetable derivatives versus gelatin derivatives

Key Takeaway:

This can be marketing strategy for the Muslim business line in your area.

Engaging Your Patients

Immunization Considerations

- Some Muslim patients prefer to be immunized by the same gender since immunizing requires touching, and some Muslims believe that many social ills may arise from the unrestricted mixing and physical interactions between men and women. It is considered respectful to some Muslims to maintain a physical barrier between men and women.
- Some Muslim patients, such as those who fully cover their bodies (i.e. Muslim women who wear hijab) may prefer to have an immunization room/private area to take off their outer coat to be immunized.
- Muslim women wear the hijab (veil) as a sign of modesty and may be reluctant to pull up their sleeves for a shot in the arm.



Engaging Your Patients

Male/Female Interaction

Key Takeaway: Ask Permission

If a Muslim patient must be in physical contact with a worker of the opposite gender, it may be preferred for them to ask permission before any physical contact, e.g. I am the only pharmacist on duty right now would you like to get your immunization now or wait for the other immunizer?

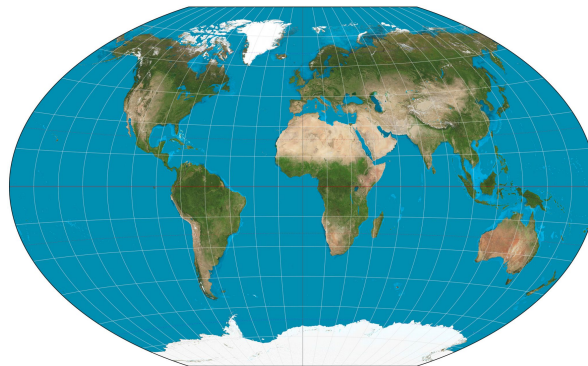
Physical Contact

- Some Muslims may prefer shaking hands only with the same gender
- Some Muslims may prefer hugging only with the same gender
- If you are not sure, ask; e.g. “Is it ok to shake your hand?”

Travel Immunizations

Before traveling to any international destination, the CDC recommends travelers to get the following vaccines:

- Chickenpox (Varicella)
- Diphtheria-Tetanus-Pertussis
- Influenza
- Measles-Mumps-Rubella (MMR)
- Polio
- Shingles



Travel Immunizations

- Before Hajj or Umrah, Saudi Arabia **requires** visitors from all countries to get the:
 - Meningococcal vaccine- issued no more than 3 years and no less than 10 days prior to arrival to Saudi Arabia. Can choose from the Menactra®, Menveo®, or MenQuadfi® vaccine
- Before traveling to Pakistan, the CDC **recommends** people to get the following vaccines:
 - Cholera
 - Hepatitis A and B
 - Japanese Encephalitis
 - Rabies
 - Typhoid
 - COVID-19



Community Connected Patient Survey

- Are there any foods or dishes that you consume during festivals or other times that you would like your pharmacist to be aware of?
- Do you have any preference about being touched by the same gender during activities like vaccine administration?
- Do you need to go to a private area during activities like vaccine administration?
- Would you like to have a prayer area in the pharmacy?
- Do you consume halal food or do you not have a preference?
- Would you be interested in purchasing Muslim-owned goods in our store?

Key Takeaway: Optimizing your technology to reflect Religion, Ethnicity , Special Interest Groups can help customize your service.



OTC Section



- Shifaa Nutrition vitamin D3 supplements
- Can purchase on Amazon

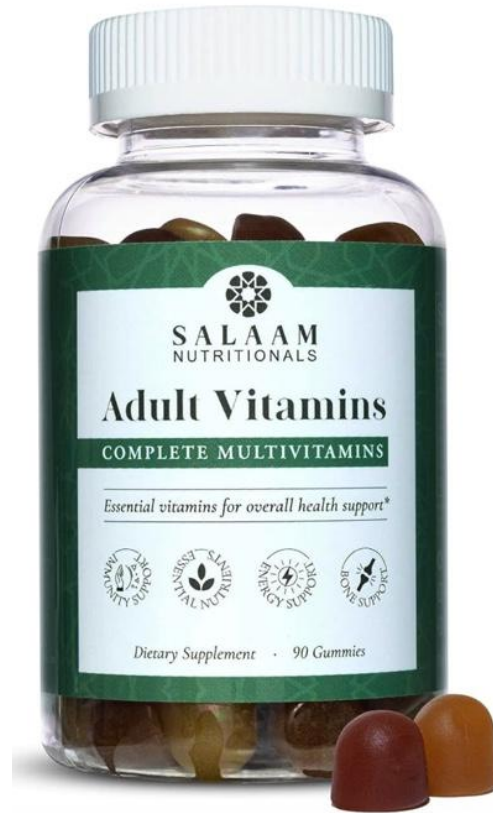


- Zaytun kids multivitamin gummies
- Can purchase on Amazon

OTC Section

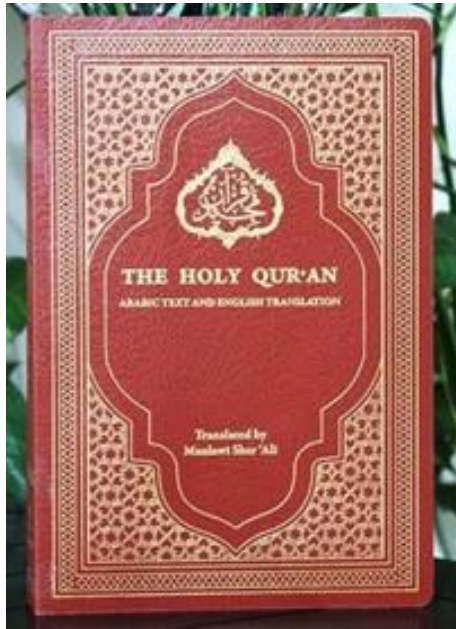


- NoorVitamins adult multivitamins with 30 vitamins and minerals to support health
- Can purchase on Amazon



- Salaam Nutritionals adult multivitamins with 11 essential vitamins and minerals
- Can purchase on Amazon

OTC Section



- This is the Quran, which is the holy book for Muslims. Muslims believe it to contain the words of God.
- This can be purchased on Amazon.



- This is a prayer mat. Muslims use prayer mats to do their 5 daily prayers.
- This can be purchased on Amazon.

OTC Section



- These are hijabs, or headscarves, that a Muslim woman wears to cover her hair.
- They can be purchased on Amazon.



- This is a kufi, or skullcap, that a Muslim man sometimes uses during times of prayer.
- It can be purchased on Amazon.

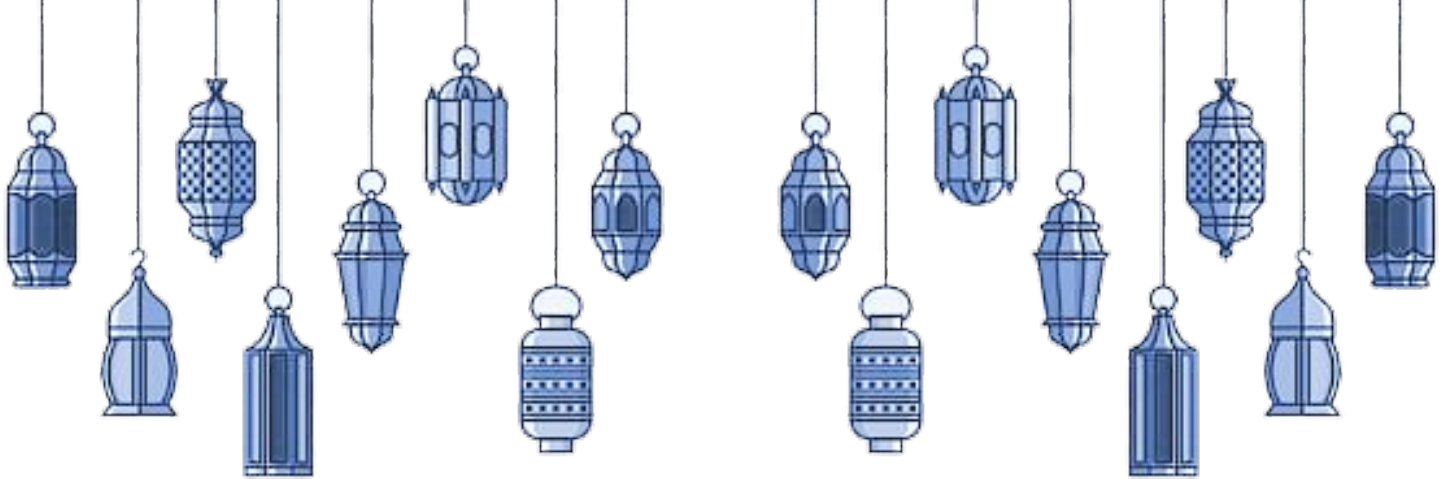
OTC Section



- These are crescent-shaped cookies, which Muslims sometimes consume on Eid.
- These can be found on Etsy. This particular set was from seller PrestigebySafia.



- These are tasbeeh beads, or rosary beads, that Muslims use after regular prayer and to perform dhikr. Dhikr is when Muslims recite short phrases that contain the names of God and/or supplications from the Quran or hadith.
- They can be purchased on Amazon.



Engagement Community Stakeholders

Networking- Going outside your comfort
zone



Engaging Community Stakeholders

- [Islamic Society of North America](#)
 - Annual Convention

- [American Muslim Community](#)
 - Click [HERE](#) to find a mosque in your city

Mosque

“A Place of Worship for Muslims”

Churches, Mosques, Synagogues, Temples, Cloisters, Mandis, Jinja, Shrines, Nhà thờ họ ,Gurdwara are all sacred spaces of worship
Places of Worship are all Community hubs

The Church is a community Hub

- ❖ Churches serve their communities through programs dedicated to providing food, housing, and education
- ❖ The Church offers a place of learning
- ❖ The Church is a united voice for the communities they serve
- ❖ The Church acts as a catalyst for positive change in the community
- ❖ The Church offers an avenue to reach the underserved community
- ❖ The Church and it's leaders have a profound impact on the behavior and action of the community

Engaging Your African American Population - Anjanette Wyatt

Church of Christ

“A Place of Worship for Muslims”

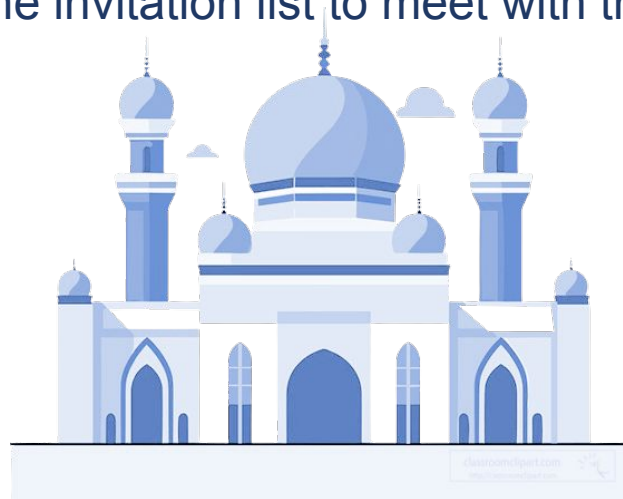
The priest in Islam is called the “Imam”- Leader

Outreach (Tabligh) Secretary

Ramadan Open Day – see video [HERE](#)

There are various events that are celebrated throughout the year

Networking Opportunity: A pharmacy owner can ask to be a part of these events and be put on the invitation list to meet with the community members in his area.



Museums

Museums dedicated to the history of Islamic culture in the U.S. and abroad.

- The [International Museum of Muslim Cultures in Jackson, Mississippi](#) opened in early 2001 view more [HERE](#)
- [America's Islamic Heritage Museum](#), in Washington, D.C., opened on April 30, 2011, view more [HERE](#)
- [Library of Congress and Islam: Facts and Fictions](#)
- [Smithsonian](#) showcases Muslim American diversity

Islamic Heritage Month

[Islamic Heritage Month Videos](#)

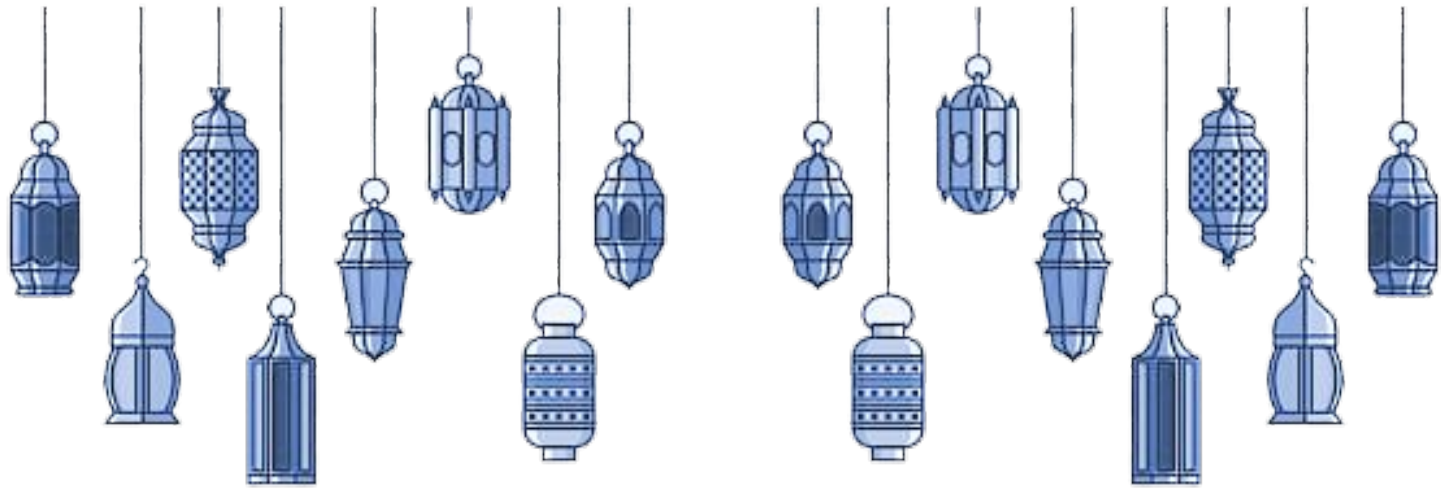
- Governor of New Jersey designated January as the [Muslim Heritage Month](#)
- City of Jackson, Mississippi celebrates April as [Islamic Heritage Month](#)

Art , Culture, Sports , Music

- Government in Canada designated October as the [Islamic History Month](#)

Architecture, Astronomy, Engineering





Avoiding, Debunking , Demystifying Stereotypes



Stereotype

Do all Muslim Americans have one belief?

Muslim immigrants especially likely to identify as Sunni

Are you Shiite, Sunni, or another tradition?

	Shiite	Sunni	Other	Muslim, non-specific	DK/ref.
U.S. Muslims	%	%	%	%	%
2017	16	55	4	14	10=100
2011	11	65	6	15	4
2007	16	50	5	22	7
<i>2017 among ...</i>					
U.S. born	12	47	6	19	16
Black	6	45	6	30	13
Other race	16	49	5	15	15
Foreign born	20	61	3	10	6
Mid East-N. Africa	16	71	3	4	5
South Asian	12	74	1	9	3

Note: Figures may not add to 100% due to rounding.

Source: Survey conducted Jan. 23-May 2, 2017.

"U.S. Muslims Concerned About Their Place in Society, but Continue to Believe in the American Dream"

PEW RESEARCH CENTER

There are 73 different sections of Muslims in Islam

See the full list and the basics beliefs distinguishing it from others [HERE](#)

More than half of Muslim Americans identify with the Sunni branch of Islam (55%), while 16% identify as Shiite, 4% identify with other groups (such as Ahmadiyya or the Nation of Islam), and 14% do not specify a tradition. An additional 10% declined to answer the question. These results are consistent with data on Muslims around the world in that Muslims are more likely to identify with Sunni Islam than any other branch

Stereotype

Are all Muslim Americans colored ?

Four-in-ten Muslim American adults are white

	White	Black	Asian	Hispanic	Other/mixed
	%	%	%	%	%
All U.S. Muslims	41	20	28	8	3=100
Foreign born	45	11	41	1	1
U.S. born	35	32	10	17	5
Second generation	52	7	22	17	2
Third generation+	23	51	2	18	7
U.S. general public	64	12	6	16	2

Note: Results repercentaged to exclude nonresponse. Figures may not add to 100% due to rounding. White, black, Asian and other races include only those who are not Hispanic; Hispanics are of any race.

Source: Survey conducted Jan. 23-May 2, 2017. U.S. general public data from U.S. Census Bureau's 2016 Current Population Survey Annual Social and Economic Supplement. "U.S. Muslims Concerned About Their Place in Society, but Continue to Believe in the American Dream"

PEW RESEARCH CENTER

Muslim Americans are racially and ethnically diverse

No racial or ethnic group makes up a majority of Muslim American adults. A plurality (41%) are white, a category that includes those who describe their race as Arab, Middle Eastern, Persian/Iranian or in a variety of other ways About three-in-ten are Asian (28%), including those from South Asia, and one-fifth are black (20%). Fewer are Hispanic (8%), and an additional 3% identify with another race or with multiple races.

Stereotype

Are all Muslim Americans immigrants?

PEW RESEARCH CENTER

Large majority of U.S. Muslim adults are citizens

	All U.S. Muslims	Foreign-born U.S. Muslims
	%	%
U.S. citizens	82	69
Born in U.S.	42	-
Naturalized	40	69
Not U.S. citizens	18	31
	100	100

Note: Results repercentaged to exclude nonresponse. Figures may not add to 100% or subtotals indicated due to rounding.

Source: Survey conducted Jan. 23-May 2, 2017.

"U.S. Muslims Concerned About Their Place in Society, but Continue to Believe in the American Dream"

PEW RESEARCH CENTER

Muslim immigrants are much more likely than U.S.-born Muslims to describe their race as Asian (41% vs. 10%). And U.S.-born Muslims are more likely than immigrant Muslims to be black (32% vs. 11%). In fact, fully half of Muslims whose families have been in the U.S. for at least three generations are black (51%).

Stereotype

Do Muslim Americans originate from the Middle East ?

No single country is origin for more than 15% of foreign-born U.S. Muslims

% of U.S. Muslim adults born in ...

	All U.S. Muslims	Foreign-born U.S. Muslims
	%	%
United States	42	—
South Asia	20	35
Pakistan	9	15
India	4	7
Afghanistan	4	6
Bangladesh	3	6
Middle East/North Africa	14	25
Iraq	3	5
Kuwait	2	3
Syria	2	3
Egypt	2	3
Other Asia/Pacific	13	23
Iran	6	11
Sub-Saharan Africa	5	9
Europe	2	4
Americas (excluding U.S.)	2	4
Other/undetermined	<1	<1
	100	100

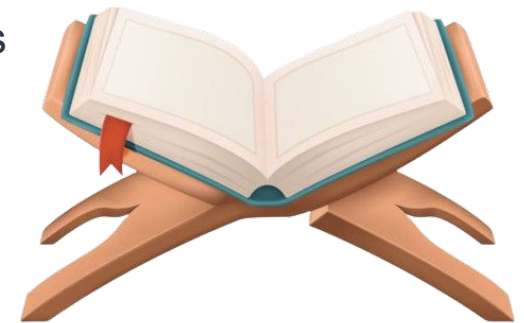
No single country accounts for more than 15% of adult Muslim immigrants to the United States (15% are from Pakistan).⁸ The countries with the next-highest totals are Iran (11% of Muslim immigrants), India (7%), Afghanistan (6%), Bangladesh (6%), Iraq (5%), Kuwait (3%), Syria (3%) and Egypt (3%).

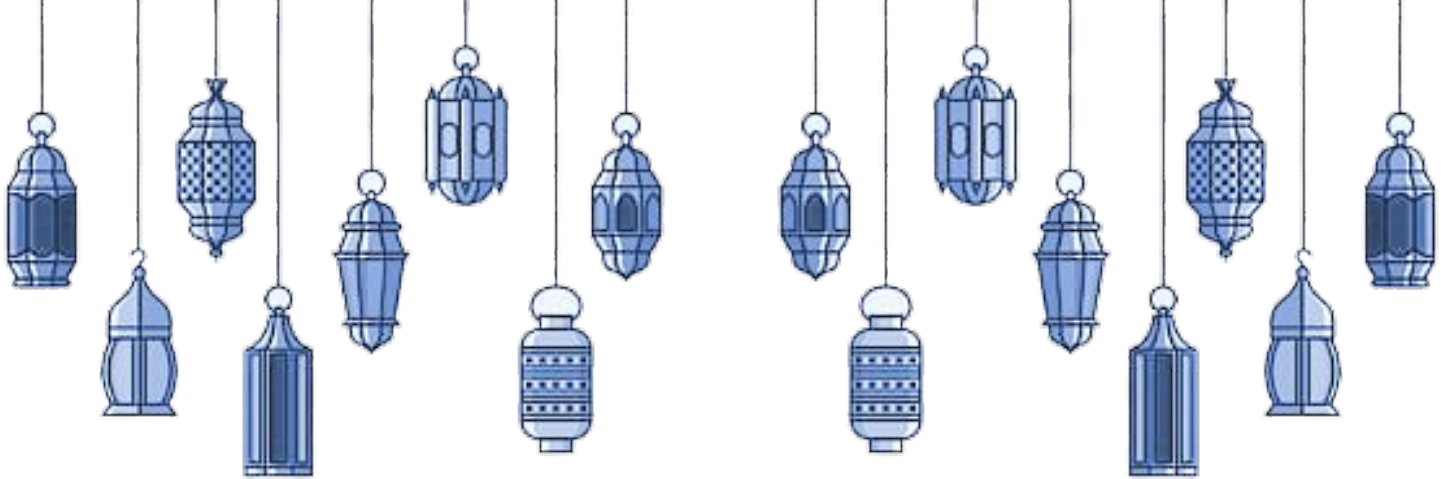
The geographic origins of Muslim immigrants in the United States do not precisely mirror the global distribution of Muslims (though most U.S. Muslim immigrants are from Asia, which is also home to most of the world's Muslims). For more details about the geographic distribution of the worldwide Muslim population, see Pew Research Center's April 2017 report "[The Changing Global Religious Landscape](#)."

Stereotypes

Related to Religious Practice

- The “True Islam” campaign is a grassroots campaign that answers eleven misunderstood questions on Islam. Extremists thrive on an ignorance of Islam to grow. That is why the more people know about Islam’s true teachings – and what Muslims truly believe – the less they will accept extremist propaganda.
- True Islam is a religion that...
 1. Wholly rejects all forms of terrorism
 2. Believes in Non-Violent Jihad of the self and of the pen
 3. Believes in the equality, education and empowerment of women
 4. Advocates freedom of conscience, religion and speech
 5. Advocates for the separation of mosque and state
 6. Believes in loyalty to your country of residence
 7. Encompasses the universal declaration of human rights
 8. Believes in all verses of the Quran and forbids lying
 9. Recognizes no religion can monopolize salvation
 10. Believes in the need for unified Muslim leadership
 11. Rejects the concept of a bloody Messiah





Did you know?

- 1) Muslim Women wearing hijab (veil or head covering) may prefer to be vaccinated by a female instead of a male and in a private area so as not to expose the skin to the public
- 2) There is no one demographic that is stereotypical for Muslims; they can be from a variety of cultures and backgrounds. Some may need a translator for pharmacist counselling but others may be proficient in English