

Engaging Your Population with Disabilities

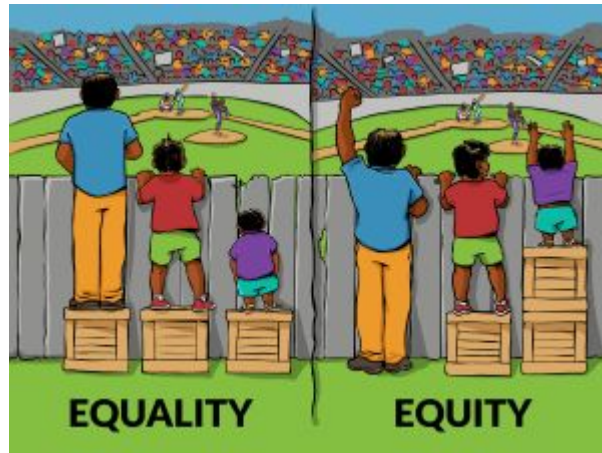
Market Expansion Through Cultural Understanding



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Setting The Stage



A community pharmacy owner wants to differentiate the services in her pharmacy. She uses CPESN Business Intelligence data and her recent report reflects an above average prevalence of disability due to military service-related injury.

What can the pharmacy team do to differentiate the products and services to meet the needs of the community they serve?

Definition

A disability/impairment is a any condition of the **body or mind (impairment)** that makes it more difficult for the person with the condition to do certain activities (**activity limitation**) and interact with the world around them (**participation restrictions**).



According to the World Health Organization, disability has three dimensions:

1. Impairment in a person's **body structure or function, or mental functioning**; examples of impairments include loss of a limb, loss of vision or memory loss.
2. Activity limitation, such as **difficulty seeing, hearing, walking, or problem solving**.
3. Participation **restrictions in normal daily activities**, such as working, engaging in social and recreational activities, and obtaining health care and preventive services.

Definition

Disability can be:

- **Related to conditions that are present at birth** and may affect functions later in life, including cognition (memory, learning, and understanding), mobility (moving around in the environment), vision, hearing, behavior, and other areas. These conditions may be
 - Disorders in single *genes* (for example, [Duchenne muscular dystrophy](#));
 - Disorders of *chromosomes* (for example, [Down syndrome](#)); and
 - The result of the mother's exposure during pregnancy to infections (for example, rubella) or substances, such as alcohol or cigarettes.
- **Associated with developmental conditions** that become apparent during childhood (for example, [autism spectrum disorder](#) and [attention-deficit/hyperactivity disorder or ADHD](#))
- **Related to an injury** (for example, traumatic brain injury or [spinal cord injury](#)).
- **Associated with a long standing condition** (for example, [diabetes](#)), which can cause a disability such as vision loss, nerve damage, or limb loss.
- **Progressive** (for example, [muscular dystrophy](#)), static (for example, limb loss), or intermittent (for example, some forms of [multiple sclerosis](#))

Get an overview of the different types of intellectual and developmental disabilities (IDD).

Inconvenient times

- ▶ Trying to manage chronic headaches
- ▶ Straining your back



Challenging times

- ▶ Dealing with depression or anxiety
- ▶ Being treated for cancer



DISABILITY COMES IN ALL SHAPES AND SIZES

Happy times

- ▶ Having a baby

*Pregnancy is the most common cause of short-term disability claims. Most plans allow for six weeks of benefits for a routine pregnancy, which is often an employee's only source of paid parental leave.



Scary times

- ▶ Losing all or some of your vision
- ▶ Having a stroke



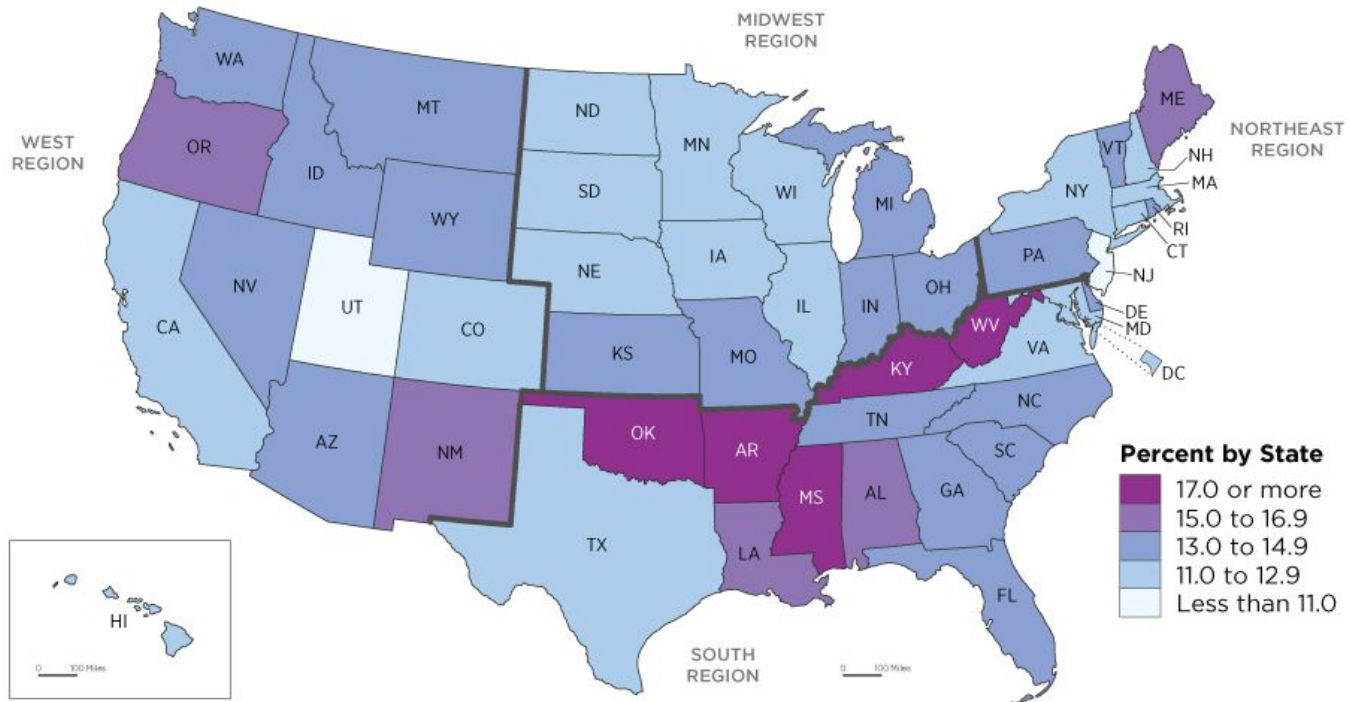
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<https://blog.disabilitycanhappen.org/disability-insurance-awareness-month-why-you-should-care/>



Figure 2.
Share of U.S. Population With a Disability by State: 2021



Note: Includes civilian noninstitutionalized population. For more information, visit <www.census.gov/acs>.

Source: U.S. Census Bureau, 2021 American Community Survey, 1-year estimates
<www.census.gov/programs-surveys/acs>.

Disability and **COMMUNITIES**



Disability is especially common in these groups:

2 in 5

adults age 65
years and older
have a disability



1 in 4

women have
a disability



2 in 5

Non-Hispanic
American Indians/
Alaska Natives
have a disability



Disability affects approximately 61 million, or nearly 1 in 4 (26%) people in the United States living in communities. Disability affects more than one billion people worldwide

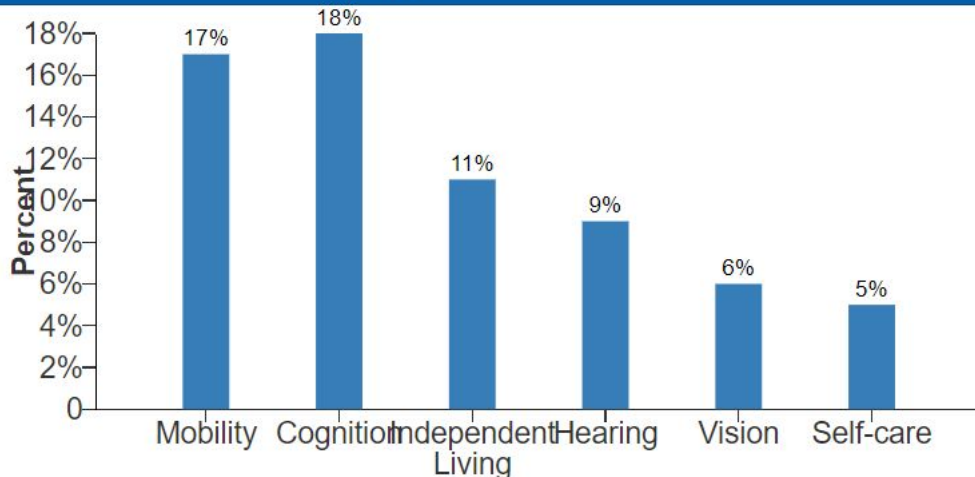
Search Your Local State Statistics

Disability & Health U.S. State Profiles

CDC also has state profile fact sheets that provide an overview of disability in each state, including the percentages and characteristics of adults with and without disabilities.

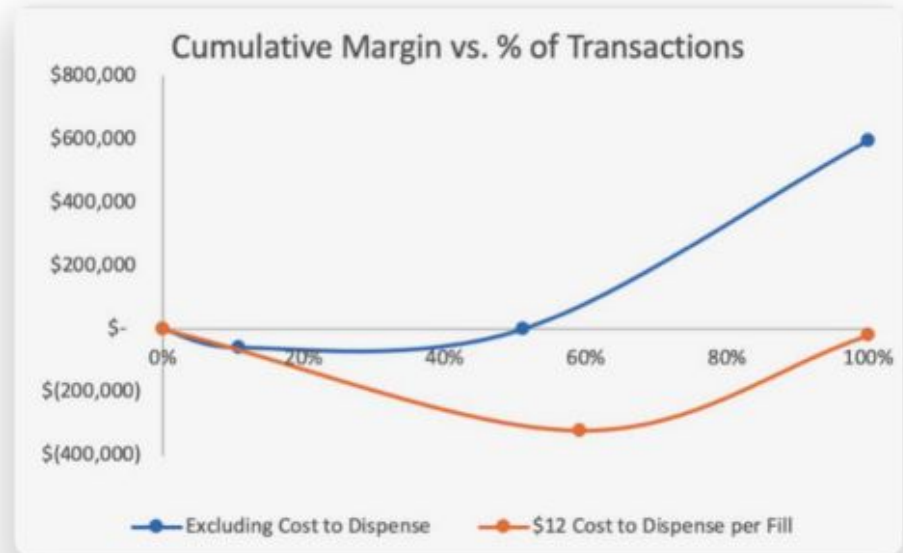
Find your states profile here: <https://www.cdc.gov/ncbddd/disabilityandhealth/impacts/index.html>

Percentage of adults in West Virginia with select functional disability types



Demographic Profile

IN and AROUND your pharmacy



Your CPESN® source for next-generation analytics to inform margin opportunities for both dispensing and healthcare services

[Learn More HERE](https://cpesn.com/business-intelligence)

<https://cpesn.com/business-intelligence>



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Engagement Employees,

Creating a business proposition around a niche market

Americans with Disabilities Act

How The Americans with Disabilities Act (ADA) Protects People with Disabilities

ADA provides protection for disabled individuals in public places, including:



Police Stations



Schools



Courts



Parks



Workplaces



Public
Transportation

ADA also requires state and local government services to be accessible to all disabled individuals. Accommodations include:



Wheelchair
accessibility



Braille signs



Admittance of
service animals



Availability of
listening devices

Since President George H.W. Bush signed the **ADA into law on July 26, 1990**, opportunities for the millions of Americans living with some form of disability have undoubtedly expanded, as they **can no longer be denied access to jobs, school, transportation, or to public places**. Not only did this civil rights law protect people with disabilities and ensure that they have the same rights and opportunities as anyone else, but it also helped raise awareness about the prevalence of disabilities as well as the essential role of disability benefits & services.

Engaging Your Employees

Hire People With Disabilities

Our society's long history of discrimination against people with disabilities continues to translate to their unemployment and underemployment.

Right now, **85% of people with IDD are unemployed**. Many of them want to work and have skills to contribute. Among those who are employed, people with **IDD are working fewer than 13 hours a week** on average and **less than one-fifth of them are getting workplace benefits**.

But research shows that disability inclusion is a proven good business decision. It increases overall productivity, offers a window into an untapped market, and boosts bottom lines. Learn more about why and how you should hire people with disabilities in [featuring The Arc](#) and by reading [stories from employees and their employers](#)

Disability Inclusion at the Pharmacy

Disability Inclusion: Making sure everybody has the same opportunities to participate in every aspect of life to the best of their abilities and desires.

People with disabilities

- 1) Bring innovation and creativity to the workplace. That's why companies that champion disability inclusion **consistently outperform** their industry peers.
- 2) Research shows that companies that have improved their DEI practices over time were **four times more likely to have total shareholder returns that outperform their peers.**
- 3) On average, stay in their jobs longer than their counterparts without disabilities. This helps employers **reduce turnover cost** and save time on rehiring and retraining new employees. Employee turnover costs a lot for employers.

Reasonable Accommodations

Reasonable accommodations for people with disabilities at the pharmacy include **flexibility in work style and schedules**

- 1) **60%** of accommodations cost nothing,
- 2) The degree of support needed will **vary** among individuals.
- 3) Not all people with disabilities need accommodations to perform their jobs and many others only need a few accommodations.
- 4) Never assume that your assistance is needed, and always **speak directly** to the person you are hiring on how you can best support them.
- 5) Studies show that people with disabilities, when provided reasonable accommodations and the opportunity to succeed, either perform at the same level or outperform their peers.

So, providing reasonable accommodations **makes good business sense!**

Examples include

- 1) Having a stepless entry into a business.
- 2) Softer lighting for a person with sensory sensitivity
- 3) Giving a demonstration on how to do something versus written instructions.
- 4) Allowing candidates and employees to specify how they would like to receive communication from you or offering virtual interviews.

The Pharmacy a Place of Inclusion

Inclusion requires time and intentionality

- 1) Developing a culture of accessibility and diversity in your workplace
- 2) Universal Design should be interwoven into all components of the workplace, meaning that certain accommodations or accessible designs **actually benefit ALL** people, not just people with disabilities
- 3) As should be the case with every employee, companies need to see the **whole person** and accommodate different work styles and schedules. example make meetings more accessible with recording, transcription, interpretation, breaks, etc.
- 4) Create a network of natural supports and mentorship for everyone.
- 5) Create a robust system of self-identification where you invite employees annually to self-identify their disability status and other demographic characteristics that are relevant to diversity. Use this information to change your policies and practices to increase our inclusivity.
- 6) Become a disability inclusive employer



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medium.com/authority-magazine/disability-inclusion-in-the-workplace-peter-berns-of-the-arc-of-the-united-states-0a10f070e1700

Engaging Your Employees

Acknowledge a person's humanity, not their disability.

Identifying someone by their disability above all else places priority on the disability as their identity rather than acknowledging them as a person.

USE PERSON CENTERED LANGUAGE

YES	NO
Person living with <i>blindness</i>	<i>Blind</i> person
Person with a disability	Disabled person
Survivor, someone living with <i>cerebral palsy</i>	Victim, afflicted with <i>cerebral palsy</i>
Person who uses a wheelchair	Wheelchair-bound, Confined to
Person who is <i>hard of hearing</i>	Suffers from <i>hearing loss</i>
Accessible (ex: parking, bathroom)	Disabled, handicap



ZEMBRODT EDUCATION CENTER



The Zembrodt Education Center (ZEC) was created to give people with intellectual and developmental disabilities (I/DD) opportunities to reach their highest potential educationally, residentially, socially, and vocationally. An extension of the Point Arc, ZEC strives to increase growth and support for individuals and families in the Greater Cincinnati region.

Our mission is to provide opportunities to people with intellectual and developmental disabilities to reach their highest potential educationally, residentially, socially and vocationally.

Brandon Releford is a resident of Walton, Kentucky and serves as the Executive Director of Education at the Point Arc of Northern Kentucky. Brandon has 15 years of non-profit leadership experience in workforce development and 6 years of classroom teaching and higher education instructional experience. Brandon has a Master of Education degree and a Master of Arts in Human Services Executive Leadership and Career Counseling. Brandon has adopted two beautiful children, both with developmental delays.



Patient Engagement

How to “Market” to Your Population with
Disabilities

Ruwe Family Pharmacy



In this Community Connected success story, Paula Miller, a CPESN Kentucky Luminary and Network Facilitator, **shares her personal passion for providing healthcare services to disabled patients.** She is pharmacist and co-owner of Ruwe Pharmacy with three locations in northern Kentucky, and **her pharmacy works with local agencies to deliver pharmacy services to patients living in group homes.** Click [HERE](#)

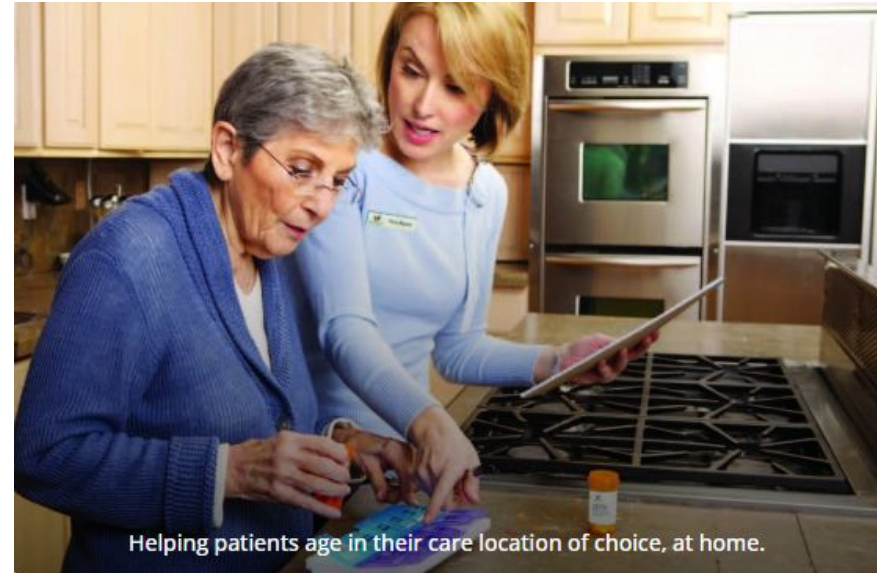


LTC@Home

Did you know that your pharmacy could have community-dwelling individuals who are considered part of the long-term care population? Leverage long-term-care opportunities leading to expanded reimbursements, new partnerships with providers, and improved patient quality of life.

Available exclusively to pharmacies participating in CPESN USA as a secondary chapter affiliation, CPESN LTC@Home is focused on helping your pharmacy become market ready and demonstrate your value to payers for long-term-care at home pharmacy services for **chronically-ill and aging-in-place patients in your community.**

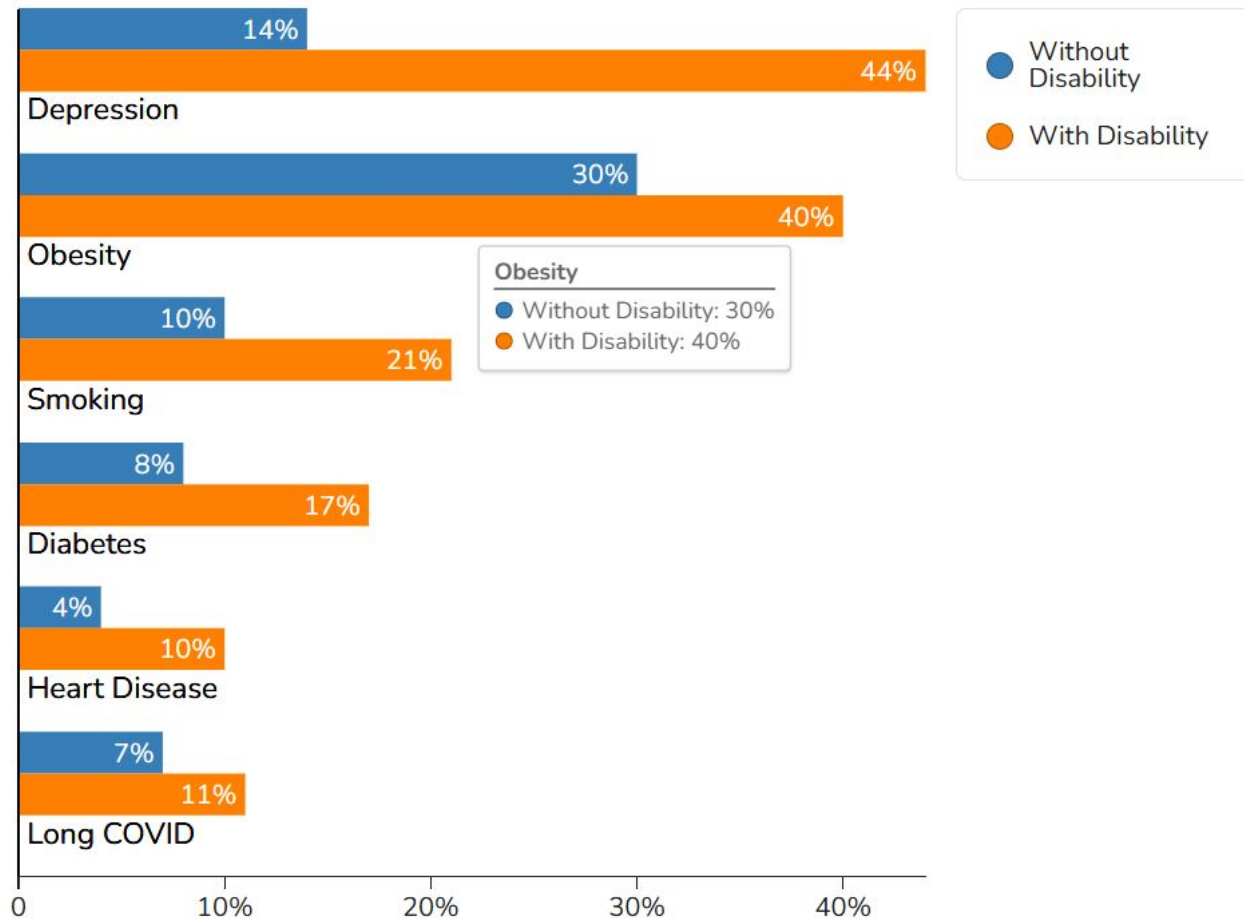
Take advantage of new revenue as a network of high performing long-term-care at home pharmacies.



[Contact LTC](#)
[LTC@Home download Here](#)

Health Disparity in Pts with Disabilities

Adults with disabilities in the united states are more likely to report the following -



Health Disparity in Pts with Disabilities

According to the Centers for Disease Control, adults with disabilities have a **58% higher rate of obesity than adults without disabilities**. Individuals with intellectual and developmental disabilities (IDD) face **challenges related to eating healthy, maintaining weight, and being physically active**. People with IDD also experience **three times the risk of heart disease, diabetes, stroke, and cancer as compared to the general population**.



<https://thearc.org/our-initiatives/health>

Diabetes Education Accreditation Program

DSME Program

Diabetes Self-
Management Education
(DSME), Accreditation
Simplified



Future Dates

Cohort deadline for registration is August 5

Registration opens June 1



Diabetes Education Accreditation Program (DEAP)

Obtain diabetes education accreditation, and receive reimbursement for diabetes self-management education and support.



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<https://ncpa.org/diabetes-self-management>

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Smoking Cessation Programs



Managing Common Withdrawal Symptoms

Learn how to identify and navigate common withdrawal symptoms.



How Quitlines Can Help

Quitlines provide free coaching over the phone to help you quit smoking. Available in several languages.



Quit-Smoking Medicines

Learn what available medicines can do to help you quit smoking for good.



State Quitline Services

Learn about quitline services available in your area through the [North American Quitline Consortium](#) 



Tips for Quitting

Get tips to help you deal with urges and cravings.



Making a Quit Plan

Preparation is key to quitting successfully, and making a quit plan is the first step.

[CDC Resources here](#)

Pharmacy CHW

Support Services For Adults With Autism- Refer in the community

Assistive Technology

Community Inclusion

Counseling

Environmental Modifications

Family Training

Finding Jobs

Residential Habilitation

Supported Employment

Therapy (Occupational, Speech, and Language)

Transitional Work Services

Behavioral Specialist Services

Community Transition Services

Day Habilitation

Family Counseling

Job Assessment

Nutritional Consultation

Respite

Temporary Crisis Services

Accessible Home Modifications

In-Home Care

Specialized Equipment

CPESN® Health Equity

Local Pharmacies Connecting Community and Patients

CPESN Health Equity is the first special purpose network introduced by CPESN USA to help participating community pharmacies increase revenue, maintain cashflow, and further entrench their local presence. Aggregating health equity initiatives across local networks establishes community pharmacy's collective expertise in Social Determinants of Health service as the value-based marketplace matures.

[Watch](#) this short video to learn about CPESN Health Equity workforce training for Community Health Workers in New York.

[Learn More HERE](#)

[JOIN CPESN HERE](#)



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Engaging Your Patients with Disabilities

General Etiquette Tips

- Focus on People First
- Practice the Golden Rule
- Always Ask Before Giving Assistance or proceeding with physician contact
- Think Before You Speak
- Interacting with People with Disabilities
- People First Language



Engaging Your Patients

Front end Inventory Supplies



Accessible Home modifications-
Hand Grips, Grab Bar



Nausea wrist bands



Personal Care - Compliance
packaging and delivery services



Devices e.g Red Light therapy



OTC Hearing aids



Mobility and Rehab
Equipment -
Wheelchairs, Walking
Canes, Toilet Rails

OTC- Inventory Section

List of medications that cause depletion of critical nutrients

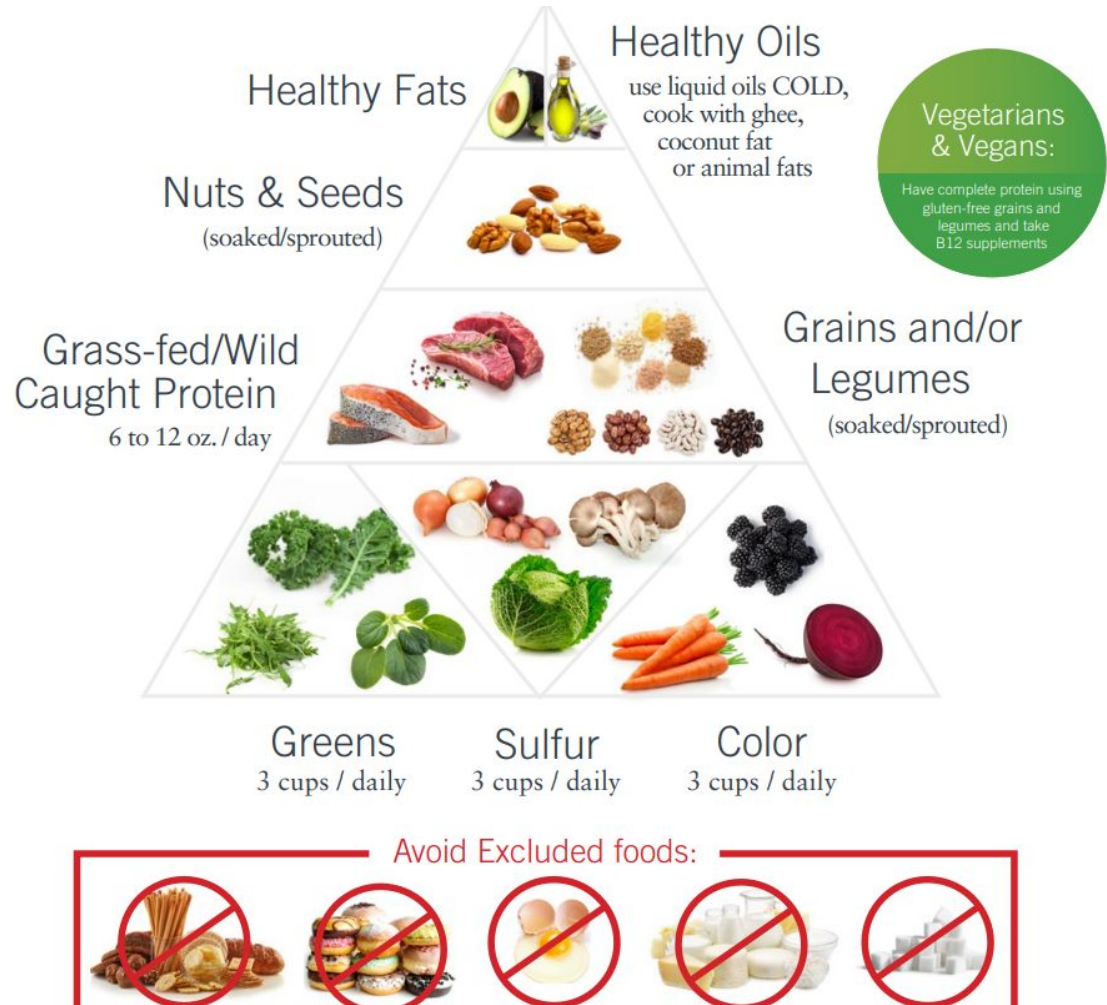
Medication	Depletion
Statins	Co Q10 , reduce fat soluble vitamins
Beta blockers	Co Q10 , Melatonin
Digoxin	Mg, Ca, Ph, Vit B 1
ACE / ARB Inhibitors	Zinc
Ca Channel blockers	Potassium
Conjugated Estrogens	Folic Acid
NSAIDS	glutathione
Metformin	Co Q10, Folic acid, Vit B12
Sulfonylureas	CoQ10

Medication	Depletion
H2 Inhibitors	Vit B 12
Antipsychotics	CoQ10, folic Acid, inositol, Vit B12, Vit D
Diuretics	Ca, Mg, Vit B1,B6,C, Zinc
Antidepressants	Melatonin , Tryptophan
PPI	Ca, Mg, Zinc, Folic acid, B12, Vit D , Iron
Antibiotics Amoxicillin, Penicillin, Erythromycin, Tetracycline, Gentamicin, Ciprofloxacin (Cipro), Levofloxacin (Levaquin), Trimethoprim	Probiotics , Vit K, Potassium, Inositol, B complex

Functional Medicine

Wahls Protocol Diet for MS

Dr. Terry Wahls was dependent on a tilt-recline wheelchair for four years until she reclaimed her health using a diet and lifestyle program she designed specifically to **restore her cellular health**—she now pedals her bike to work each day



The Pharmacist is an Educator

“Disabled and Proud” T-shirt and show your support for people with disabilities.

Meet patients where they are. Provide solutions, not problems when encountering new situations that present challenges to your patient. What solutions can you think of that support patients?

- EZ open lids are just the beginning!
- Braille med guides, ASL video interpreter, aids to daily living, accessible spaces, automatic doors, visual aids, demo kits
- Having every form an accessibility aid that exists isn't possible, but every pharmacy team should strive to identify barriers that create undue challenges to the patient and minimize them to the extent possible - it's about creative problem solving and putting people first.



<https://thearc.org/blog/why-and-how-to-celebrate-disability-pride-month-2023/>

Social Media Posts

Share Your Disability Story or Help Someone Share Theirs

International day of persons with Disability is a spotlight on what disability means and what people with disabilities are proud of. If you feel comfortable and safe to do so, share your story on social media and include the hashtags #InternationaldayofPersonswithDisability

If you have a friend, family member, coworker, or neighbor with a disability, encourage them to share their story. We want as many people to join the conversation as possible! Share stories on social media using #InternationaldayofPersonswithDisability or even reach out to your local news. Be sure to join The Arc's celebration by following us on social media @TheArcUS and engaging with stories from the people we serve.

Engagement Community Stakeholders

Networking- Going outside your comfort
zone

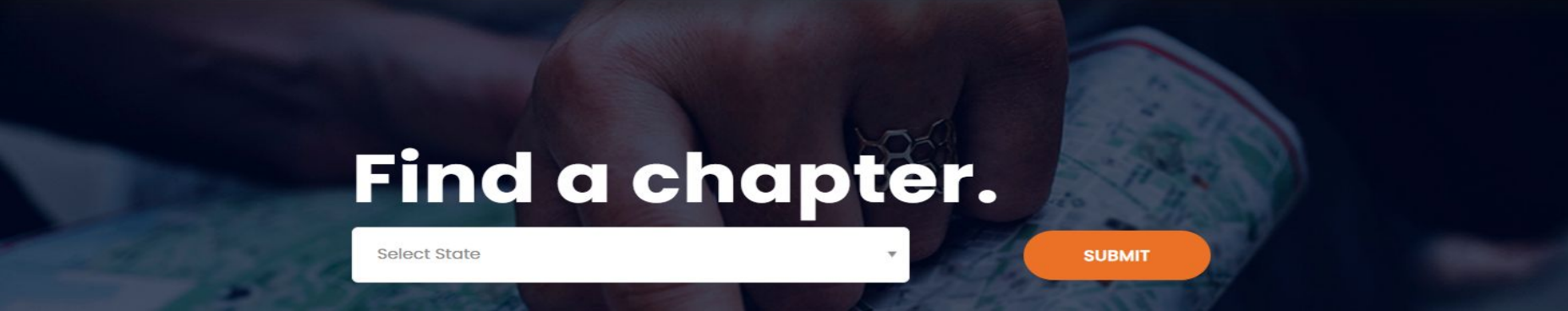
The ARC- Get involved



[Chapter Portal](#)[Find a Chapter](#)[Join](#)[Blog](#)[Store](#)[DONATE](#)

SEARCH

[POLICY & ADVOCACY](#)[OUR INITIATIVES](#)[GET INVOLVED](#)[GET RESOURCES](#)[ABOUT US](#)



Find a chapter.

Select State

SUBMIT

Get Involved

♥ JOIN The Arc

♦ TAKE ACTION

Become a Member

Become a Chapter

Become a Sponsor

Self-Advocacy

Siblings

Alumni Council

Ways to Give

Donor Appreciation

The Arc promotes and protects the human rights of people with intellectual and developmental disabilities and actively supports their full inclusion and participation in the community throughout their lifetimes.



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<https://thearc.org/find-a-chapter/>

Attend an International Day of persons with Disability Event in Your Area

The International Day of Persons with Disabilities (IDPD) is observed every year on December 3rd. It's a United Nations–sanctioned day that aims to promote the rights and well-being of persons with disabilities in all areas of society and development, and to increase awareness of their situation in every aspect of political, social, economic, and cultural life.

People with disabilities deserve to live full, self-determined lives, just like everyone else. Yet discrimination persists for the 1 in 4 U.S. adults living with a disability. Show pride for your disability and/or help uplift others in your community by attending an International Day of persons with disability event! There isn't a database for Disability Pride Month events (yet!), but below are a few coming up in major cities.

New York: [Disability Unite Festival](#)

Alabama: [International Day of People with Disabilities](#)

Maryland: [International Day of Persons with Disabilities](#)



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<https://thearc.org/blog/why-and-how-to-celebrate-disability-pride-month-2023/>

Council for Disability Income Awareness

Disability insurance protects working people by replacing a portion of their income should they be unable to work because of an illness or injury. Plus, getting it while you're young and healthy is a smart decision. As you get older and life takes its toll on your body, insurance can become more difficult and costly to obtain.

EVEN IF YOU'RE HEALTHY, THE RISK ISN'T SMALL ENOUGH TO IGNORE. DISABILITY INSURANCE CAN:



PROTECT

your investment in education
or career training



PROTECT

your current lifestyle



PROTECT

your peace of mind to
enjoy life to the fullest



PROTECT

your future plans



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<https://blog.disabilitycanhappen.org/disability-insurance-awareness-month-why-you-should-care/>

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United Disability Services -UDS Foundation

[Aging & Disability Services](#)

UDS is headquartered in Lancaster, Pennsylvania and primarily service Pennsylvania and portions of Delaware, Maryland, New Jersey, New York and Virginia.

Job Skills Training for Adults with Disabilities

[Home](#) > [Services](#) > [Enrichment and Life Skills](#) > Employment Services



We don't just provide employment; we provide a starting point for new beginnings.

PEOPLE WITH
DISABILITIES

INTERESTED
EMPLOYERS



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<https://udservices.org/services/enrichment-life-skills/employment-services/>

Avoiding, Debunking , Demystifying

Stereotypes

Stereotypes

Disability is a part of the rich tapestry of human diversity, and something that nearly all of us will experience at some point in our lives.

It's also a significant identity that defines how we experience the world. Yet people with disabilities have been marginalized and misunderstood for generations.

All disabilities and their intersecting identities should be acknowledged, valued, and respected, and one way to do that is during Disability Pride Month.

Disability Etiquette 101

Overthinking is one enemy of disability etiquette, but so is making assumptions about what a person wants and needs. Of course disabled people want to be treated like everyone else, but when we say that, we don't mean "treat every person exactly the same." We mean "recognize our humanity and meet us where we're at."

— Kyle Khachadurian, cohost, *The Accessible Stall* podcast

The Diversity of Disabilities

Although society often thinks of people with disabilities as a single population, it's actually a diverse group of people with a wide range of needs.

Disability Stereotypes

The treatment of people with disabilities throughout our history is marked by segregation, discrimination, and attacks on their basic human rights.

Learn about key moments from [UC Berkeley's archive on disability rights](#) as well as [The Arc's history](#).

We also encourage you to watch and read media that has been created by and with people with disabilities, such as

Crip Camp,

CODA,

Demystifying Disability, and

Disability Visibility.

Ask

Be curious and ask the person how they prefer to have their disability described.

Suggested Person-First Description	Avoid This Description
Person with a disability	Disabled, handicapped
Person who uses a wheelchair	Confined, restricted to a wheelchair, wheelchair-bound
Person with an intellectual disability	Retarded, slow, special person, disabled person
Person with an emotional disability	Insane, crazy
Person with cerebral palsy	CP afflicted, victim

Myths and Facts about People with Disabilities

Myth 1: People with disabilities are brave and courageous.

Fact: Adjusting to a disability requires adapting to a lifestyle, not bravery and courage. Of course, people with disabilities can be brave and courageous, just like someone without disabilities can; be mindful about how you use those terms as they are often seen as offensive when applied to a person with a disability for simply existing.

Myth 2: All persons who use wheelchairs are chronically ill or sick.

Fact: The association between wheelchair use and illness may have evolved through hospitals using wheelchairs to transport sick people. A person may use a wheelchair for a variety of reasons, none of which may have anything to do with lingering illness.

Myth 3: Wheelchair use is confining; people who use wheelchairs are "wheelchair-bound."

Fact: A wheelchair, like a bicycle or an automobile, is a personal assistive device that enables someone to get around.

Myth 4: All persons with hearing disabilities can read lips.

Fact: Lip-reading skills vary among people who use them and are never entirely reliable.

Myths and Facts about People with Disabilities

Myth 5: People who are blind acquire a "sixth sense."

Fact: Although most people who are blind develop their remaining senses more fully, they do not have a "sixth sense."

Myth 6: People with disabilities are more comfortable with "their own kind."

Fact: In the past, grouping people with disabilities in separate schools and institutions reinforced this misconception. Today, people with disabilities are in mainstream society.

Myth 7: Non-disabled people are obligated to "take care of" people with disabilities.

Fact: Anyone may offer assistance, but most people with disabilities prefer to be responsible for themselves.

Myth 8: Curious children should never ask people about their disabilities.

Fact: Many children have a natural, uninhibited curiosity and may ask questions that some adults consider embarrassing. But scolding curious children may make them think having a disability is "wrong" or "bad." Most people with disabilities won't mind answering a child's question – just ask and introduce your child beforehand.

Myths and Facts about People with Disabilities

Myth 9: The lives of people with disabilities are totally different than the lives of people without disabilities.

Fact: People with disabilities go to school, get married, work, have families, do laundry, grocery shop, laugh, cry, pay taxes, get angry, have prejudices, vote, plan and dream like everyone else.

Myth 10: It is all right for people without disabilities to park in accessible parking spaces, if only for a few minutes.

Fact: Because accessible parking spaces are designed and situated to meet the needs of people who have disabilities, these spaces should only be used by people who need them.

Myth 11: Most people with disabilities cannot have sexual relationships.

Fact: Anyone can have a sexual relationship by adapting the sexual activity. People with disabilities can have children naturally or through adoption. People with disabilities, like other people, are sexual beings.

Myth 12: People with disabilities always need help.

Fact: Many people with disabilities are independent and capable of giving help. If you would like to help someone with a disability, ask if he or she needs it before you act.