

Engaging Your Bahá'í Community

Market Expansion Through Cultural Understanding



Angelina Tucker PharmD, BCGP, CDCES
Community Connected
CPESN USA

Objectives

1. Identify the population distribution by state and national statistics of the Bahá'í population
2. Describe the history and core beliefs of the Bahá'í
3. Describe how a pharmacy owner can better engage with the Bahá'í employees and patients.
4. Identify the stakeholders in the community committed to Bahá'í health and explain how a pharmacy owner can expand his services.
5. Identify, explain, and debunk the stereotypes that pharmacy staff should be aware of when interacting with the Bahá'í Population.

Setting the Stage

- A pharmacy owner in a diverse community realizes few Bahá'í patients visit their store, even though there is a Bahá'í Center nearby.
- Question: How can this pharmacy become a trusted, inclusive health destination and improve engagement with the Bahá'í community?

Bahá'í Population Statistics

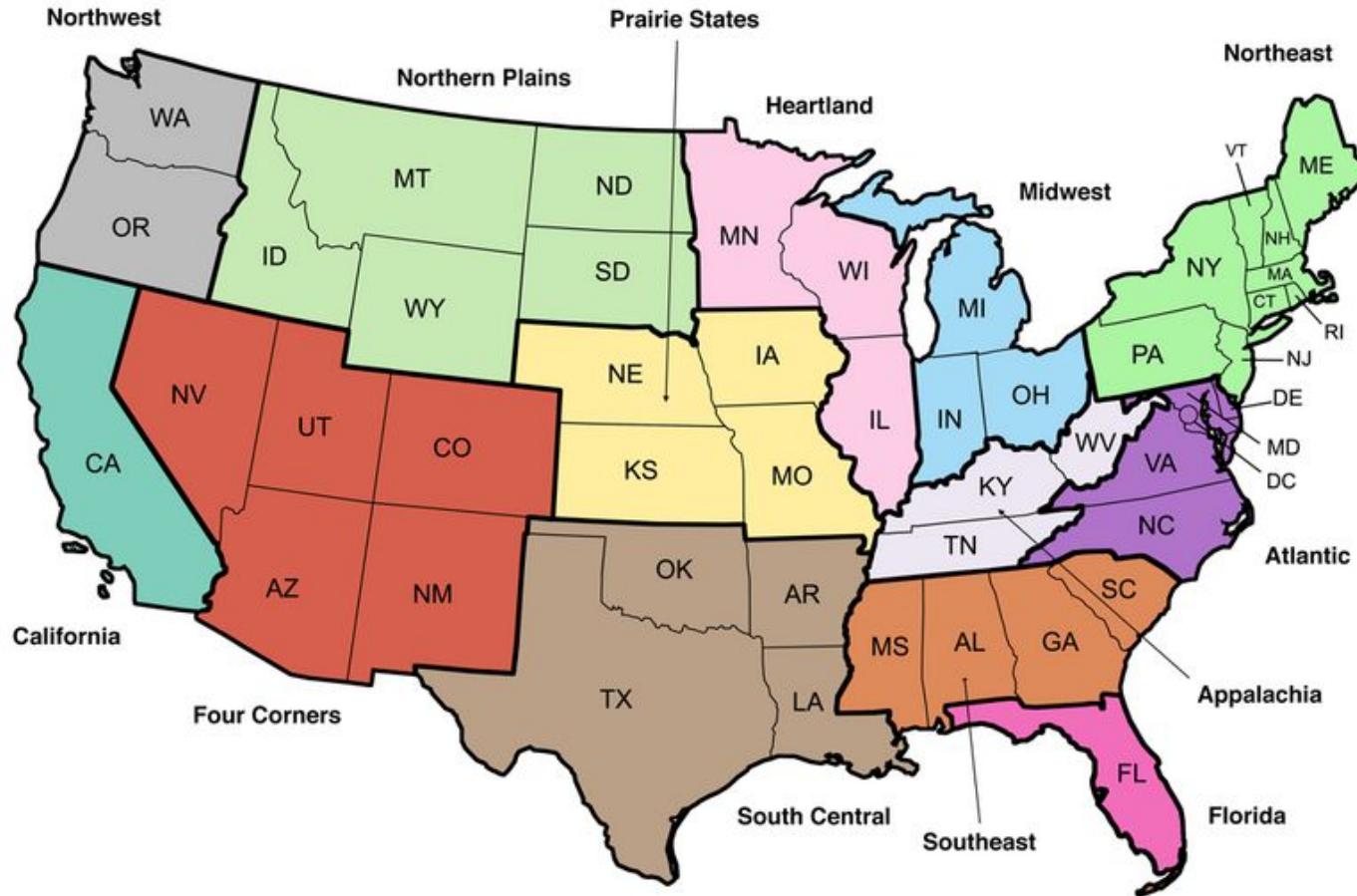
1. Estimated U.S. Bahá'í population: 175,000–180,000 members across all 50 states and 2,100+ communities.
2. Global Bahá'í population: 5–6 million members in over 200 countries and territories.
3. The Bahá'í Faith is the second most geographically widespread religion after Christianity.
4. U.S. Bahá'í communities are highly diverse—representing African American, Persian, Latino, Asian, and Native American populations.
5. Many Bahá'ís work in education, healthcare, and community service professions.
6. Relevance: Understanding this diversity helps pharmacies build inclusive outreach strategies and promote health equity.

History and Background

- The Bahá'í Faith originated in 19th-century Persia (Iran), founded by Bahá'u'lláh, emphasizing unity, peace, and equality.
- - The first Bahá'ís arrived in the U.S. in the late 1800s.
- - The Bahá'í House of Worship in Wilmette, Illinois, completed in 1953, is a symbol of unity open to all faiths.
- - Over 170,000 Bahá'ís live in the U.S. today.
- References: Bahai.us, Bahá'í International Community, Britannica.

Baha'i American Background

The boundaries of the 13 Regional Bahá'í Councils operating in the contiguous United States, as of 2024.



Bahá'í American Population

Total Bahai Population	UN 2021	336,997.624
American Bahai Pop	Bahai source	156,892
American Bahai Pop	non Bahai source	558,658
Local Assemblies		1,163

Beliefs and Core Principles

- - Unity of all humankind and elimination of prejudice
- - Equality between men and women
- - Harmony of science and religion
- - Independent investigation of truth
- - Universal education and global peace
- Key takeaway: These shared values align with pharmacy goals in health equity and compassionate care.

Engagement Employees

Creating a business proposition around a niche market



Community
Connected

Notable Bahá'í Holidays

- Ayyám-i-Há (Intercalary Days)
- Naw-Rúz)
- First Day of Ridván
- Ninth Day of Ridván Twelfth Day of Ridván
- Declaration of the Báb
- Ascension of Bahá'u'lláh
- Birth of the Báb
- Birth of Bahá'u'lláh
- Day of the Covenant Ascension of 'Abdu'l-Bahá

See Holiday Dates in the Baha'i calendar
[here](#)

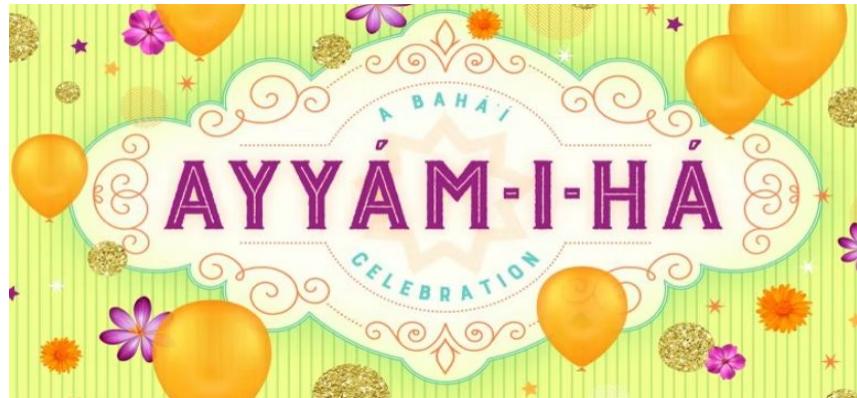


Ayyám-i-Há (Intercalary Days)

The Persian phrase “Ayyam-i-Ha” – which simply means “the days of Ha” – describes the four or five intercalary days in the annual Baha’i calendar when Baha’is rejoice, do charitable work and prepare for the nineteen-day Baha’i fast that always follows Ayyam-i-Ha.

In the Arabic alphabet, the letter “Ha” has several spiritual meanings, and one of them symbolizes the essence of the Creator. The days of Ha, then, have a special significance in every Baha’i year, symbolizing the happiest and most celebratory qualities of the Supreme Being. That’s why, in most Baha’i communities around the world, you’ll find Baha’is having parties and celebrations during Intercalary Days.

The Intercalary Days occur because the Baha’i calendar has a unique system of nineteen months, each made up of nineteen days.



Engaging Your Employees

- - Recognize Bahá'í holy days on your scheduling calendar.
- - Allow flexible shifts for observance.
- - Use inclusive greetings such as 'Happy Naw-Rúz!'
- - Encourage employees to share cultural experiences.
- Key takeaway: Inclusive scheduling and awareness foster belonging.

Engagement Patients

How to “Market” to Your Community



Engaging Your Patients

- - Display interfaith and inclusive holiday recognition boards.
- - Offer educational handouts on unity and health equity.
- - Provide multilingual resources from Bahai.us and WHO.
- - Link health observances to Bahá'í values (peace, equality, compassion).

Pharmacist Counseling Opportunities

- - Discuss preventive health aligned with Bahá'í focus on moderation and wellness.
- - Encourage participation in service-oriented health fairs.
- - Respect fasting or prayer times (March 2–20).
- - Offer private consultation areas for spiritual health discussions.

Services Pharmacies Can Offer

- - Health screenings, immunizations, and MTM.
- - Collaborations with Bahá'í Centers for community wellness events.
- - Pharmacogenetic testing for equitable, personalized care.
- - Education booths at interfaith or unity-focused gatherings.

Pharmacy OTC Display Unit

Culturally Respectful OTC & Front-End Items

Hydration & Fasting Support
Gentle Digestive & GI Support
Headache, Fatigue, & Muscle Support
Sleep, Calm, & Routine Support
General Wellness

Special Snack & Food Shelf

Dried Fruits & Nuts
Gentle, Nourishing Snacks
Beverages

Festive & Cultural Paraphernalia

Practical OTC & Health Tie-Ins

Cultural/Health Education Mini-Posters

[07aeb7a1-f4ae-4ee2-b8d4-fe55d5caf41b.pdf](#)

Engagement

Community Stakeholders

Networking - Going outside your comfort zone



Community Engagement

- Potential partners:
 - - Local Bahá'í Centers and Houses of Worship
 - - Interfaith councils and peace networks
 - - CPESN Health Equity programs
- Pharmacists can attend or sponsor:
 - - Bahá'í Devotional Gatherings
 - - Interfaith Dialogue Circles
 - - World Religion Day (January 19).

Place of Worship

- Bahá'í House of Worship is called “Mashriqu'l-Adhkár” but they also meet at homes and communities.
- Responsibilities are shared by assemblies and Bahá'í teachers

Bahá'í events might include the participation of pharmacists who offer services such as flu testing and vaccinations to the congregation, while also creating networking opportunities for the members.

Avoiding, Debunking, Demystifying **Stereotypes**



Community
Connected

Avoiding Stereotypes and Misconceptions

- - Bahá'ís are not a sect of Islam; it is a distinct faith.
- - Bahá'ís do not proselytize; they serve through example.
- - Communities are ethnically and globally diverse.
- Key takeaway: Understanding internal diversity builds trust and competence.

Takeaways for Pharmacies

- - Recognize the Bahá'í presence in your area.
- - Include Bahá'í observances in community calendars.
- - Offer inclusive greetings and culturally aware care.
- - Build relationships through education, service, and compassion.
- - Promote unity in healthcare as a shared value.

References

- Bahá'í International Community:
<https://www.bic.org>
- U.S. Bahá'í National Center: <https://www.bahai.us>
- Britannica:
<https://www.britannica.com/topic/Bahai-Faith>
- CPESN USA: <https://cpesn.com/health-equity>
- Interfaith Health Alliance:
<https://interfaithhealthalliance.org>
- World Health Organization:
<https://www.who.int/health-topics/equity>