

Engaging Your Pakistani American Population

Market Expansion Through Cultural Understanding



Community
Connected

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Objectives

1. Summarize the history of the Pakistani American communities in the United States.
2. Review strategies for pharmacies to better engage Pakistani American employees and patients.
3. Identify the key stakeholders in the community committed to advancing Pakistani American health.

Setting the Stage

A community pharmacy owner living in Virginia has a large Pakistani American population near his pharmacy. However, he notices that he has not had many Pakistani patients get their prescriptions filled at his store.

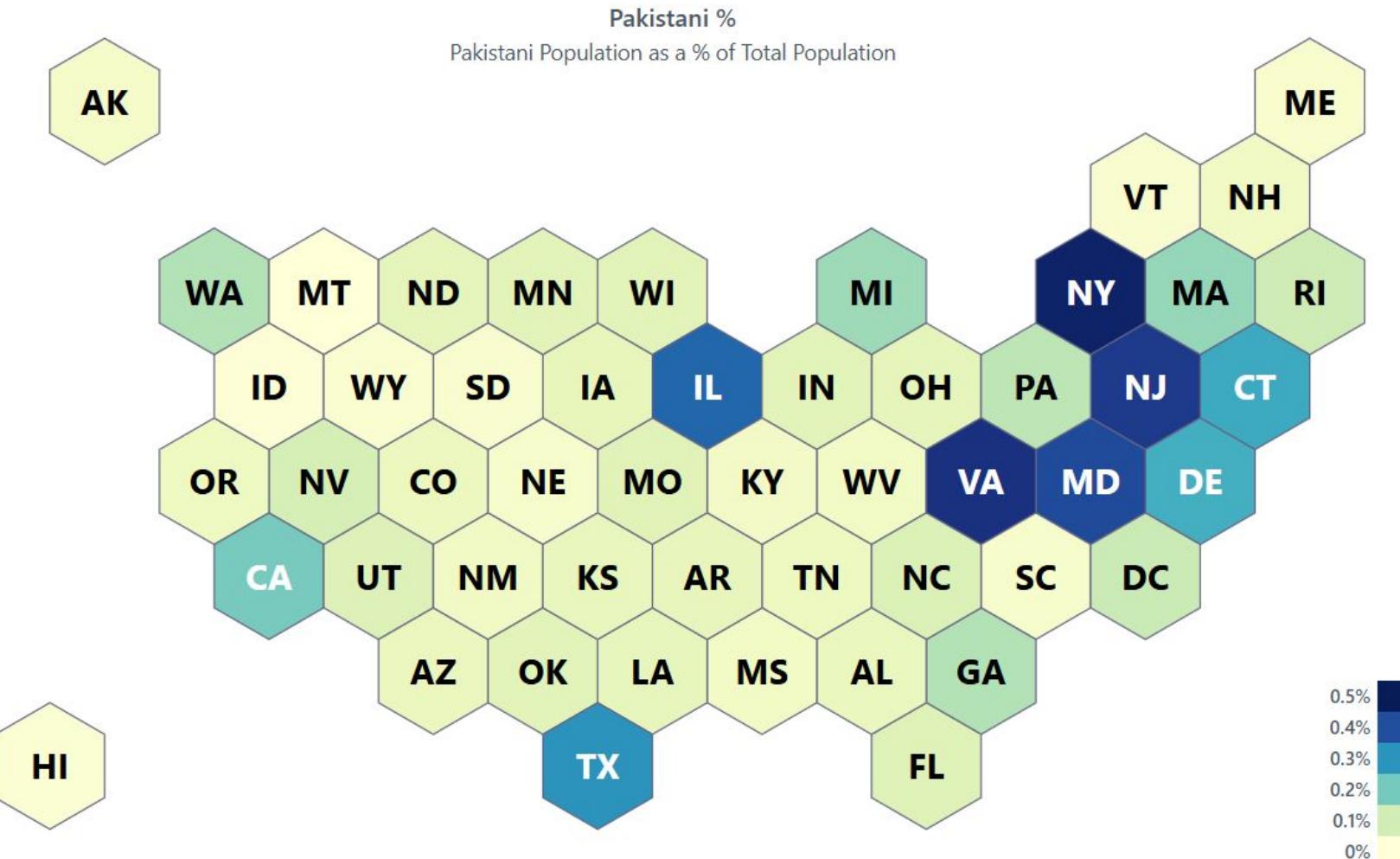
What can he do to become a trusted member in his community and increase his store sales?

Map of Pakistan

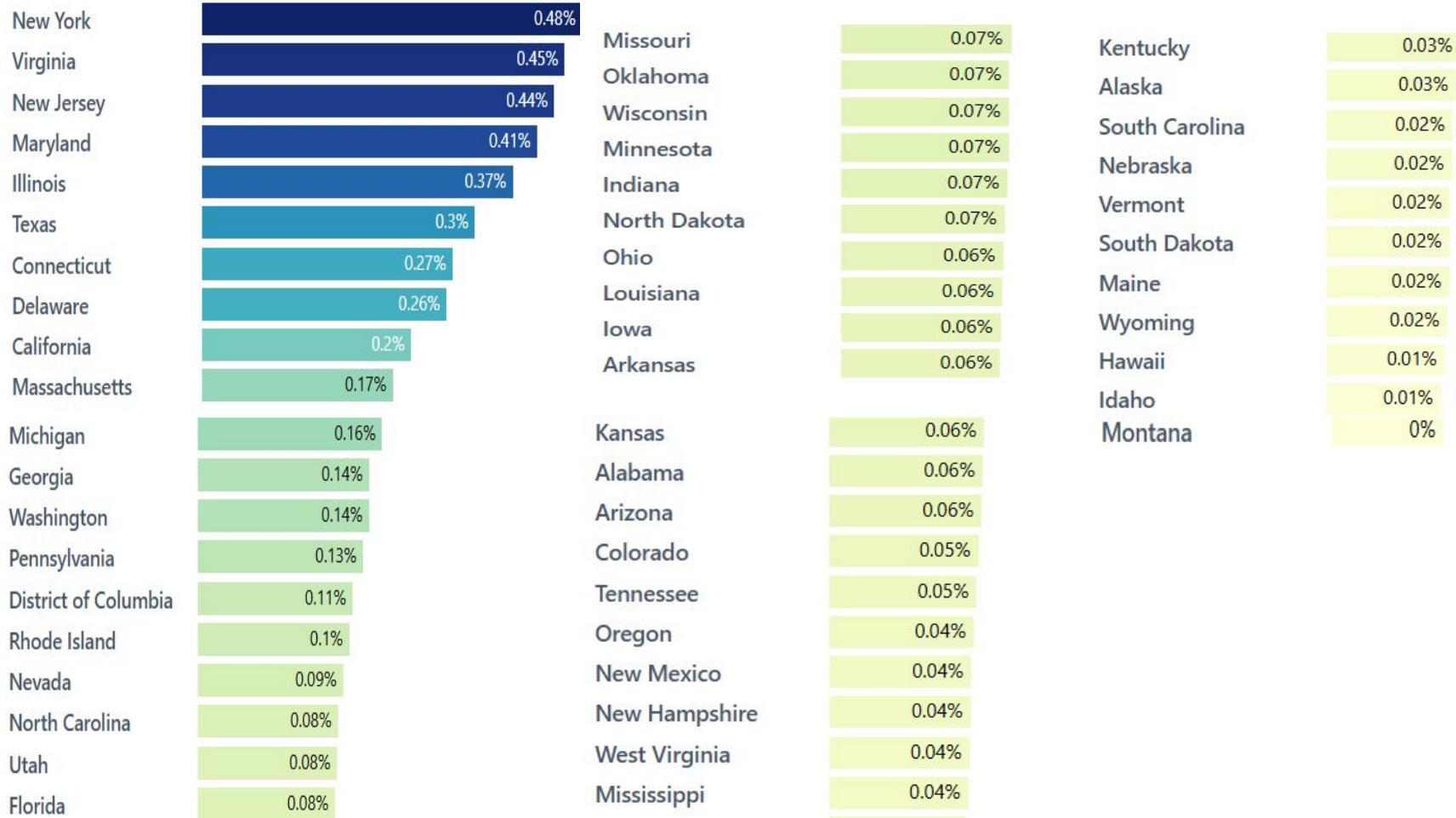


Pakistani population by state 2024

594,325 or 0.18%



Statistics of Pakistanis by State



Population Search

You can search your county or zip code to view the demographic data of the patient population that lives around your pharmacy.

Examples of useful databases: US Census Bureau, Centers for Disease Control (CDC), state health department, or another source.

- <https://www.census.gov/>
- <https://www.countyhealthrankings.org/explore-health-rankings>
- <http://www.city-data.com/>

Find Data by Location

History of Pakistani Americans

Early Beginnings (Mid-20th Century):

Pakistani immigration to the U.S. began in significant numbers in the early 20th century. However, before 1965, Pakistani immigrants were few, primarily consisting of students, professionals, and merchants.

1965 Immigration Act:

The Muslim population of the U.S. increased dramatically after President Lyndon B. Johnson signed the Immigration and Nationality Act of 1965 into law.^[9] The act abolished former immigration quotas, and expanded immigration opportunities from countries with significant Muslim populations.

Growth During the 1970s-80s:

During the 1970s and 1980s, political instability in Pakistan, including the Bangladesh Liberation War (1971), the rise of military regimes, and the impact of Soviet involvement in Afghanistan (1979), drove many Pakistanis to seek a better life abroad, **particularly** in the U.S.

The Role of U.S. Policies (Refugees and Skilled Workers):

As part of the U.S. Cold War strategy, many Pakistanis, especially in the 1980s, came as refugees or were part of the skilled worker class, seeking opportunities in engineering, medicine, and other professional fields.

Ahmadis in Pakistan

in the [1973 Constitution of Pakistan](#) written by [Zulfiqar Ali Bhutto](#) after the [secession of East Pakistan](#) then declared Ahmadis non-Muslims.

Article 260 relates to the question of who is a Muslim for the purpose of the Constitution or Law of Pakistan

'A person who does not believe in the absolute and unqualified finality of the Prophethood of Muhammad [peace be upon him] as the last of the Prophets; or claims to be a prophet in any sense of the word; or of any description; after Muhammad [peace be upon him]; or recognizes such a claimant as a prophet or a religious reformer; is not a Muslim for the purposes of the Constitution or law.'

Religious Oppression



"Pakistan - Islam, Hinduism, Sikhism | Britannica". www.britannica.com. Retrieved 20 December 2023

Global Migration and Advocacy for Religious Freedom

As a result of severe persecution, many Ahmadi Muslims have sought asylum in countries like the U.S., Canada, and parts of Europe, where they find safety but also face challenges in integration due to ongoing discrimination. Once resettled, the Ahmadiyya community has been active in raising awareness about religious intolerance and advocating for the rights of religious minorities. Their efforts focus on seeking international recognition for their struggles and promoting tolerance and religious freedom globally.

Persecution of Ahmadis in Pakistan

Pakistan

- Ahmadis in Pakistan are restricted from worshiping in non-Ahmadi mosques
- They can't perform the Muslim call to prayer in public
- They can't use the traditional Islamic greeting in public
- They can't publicly quote from the Quran
- They can't preach in public
- They can't seek converts
- They can't produce, publish, or distribute their religious materials
- These acts can result in up to three years in prison

Saudi Arabia

- Ahmadis are not allowed to enter the country
- They can't perform the pilgrimage to Mecca and Medina

Hundreds of Ahmadis were killed in the [1953 Lahore riots](#) and the [1974 Anti-Ahmadiyya riots](#).

The [May 2010 Attacks on Ahmadi mosques](#), infamously known as the Lahore Massacre, resulted in the murder of 84 Ahmadis by suicide attack.

On Eid day 2024, an Ahmadi mosque was attacked in [Kotli, Azad Kashmir](#) by a mob of more than 50 individuals which had opened fire and had destroyed the minarets and arch of the mosque

Uddin, Asma T. (2014). ["A Legal Analysis of Ahmadi Persecution in Pakistan"](#). In Kirkham, David M. (ed.). *State Responses to Minority Religions*. Ashgate Inform Series on Minority Religions and Spiritual Movements. Farnham, U.K. and Burlington, Vermont: Ashgate Publishing/Routledge. pp. 81–98. ISBN 978-1-4724-1647-6. LCCN 2013019344.

https://en.wikipedia.org/wiki/Persecution_of_Ahmadiyya_in_Pakistan#%3Atext=Ahmadiyya_in_Pakistan_have_often_of_up_to_three_years.

Ahmadiyya Muslim Community

The Ahmadiyya Muslim Community are Muslims who believe in the **Messiah, Mirza Ghulam Ahmad** (peace be on him) (1835-1908) of Qadian. Mirza Ghulam Ahmad founded the Ahmadiyya Muslim Community in 1889 as a revival movement within Islam, emphasizing its essential teachings of peace, love, justice, and sanctity of life.

Mirza Ghulam Ahmad claimed to be the metaphorical second coming of Jesus Christ and the Mahdi, whose advent Prophet Muhammad (peace and blessings of Allah be on him) foretold

A man of God, God's man on earth, His Holiness Mirza Masroor Ahmad (Mir-za Mas-roor Ah-mad), is the fifth Khalifa (Caliph) of the Ahmadiyya Muslim Community. Elected to this lifelong position on 22nd April 2003, he serves as the worldwide spiritual and administrative head of an international religious organisation with membership exceeding 10's of millions spread across over 200 nations and territories.



Messiah, Mirza Ghulam Ahmad (1835-1908)

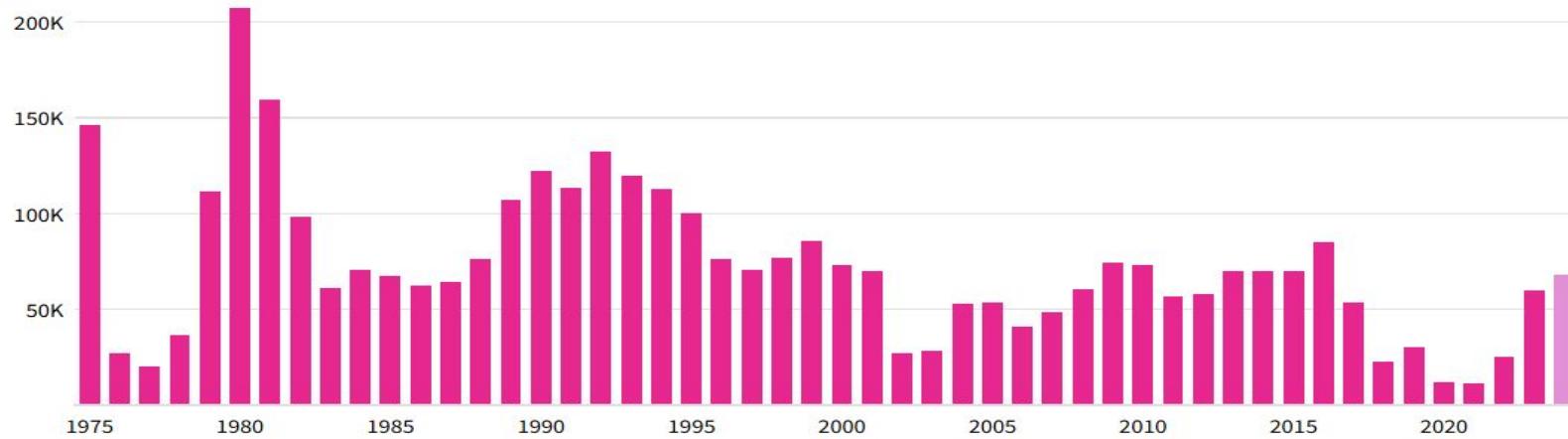


Hazrat Mirza Masroor Ahmad 2003-Present

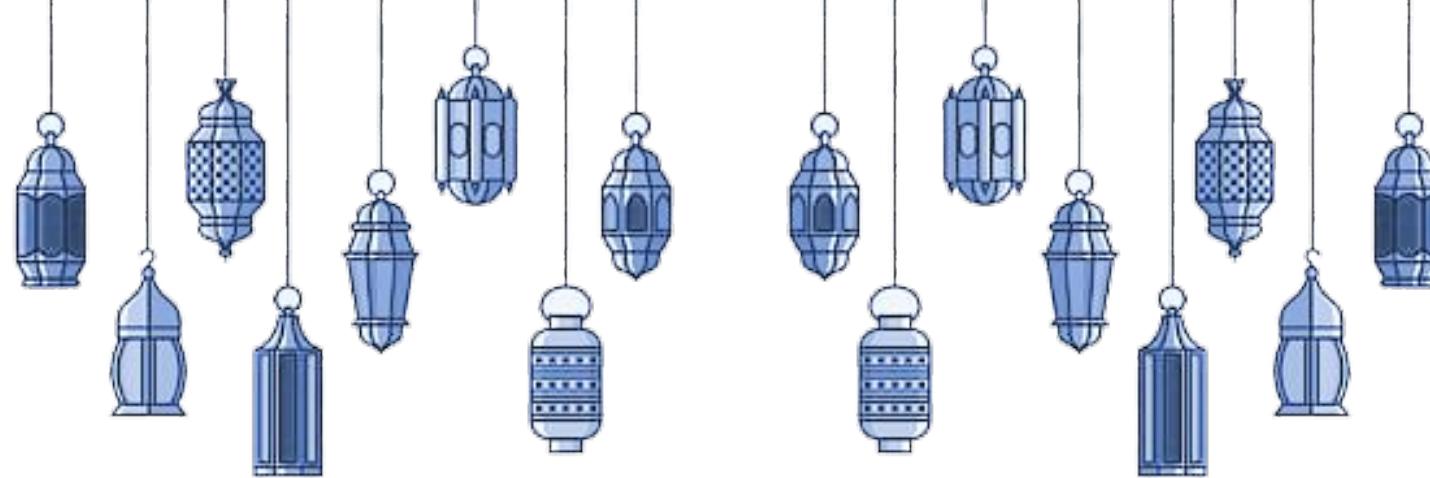
Refugees in America

Refugee admissions are increasing after a 40-year low in 2021.

Refugee arrivals into the US by fiscal year, 1975–2024



There are 2.4 million refugees worldwide in need of resettlement, according to the United Nations. The United States Refugee Admissions Program (USRAP) is a foreign policy tool to offer hope to persecuted individuals worldwide. Refugees and asylum seekers both leave their home countries due to fears of persecution. Refugees apply for refugee status before coming to the US, while asylees apply for asylum status while already in the US or at a port of entry. According to the USRAP, refugees are people who have experienced past persecution or have a well-founded fear of persecution based on their race, religion, nationality, membership in a particular social group, or political opinion



Engagement

Employees, Patients, Community Stakeholders

Creating a business proposition around a niche market



Religious Breakdown of Pakistan

The Pakistani population is 95 - 98% Muslims.

Religion	Percentage of Population
Islam	95-98%
- Sunni	75-85%
- Shia	10-15%
- Ahmadiyya	0.2-0.5%
Christianity	1.5-2%
Hinduism	1.85%
Sikhism	0.1%
Other	0.1%

<https://www.state.gov/reports/2020-report-on-international-religious-freedom/pakistan/> |

<https://www.pewresearch.org/fact-tank/2017/11/13/the-changing-global-religious-landscape/> | <http://www.pbs.gov.pk/content/population-census> |

<https://www.hrw.org/asia/pakistan> | <https://www.cia.gov/the-world-factbook/countries/pakistan/> | <https://www.unhcr.org/> | <https://www.bbc.com/news/world-asia-47837881>

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

<https://www.alislam.org/book/salat/timings-for-prayers/>

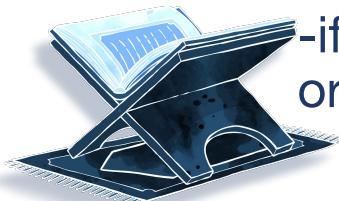
<https://www.alislam.org/book/salat/obligation-to-offer-prayer>

s/

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

- Eid-ul-Fitr – April 10, 2024
- Eid-ul-Adha – June 16, 2024
- 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-Ul Fitr

- Eid Ul-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 Ul-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. Ramadan can last only 29 or 30 days, so even if the crescent moon is not spotted on the 30th day of Ramadan, Eid will still occur the next day.
- **In 2024, Eid Ul Fitr is predicted to be on Match 30th 2025**



<https://www.alislam.org/articles/editorial-on-eid-ul-fitr/>

What is Eid-UI Adha

- Eid-UI Adha is the second holiday that Muslims celebrate. It marks the culmination of the **Hajj pilgrimage rites at Mecca in Saudi Arabia**.
- 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 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**.
- **In 2025, Eid UI-Adha is thought to be on June 7th**

<https://www.alislam.org/articles/eid-ul-azha/>

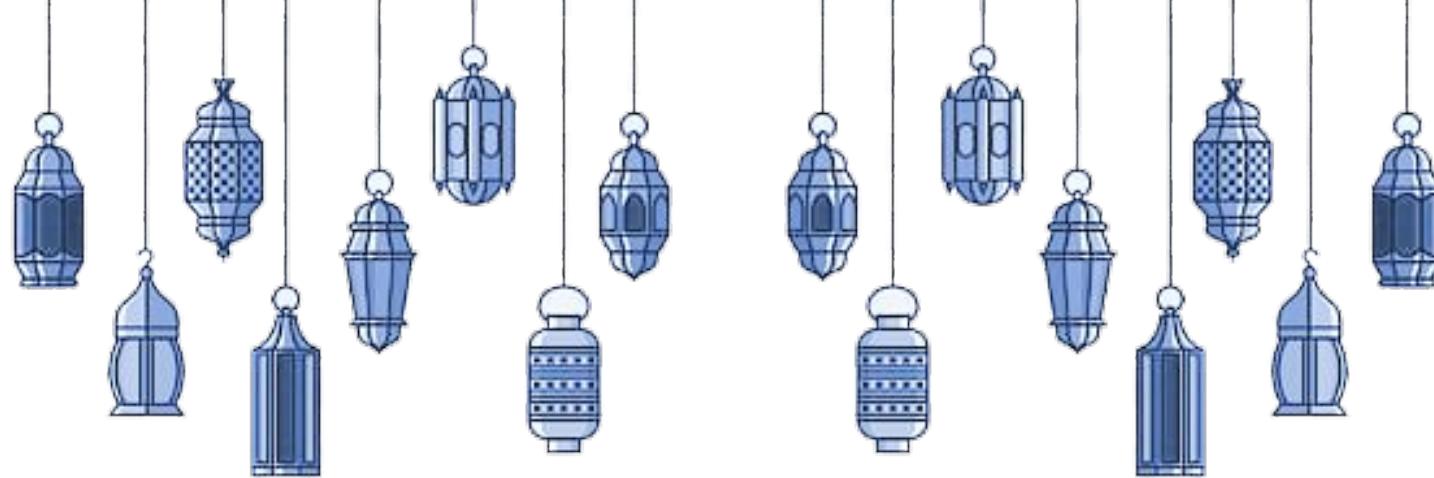


Public holidays celebrated in Pakistan

Holiday Name	Date (Gregorian)	Type
Kashmir Day	February 5	National
Pakistan Day	March 23	National
Labour Day	May 1	International
National Unification Day	July 1	National (Historical)
Independence Day	August 14	National
Defense Day	September 6	National (Military)
Quaid-e-Azam Day	December 25	National
Christmas	December 25	Religious
Milad-un-Nabi	Varies (12th Rabi' al-Awwal)	Religious
Ashura	Varies (10th Muharram)	Religious

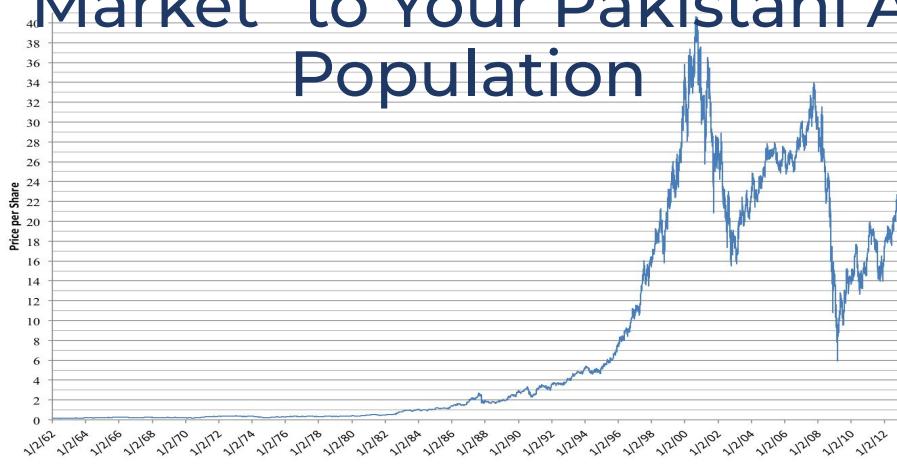
Key Takeaways for Pharmacy Owners

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 Pakistani American Population



Engaging Your Patients: **Pharmacy Staff Greetings**

Each interaction is an opportunity to practice _____.

Attentiveness

Honesty

Compassion

Patience

Respectfulness

Creating a relaxing atmosphere

Trustworthiness

Repeating important messages

Key Takeaway Understanding patients and communicating across differences will help to show your inclusivity and project that you are open to the community.

Engaging Your Patients

Pharmacy Staff Greetings

Pakistanis speak Urdu and greet each other with the following

- Instead of Good Morning – Subah Bakhair - “Good morning” Click [HERE](#) to learn how to pronounce
- Instead of Good Afternoon – Shabbah khair - “Good afternoon” Click [HERE](#) to learn how to pronounce

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: Pharmacy staff taking the time to learn simple words in their patients language can be very warm and welcoming. It helps to display inclusivity, comfort and build trust at your pharmacy

Cultural and Intergenerational Background of Pakistani Americans

Pakistani Americans maintain strong connections to Pakistan through charitable giving as well as providing financial support to family still living in Pakistan.

72% of Pakistani Americans speak English at home. Many Pakistanis who migrated to the United States spoke English before they arrived. Because of the history of British colonialism in South Asia, **English is taught in schools in Pakistan and spoken regularly among the formally educated population.**

In the United States, **multigenerational households** remain a common practice in the community as well as in other Asian diasporas. The Pakistani diaspora worldwide maintains a **strong extended-family tradition**, with grandparents often living in the same household as their grandchildren.

Key Takeaway: Pharmacist can ask do you speak english, do you have any family members with you during counseling.



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<https://www.americanpakistan.org/pakistani-americans#:~:text=New%20York%2Dbased%20artist%20Shahzia.Americans%20speak%20English%20at%20home.>

Cultural and Intergenerational Background of Pakistani Americans

Many Pakistani Americans follow the residence pattern set by other immigrants to the United States that when they increase their wealth, they are able to own or **franchise** small businesses; including restaurants, groceries and convenience stores, clothing and appliance stores, petrol and gas stations, newspaper booths, and travel agencies. It is common to include members of the extended and immediate family in the business.

Members of the Pakistani community believe in the **symbolic importance of owning homes**; accordingly, Pakistani Americans tend to save money and make other monetary sacrifices earlier on in order to purchase their own homes as soon as possible

Members of the family and **sometimes the closer community tend to take care of each other, and to assist in times of economic need**. Hence, it would be more common to turn to a community member for economic assistance rather than to a government agency.

Key Takeaway: Pharmacist can ask to involve family members during counseling and decision making.



https://en.wikipedia.org/wiki/Pakistani_Americans

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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
 - Available products: <https://www.veganmed.org/shop>

Key Takeaway: Stocking Gelatin Free capsules can be a key marketing strategy for the Muslim business line in your area.



Engaging Your Patients Over-the-Counter Medications

Drug	Active ingredient	What use for
Panadol	Paracetamol (Tylenol)	Used for fever and mild pain.
Brufen	Ibuprofen	Used to relieve pain and inflammation
Disprin	Aspirin	Relief of mild to moderate pain in headache
Strepsils	Amylmetacresol and 2,4 dichlorobenzyl alcohol	To relieve sore throat deep pain
Ponstan	Mefenamic acid	To reprieve symptoms of period and to treat heavy period
Arinac	Ibuprofen	Relieves symptoms of common cold

https://www.dvago.pk/cat/otc-medicine?srsltid=AfmBOonR474UmzVhWfDHg7RkvPQAtwqrTVjowjyUvkeHZN_330XxwiL

Engaging Your Patients Over-the-Counter Medications

Drug	Active ingredient	what use for
Antial	Loratadine	Used for allergies and colds
Imodium	Loperamide	Used to control diarrhea.
Voltral	Diclofenac	For muscle and joint pain.
Quench	Silver Sulfadiazine	For burns and wounds.
Hydrozole	Hydrocortisone+Clotrimazole	For rashes, allergies, and skin inflammation.

https://www.dvago.pk/cat/otc-medicine?srsltid=AfmBOoonR474UmzVhWfDHq7RkvPQAtwqrTVjowjyUvkeHZN_330XxwiL

OTC Section



These are [hijabs](#), or headscarves, that a Muslim woman wears to cover her hair.



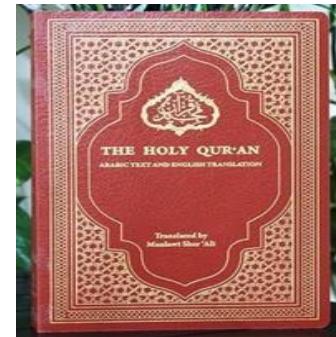
This is a prayer mat. Muslims use prayer mats to do their 5 daily prayers.



These are crescent-shaped cookies, which Muslims sometimes consume on Eid.



This is a kufi, or skullcap, that a Muslim man sometimes uses during times of prayer.



This is the Quran, which is the holy book for Muslims. Muslims believe it to contain the words of God.



These are tasbih beads, or rosary beads, that Muslims use after regular prayer and to perform remembrance of Allah.



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.
- Fasting -

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 to Pakistan or Arabia for Pilgrimage

Pharmacy Travel Health Clinic

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

- [Chickenpox \(Varicella\)](#)
- [Diphtheria-Tetanus-Pertussis](#)
- Influenza
- Measles-Mumps-Rubella (MMR)
- Polio
- Shingles

Use the [Healthy Travel Packing List for Pakistan](#) for a list of health-related items to consider packing for your trip. Talk to your doctor about which items are most important for you.



EXPECT MORE

<https://wwwnc.cdc.gov/travel/destinations/traveler/none/pakistan>

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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®, Mencevo®, 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



Hajj as a Pillar of Islam

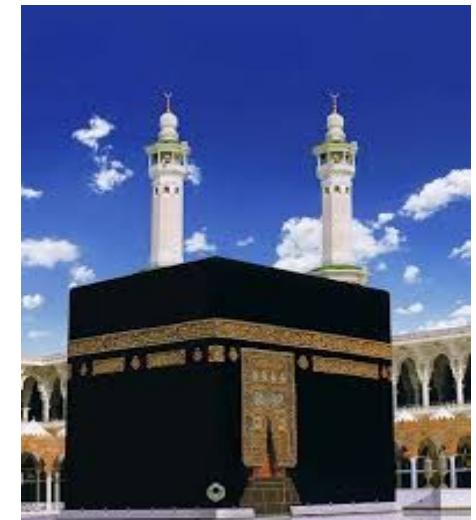
The fifth act of Islamic worship is the performing of the Hajj or the pilgrimage to Mecca.

A Muslim must perform this pilgrimage at least once in his lifetime if economic and political conditions are favourable.

The focal point of this pilgrimage is the Ka'ba, which was rebuilt by Prophet Abraham some 4,000 years ago. Today, the Ka'ba stands in the middle of a large courtyard of Masjid al Haram or the Sacred Mosque.

The courtyard of Masjid al Haram contains, besides Ka'ba, the Maqam a Ibrahim and the fountain of Zamzam.

The Hajj is performed during the Muslim month of Dhul Hijjah which comes two months after the festival of Eid al Fitr.



Fasting and Vaccination

Rules of Fasting

Voluntary vomission, taking injection or enema treatment are infringements of fasts. If vomiting causes weakness, the fast can be ended. Taking medications can also break the fast .

Other exceptions : Pregnant, breastfeeding, traveling , sick.

For intentional infringement of a fast during the month of Ramadhan, it is not only necessary to keep another fast on another day but also to observe the penalty of keeping sixty successive fasts or to feed sixty poor people either in one place or separately or to feed one similar person for sixty days or to pay an equivalent sum of money, or to free a slave.

Key Takeaway: Pharmacists can advise patients to get their vaccinations on days that they are not fasting .

Travel Immunizations

Routine vaccines

Make sure you are up-to-date on all routine vaccines before every trip. Some of these vaccines include

- [Chickenpox \(Varicella\)](#)
- [Diphtheria-Tetanus-Pertussis](#)
- [Flu \(influenza\)](#)
- [Measles-Mumps-Rubella \(MMR\)](#)
- [Polio](#)
- [Shingles](#)

Immunization schedules

COVID-19

All eligible travelers should be up to date with their COVID-19 vaccines. Please see [Your COVID-19 Vaccination](#) for more information.

COVID-19 vaccine

Chikungunya

There has been evidence of [chikungunya virus transmission](#) in Pakistan within the last 5 years. [Chikungunya vaccination](#) may be considered for the following travelers:

- People aged 65 years or older, especially those with underlying medical conditions, who may spend at least 2 weeks (cumulative time) in indoor or outdoor areas where mosquitoes are present in Pakistan, OR
- People planning to stay in Pakistan for a cumulative period of 6 months or more



EXPECT MORE

<https://wwwnc.cdc.gov/travel/destinations/traveler/none/pakistan>

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Travel Immunizations

Cholera

Cholera is presumed to be present in Pakistan. Cholera is rare in travelers. Certain factors may increase the risk of getting cholera or having severe disease (more information). Avoiding unsafe food and water and washing your hands can also help prevent cholera.

Vaccination may be considered for children and adults who are traveling to areas of active cholera transmission.

Hepatitis A

Recommended for unvaccinated travelers one year old or older going to Pakistan.

Infants 6 to 11 months old should also be vaccinated against Hepatitis A. The dose does not count toward the routine 2-dose series.

Travelers allergic to a vaccine component should receive a single dose of immune globulin, which provides effective protection for up to 2 months depending on dosage given.

Unvaccinated travelers who are over 40 years old, are immunocompromised, or have chronic medical conditions planning to depart to a risk area in less than 2 weeks should get the initial dose of vaccine and at the same appointment receive immune globulin.

Hepatitis B

Recommended for unvaccinated travelers younger than 60 years old traveling to Pakistan. Unvaccinated travelers 60 years and older may get vaccinated before traveling to Pakistan.

Travel Immunizations

Malaria

CDC recommends that travelers going to certain areas of Pakistan take prescription medicine to prevent malaria. Depending on the medicine you take, you will need to start taking this medicine multiple days before your trip, as well as during and after your trip. Talk to your doctor about which malaria medication you should take.

Find [country-specific information](#) about malaria.

Measles

Cases of measles are on the rise worldwide. Travelers are at risk of measles if they have not been fully vaccinated at least two weeks prior to departure, or have not had measles in the past, and travel internationally to areas where measles is spreading.

All international travelers should be fully vaccinated against measles with the measles-mumps-rubella (MMR) vaccine, including an early dose for infants 6–11 months, according to [CDC's measles vaccination recommendations for international travel](#).

Polio

In Pakistan poliovirus has been identified in the past year.

Travelers to Pakistan are at increased risk of exposure to poliovirus.

[Vaccine recommendations](#): Adults traveling to Pakistan who received a complete polio vaccination series as children may receive a single lifetime booster dose of inactivated polio vaccine; travelers who are unvaccinated or not fully vaccinated should receive a complete polio vaccination series before travel. Children who are not fully vaccinated will be considered for an [accelerated vaccination schedule](#).

Travel Immunizations

Rabies

Dogs infected with rabies are commonly found in Pakistan.

If rabies exposures occur while in Pakistan, rabies vaccines are typically not readily available.

Rabies pre-exposure vaccination considerations include whether travelers 1) will be performing occupational or recreational activities that increase risk for exposure to potentially rabid animals and 2) might have difficulty getting prompt access to safe post-exposure prophylaxis.

Please consult with a healthcare provider to determine whether you should receive pre-exposure vaccination before travel.

For more information, see [country rabies status assessments](#).

Typhoid

Recommended for most travelers, especially those who are staying with friends or relatives; visiting smaller cities, villages, or rural areas where exposure might occur through food or water; or prone to "adventurous eating." A significant proportion of *Salmonella* Typhi strains found in Pakistan are extensively drug resistant but remain susceptible to azithromycin and carbapenems ([more information](#)).

Yellow Fever

Required for travelers ≥ 1 year old arriving from countries with risk for YF virus transmission; this includes >12 -hour airport transits or layovers in countries with risk for YF virus transmission.¹

Use the [Healthy Travel Packing List for Pakistan](#) for a list of health-related items to consider packing for your trip. Talk to your doctor about which items are most important for you.



EXPECT MORE

<https://wwwnc.cdc.gov/travel/destinations/traveler/none/pakistan>

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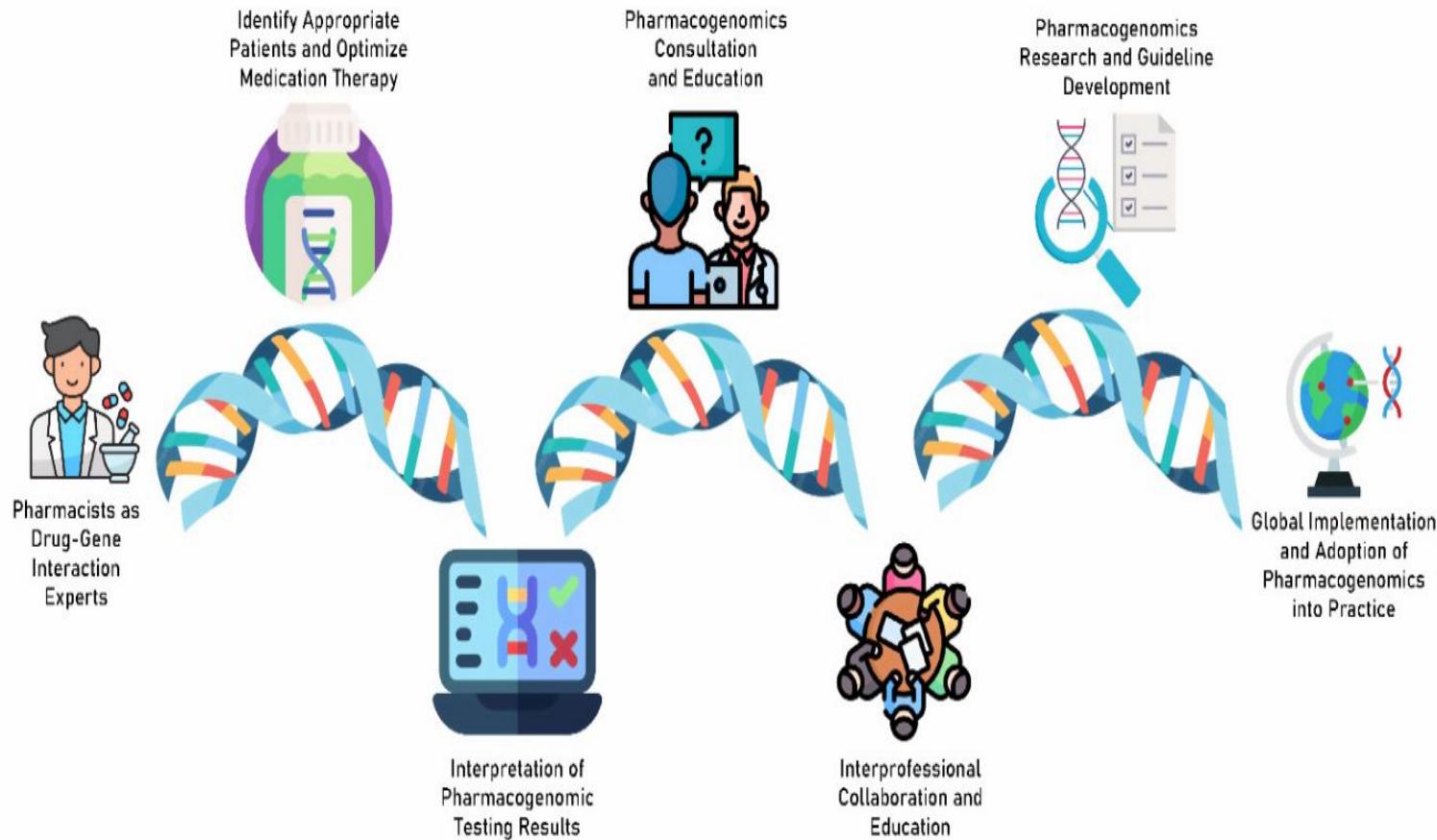
Pharmacogenetic Impact

5 pharmacogenetic variants present at >50% among 8 ethnic groups of Pakistan.

These pharmacogenetic variants include *CYP2B6* (rs2279345, C; 70%-86%), *CYP3A5* (rs776746, C; 64%-88%), *FLT3* (rs1933437, T; 54%-74%), *CETP* (rs1532624, A; 50%-70%), and *DPP6* (rs6977820, C; 61%-86%) genes that are involved in drug response for acquired immune deficiency syndrome, transplantation, cancer, heart disease, and mental health therapy, respectively.

ENZYME	Examples of Drug Metabolized
<i>CYP2B6</i>	Efavirenz, Bupropion, Methadone, Cyclophosphamide
<i>CYP3A5</i>	Tacrolimus, Cyclosporine, Clarithromycin, Amiodarone
<i>FLT3</i>	Midostaurin (Rydapt), Gilteritinib (Xospata), Quizartinib
<i>CETP</i>	Anacetrapib, Epanova, Torcetrapib,
<i>DPP6</i>	Sitagliptin, Vildagliptin,

Pharmacogenomic Testing at Your Pharmacy



<https://www.mdpi.com/2226-4787/11/6/180>

Pharmacogenomic Testing at Your Pharmacy

- Pharmacists should lead in the clinical implementation of pharmacogenomics as drug–gene interaction experts.
- Pharmacists should use pharmacogenomic testing for appropriate patient cases and use the test results to optimize medication therapy.
- Pharmacists should be the point of contact for patients and healthcare professionals in terms of interpreting pharmacogenomic test results and providing educational resources.
- Pharmacists should be able to confidently provide one-to-one consultations on pharmacogenomic test results to their patients.
- Pharmacists must collaborate with healthcare providers from multiple disciplines, such as physicians, nurses, or genetic counsellors, to ensure their patients receive the best possible care.
- Pharmacists should be involved in pharmacogenomics research and facilitate the development of clinical practice guidelines.
- Pharmacists should guide implementation efforts and educate healthcare professionals in the adoption of pharmacogenomic testing globally.

Genetic Mutations in Pakistani Americans

Genetic mutations in Pakistan include beta thalassemia, BRCA1 and BRCA2 mutations, and mutations that cause Charcot–Marie–Tooth disease. The high frequency of genetic mutations in Pakistan is partly due to the prevalence of consanguineous marriages. Pakistan Genetic Mutation Database A centralized repository of Pakistani mutation data that can be accessed for free at <http://www.pakmutation.com>

Beta thalassemia

- The most common genetic disorder in Pakistan, affecting about 6% of the population
-
- The most common mutation is IVS 1–5(G→C), which is present in all major ethnic groups
-
- Other common mutations include Fr 41/42(-CTTT), Fr 8/9 (+G), IVS 1–1, and Del 619

Charcot–Marie–Tooth disease

- Pakistani patients with CMT have unusually high frequencies of recessive homozygous mutations
- These mutations originated from a single founder through homozygosity mapping

BRCA1 and BRCA2 mutations

- Mutations in these genes contribute to the risk of breast and ovarian cancer
- The majority of detected mutations are unique to Pakistan
- The penetrance of deleterious mutations is comparable to that of Western populations

Pharmacogenomic Testing at Your Pharmacy

CDC has additional information here:

- [CDC's Genetic Testing Information](#) offers resources on what genetic testing is, reasons for genetic testing, types of genetic tests and results, Precision Health, genetics training and multimedia, and next steps after a positive result.
- Click [HERE](#) to find a genetic clinic near you.

Genomics & Precision Health

Genomics & Precision Health > Genetic Counseling and Testing

Genomics & Precision Health About Us Reports and Publications Genomics and Precision Health Blog Events, Training and Multimedia Genetics 101 Family Health History

Genetic Counseling and Testing

Genetic Counseling Genetic Testing Evaluating Genomic Tests

Genomics and Precision Health + Topics My Family Health History Portrait More Resources +

Genetic Testing

[Print](#)

What You Need to Know

Genetic testing looks for changes in your DNA that can inform your medical care. Talk to your doctor about whether genetic testing is right for you.



What is Genetic Testing?

Genetic testing looks for changes, sometimes called mutations or variants, in your DNA. Genetic testing is useful in many areas of medicine and can change the medical care you or your family member receives. For example, genetic testing can provide a diagnosis for a genetic condition such as [Fragile X](#) or information about your risk to develop cancer. There are many different kinds of genetic tests. Genetic tests are done using a blood or spit sample and results are usually ready in a few weeks. Because we share DNA with our family members, if you are found to have a genetic change, your family members may have the same change. [Genetic counseling](#) before and after genetic testing can help make sure that you are the right person in your family to get a genetic test, you're getting the right genetic test, and that you understand your results.

Reasons for Genetic Testing

- To learn whether you have a genetic condition that runs in your family before you have symptoms
- To learn about the chance a current or future pregnancy will have a genetic condition
- To diagnose a genetic condition if you or your child has symptoms
- To understand and guide your cancer prevention or treatment plan

After learning more about genetic testing, you might decide it's not right for you. Some reasons might be that it's not relevant to you or won't change your medical care, it's too expensive, and the results may make you worried or anxious.



HOME SUBMIT CLINIC CONTACT ACMG

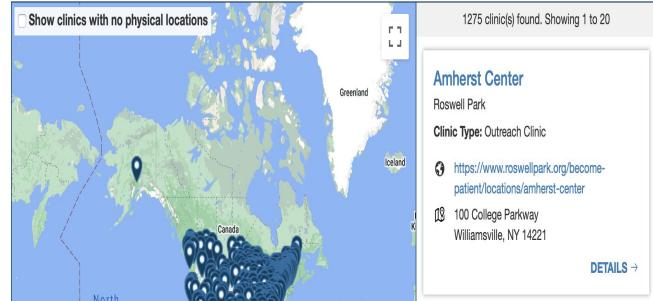
Find a Genetic Clinic

ACMG's 'Find a Genetics Clinic' allow individuals to search for genetics clinics across the United States. The directory contains the locations of genetics clinics that have requested to be listed.

Location: Example: "California", "Miami, FL", "NY 10017" Distance FIND

[ADVANCED SEARCH](#)

 = CLINIC LOCATIONS  = CLINICS WITH NO PHYSICAL LOCATIONS



EXPECT MORE

Health Equity

1. Socioeconomic Status (SES)

Income and Employment- economic instability affects access to healthcare. People with low income may have limited access to healthcare, healthy food, or safe housing.

2. Access to Healthcare- lack of health insurance, language and cultural barriers, discrimination and bias in healthcare can all influence level of healthcare provided. Lack of access to medical care, insurance, and timely treatment can exacerbate health conditions.

3. Cultural and Behavioral Factors - health beliefs and practices, diet and physical activity, mental health stigma. Isolation, discrimination, or lack of community resources can lead to mental and physical health challenges.

The poverty rates for Pakistani residents in relation to the total New York City population were higher overall. Among all Pakistanis in the city, 27.6 percent lived below the poverty line, compared with the general New York City poverty rate of 20.6 percent. For children, 37.5 percent of Pakistanis in New York City experienced poverty, compared with 29.5 percent of all city children

Social Determinants of Health



Social Determinants of Health
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Healthy People 2030

Health Equity

New Roles for Pharmacy staff

Community pharmacies are well-positioned to play a greater role in addressing the social care needs of their patients. **Here are some new roles for pharmacy staff in screening for these needs: social care needs screener , navigator, advocate, data analyst , liaison.**

Pharmacy staff can also play a role in:

- Educating patients about the importance of social care.
- Providing referrals to social care providers.
- Collaborating with other healthcare providers to address the social care needs of patients.
- By taking on these new roles, pharmacy staff can play a vital role in improving the health and well-being of their patients.

Integrate Screening and Referral into Workflow

- **Screening Tools:** Utilize validated screening tools or questionnaires to identify patients who may benefit from specific programs.
- **Referral Processes:** Develop clear referral pathways. This may involve having brochures or contact information readily available, or even establishing an electronic referral system.
- **Patient Education:** Educate patients about the importance of screenings and the available resources. Explain how the pharmacy can assist them in accessing these programs.
- **Follow-up:** When possible, follow up with patients to ensure they were able to connect with the referred program. This can help improve program effectiveness and patient outcomes.



<https://pmc.ncbi.nlm.nih.gov/articles/PMC10198812/>

<https://www.sciencedirect.com/science/article/abs/pii/S1544319121001862#:~:text=The%20social%20determinants%20of%20health,for%20this%20public%20health%20task> **MORE**

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Health Risks

Pakistani Americans, like many other immigrant groups, face unique health risks due to a combination of genetic, socio-economic, cultural, and environmental factors. These risks may be influenced by factors such as access to healthcare, lifestyle, and mental health challenges related to immigration stress and acculturation. Below are some common health risks and issues faced by Pakistani Americans

Cardiovascular disease

- Pakistani Americans have a high risk of coronary heart disease, hypertension and diabetes.
- Pakistani immigrant women have a higher risk of dyslipidemia and cardiovascular disease than American women.
- South Asian Americans have a higher risk of premature mortality from atherosclerotic cardiovascular disease (ASCVD) than non-Hispanic White and other Asian American groups.

Mental health issues

Cancer

- Pakistani immigrant women have a higher risk of breast cancer.
- Pakistani immigrant men have a higher risk of prostate cancer.
- colorectal cancer, and liver cancer, have been found to have higher incidence rates among South Asian population.

Other health risks

- Pakistani women have an increased incidence of arthritis.
- Hepatitis B, hookworm, and thalassemia are health problems that are common in Pakistan.
- Tuberculosis is a common health problem in Pakistan

Pakistani Dietary/ Lifestyle Interventions

Foods	Explanation	Intervention
Breakfast - Halwa Puri 	Crispy fried flatbreads (puri), sweet carrot halwa, and spicy chickpeas (chole) along with Potato Gravy and Pickles	Swap All-Purpose Flour with Whole Wheat Flour. Instead of deep frying, bake or air-fry the puris to reduce oil consumptions. Use jaggery, honey or dates instead of refined sugar in halwa. Add nuts and dry fruits moderately.
Lunch - Briyani 	Fragrant spices, rice, meat (chicken, goat, lamb, beef) or seafood (prawns or fish), and aromatic herbs.	Choose lean proteins. Reduce oil and ghee add more vegetables spice it up with less salt

Pakistani Dietary/ Lifestyle Interventions

Foods	Explanation	Intervention
Snack - Samosa	Crispy pastry, spiced filling either with meat or veggies like potatoes.	bake instead of fry and use a healthier filling such as spinach
Dinner - Karahi	Spicy tomato & green chilli gravy, tender meat either chicken or mutton.	use lean protein, like chicken or turkey breast, fish or tofu use fresh whole spices make a tomato based gravy

More Pakistani Food Choices

Breakfast	Lunch	Dinner	Snacks
Biryani: A spiced rice dish, often made with chicken, mutton, or beef, and a blend of aromatic spices like cumin, cloves, cinnamon, and cardamom. It is often served with raita (yogurt with cucumber and spices).	Biryani: A spiced rice dish, often made with chicken, mutton, or beef, and a blend of aromatic spices like cumin, cloves, cinnamon, and cardamom. It is often served with raita (yogurt with cucumber and spices).	Nihari: A slow-cooked stew made with beef or mutton, cooked with spices and simmered for hours to develop rich flavors. It is often served with naan or steamed rice.	Samosas: Fried pastry pockets filled with spiced potatoes, peas, or minced meat. They are often served with chutneys.
Oats or Porridge: Sometimes, a more health-conscious option is preferred, like oats or a porridge made from semolina (suji) or cornmeal.	Chapli Kebab: A spiced minced meat kebab that's shallow fried, typically made with beef or chicken, and served with naan or raita.	Seekh Kebabs: Minced meat (usually chicken or beef) mixed with spices and herbs, shaped onto skewers, and grilled or baked.	Chaat: A popular street food made from chickpeas, potatoes, yogurt, tamarind chutney, and spices, served cold.

https://www.reddit.com/r/pakistan/comments/3xt3e4/what_is_the_menu_for_different_meals_breakfast/?rdt=43174

Pakistani Lifestyle

Pakistani lifestyle, particularly in traditional households, is influenced by well-defined gender roles where men typically work outside the home and women primarily take care of domestic duties.

Women, especially in rural areas, often face societal pressures that limit their opportunities for personal time or self-care. However, urban areas are seeing gradual shifts, with more women entering the workforce and placing greater emphasis on health and well-being.

The cultural emphasis on family and social duties can sometimes overshadow the importance of **self-care** for women, but there is a growing trend toward **wellness** and **self-care**, especially among the younger population.

<https://culturalatlas.sbs.com.au/pakistani-culture/pakistani-culture-family>

Advanced Directives

Asians were more likely than whites to select less aggressive interventions but were unlikely to use written advanced directives. (Eleazer, GP et al., 1996). Active end-of-life care planning is an unfamiliar concept to most Pakistani older adults. Care providers who have discussions about advance directives and advance care planning should remember that the older adults might be reluctant to participate in these discussions, as they may believe that talking about death may make it a reality.

Worse yet, the older adults may believe that the physician is subtly implying that they (the older adults) have a serious illness and that they are dying. Extreme tact and sensitivity are called for when having these discussions. Ensure that you have adequate time and that the patient's family is present and engage a professional interpreter if possible.

Maintaining a terminal patient on artificial life support for a prolonged period in a vegetative state is not encouraged in Islam. Also, in Islam, withholding food is forbidden. So providers should be very sensitive to issues regarding withdrawal of tube feedings.

Pakistani older adults most commonly may wish to die at home, surrounded by their family and community members. Whenever this is requested, the sensitive clinician may wish to facilitate a patient's return home, to be cared for there until death.

Handling the Deceased

"Unrelated people should avoid skin contact with the body of the deceased, because it is believed that the body belongs to Allah. The nurse, therefore, should wear gloves at all times after the patient's death." When caring for the deceased, the nurse should close the patient's eyes; wrap the head with gauze dressing to ensure that the lower jaw is closed; flex the elbows, shoulders, knees and hips before final straightening (this is believed to ensure that the body does not stiffen and aids in purification).

Strict Muslims do not want autopsies performed on family members except for medical or legal reasons, and embalming of the deceased is not permitted unless it is mandated by law.

Soon after a person dies, it is recommended to do the following things:

- Close the eye-lids of the dead person
Close the mouth of the dead person
- Tie the two jaws so that the mouth does not open
- Straighten his/her arms and place them on the two sides of his body
- Straighten his/her legs
- Cover the dead body
Switch on the light in the room where the dead body is kept
- Arrange the funeral as soon as possible
Inform the mu'mineen to attend the funeral.

After Death Rituals

First Obligatory Wajib Act Ghusl-e-Mayyit (Ritual Wash of the Dead Body)

Second Obligatory Wajib Act – Tahnit Application of Camphor Powder to Specific Parts of the Body

Third Obligatory Wajib Act – Kafan – Shrouding the Mayyit

Fourth Obligatory Wajib Act – Salatul Mayyit

Fifth Obligatory Wajib Act – Dafan (Burial)

Key Takeaway: Understanding the rites and rituals of a Pakistani American Muslim pt allows the pharmacist to be more compassionate when counselling..



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<https://al-islam.org/articles/what-you-should-do-just-death-sayyid-muhammad-rizvi>

Traditional Beliefs and Practices

Several **traditional health beliefs** prevail among some Pakistani Americans that are distinct from the religion and area innovations brought in over time.. One example is the phenomenon of the **evil eye (ain-al-hasud)**, one of several supernatural origins of disease. To avert the evil eye, blue beads or charms with verses from the Koran are worn. These are called taawiz. The taawiz are symbols of Islamic faith, given by the Maulvies (Moslem priests) and worn by adults to cure and prevent illness caused by the evil eye, ghosts, or spirits.

Consultations with the Pir or Fakir (holy men) and visits to shrines and tombs (Pir's Ziarat gah) are believed by some to prevent and cure many physical and mental illnesses, including those caused by ghosts and spirits.

Maintaining spiritual peace is thought to be an essential part of health. Elderly immigrants who are often **bound to traditions may believe that disease can be a direct punishment from God for sins committed**. Following religious teachings and not doing evil, therefore, is viewed as an integral part of staying healthy.

Elders, especially women, may try traditional folk medicine initially when illness strikes and seek allopathic medical help only when the suffering due to the disease becomes intolerable.

Traditional Beliefs and practices

Pakistani older adults often have a strong preference that care be given by same-sex nursing staff. This is especially true when dealing with the dead body.

Imbalances

Physical and mental illness may be attributed to an imbalance between person and environment. Influences include emotional, spiritual, and social state, as well as physical factors like hormonal imbalance.

Cold and Hot Diseases

Humoral changes expressed as too much heat or cold are also important:

- **COLD DISEASES:** Menstrual cramps, pneumonia, and rhinitis. Cold diseases are treated with hot medications or food such as meat, tea, and sugar.
- **HOT DISEASES:** Hypertension, pregnancy, skin rashes, tooth aches and acne. Hot diseases are treated with cold medications and food like fresh fruits, rose petals and other herbs.
- **HOT AND COLD:** Stroke or transient ischemic attacks are believed due to alternate hot and cold exposure.
- Proper treatment of diseases based on heat and cold is believed to bring balance to life.

Homeopathic medications

Homeopathy is a type of alternative medicine that is commonly used in Pakistan and is sometimes used by Pakistani Americans.

How does homeopathy work?

- Homeopathy is based on the idea that a substance can treat an illness by producing symptoms in a healthy person that are similar to those of the illness.

How is homeopathy used in Pakistan?

- Homeopathy is used to treat colds, coughs, and gastrointestinal issues.
-
- It is often used in combination with other traditional medicines, such as herbal medicine, mind-body medicine, and home remedies.
-
- Some people in Pakistan believe that allopathic medicine has many side effects.

Key Takeaway : When counsellng patients pharmacist should keep in mind that patients may self treating with other medications

Pakistani Herbal Medicines

For Digestion & Stomach Issues:

- **Ajwain (Carom Seeds):** Used for bloating, acidity, and indigestion.
- **Saunf (Fennel Seeds):** Helps with digestion and freshens breath.
- **Hing (Asafoetida):** Aids in gas relief and improves gut health.

For Immunity & General Health:

- **Honey & Kalonji (Black Seed):** Believed to cure many ailments, including respiratory and immune disorders.
- **Sandalwood (Chandan):** Used in cooling drinks and for skin care.
- **Neem:** Used for blood purification and skin problem

For Respiratory Health:

- **Mulathi (Licorice Root):** Effective for sore throat and cough.
- **Ginger & Turmeric:** Used in tea for colds and flu. used in motion sickness, effective in treating nausea and indigestion
- **Tukh Malanga (Basil Seeds):** Soothing for throat and digestion.

For Joint & Muscle Pain:

- **Moringa (Sohanjna):** Rich in nutrients, used for joint health. A powerful anti-inflammatory and antioxidant.
- **Mustard Oil Massage:** Traditional remedy for body pain.

Pakistani Herbal Medicines

For Skin & Hair:

- **Amla (Indian Gooseberry):** Promotes hair growth and strengthens immunity.
- **Ritha (Soapnut) & Shikakai:** Used as natural shampoo alternatives.
- **Multani Mitti (Fuller's Earth):** Used in face masks for acne and glowing skin.
- **Tea tree oil:** is applied topically for treatment of bacterial and fungal infections.

2. Famous Pakistani Herbal Brands

Several herbal companies in Pakistan produce natural medicines and supplements:

- **Hamdard** (Known for Rooh Afza, herbal tonics, and medicines)
- **Qarshi** (Famous for Johar Joshanda, a natural flu remedy)
- **Dawakhana Tibbiya College** (Traditional Unani medicine)
- **Ajmal Dawakhana** (Wide range of herbal formulations)

USE OF FOLK REMEDIES AMONG PATIENTS IN KARACHI PAKISTAN

Waris Qidwai, Salman Raza Alim*, Raheem H Dhanani, Sana Jehangir*, Aysha Nasrullah*, Ammara Raza*

https://www.gaiaherbs.com/blogs/seeds-of-knowledge/herbs-for-lungs?srsltid=AfmBOoqNx7Z4YwyWyTEo11qZ0PsrrpbnWkjY7A9n_Q70r1rysbH3ACYt

<https://www.ncbi.nlm.nih.gov/books/NBK92761/>

<https://www.gaiaherbs.com/blogs/seeds-of-knowledge/best-herbs-hair-skin-nails?srsltid=AfmBOor47Y98xmVmM0XfgQwAfWH0pn3MDTv1YB0imrzKuc9qWHs3taQe>

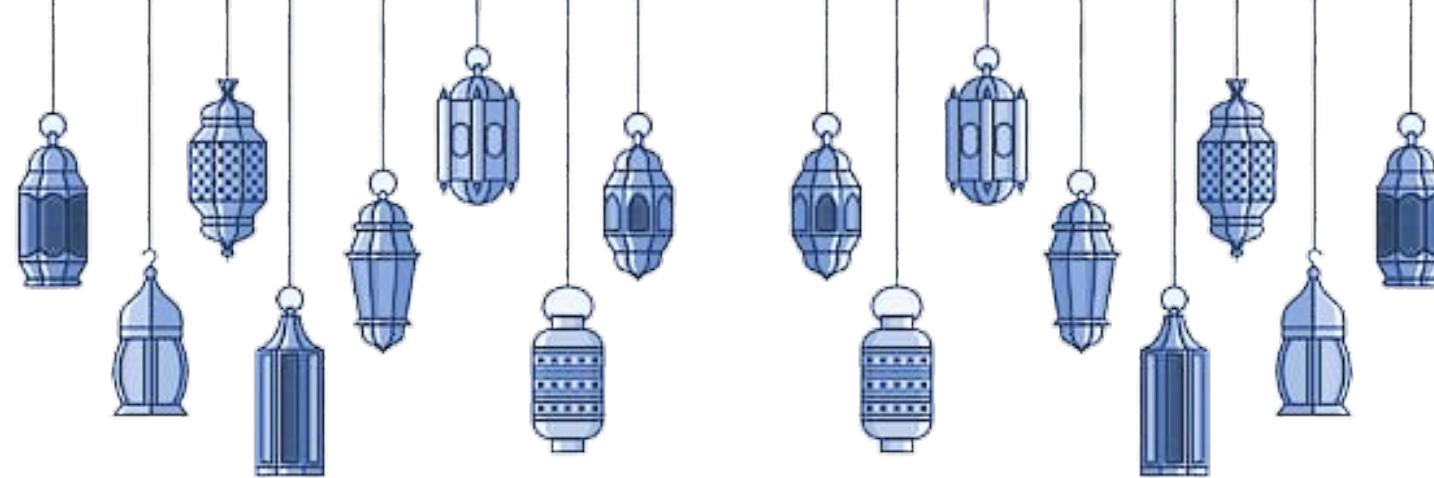
Community Connected Patient Survey

- 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.





Engagement Community Stakeholders

Networking- Going outside your comfort zone



Partner with Refugee Services of America

The United States offers a variety of services for refugees, including cash assistance, health care, and resettlement. These services are provided by the **Office of Refugee Resettlement (ORR)** and other organizations.

Services

- **Refugee Cash Assistance (RCA):** Provides cash assistance to eligible refugees
- **Refugee Health Promotion (RHP):** Helps refugees improve their health literacy, access health care, and join wellness groups
- **Refugee Support Services (RSS):** Provides services to refugees
- **Unaccompanied Refugee Minors (URM) program:** Helps unaccompanied minors develop skills for adulthood
- **Resettlement:** Helps refugees resettle in the United States

Organizations

- **Catholic Charities** : Offers services to refugees, including health promotion and case management
-
- **UNHCR**: The UN Refugee Agency, which protects people forced to flee their homes
-
- **Welcome Corps**: A private sponsorship program that allows Americans to sponsor refugees

Find a Catholic Charities in your State [HERE](#)

Find Your Refugee State Contacts [HERE](#) or search for refugee services in your area.

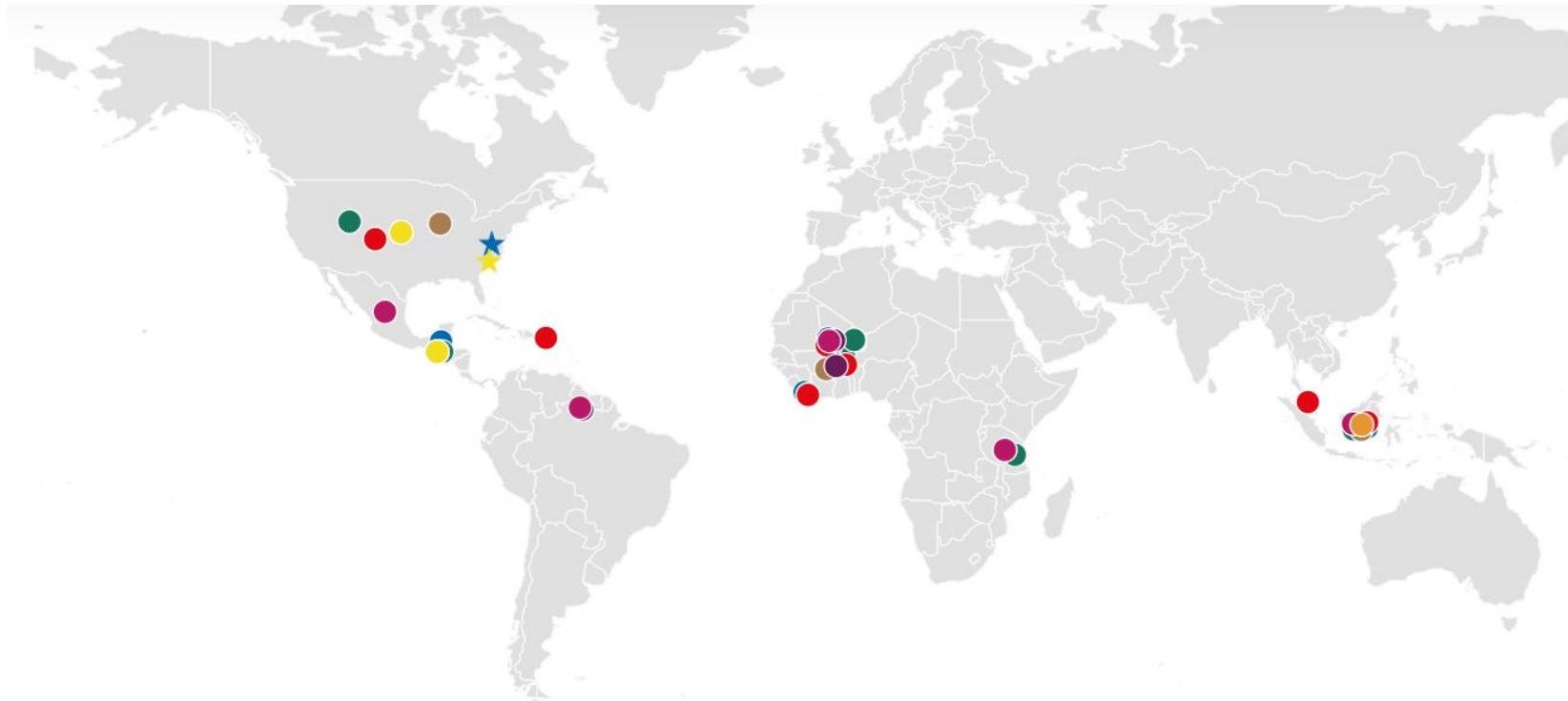


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<https://www.usa.gov/agencies/office-of-refugee-resettlement#:~:text=The%20Office%20of%20Refugee%20Resettlement%20Washington%2C%20DC%2020201>

Partner with Humanity First



■ Water for Life ■ Knowledge for Life ■ Food Security ■ Disaster Relief ■ Gift of Sight ■ Global Health ■ Orphan Care ■ HF Healthcare

ALL

Water For Life (6)

Knowledge for Life (9)

Food Security (9)

Disaster Relief (10)

Gift of Sight (4)

Global Health (7)

HF Healthcare (2)

Orphan Care (1)

HFUSA Offices (1)

HFHS Offices (1)



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<https://humanityfirstusa.org/>

Partner with Places of Worship

Churches, Mosques, Synagogues, Temples, Cloisters, Mandis, Jinja, Shrines,
Nhà thờ ho , 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 its leaders have a profound impact on the behavior and action of the community

Engaging Community Stakeholders

American Ahmadiyya Muslim Community

- Click [HERE](#) to find a mosque in your city
 - Ramadan Open Day – see video [HERE](#)



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 leaders and members in his area.

Museums

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

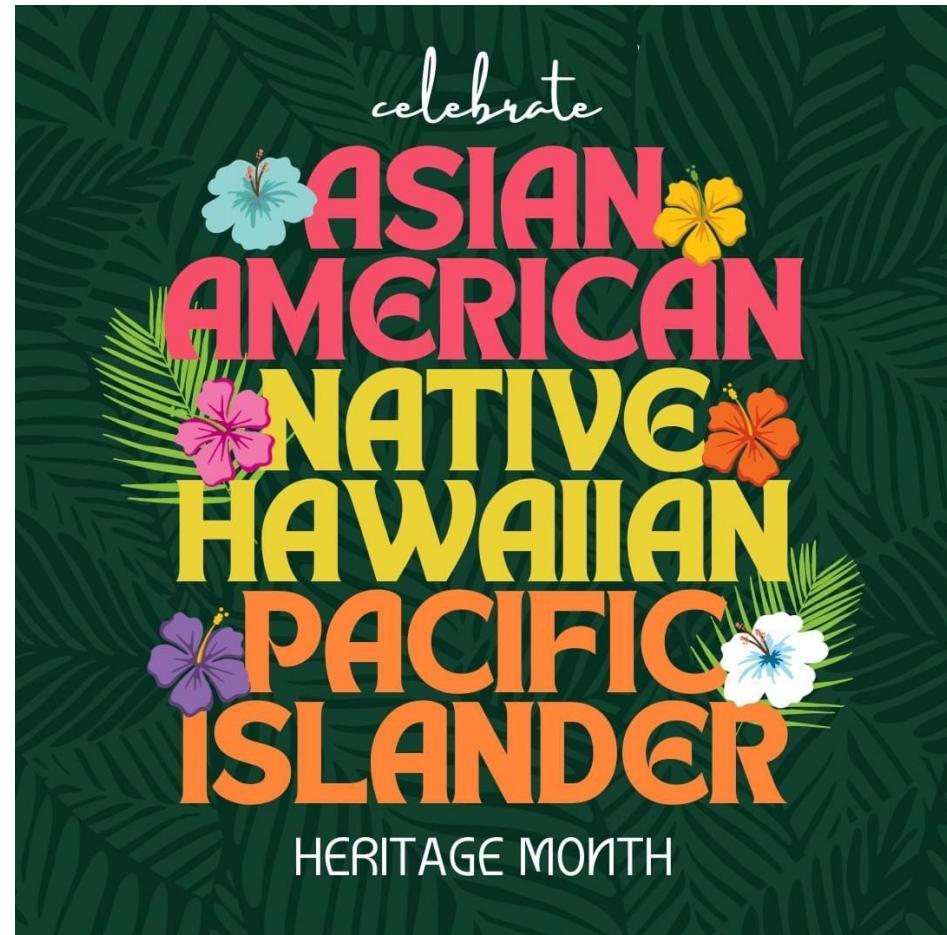
- The International Museum of Muslim Cultures in Jackson, Mississippi opened in early 2001 view more [HERE](#)
- America's Islamic Heritage Museum, in Washington, D.C., opened on April 30, 2011, view more [HERE](#)
- Library of Congress and Islam: Facts and Fictions
- Smithsonian showcases Muslim American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

Key Takeaway : Museum Curators can be a great contact for organizations and leaders in the community committed to preserving art , culture and history . Pharmacy owners collaborating with them can help market their clinical services in a much needed community.

Asian American and Pacific Islander Heritage Month

The U.S. celebrates Asian American and Pacific Islander Heritage Month each May. John F. Kennedy once said: "Our attitude towards immigration reflects our faith in the American ideal." The American ideal is to recognize the rich cultural diversity of our nation and honor the contributions of all immigrants. Through traditional and social media, in theaters, museums, and parks, various events are organized to draw attention to Asian American and Pacific Islander culture.

Key Takeaway :



Islamic Heritage Month

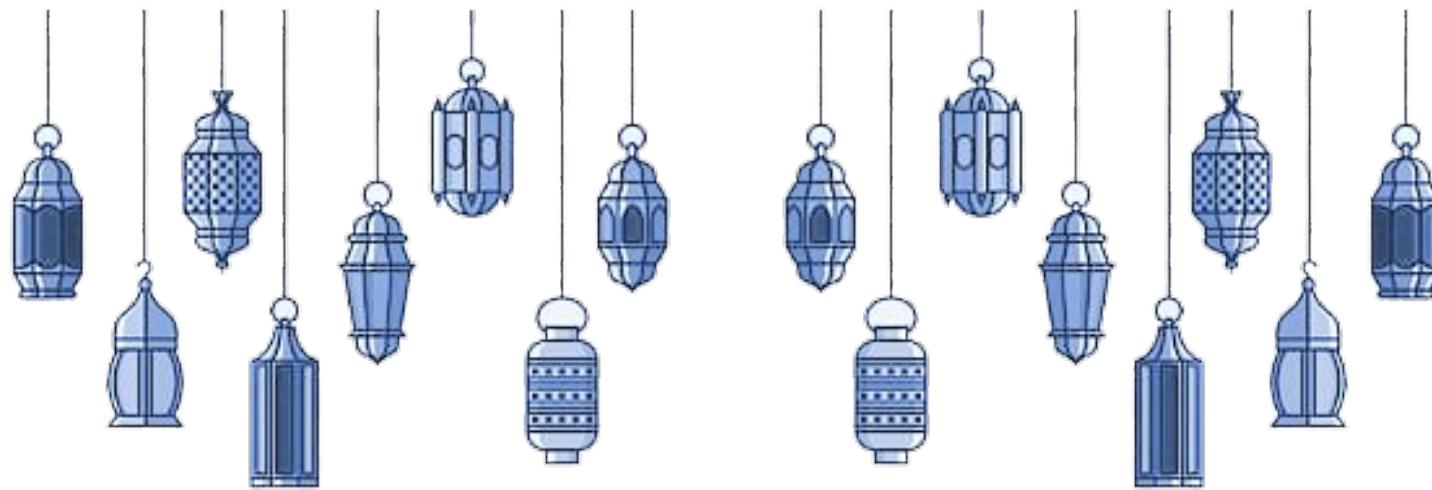
Islamic Heritage Month Videos

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

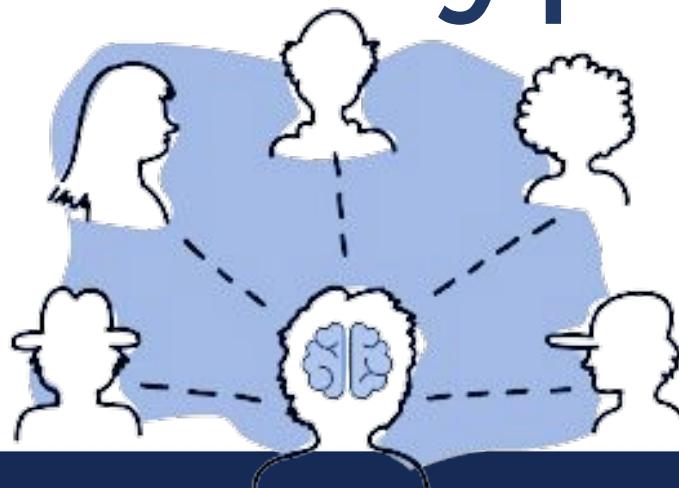
Art , Culture, Sports , Music

Architecture, Astronomy. Engineering





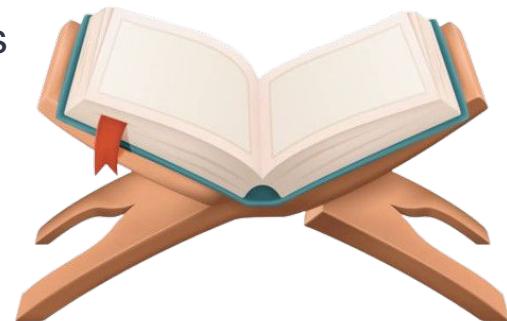
Avoiding, Debunking , Demystifying Stereotypes



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



True Islam is a religion that....

1. Believes in Non-Violent Jihad of the self and of the pen.

In **Ahmadiyya Islam**, **Jihad** is a radical concept. It is primarily one's personal inner and outer struggle for self-purification. Armed struggle or military exertion is only to be used in defense. However, even then it can only be carried out under the direct instruction of a Caliph, purely for the sake of God and the preservation of religion. It is not permissible that jihad be used to spread Islam violently or for political motives, or that it be waged against a government that maintains religious freedom. There is a clear distinction, in Ahmadi theology, between Jihad (striving) and *qitāl* or *jihad bil-saif* (fighting). While Jihad may involve fighting, not all fighting can be called Jihad.

Ahmadiyya claims its objective to be the revival and peaceful propagation of **Islam** with special emphasis on defending and extending Islam 'by the pen' and by argumentation. Ahmadis point out that as per prophecy, **Mirza Ghulam Ahmad** (whom they believe to be the Messiah and Mahdi) rendered Jihad in its military form as almost entirely inapplicable in the present age since Islam, as a religion, is not being attacked militarily this conditions for an armed Jihad are not met. However, since Islam is being attacked through literature and other media, therefore the response should be likewise, ***Jihad of the Pen***.

The fourth Caliph, of the **Ahmadiyya Muslim Community**, **Mirza Tahir Ahmad** states:

As far as Islam is concerned, it categorically rejects and condemns every form of terrorism. It does not provide any cover or justification for any act of violence, be it committed by an individual, a group or a government.... I most strongly condemn all acts and forms of terrorism because it is my deeply rooted belief that not only Islam but also no true religion, whatever its name, can sanction violence and bloodshed of innocent men, women and children in the name of God

—*Murder in the Name of Allah* - Mirza Tahir Ahmad [4]

https://en.wikipedia.org/wiki/Ahmadiyya_view_on_Jihad

True Islam is a religion that....

2. Believes in loyalty to your country of residence

Demonstrating loyalty to one's country of residence can establish and spread peace as a loyal citizen necessarily wishes best for one's country and shares in its grief. Some fear that as a Muslim is primarily loyal to his faith, a Muslim may sacrifice the best interests of his country for Islam. But His Holiness noted that, in fact, sincere patriotism is a tenet of Islam. Prophet Muhammad stated, "Love of one's country is a part of faith" (Sakhawi). There is no conflict between one's pledge to religion and their Pledge of Allegiance because exhibiting loyalty to one's country of residence itself becomes a religious practice.

If the state is unjust, a citizen can peacefully criticize injustice because a loyal citizen wants the best for their country. But as the smallest act of disorder or unrest has the potential to cascade, Islam also forbids fomenting any form of rebellion. His Holiness Hadhrat Mirza Masroor Ahmad (may Allah be his helper), the fifth Khalifa of the Ahmadiyya Muslim Community, noted that if no change results despite informing the state of alleged injustices, the Holy Qur'an (4:98) instructs those affected to migrate to another land. Accordingly, when the Meccans persisted in persecuting Prophet Muhammad and his followers for more than a decade, Prophet Muhammad peacefully migrated to Medina.

True Islam is a religion that....

3. Encompasses the universal declaration of human rights

The Universal Declaration of Human Rights stands as a milestone towards the goal of freedom, justice and equality. The Universal Declaration of Human Rights was adopted by the General Assembly of the United Nations in December 1948. It contains the broadest consensus of contemporary civilization on the subject of Human Rights. The Universal Declaration of Human Rights contains all the important traditional political and civil rights, such as equality before the law; the right to a fair trial; the right to own property; freedom of opinion and expression; and freedom of thought, conscience, and religion. The UDHR Article 18 states:

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance.

The broad values and standards laid down by Islam clearly endorse the spirit and purpose of the Universal Declaration of Human Rights, as explained in the book, *Islam and Human Rights*, by Hazrat Zafrullah Khan, President of the International Court of Justice.

Islam upholds freedom of conscience and thought and it teaches respect and tolerance for all religions, for the Quran majestically proclaims that "*There must not be any coercion in matters of faith.*" [2:257] That is, there should be absolutely no compulsion or constraints in the matters of belief or *disbelief*.

Stereotype

Do all Muslim Americans have one belief?

Muslim immigrants especially likely to identify as Sunni

Are you Shiite, Sunni, or another tradition?

U.S. Muslims	Muslim, non-specific					DK/ ref.
	Shiite	Sunni	Other			
	%	%	%	%	%	%
2017	16	55	4	14	10=100	
2011	11	65	6	15	4	
2007	16	50	5	22	7	
2017 among ...						
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 repercenteraged 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"

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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 ?

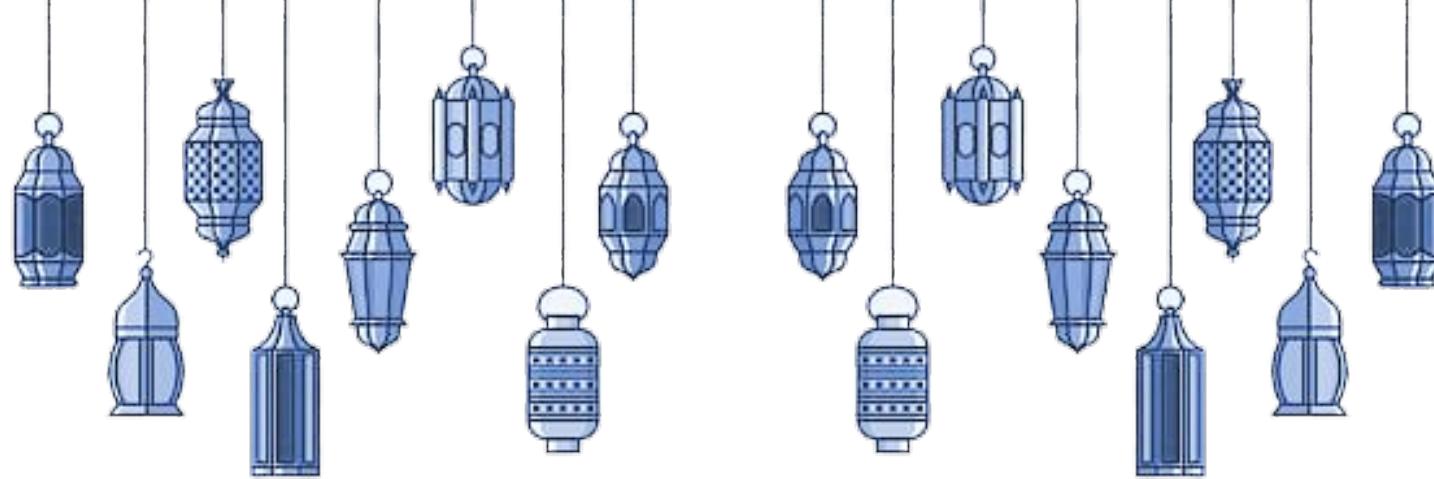
No single country is origin for more than 15% of foreign-born U.S. Muslims

% 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.](#)"



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
- 3) Do you know that not all Muslims are the same . There are 73 different groups in Islam with different schools of thoughts.