

Engaging Your African American Population

Market Expansion Through Cultural Understanding



Community
Connected

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Community Connected
CPESN USA

Objectives

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

Setting The Stage

A community pharmacy owner has a African American population within one mile of his pharmacy. However, he notices that he has not had many African Americans shopping at his store.

What can he do to become a trusted member in his community and expand his market into an untapped population?

Demographics / Census Data Sample (Zip Code Sensitive)

Demographics Data: 160 Data Points

(Sex, Age Groups, Race)

Income Data: 36 Data Points

(Median, Mean, Dollar Range)

Poverty Data: 490 Data Points

(Aggregate, Sex, Age, Race, Employment Status, Work Experience)

Education Data: 340 Data Points

(Aggregate, By Age Group, By Race, Earnings)

Health Insurance Data: 10 Data Points

(1+ Insurance Plans, No Insurance, Public Coverage, Private Coverage)

Social Characteristics Data: 860 Data Points

(Household Type, Relationships, Grandparents, Disability, Ethnicity)

Economic Characteristics Data: 695 Data Points

(Employment, Trade, How people got to work, Income)

OVER 2500 DATA POINTS



DIRECT PAY PHARMACY WORK GROUP

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Census Report

Pharmacy DBA: XYZ

Pharmacy NCPDP: 1234567

Note: Census data are populated for zip codes provided by the pharmacy

Sociodemographic Characteristics		Category	Estimate Zip1-12345	Margin of Error Zip1-12345	Percent_Zip1 -12345	Percent Margin of Error Zip1-12345	Estimate Zip2-
TOTAL POPULATION			5,944	263	.	.	.
SEX	Male		3,742	215	63	2.3	.
	Female		2,202	165	37	2.3	.
AGE	Under 5 years		256	106	4.3	.	.
	5 to 9 years		369	142	6.2	2.4	.
	10 to 14 years		318	115	5.3	1.9	.
	15 to 19 years		335	162	5.6	.	.
	20 to 24 years		456	152	7.7	2.5	.
	25 to 34 years		936	226	15.7	3.7	.
	35 to 44 years		933	180	15.7	3	.
	45 to 54 years		794	101	13.4	1.7	.
	55 to 59 years		481	107	8.1	1.7	.
	60 to 64 years		185	85	3.1	1.4	.
	65 to 74 years		569	118	9.6	2	.
	75 to 84 years		202	69	3.4	1.2	.
	85 years and over		110	43	1.9	0.7	.
	Median age (years)		39	3	.	.	.
RACE/ETHNICITY	One race		5,866	258	98.7	0.8	.
	Two or more races		78	46	1.3	0.8	.
	White		2,904	341	48.9	4.4	.
	Black or African American		2,915	228	49	4.4	.
	American Indian and Alaska Native		47	42	0.8	0.7	.
	Asian		0	17	0	0.5	.
	Hawaiian and Pacific Islander		0	17	0	0.5	.
	Some other race		0	17	0	0.5	.
	Hispanic or Latino (of any race)		54	56	0.9	0.9	.



DIRECT PAY PHARMACY WORK GROUP

Census Report

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Note: Census data are populated for zip codes provided by the pharmacy

Category	▼	Estimate Zip1-12345	▼	Margin of Error Zip1-12345	▼	Estimate Zip2-12345	▼	Margin of Error Zip2-12345	▼	Estimate Zip3-12345	▼	Margin of Error Zip3-12345	▼
Total Households	✓	15,798	✓	669	✓	15,798	✓	669	✓	9,817	✓	490	✓
Less than \$10,000	✓	5.9%	✓	1.5%	✓	5.9%	✓	1.5%	✓	6.4%	✓	1.7%	✓
\$10,000 to \$14,999	✓	2.1%	✓	0.8%	✓	2.1%	✓	0.8%	✓	3.5%	✓	1.3%	✓
\$15,000 to \$24,999	✓	7.1%	✓	1.7%	✓	7.1%	✓	1.7%	✓	8.2%	✓	2.8%	✓
\$25,000 to \$34,999	✓	8.7%	✓	2.2%	✓	8.7%	✓	2.2%	✓	13.5%	✓	3.2%	✓
\$35,000 to \$49,999	✓	13.7%	✓	2.8%	✓	13.7%	✓	2.8%	✓	13.8%	✓	2.5%	✓
\$50,000 to \$74,999	✓	23.9%	✓	2.9%	✓	23.9%	✓	2.9%	✓	18.5%	✓	3.6%	✓
\$75,000 to \$99,999	✓	16.5%	✓	3.0%	✓	16.5%	✓	3.0%	✓	13.2%	✓	3.4%	✓
\$100,000 to \$149,999	✓	15.2%	✓	2.3%	✓	15.2%	✓	2.3%	✓	13.5%	✓	2.4%	✓
\$150,000 to \$199,999	✓	3.6%	✓	1.3%	✓	3.6%	✓	1.3%	✓	4.4%	✓	2.2%	✓
\$200,000 or more	✓	3.1%	✓	1.2%	✓	3.1%	✓	1.2%	✓	4.9%	✓	2.6%	✓
Median income (dollars)	✓	64,716	✓	3,794	✓	64,716	✓	3,794	✓	58,261	✓	7,503	✓
Mean income (dollars)	✓	73,265	✓	3,441	✓	73,265	✓	3,441	✓	74,097	✓	7,007	✓

Census Report

Pharmacy DBA: XYZ

Pharmacy NCPDP: 1234567

Note: Census data are populated for zip codes provided by the pharmacy

Category	Estimate Zip1-12345	Estimate Zip2-12345	Estimate Zip3-12345
Total:	50,568	47,724	24,412
No health insurance items allocated	38,280	34,841	17,809
One or more health insurance items allocated	12,288	12,883	6,603
One or more private health insurance items allocated	11,935	12,592	6,400
One or more public coverage items allocated	11,989	12,538	6,371

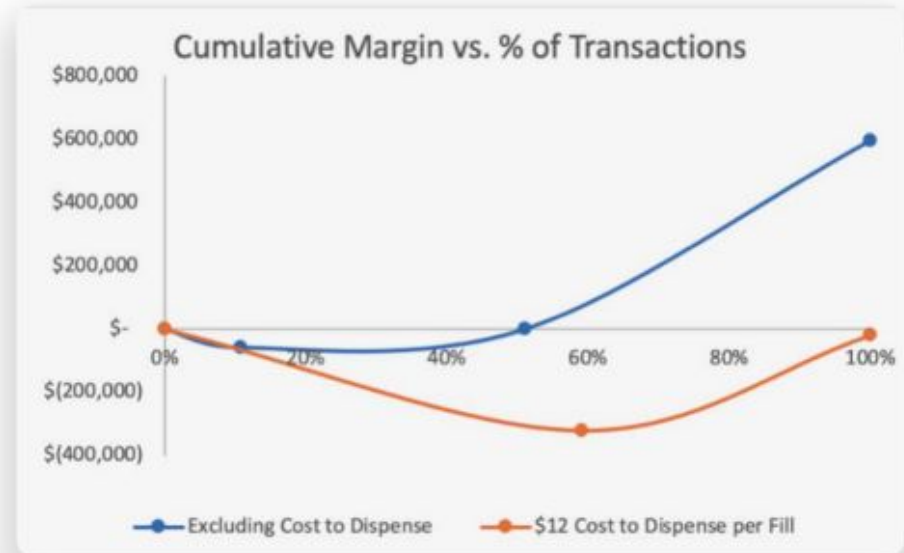
Market Insights

Creating a Market Insights report that compares your pharmacy's performance and customer demographics to the surrounding ZIP codes using Census data is a valuable strategy for community pharmacies. Such a report can help you make data-driven decisions, identify growth opportunities, and tailor your marketing efforts effectively. The next page explains how you can go about creating and utilizing this report.

Sociodemographic Characteristics	Category	Your Pharmacy Percent	Census Pharmacy Zip 32725 Percent	Census Pharmacy Zip 32738 Percent	Census Pharmacy Zip 32763 Percent
SEX	Male	46.7%	50.1%	48.9%	50.7%
	Female	53.2%	49.9%	51.1%	49.3%
	Unknown Sex	-	-	-	-
	No Sex Data	0.1%	-	-	-
AGE	Under 5 years	0.8%	4.7%	6.6%	4.4%
	5 to 9 years	1.4%	6.8%	6.5%	5.2%
	10 to 14 years	1.4%	6.5%	6.8%	5.8%
	15 to 19 years	1.5%	6.8%	6.9%	7.9%
	20 to 24 years	1.6%	5.1%	6.2%	4.8%
	25 to 34 years	5.4%	13.2%	14.7%	10.9%
	35 to 44 years	10.6%	13.6%	12.3%	12.6%
	45 to 54 years	14.6%	13.2%	12.1%	14.7%
	55 to 59 years	9.1%	5.8%	8.0%	5.6%
	60 to 64 years	10.8%	5.7%	6.3%	6.9%
	65 to 74 years	25.1%	10.8%	7.9%	11.9%
	75 to 84 years	13.4%	5.8%	4.5%	7.0%
	85 years and over	4.4%	2.0%	1.3%	2.5%
	No Age Data	-	-	-	-
RACE/ETHNICITY	White	0.8%	63.1%	66.8%	78.4%
	Black or African American	0.1%	10.7%	13.8%	8.7%
	Asian	-	1.9%	0.9%	1.1%
	American Indian and Alaska Native	-	0.3%	0.1%	0.2%
	Other	-	-	-	-
	No Race Data	99.2%	-	-	-
	Not Hispanic	0.6%	-	-	-
	Hispanic or Latino (of any race)	-	38.0%	34.9%	16.4%
	Unknown Ethnicity	99.2%	-	-	-
	No Ethnicity Data	-	-	-	-

Confidential
Powered by CPESN-BI

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>



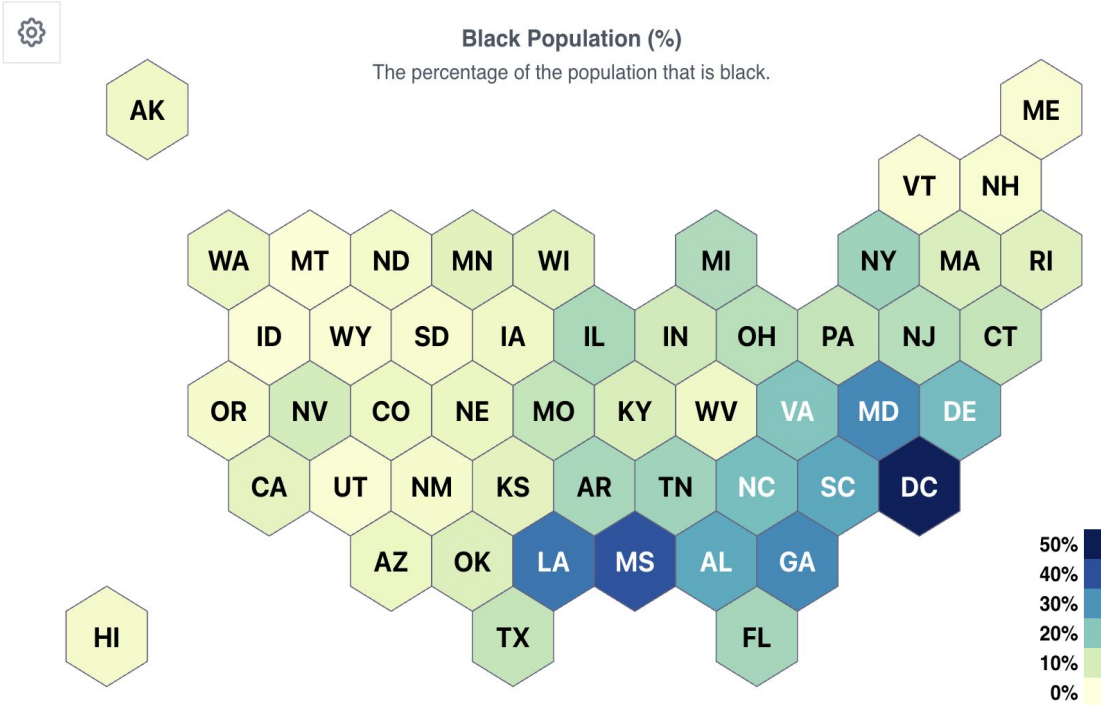
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Black Population in America

Black Population by State [Updated January 2023]

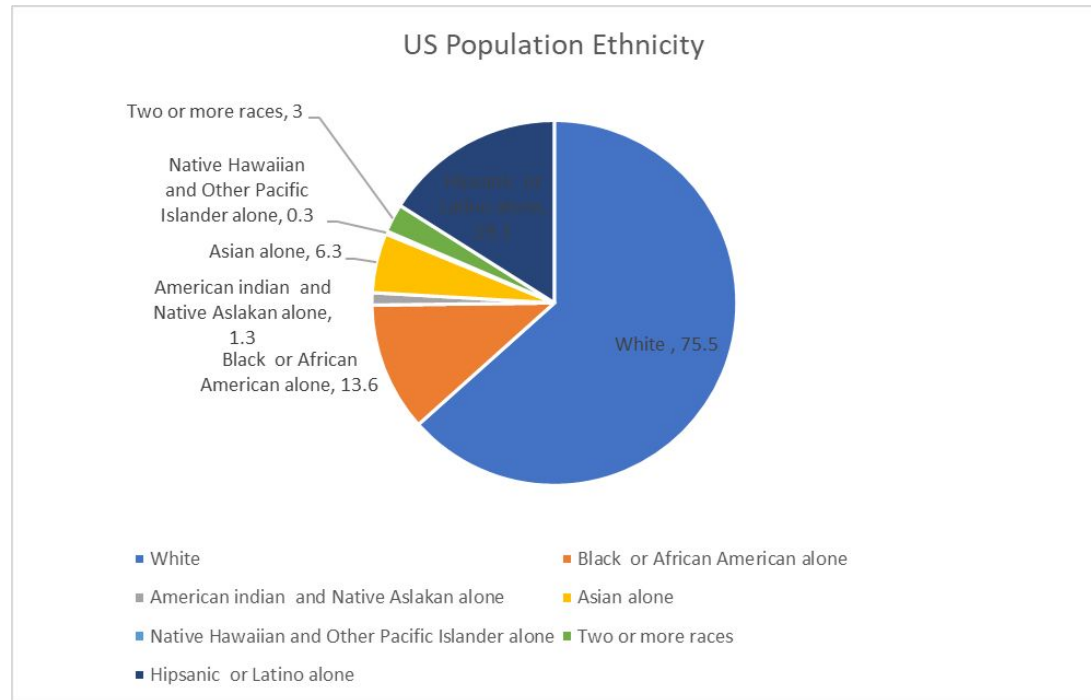
States with the Highest Black Population



State	Black Population (%)
District of Columbia	48.49%
Mississippi	39.08%
Louisiana	34.23%
Georgia	31.4%
Maryland	31.27%
Alabama	26.23%
South Carolina	26.04%
Delaware	22.44%
North Carolina	21.8%
Virginia	20.57%

History of the Black American Population

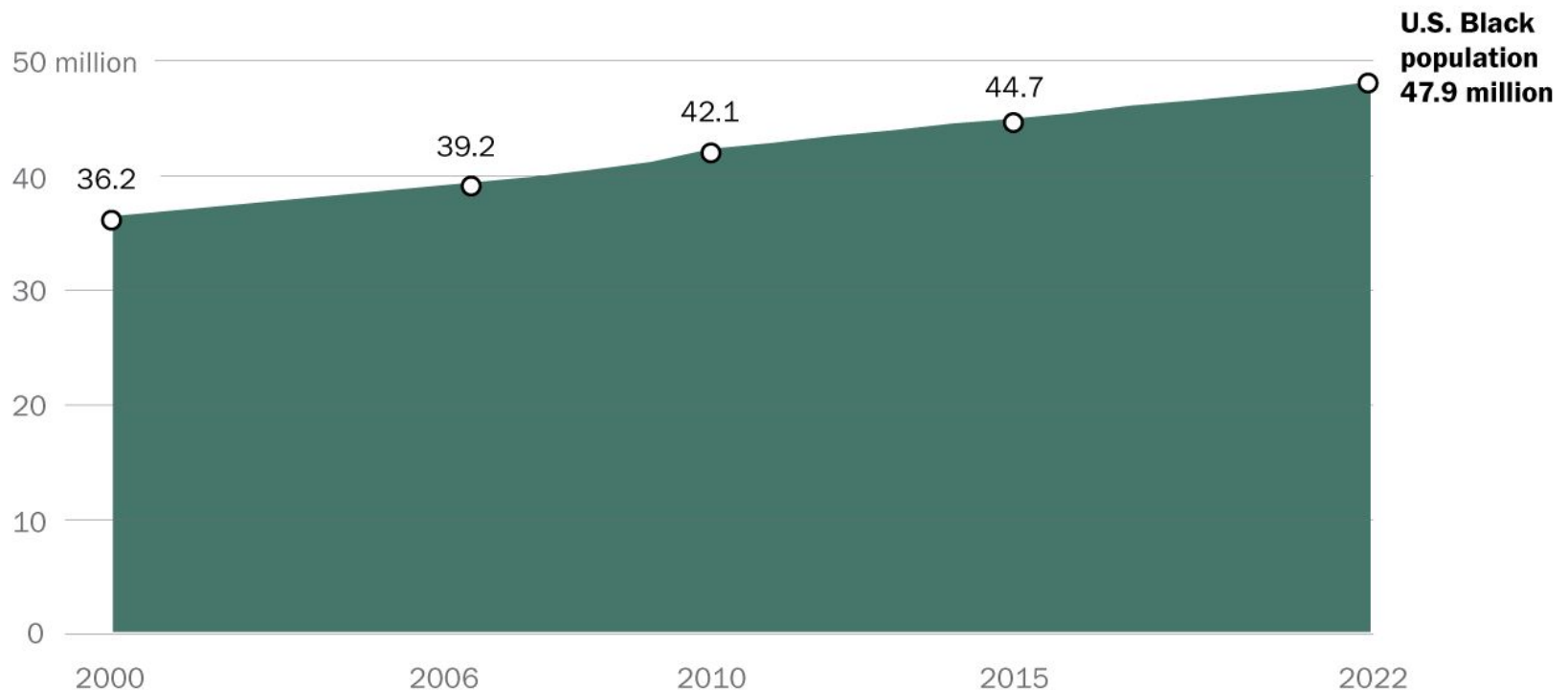
- Black Americans are one of the largest of the many ethnic groups in the United States.
- Include the offspring of enslaved people who were brought in from different African and Caribbean countries to America.
 - Rights and freedoms were restricted
 - Many did not have a right to economic, social, or political share of the United States.



Black Population in America

U.S. Black population has grown by 32% between 2000 and 2022

U.S. Black population, in millions



Engagement

Employees, Patients, Community Stakeholders

Creating a business proposition around a niche market



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Notable African Holidays

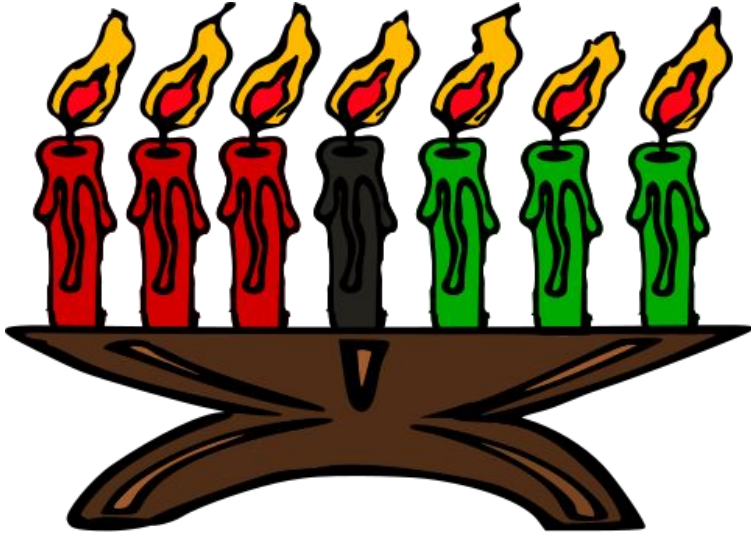
- **Christmas:** December 25th
- **New Year:** January 1st
- **Easter:** See dates [HERE](#)
- **Ramadan:** See date [HERE](#)
- **Eid-al-Fitr:** See date [HERE](#)
- **Eid-al-Adha** - See date [HERE](#)
- **Children's Day:** May 27th
- **Democracy Day** - June 12th
- **Workers Day** - May 1st
- **Juneteenth** - June 19th
- **Kwanzaa** - December 26th - January 2nd



- Religion and country-wide observed holidays plays a role in a patient's level of medication adherence and shopping habits.
 - *Example:* Fasting for Christians and Muslims requires minimal to no water or meals, which can be an issue when a medication has dietary requirements.
- **Key Takeaways:** Add simple decorations around the pharmacy to commemorate different holidays as well as tailored pamphlets and healthcare advice to Black patients during these different holidays to ensure they are still accomplishing their healthcare goals.

Engaging Your Employees

Kwanzaa



- Observed annually on December 26 to January 1 commemorating African American culture and heritage.
- The name Kwanzaa derives from the Swahili phrase "matunda ya kwanza", which means "first fruits".

Key takeaway: Knowing and understand the principles of Kwanzaa can help affirm the bonds your African and African American patients and encourages inclusivity, comfort, and build trust at your pharmacy.

Engaging Your Patients

Kwanzaa Principles

Each of the seven days of Kwanzaa is dedicated to one of the principles:

- **Umoja** (Unity): To strive for and to maintain unity in the family, community, nation, and race.
- **Kujichagulia** (Self-determination): To define and name ourselves, as well as to create and speak for ourselves.
- **Ujima** (Collective work and responsibility): To build and maintain our community together and make our brothers' and sisters' problems our problems and to solve them together.
- **Ujamaa** (Cooperative economics): To build and maintain our own stores, shops, and other businesses and to profit from them together.
- **Nia** (Purpose): To make our collective vocation the building and developing of our community in order to restore our people to their traditional greatness.
- **Kuumba** (Creativity): To do always as much as we can, in the way we can, in order to leave our community more beautiful and beneficial than we inherited it.
- **Imani** (Faith): To believe with all our hearts in our people, our parents, our teachers, our leaders, and the righteousness and victory of our struggle.

Engaging Your Patients



Juneteenth

- Observed annually on June 19th marks the end of slavery in the U.S. and commemorates African-American freedom, is observed on June 19.
- Made up of the words 'June' and 'nineteenth,' and it is on this day that Major General Gordon Granger arrived in Texas more than 155 years ago to inform slaves that slavery had been abolished.

Key Takeaway - Create an OTC display at your pharmacy to better engage the Black population. See toolkit on www.communityconnected.us



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<https://nationaltoday.com/juneteenth/>

Engaging Your Patients



Key Takeaway - Create an OTC display at your pharmacy to better engage the Black population. See toolkit on www.communityconnected.us

Black History Month

- In February 1926, Woodson started Negro History Week, and after university students and staff pushed to extend the celebration, it evolved into Black History Month as it is currently recognized in the United States
- President Gerald R. Ford recognized Black History Month on [Feb. 10, 1976](#), according to the National Archives. A decade later, President Ronald Reagan issued Proclamation 5443, recognizing [National Black \(Afro-American\) History Month](#) in 1986

Engagement

Increasing Your Sales

How to “Market” to Your Black Population

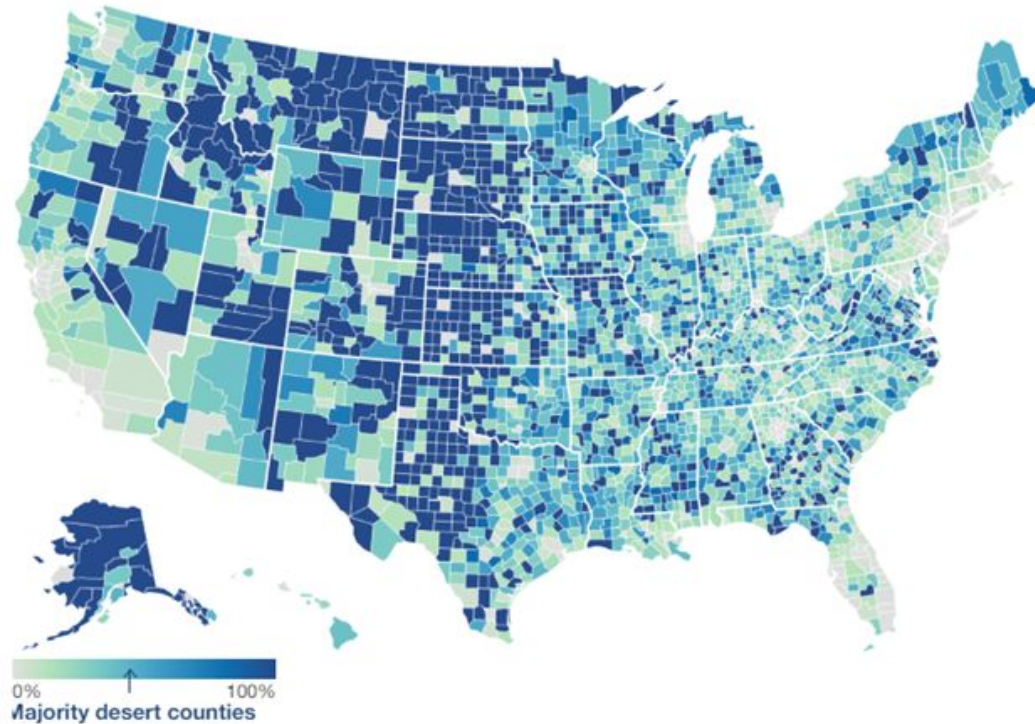


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Pharmacy Deserts

Population Living in a Pharmacy Desert

Percent of county's population living over 15 minutes from the three closest pharmacies.



This is the author's independent analysis of data extracted from the following source: National Council for Prescription Drug Programs, Inc. (NCPDP); January 2021 – December 2021, dataQ® Pharmacy Database v3.1.

Drugstore closures are leaving millions without easy access to a pharmacy

Over the past two years, Rite Aid, CVS and Walgreens have signaled plans to shutter more than 1,500 stores, and public health experts say there's already been fallout

Aaron Gregg

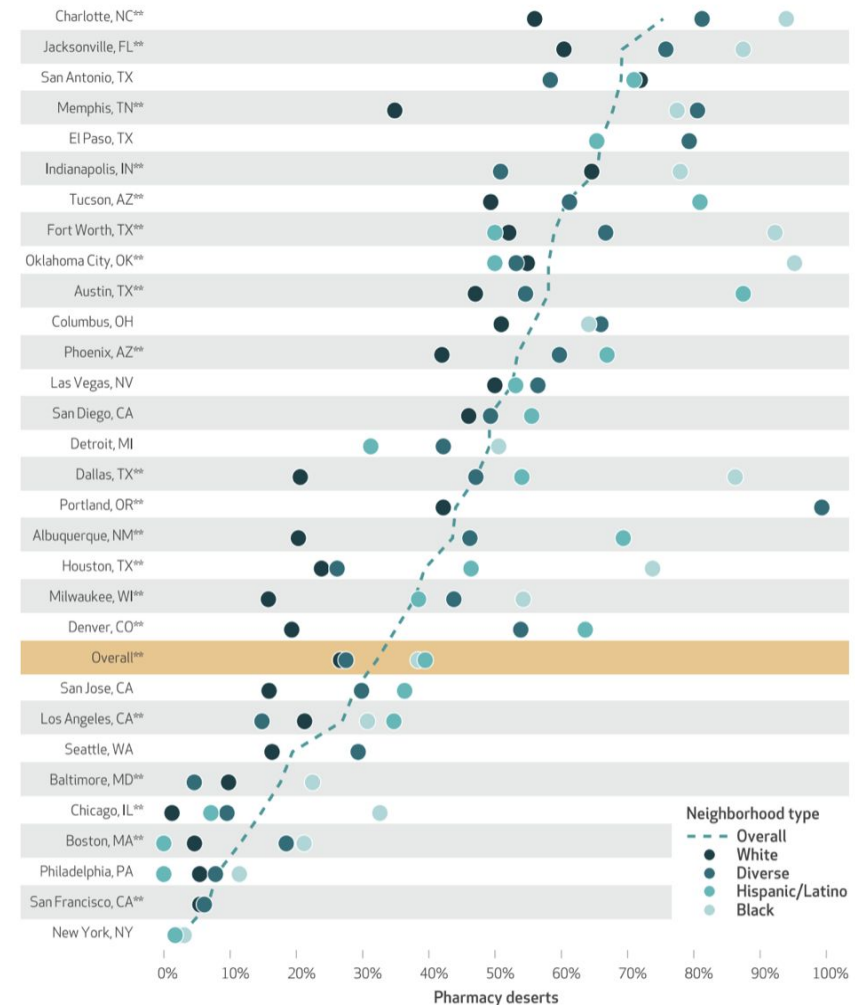


Pharmacy Deserts

- Research from the University of Southern California reveals Black and Latino neighborhoods in the 30 most populous United States cities had fewer pharmacies than white or diverse neighborhoods between 2007-2015 suggesting that **pharmacy deserts** may be an overlooked contributor to persistent racial and ethnic health disparities.
- Pharmacies are vital points of care for essential health services, but unfortunately pharmacy deserts affect nearly 15 million people.
- Key takeaway: CPESN Health Equity**

EXHIBIT 4

Pharmacy deserts in the 30 most populous US cities, by city and neighborhood type, 2015



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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Black/African American Health

According to 2021 [Census Bureau Projections](#):

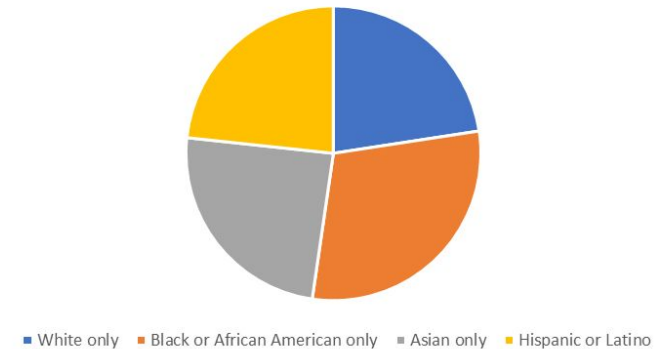
- **Life expectancies at birth** for Blacks are 70.8 years, with 74.8 years for women, and 66.7 years for men. For non-Hispanic whites, the projected life expectancies are 76.4 years, with 79.2 years for women, and 73.7 years for men.
- The **death rate** for Blacks/African Americans is **generally higher** than whites for COVID-19, heart disease, stroke, cancer, asthma, influenza and pneumonia, diabetes, HIV/AIDS, and homicide.
- 55.1% of non-Hispanic Blacks in comparison to 73.2% of non-Hispanic whites used **private health insurance**.
- 42.7% of non-Hispanic blacks in comparison to 34.6% of non-Hispanic whites relied on **Medicaid or public health insurance**.
- Finally, 9% of non-Hispanic blacks in comparison to 5.2% of non-Hispanic whites were **uninsured**.

Prevalence of Cardiovascular Disease in the Black Population

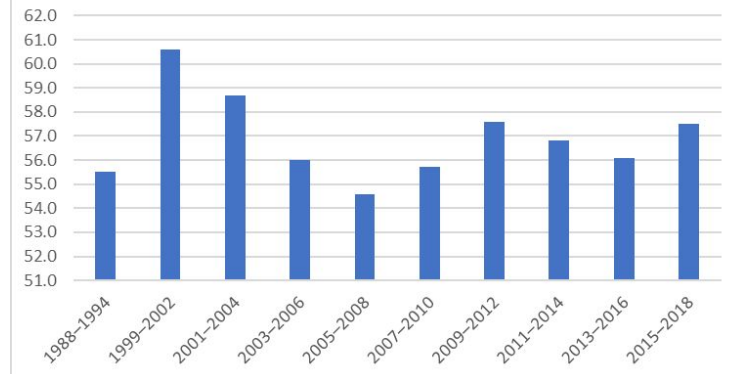
Hypertension

- According to a study by the CDC, in the Black population from 2015-2018:
 - 56.8% of men age 20 and older with hypertension were measured to have high blood pressure and/or taking antihypertensive medication.
 - 57.65% of women age 20 and older with hypertension were measured to have high blood pressure and/or taking antihypertensive medication.
- Risk factors for heart disease and stroke include high blood pressure, high cholesterol, diabetes, smoking and secondhand smoke exposure, obesity, unhealthy diet, and physical inactivity.

Prevalence of HTN by Ethnicity



Black or African American only



Key takeaway: Consider a HTN RPM Program.

Hypertension Remote Physiologic Monitoring Program at Your Pharmacy

Engage^{Dr.}[™]



What is it and why should a pharmacy consider it?

State Health Department Grant Programs

Women in the United States are experiencing unacceptable and avoidable heart-related illness and death, and nearly half of U.S. women do not recognize that heart disease is the leading cause of death for women.

Heart-health disparities specific to women widen and deepen when combined with race, ethnicity, and other social factors. We encourage individuals, health care and public health professionals, and our partners to help close the disparities gap.

[Heart Health Month Bulletin](#)



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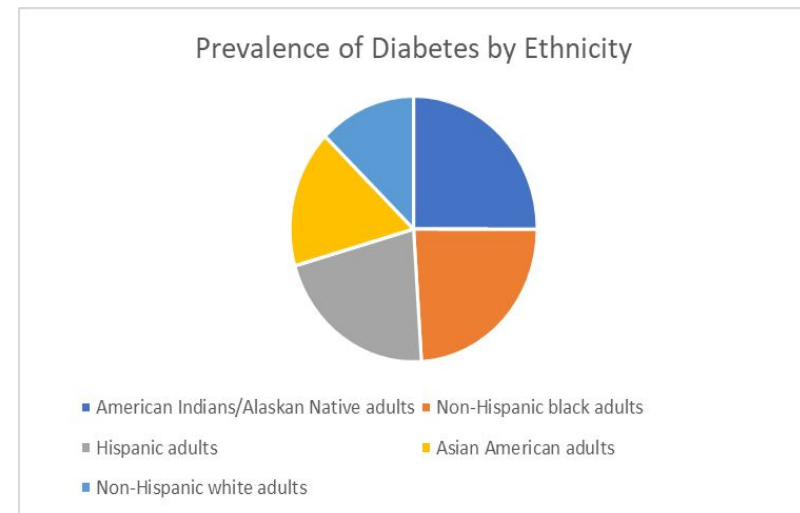
Prevalence of Diabetes Mellitus in the Black Population

Diabetes

- Non-Hispanic African Americans are 60% more likely to be diagnosed with diabetes than non-Hispanic white Americans.
 - 13% had prevalent type 2 diabetes and 17% had incident type 2 diabetes.
 - High cholesterol, smoking, inactive lifestyle, obesity, high blood pressure are high risk factors.
- According to the U.S. Department of Health and Human Services, non-Hispanic Black people were twice as likely as non-Hispanic white people to die from diabetes.

Prevalence

38.4 million people have diabetes
11.6 % of the United States population.



Key takeaway: Consider a DSME Program at your Pharmacy.



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Diabetes Education Accreditation Program

DSME Program



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ABOUT ADVOCACY RESOURCES EVENTS EDUCATION NEWS MEMBERSHIP

Management Education (DSME), Accreditation Simplified



Future Dates

Jan. 31

Registration deadline - Jan. 29

Enroll

Prevalence of Mutations in the Black Population Related to Diabetes

The risk of developing type 2 diabetes increases in certain racial and ethnic subgroups (e.g., African American, Native American, Hispanic/Latino, and Asian American).

A genetic variant, X-linked glucose-6-phosphate dehydrogenase G202A, carried by 11% of African American individuals in the U.S., is associated with a decrease in A1C of about 0.8% in homozygous men and 0.7% in homozygous women compared with levels in individuals without the variant.

Studies have found that African American individuals have slightly higher A1C levels than non-Hispanic White or Hispanic people.

The glucose-independent racial difference in A1C is small (0.3 percentage points) and may reflect genetic differences in hemoglobin or red cell turnover that vary by ancestry. There is an emerging understanding of the genetic determinants of A1C.

Occasionally, people with type 2 diabetes may present with DKA (37,38), particularly members of certain racial and ethnic groups (e.g., African American adults, who may present with ketosis-prone type 2 diabetes). Individuals with autoantibody-negative diabetes of African or Asian ancestry may suffer from episodic DKA and exhibit varying degrees of insulin deficiency between episodes.

In a community-based study of African American and non-Hispanic White adults without diabetes, baseline A1C was a stronger predictor of subsequent diabetes and cardiovascular events than fasting glucose.

Key takeaway: Consider a pharmacogenomic testing program at your pharmacy.

[ADA 2024 Standards of Care](#)

Prevalence of Sickle Cell Disease in the Black Population

Sickle Cell

- Sickle cell disease affects millions of people throughout the world and is particularly common among those whose ancestors came from sub-Saharan Africa and Spanish-speaking regions in the Western Hemisphere (South America, the Caribbean, and Central America).
- Occurs more often among people from parts of the world where malaria is or was common.
- Occurs among about 1 out of every 365 Black/African-American births.
- About 1 in 13 Black/African American babies is born with sickle cell trait.

Key takeaway: For a population with a prevalence of these chronic diseases, genetic screening, counseling on how to use a blood glucose monitor, and counseling on diet may be important.

Pharmacogenomic Testing at Your Pharmacy

CPESN pharmacies have expanded clinical services to ensure pharmacogenomic genetic testing locations for patients to get screened. To start a program at your store contact atucker@cpesn.com.

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.

Traveling to Africa

Immunization Considerations

Travel Health Notices

[Hide](#) 

Be aware of current health issues in Nigeria. Learn how to protect yourself.

Level 2 Practice Enhanced Precautions

- [Global Polio](#)

January 05, 2024

Some international destinations have circulating poliovirus. Before any international travel, make sure you are up to date on your polio vaccines.

Destination List: Afghanistan, Algeria, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Côte d'Ivoire (Ivory Coast), Democratic Republic of the Congo, Egypt, Guinea, Indonesia, Israel, including the West Bank and Gaza, Kenya, Madagascar, Malawi, Mali, Mauritania, Mozambique, Niger, Nigeria, Pakistan, Republic of the Congo, Somalia, Sudan, Tanzania, including Zanzibar, Yemen, Zambia, Zimbabwe

- [Diphtheria in Nigeria](#)

December 21, 2023

There is an outbreak of diphtheria in several states in Nigeria. Vaccination against diphtheria is essential to protect against disease. If you are traveling to an affected area, you should be up to date with your diphtheria vaccines.

- [Yellow Fever in Nigeria](#)

May 04, 2022

There is an outbreak of yellow fever in Nigeria. Travelers to Nigeria should take steps to prevent yellow fever by getting vaccinated at least 10 days before travel and taking steps to prevent mosquito bites.

Level 1 Practice Usual Precautions

- [Global Measles](#)

November 20, 2023

Many international destinations are reporting increased numbers of cases of measles.

Destination List: Afghanistan, Angola, Armenia, Benin, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Côte d'Ivoire (Ivory Coast), Democratic Republic of the Congo, Djibouti, Equatorial Guinea, Ethiopia, Gabon, Ghana, India, Indonesia, Kazakhstan, Kyrgyzstan, Lebanon, Liberia, Libya, Mali, Mauritania, Mozambique, Nepal, Niger, Nigeria, Pakistan, Qatar, Republic of South Sudan, Republic of the Congo, Romania, Senegal, Somalia, Sudan, Syria, Tajikistan, Togo, Turkey, United Arab Emirates, Yemen, Zambia, Zimbabwe



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[Nigeria - Traveler view](#) | [Travelers' Health](#) | [CDC](#)

Traveling to Africa

Immunization Considerations

For travel to the Nigeria, consider these immunizations:

1. **Routine Vaccinations**

- Ensure you're up-to-date on all routine vaccinations such as chickenpox, TDap, flu, MMR, polio, and shingles.

1. **Cholera**

- Active cholera transmission is widespread in Nigeria. Avoid unsafe food and water and wash hands to prevent infection

1. **Meningitis**

- Recommended for travelers 2 months old or older traveling to areas of Nigeria that are part of the meningitis belt during the dry season.

1. **Hepatitis A Vaccine**

- Recommended if unvaccinated and one year or older.

1. **Hepatitis B Vaccine**

- Recommended if unvaccinated for all ages.

1. **Rabies Vaccine**

- Rabid animals are common in the Nigeria. Consider taking the rabies vaccination before your trip. Seek treatment if bitten or scratched by an animal.

Engaging Your Patients

Travel Considerations

7. Malaria

- The CDC recommends that travelers going to Nigeria 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.

8. Typhoid

- Recommended for most travelers, especially those staying with friends or relatives or visiting smaller cities or rural areas.

9. Yellow Fever

- Required for travelers older than 9 months old arriving from countries with risk for Yellow Fever virus transmission; this includes airport transits or layovers in countries with risk for Yellow Fever virus transmission.

Click [HERE](#) for Nigeria Travel Health Notices from the CDC

Key takeaway: Consider a travel health clinic at your pharmacy

Engaging Your Patients

Pharmacy Travel Health Clinic

Create marketing materials for immunizations vaccine schedules for Nigeria:

- [Vaccine Information Schedules](#), by the World Health Organization
- [CDC Vaccination Schedule](#)



Vaccination schedule for Nigeria

The vaccine scheduler table summarizes the current vaccination schedule for young children, adolescents, and adults in Nigeria. The data is updated regularly with the most recent official country reporting collected through the WHO/UNICEF joint reporting process.

A screenshot of the vaccination schedule filter interface. It includes two input fields: "Filter by disease" and "Filter by category". Below these fields is a blue button labeled "APPLY".

EXPECT MORE

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Engaging Your Patients

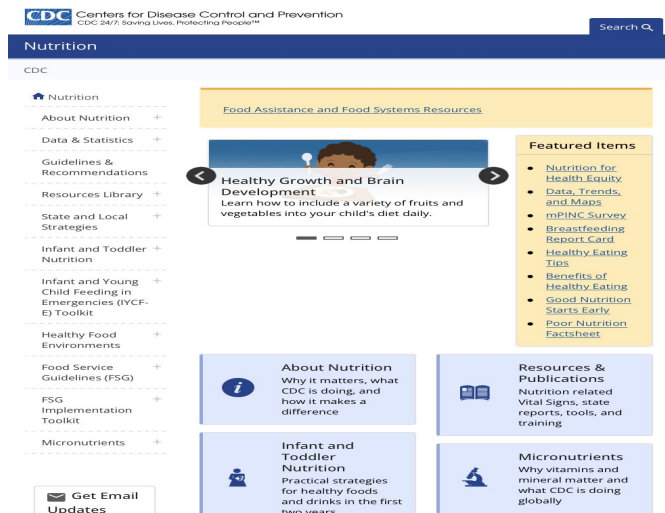
Pharmacist Counseling

1. Diversify your pharmacy staff:

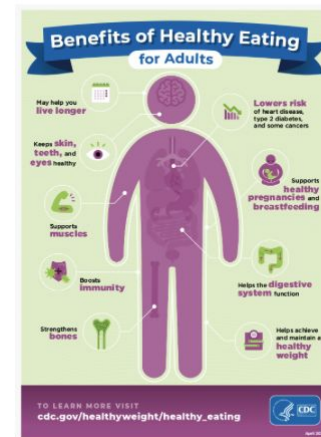
- Hire more African staff and healthcare professionals to welcome and assist patients who are seeking services for the first time to create a sense of belonging within the pharmacy.

1. Counsel patients about the importance of following a healthy, active lifestyle, balanced diet, and smoking cessation:

- [Nutrition Informational | CDC](#), Nutrition for Health Equity, Healthy Eating Tips, Benefits of Healthy Eating



[Español](#) | [Print](#)



Engaging Patients:

Inventory Supply: OTC Products

Aboniki Balm



TomTom



Cloves



Olive Oil



- Some customers may stock up on necessary items before traveling. They also often travel to visit relatives, so ensure that the pharmacy has an adequate supply to meet their needs.
- **Key takeaways:** Consider stocking these commonly used products in your inventory as a strategy for the Nigerian business line in your area.

Engaging Your Patients

Pharmacist Counseling

Product in Nigeria	Product in America	Active Ingredient	Use
		Oxymetazoline Hydrochloride	Nasal decongestant and vasoconstrictor medication
		Acetaminophen	Pain or fever
		Sennosides and Docusate Sodium	Constipation and laxative
		Omeprazole and Sodium Bicarbonate	Heartburn and acid reduction

Engagement

Community Stakeholders

Networking - Going outside your comfort zone



Community
Connected

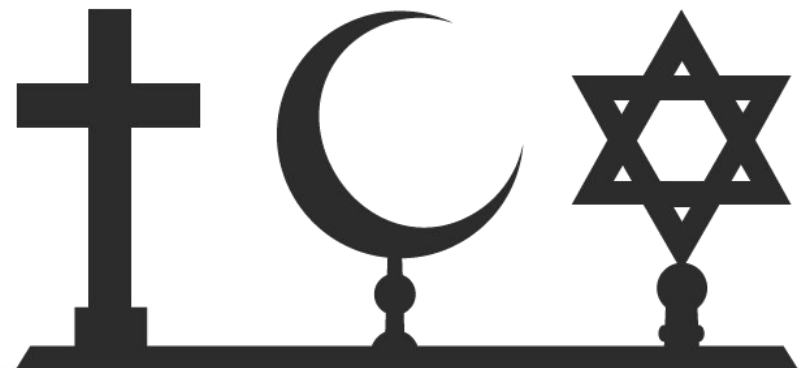
Black History Month

- Celebrated in the United States all through the month of February.
- Brings awareness to the history of Black people in America and the continuous celebration and appreciation of Black people, their achievements, and influence in society.
- Pharmacist can play a pivotal role in celebrating this holiday through pharmacy engagement.
- **Key takeaway:** You can engage your Black population using this [toolkit](#) to show appreciation throughout Black History Month. See the Community Connected Full Campaign [HERE](#)

Did You Know?

African American Communities are NOT a Monolith

- Christianity:
Anglican, Baptist, Seventh Day Adventist, Catholic, Presbyterian
- Islam
- Independent Religions
- Nigerian Mythology
- Atheism



Faith-Based Organizations-Places of Worship

Churches and Mosques are all sacred spaces of worship.

Regardless of religion, all places of worship are community hubs.

All places of worship act as a community hub:

- Serve communities through programs dedicated to providing food, housing, and education.
- Offers a place of learning.
- It is a united voice for the communities they serve.
- It acts as a catalyst for positive change in the community.
- It offers an avenue to reach the underserved community.
- The leaders have a profound impact on the behavior and action of the community.

Key takeaway: Come out of your comfort zone to find avenues of market expansion through finding the humanity in the other.

Barber Shops & Beauty Salons

These are cultural anchors and trusted spaces—ideal for preventive health outreach.

Examples:

- Barber shops involved in hypertension awareness
- Beauty salons promoting women's health & wellness

Ways to engage:

- Set up “Barbershop BP Program” partnerships
- Provide wellness brochures and referral cards

Community Centers & Nonprofits

These organizations already support local families and can amplify pharmacy services.

Examples:

- Urban League chapters
- NAACP community wellness programs
- YMCA / local rec centers
- Boys & Girls Clubs

Ways to engage:

- Co-host health fairs
- Provide immunization education
- Offer classes (diabetes, heart health, nutrition)

Faith-Based Organizations

Faith institutions are among the strongest trusted hubs in many African American communities.

Examples:

- Churches (AME, Baptist, COGIC, non-denominational)
- Church health ministries
- Pastors and wellness coordinators

Ways to engage:

- Host BP screenings after service
- Provide medication reviews
- Offer health education classes

Black-Owned Businesses

Businesses that serve the local community can serve as partners for health promotion.

Examples:

- Gyms / fitness studios
- Soul food or healthy food restaurants
- Small retail stores

Ways to engage:

- Offer wellness coupon partnerships
- Provide flyers or table-top displays
- Joint healthy eating campaigns

Local African American Physicians & Clinics

Medical providers serving Black patients often have trusted relationships.

Examples:

- Family medicine clinics
- OB/GYN practices
- Federally Qualified Health Centers (FQHCs)
- Black-led private practices

Ways to engage:

- Establish referral pathways
- Collaborate on chronic disease programs
- Support preventive screenings

Historically Black Colleges & Universities (HBCUs)

If your region has HBCUs or Black student organizations, these are powerful engagement partners.

Examples:

- Nursing, pharmacy, CHW programs
- Black student associations
- Campus health centers

Ways to engage:

- Internship pathways
- Health education workshops
- Screening events on campus

Community Health Workers & Promotores

Community-based health workers are trusted messengers.

Engagement opportunities:

- Joint BP screening events
- Home monitoring programs
- Health coaching collaborations

Cultural Associations & Civic Groups

These groups support health, family, business, and education.

Examples:

- Black fraternities/sororities (Divine 9)
- African American Chambers of Commerce
- Parent groups and youth mentorship organizations

Ways to engage:

- Host workshops
- Provide wellness packets
- Support community celebrations

Hospitals & Healthcare Systems Serving Black Communities

Many systems have health equity departments or community outreach arms.

Ways to engage:

- Screening collaborations
- Chronic disease management pilot programs
- Referral workflows for RPM/RBPM

Public Health Departments & Minority Health Offices

These groups often seek pharmacy partners for community health initiatives.

Examples:

- Office of Minority Health
- Local public health departments
- Community outreach coalitions

Museums

Below are museums dedicated to the history of African culture in the United States and abroad:

- Located in Washington, D.C, the [National Museum of African Art](#) is the Smithsonian Institution's African art museum established in 1994. Its collections include 9,000 works of traditional and contemporary African art from both Sub-Saharan and North Africa, 300,000 photographs, and 50,000 library volumes.
- [National Museum of African-American History and Culture](#) is a place where all Americans can learn about the richness and diversity of African-Americans.
- The [National Museum of African-American Music](#) in Nashville, Tennessee is dedicated to preserving and celebrating the many music genres created, influenced, and inspired by African-Americans.



The National Archive offers [African-American Heritage](#) accessible to the public.

- The Archives holds a wealth of material documenting the Black experience and highlights these resources online, in programs, and through traditional and social media.

Action Item: Look up the links above and find Nigerian cultural displays and establish bridges of communication and dialogue to locate your key stakeholder.

Avoiding, Debunking, Demystifying **Stereotypes**



Community
Connected

Stereotype

Black people feel less pain than other races and generally have better outcomes in healthcare.

How is this a stereotype?

- It suggests that this race does not experience pain at a higher rate than a typical person, furthering the wide gap between expected life spans for Blacks and other races.
- Black adults see a range of factors – including environmental problems, less access to care, and less-advanced care from health care providers – as contributing to worse health outcomes for Black adults.

What can pharmacists do?

- Empower Black patients to advocate for themselves and their health. Encourage them to ask questions, seek second opinions, and actively participate in their healthcare decisions by providing resources and information to help patients make informed decisions about their health when they visit your pharmacy.
- Engage with local communities through health fairs, workshops, and community events and partner with community organizations to address health disparities, promote awareness, and disseminate accurate information about pain perception, health outcomes, and the importance of equitable healthcare.

Stereotype

Black individuals may be less intelligent or academically capable than individuals from other racial backgrounds.

How is this a stereotype?

- Intelligence is a complex and multifaceted trait influenced by various factors such as genetics, environment, education, and socioeconomic status. Making broad generalizations about the intellectual abilities Black people is not only inaccurate but also perpetuates harmful biases and contributes to systemic racism.
- Higher levels of education and awareness are associated with a longer life and an increased likelihood of obtaining or understanding basic health information and services needed to make appropriate health decisions. This stereotype leads to the belief of less understanding of healthcare terminology or events, leading to worse health outcomes in Black people.

What can pharmacists do?

- Speak at a fifth-grade level to all patients to foster an inclusive environment within the pharmacy where your interactions and communication are free from biases and education stereotypes. Treat every individual with respect and dignity, valuing their unique qualities and abilities.
- Participate in cultural competence training programs to enhance your understanding of diverse backgrounds, including the historical context and challenges faced by different racial and ethnic groups.

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