

Engaging Your Vietnamese Population

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Community Connected

CPESEN USA



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Setting the Stage

- A community pharmacy owner living in San Francisco has a temple within 1 mile of his pharmacy. However, he notices that he has not had many Vietnamese patients get their prescriptions filled at his store. What can he do to become a trusted member in his community and increase his store sales?

History of Vietnamese in America

- In the early 1970s, the United States had fewer than 15,000 Vietnamese people. According to the U.S. Immigration and Naturalization Services, the number of individuals born in Vietnam who were admitted between 1961 and 1970 was merely 4,561. The majority of these individuals were exchange students, trainees, or a small number of wives of U.S. servicemen.

https://www.learningforjustice.org/sites/default/files/kits/vac_brief_history.pdf

- The significant wave of Vietnamese immigration to the United States can be primarily attributed to the U.S. government's involvement in the Vietnam War in 1975. A total of 125,000 Vietnamese refugees were successfully evacuated and resettled in the United States.
- With approximately 1.4 million Vietnamese immigrants currently residing in the United States, they constitute one of the largest foreign-born communities in the country, accounting for approximately 3 percent of the total 44.6 million U.S. immigrants as of 2019.

<https://www.migrationpolicy.org/article/vietnamese-immigrants-united-states>

Vietnamese American Population

- Estimated at over 1.5 million, the Vietnamese American population is the fourth largest Asian ethnic group in the U.S. after Chinese Americans, and Asian Indian Americans, and Filipina/o Americans (U.S. Census Bureau, 2010)

Asian Alone Population in the United States: 2010

Asian	14,674,252
Chinese	3,347,229
Asian Indian	2,843,391
Filipino	2,555,923
Vietnamese	1,548,449
Korean	1,423,784
Japanese	763,325
Other Asian	2,192,151

Source: U.S. Census Bureau, 2010 Census

Top 10 States with Largest Vietnamese Population: 2010

1	California	581,946
2	Texas	210,913
3	Washington	66,575
4	Florida	58,470
5	Virginia	53,529
6	Georgia	45,263
7	Massachusetts	42,915
8	Pennsylvania	39,008
9	New York	28,764
10	Louisiana	28,352



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Population Search

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

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

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

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

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

Step 1:

Go to <https://data.census.gov>

Explore Census Data

Learn about America's People, Places, and Economy

Step 2:
Type in
“Vietnamese
and zip code”

Step 3:
Click on your concern
table

Step 4: Click on the
HCT1 Urban and
rural table

	ZCTA5 75048
Label	Vietnamese alone (450-459)
✓ Total:	328
<ul style="list-style-type: none"> Urban: Inside urbanized areas Inside urban clusters 	0
Rural	0
Not defined for this file	328

Engagement

Employees, Patients, Community Stakeholders

Creating a business proposition around a niche market

Engaging Your Employees

Organize event or initiatives that celebrate Vietnamese Culture

- The biggest holiday in Vietnam is the Lunar New Year or Tet. It is a significant and widely celebrated festival that marks the arrival of the Lunar new year.
-
- It is a time for:
 - Family reunions
 - Paying respects to ancestors
 - Welcoming the new year with traditions, rituals and various festivities

NB: To show your inclusivity to your vietnamese patients you can say “Happy New Year” or Happy Lunar New Year or “Chuc Mung Nam moi”. Do not refer this holiday as “Happy Chinese New Year”

Engaging Your Employees

Tet Holidays



Here are a few things that Vietnamese employees are likely to appreciate:

1. **Time off:** Vietnamese people often celebrate Tet holiday in several consecutive days, with the first day being the most significant. People would visit church or temple to offer prayers and seek blessings.
2. **Gift-giving:** It is customary to give gifts to employers and coworkers as a gesture of appreciation. These gifts often include traditional items such as Tet cakes or yam, symbolizing good luck and prosperity.

Engaging Your Employees



3. Red envelopes: also known as “lucky money” (li xi), containing cash are often given during Tet to bring good luck and blessings. Employers may consider giving red envelopes to their Vietnamese employees.

4. Well Wishes and greetings: Vietnamese people would give Tet greetings and well wishes to their colleagues and superiors, hoping to receive blessings in return.

ASK : 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

Mid-Autumn Festival

Mid-Autumn festival or Moon Festival is a significant traditional holiday celebrated by many East Asian cultures including China, Taiwan, Korea, Japan, Singapore, Vietnam, Cambodia, Malaysia, Indonesia, and Thailand. The festival is celebrated to mark an end to the autumn harvest season.

The Vietnamese people have been celebrating the Mid-Autumn Festival on the 15th of the 8th of the lunar calendar since the reign of Ly Dynasty in the 11th century.

During this time, the moon is generally at its brightest and most beautiful. The full moon in Vietnamese culture symbolizes family union and happiness. It is also an ideal time for children to gather and are allowed to indulge in sweets like mooncakes and carry lanterns around.

Engaging Your Employees

The specific dates of Vietnamese holidays vary each year and may fall on a weekday, as they are determined by the lunar calendar.

Tet Holidays - 10 February, 2024

Mid-Autumn Festival - 29 September, 2023

- Tet holidays are not public holidays hence an employee may ask:
 - for the day off to celebrate with his family
 - time off in the morning for church or temple and be allowed to return to work after lunch
 - to change shifts with someone else.
- People might not ask for a day off during Mid - Autumn Festival since they would celebrate the festival at nighttime.

Key Takeaway As an employer knowing when these days are will help in creating the schedule.

Engaging Your Employees

Red is The Holiday Color



Home Decoration during Tet Holiday



Lanterns- The symbolic of Mid-Autumn Festival



Ao Dai - Vietnamese traditional dress

Employing a Vietnamese worker

- When having a Vietnamese population around your area, it is helpful to employ a Vietnamese worker due to language barriers, cultural sensitivity and meeting the communities needs. Vietnamese is the 4th most spoken language in the U.S. other than English.
- How Vietnamese workers can help:
 - Being fluent in Vietnamese can help facilitate effective communication and can enhance the customers trust

Language	Population Estimate	Share of Foreign Language Speakers
Spanish	41,757,000	61.6%
Cantonese and Mandarin	3,495,000	5.2%
Tagalog	1,764,000	2.6%
Vietnamese	1,571,000	2.3%

Employing a Vietnamese Worker

- Employers could recognize cultural practices and this is one way of building trust and respect.
- Vietnamese Workers play a crucial role in fostering cultural understanding and promoting inclusivity, exemplified through their engagement in celebrating Vietnamese holidays and extending warm Vietnamese greetings
- Employing a Vietnamese worker can reflect the need of the community with comfort and trust
- Ways to recruit an Vietnamese employer can include advertising in Vietnamese communities such as the local Vietnamese newspaper or collaborating with local organizations
 - <https://nvnorthwest.com/>
 - <https://www.sbtn.tv/>



HÁT CHO TÌNH YÊU
Stop the Hate

CHƯƠNG TRÌNH CA NHẠC TẠI SAN JOSE, CA
CHỦ NHẬT, NGÀY 1 THÁNG 10, 2023 @6PM
GRAND CENTURY MALL - 1111 Story Road, San Jose, CA 95122

CHƯƠNG TRÌNH TRỰC TIẾP LIVE TRÊN HỆ THỐNG SBTN
SBTN 57.22, SBTN GO, YOUTUBE và FACEBOOK



**Northwest
Vietnamese News**

- THÔNG BÁO
 - ĐỊA PHƯƠNG
 - HOA KỲ
 - QUỐC TẾ
 - VIỆT NAM
 - NGƯỜI VIỆT ĐÓ ĐÂY
 - CỘNG ĐỒNG
 - VĂN HÓA
 - VĂN HỌC
 - NGHỆ THUẬT
 - THI CA
 - KHOA HỌC
 - GIA ĐÌNH
 - SỨC KHỎE
 - ẨM THỰC
 - ĐỜI SỐNG
 - DOANH NGHIỆP
 - CHÚC MỪNG
 - CÁO PHÓ
 - PHẢN ỨNG
 - CẢM TẠ
 - NEWS IN ENGLISH
- [ĐỌC TÀI LIỆU DÙM BẠN](#) [ARCHIVES](#) [RAO VẶT / CLASSIFIEDS](#)



Local Vietnamese TV station in Orange County California (SBTN to the left) and Seattle's Northwest Vietnamese local News paper (right) is a great way to advertise services at your pharmacy targeted to a niche population.

Key Takeaway : Look for the local Vietnamese print, screen and social media platforms

Engagement Increasing Your Sales

How to “Market” to Your Vietnamese
Population

Engaging Your Patients

Pharmacy Staff Greetings

Vietnamese greet each other with the following

- Instead of Hello - Xin chao - Click [Here](#) to learn how to pronounce
- Instead of Hello during Tet Holidays - Chuc mung nam moi or “Happy New year” - Click [Here](#) to learn how to pronounce
- Instead of Thank you – Cam on - Click [HERE](#) to learn how to pronounce
- Instead of Goodbye – Tam Biet- Click [HERE](#) to learn how to pronounce

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

Engaging Your Patients

Pharmacist Counselling

- Tet holidays is typically celebrated over a period of a several consecutive days.
 - Medication supply: Some customers may stock up on necessary medications before the holiday begins. They also often travel to visit their relatives, so ensure that the pharmacy has an adequate supply to meet their needs.
 - Language and cultural sensitivity: Vietnamese customers may come to the pharmacy with their cultural customs after visiting churches or temples. Greeting them with “ Chuc mung nam moi” is a respectful way to acknowledge their culture.
 - Salty food, Alcohol and medication adherence: traditional Tet pickles and increased alcohol consumption are common practice. It is important to educate patients about the potential health implications.
 - Travel vaccination recommendations: hepatitis A, hepatitis B, typhoid, cholera, yellow fever, Japanese encephalitis, rabies and polio.
 - **Customized counseling points** for your Vietnamese population

Engaging Your Patients Giving Gifts

Your customers would appreciate and be pleasantly surprised by how much you care about them and their culture when you give them small gifts. It is also a way of marketing. Here are some ideas:

- Next year calendar with
 - Pharmacy logo
 - “Chuc mung nam moi” or Happy New year
 - Zodiac animal sign

2024 is the year of **Dragon**

- Lixi with \$2 cash inside
- Cups or T-shirts with pharmacy logo



Engaging Your Patients

Religious Considerations

Among the Vietnamese community in the United States, Buddhism is the predominant religion, and fasting practices vary from person to person.

- While some people may observe a monthly fasting practice on the 8th, 14th, 15th, and 30th lunar days, others may choose to fast throughout the year.
- It is important to provide advice regarding gelatin capsules.
- Stocking vegetable or plant-based capsules if you do compounding at your pharmacy will be important for the Buddhism clientele
- Stocking OTC products or prescription products that contain vegetable derivatives versus gelatin derivatives

Marketing – This can be marketing strategy for the Buddhism business line in your area.

OTC products

- Having certain OTC products such as medicated oil also known as “dau xanh” is very popular among the Vietnamese population.
- It is used for various purposes such as pain relief, soothing muscles and joints, and promoting relaxation
- There are also many other OTC products used as well



Dau xanh

Similar to Tiger balm

Vietnamese Manufactured Products



Stomach care is for stomach support and is similar to acidophilus



Flexodin is for joint support and is similar to Glucosamine.



Maraton is for nutritional deficiencies similar to Centrum Silver

Travel Vaccination



When travelling from the U.S. to Vietnam the CDC and WHO recommend the following vaccinations for Vietnam: hepatitis A, hepatitis B, typhoid, Japanese encephalitis, rabies, meningitis, polio, measles, mumps and rubella (MMR), Tdap (tetanus, diphtheria and pertussis), varicella (chickenpox), shingles, pneumonia, influenza, and covid-19 vaccinations.

When immigrating from Vietnam to the U.S., the USCIS (United States Citizen and Immigration Service) recommend the following vaccinations: haemophilus influenzae type B, hepatitis B, measles, mumps and rubella (MMR), Tdap (tetanus, diphtheria and pertussis), polio, varicella (chickenpox), and covid-19 vaccinations.

Engagement Community Stakeholders

Networking- Going outside your comfort
zone

Engaging Community Stakeholders

- [Vietnamese Pharmacist Association USA](#)

Facebook link here: <https://www.facebook.com/VPhAUSA/>

- [Vietnamese Association of Pharmacists & Pharmaceutical Scientists](#)

Engaging Your Patients

Religious Considerations

Religious Affiliation Among U.S. Asian Groups

-----U.S. Asian groups-----

	Chinese	Filipino	Indian	Jap- anese	Korean	Viet- namese
	%	%	%	%	%	%
Christian	31	89	18	38	71	36
Protestant	22	21	11	33	61	6
<i>Evangelical</i>	13	12	8	13	40	2
<i>Mainline</i>	9	9	3	19	21	4
Catholic	8	65	5	4	10	30
Other Christian	*	3	2	1	*	*
Buddhist	15	1	1	25	6	43
Hindu	0	*	51	0	0	0
Muslim	*	0	10	*	0	0
Sikh	0	0	5	0	0	0
Jain	0	0	2	0	0	0
Other religion	2	2	1	4	*	*
Unaffiliated	52	8	10	32	23	20
Don't know	1	0	1	1	*	*
	100	100	100	100	100	100

2012 Asian-American Survey, Q30. Figures may not add to 100% due to rounding.

PEW RESEARCH CENTER

According to Pew Research Center, **Christians** make up the second largest religious group within the Vietnamese American community.

Similar to American Christians, they largely share the same principles, beliefs, and holidays.



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<https://www.pewresearch.org/religion/2012/07/19/asian-americans-a-mosaic-of-faiths-religion-us-affiliation/>

Temple

“A Place of Worship for Buddhism”

Temple, Pagoda or Chùa are all sacred spaces of worship
Places of Worship are all Community hubs

The Temple is a community Hub

- ❖ Temple serve their communities through programs dedicated to providing food and spiritual guidance.
- ❖ The Temple offers a place of education and religious instruction
- ❖ The temple is a hubs of community life, hosting events, festivals that bring people together.
- ❖ The Temple foster a sense of belonging, unity, and social cohesion.
- ❖ The Temple offers spaces for meditation and mindfulness practices
- ❖ The Temple and it's leaders have a profound impact on the behavior and action of the community

Temple

“A Place of Worship for Buddhism”

- The Abbot in Vietnamese is called the “Trụ trì”- Leader
- Buddha’s Birthday– see video [HERE](#)
- There are various events that are celebrated throughout the year

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

Church

“A Place of Worship for Catholicism and Christianity”

Nhà Thờ

The Church is a community Hub and serves its people like a Temple does.

- ❖ Sunday classes for learning the Vietnamese language, culture, and traditions are commonly offered in many Vietnamese churches.
- ❖ These classes are a way for first-generation Vietnamese parents to pass on their language and heritage to their children, helping them maintain a connection with their cultural roots.
- ❖ Churches often organize social events, support groups, educational programs, and charitable activities that foster a sense of community and provide assistance to its members.
- ❖ the Church serves as a place for cultural preservation, education, and community building.

Church

“A Place of Worship for Catholicism and Christianity”

- The Priest in a Catholic Church in Vietnamese is called “Cha” or “Linh Mục”- Father
- The Priest in a Christian Church in Vietnamese is called “Mục Sư”
- Vietnamese New Year Mass - see video [HERE](#)
- There are also various events that are celebrated throughout the year

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

Museums

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

- The [Vietnamese Heritage Museum](#) in Garden Grove, CA
- [Viet Museum](#) in San Jose, CA
- [National Vietnam War Museum](#) in Weatherford, TX
- [Museum of the Republic of Vietnam](#) in Westminster, CA

Asian Heritage Month

- May is recognized as Asian American and Pacific Islander Heritage Month by the U.S. government since 1990.

[Asian Heritage Month videos](#)

Learn more [HERE](#)

Avoiding, Debunking , Demystifying

Stereotypes

Stereotype

Are all Vietnamese individuals nail salon workers?

There are over 119,301 nail technicians employed in the U.S.

Table 2. Occupations of Employed Workers in the Civilian Labor Force Age 16 and Older by Gender and Origin, 2008

	Vietnamese foreign born		All foreign born	
	Male	Female	Male	Female
Persons age 16 and older employed in the civilian labor force	415,957	372,495	13,630,931	9,505,339
Total percent	100.0	100.0	100.0	100.0
Management, business, finance	8.4	10.1	10.7	10.4
Information technology	6.5	2.5	4.0	1.9
Other sciences and engineering	8.5	2.9	4.1	2.2
Social services and legal	1.1	1.4	1.1	2.0
Education/training and media/entertainment	2.4	3.5	3.4	7.1
Physicians	1.4	0.9	1.2	1.0
Registered nurses	0.2	1.3	0.4	3.4
Other health-care practitioners	1.7	3.1	1.0	2.9
Health-care support	0.3	2.1	0.6	5.4
Services	19.0	34.8	17.4	25.7
Sales	7.4	7.4	7.5	10.5
Administrative support	6.7	12.1	5.3	14.7
Farming, fishing, and forestry	0.5	0.2	2.6	0.9
Construction, extraction, and transportation	8.2	1.8	25.9	3.3
Manufacturing, installation, and repair	27.8	15.9	14.6	8.5

Source: 2008 American Community Survey.

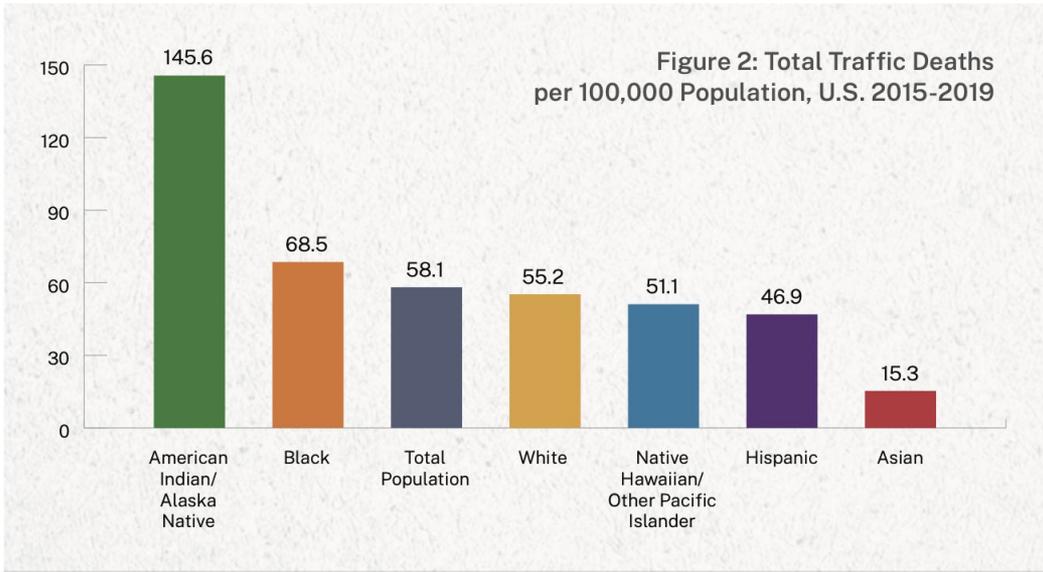
Vietnamese immigrants have often been associated with the nail salon industry, particularly women, due to their significant presence in this field.

Vietnamese Americans like any other group, have a wide range of occupations and professions.

Many Vietnamese individuals work in various fields such as healthcare, education, technology, Business, arts, and many others.

Stereotype

Are Vietnamese bad drivers?



Traffic in Vietnam is chaotic. Traffic accidents occur frequently. However, it is not accurate or fair to make statement suggesting that Vietnamese people are bad at driving.

Driving skills and abilities vary among individuals regardless of their ethnicity or cultural background.

In fact, the percentage of traffic deaths accounted by asian is always lower than other ethnicities (ghsa.org)

Stereotype

Vietnamese Americans are Vietnam War Refugees

Vietnamese Americans have arrived in the United States through various immigration pathways, including but not limited to refugee programs.

Overtime, the Vietnamese American community has experienced generation shifts, with subsequent generations being born and raised in the United States.

According to the U.S. Census Bureau's American Community Survey (ACS) data from 2019, there were approximately 625,295 US born Vietnamese, accounting for 34% of the total number of Vietnamese Americans population

Label	United States		
	Estimate	Margin of Error	Estimate
▼ Native:	635,295	±8,472	914,483
Born in state of residence	482,772	±7,504	696,482
▼ Born in other state in the United States:	120,607	±3,776	174,931
Northeast	20,978	±1,571	30,416
Midwest	20,608	±1,450	30,543
South	37,519	±1,832	54,462
West	41,502	±2,445	59,510
▼ Born outside the United States:	31,916	±1,536	43,070
Puerto Rico	507	±301	919
U.S. Island Areas	480	±158	906
Born abroad of American parent(s)	30,929	±1,546	41,245
▼ Foreign born:	1,227,570	±12,645	1,290,601

Other Stereotypes

- The “model minority” stereotype: This stereotype refers to the perception that certain Asian Groups, including Vietnamese Americans, are high-achieving, hard working, and assimilated into mainstream society.
- The “limited English proficiency” stereotype: This stereotype overlooks the fact that many Vietnamese Americans are bilingual or multilingual and they work in various fields, including education, business, healthcare.

Stereotype Sensitivities: As a pharmacist, it is important to understand and recognize stereotypes for providing equitable and patient care.

Did You know

Snippets of info to engage your Vietnamese population throughout the year

Did You Know

1. Vietnamese people prefer to refer to the Tet holiday as Lunar New Year or Tet instead of Chinese New Year. In fact, there are many Asian countries that celebrate this holiday such as Taiwan, Korea, the Philippines, Malaysia, Singapore and others.
2. There are ongoing conflicts between Vietnam, China, Taiwan, and the Philippines regarding islands in South China Sea. It is best to avoid talking about this sensitive topic.
3. Vietnamese people are often misidentified as Chinese. It is important to know Vietnam and China are different countries with unique cultures and histories.
4. Vietnamese people tend to reuse single-use unit eye drops instead of discarding them, driven by socio-economic circumstances and habits. This behavior reflects their tendency to make the most out of available resources.