

Engaging Your Jewish Population

Kim O'Reilly PharmD
Long Island University, New York

Angelina Tucker PharmD , BCGP, CDCES
Community Connected
CPESN USA



EXPECT MORE

©2023 CPESN® USA. Do not copy or distribute without permission.

Disclosure Statement

There are no relevant financial relationships with ACPE defined commercial interests for anyone who was in control of the content of the activity.

Objectives

1. Discuss the history of the Jewish American community in America.
2. Review strategies for pharmacies to better engage with Jewish American employees and patients.
3. Identify stakeholders in the community committed to Jewish American health that pharmacies can work with to expand services to support this patient population.

Disclaimer

There are many denominations of Judaism, as well as non-religious Jews. Thus, not all of the following ideas and practices will apply to everyone.

Setting the Stage

Scenario: There is a synagogue a block away from your pharmacy, but you notice none of the patrons come into your store.

What can you do to attract them?

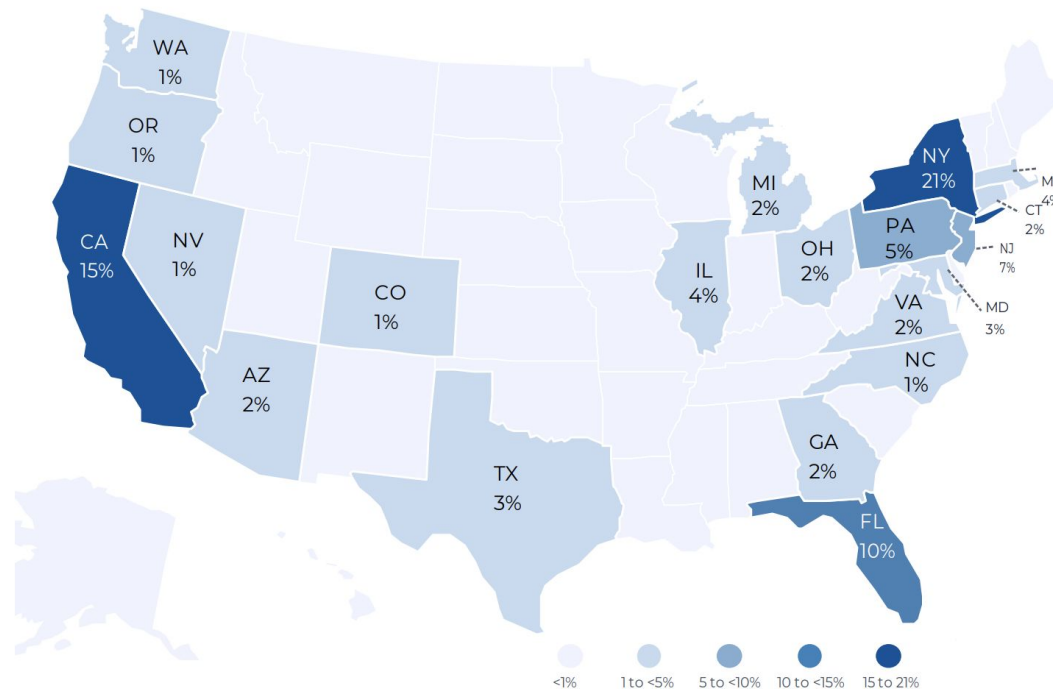
LEARN about their culture, **CATER** to their specialized needs, and **MAKE** a connection!

History of Jews in America

1654	23 Jewish refugees from Brazil traveled by boat to America in 1654, landing in New Amsterdam (modern day New York). The first synagogue in America (Shearith Israel) was founded in Lower Manhattan in 1654 .
1763	Tauro Synagogue is the oldest standing synagogue dedicated in 1763
1800	By 1800, there were ~2500 Jews in America, totaling to 0.04% of the total population.
1820-11840	From 1820-1840, Jews were immigrating to America from Germany in substantial numbers amongst political unrest in Europe.
1881	Another wave of Jewish immigration came in 1881, with most coming from Russia.
1900	By 1900, the Jewish population was nearly at 1,000,000 (~1.3% of the population).
1913	The Anti-Defamation League was founded in 1913 in response to growing anti-semitism in the US.
2000	In the early 2000s, the Jewish American population reached roughly 6 million, making up roughly 2% of the population.

Jewish American Population

- The 2022 American Jewish Population Project found a total of 7.6 million people in the US are Jewish, making up 2.4% of the population.



<https://ajpp.brandeis.edu/documents/2020/JewishPopulationDataBrief2020.pdf>

Population Search

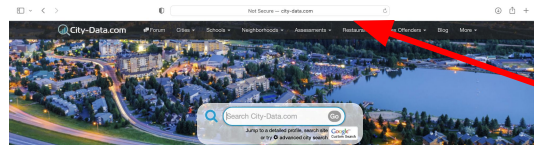
Searching your county or zip code to view the demographic data of the patients that live around your pharmacy.

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

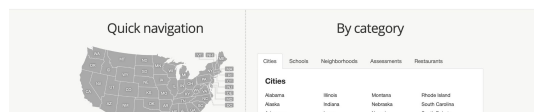
<http://www.city-data.com/>

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

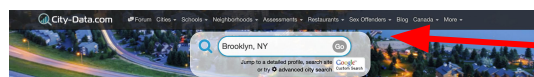
<https://www.countyhealthrankings.org/explore-health-rankings>



Step 1:
Go to
www.city-data.com

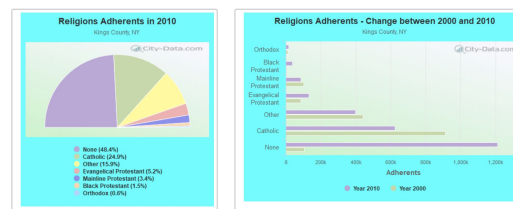


Step 2:
Type in your city
of concern



or search by
category here

Religion statistics for Brooklyn, NY (based on Kings County data)



Step 3:
Scroll down to see the
demographic

Engagement

Employees, Patients, Community Stakeholders

Creating a business proposition around a niche market

Engaging Your Employees

Creating a space for prayer at the workplace

Some observant Jewish employees may engage in tefillah (or prayer), which occurs 3 times a day:

- Shacharit - morning tefillah (earliest at dawn, ideally around sunrise)
- Mincha - afternoon tefillah (before sunset, latest before nightfall)
- Maariv - evening tefillah (earliest 1.25 hours before sunset, latest before dawn)
 - Some congregations will recite Mincha and Maariv back-to-back to save multiple trips to the synagogue

Having a small, clear, clean, designated space with a hand washing area at your pharmacy will generate an atmosphere of inclusivity and help with employee retention.

https://www.chabad.org/library/article_cdo/aid/1452805/jewish/Tefillah.htm



EXPECT MORE

©2023 CPESN® USA. Do not copy or distribute without permission.

Engaging Your Employees

Creating a space for prayer at the workplace

Jewish employees may need to Congregate outside the workplace for tefillot

- For employees working a day shift 8-4
 - Workers typically attend early Shacharit at dawn and delay Mincha to sunset or prior to nightfall to accommodate their work schedule
- For employees working an evening shift 2-8 or 4-10
 - Jewish employees may need to Congregate outside of work or in private area of the pharmacy around sunset to recite Mincha and Maariv

ASK: Are there any religious/spiritual considerations I should be aware of that may impact your work availability?



Engaging Your Employees

Shabbat (Shabbat/Sabbath) is a weekly occurrence

- Begins Friday at sunset and ends Saturday after nightfall
- Melachah (loosely translated to “work”) is prohibited
 - See a list of what constitutes melachah [HERE](#)
- Be aware that some employees may need to leave early on Fridays to have sufficient time to prepare for Shabbat, and may not be able to work on Saturdays
- Some employees may also be unavailable by phone, text, or email during Shabbat

Again, ASK : Do you have any religious or cultural practices that you would like your employers to accommodate?

Engaging Your Employees

	2024	2025	2026
Purim	March 23 - 24	March 13 - 14	March 3 - 4
Passover	April 22 - 30	April 12 - 20	April 1 - 9
Shavuot	June 11 - 13	June 1 - 3	May 21 - 23
Rosh Hashanah	Oct. 2 - 4	Sept. 22 - 24	Sept. 11 - 13
Yom Kippur	Oct. 11 - 12	Oct. 1 - 2	Sept. 20 - 21
Sukkot (First Days)	Oct. 16 - 18	Oct. 6 - 8	Sept. 25 - 27
Simchat Torah	Oct. 23 - 25	Oct. 13 - 15	Oct. 2 - 4
Chanukah	Dec. 25 - Jan. 2	Dec. 14 - 22	Dec. 4 - 12

- Holidays begin on sundown the night before and end at nightfall the day of. e.g. Rosh Hashanah begins the night of October 2nd
- The Hebrew calendar follows the lunisolar calendar hence the days are the same on the Hebrew calendar each year, but may differ on the civil calendar
 - View the Hebrew calendar [HERE](#)
- Jewish holidays are not public holidays hence an employee may ask
 - for the day off for observation with their family
 - to change shifts with someone else

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

Purim

The story of Purim is recounted in the Book of Esther, whose eponymous heroine plays the leading role in saving her people from a massacre planned by the book's villain, Haman. The word Purim means “lots” and refers to the mechanism by which Haman chose the date for the Jews' destruction. The holiday is traditionally celebrated with wild abandon — costumes, drinking, feasting, revelry — and by reading the megillah and giving gifts to friends and the poor.

Purim is celebrated on different days each year - see calendar [here](#)

Passover

This year, Passover was held on April 20. This Jewish holiday is celebrated to commemorate the historic deliverance of the Jews/Israelites from slavery in Egypt. Passover is celebrated by Jews in family gatherings, where they eat a special meal known as the Seder, consisting of bitter herbs, unleavened bread, and meat, all with significant meanings. Passover also has great significance in the Christian world because of its symbolism. In modern times, Passover is celebrated for about eight days or seven days in some Reform Jewish groups.

Passover is celebrated on different days each year - see calendar [here](#)



EXPECT MORE

©2023 CPESN® USA. Do not copy or distribute without permission.

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

Shavuot

Shavuot is a springtime holiday that celebrates the giving of the Torah on Mount Sinai. **Alongside Passover and Sukkot, it is one of the three pilgrimage festivals,** marked in ancient times by the gathering of the entire Israelite people at the Temple in Jerusalem. Like the others, it is also timed to an important moment in the agricultural calendar: the first grain harvest of the season.

Though it is less observed in modern times than other Jewish holidays, Shavuot marks one of the most **important moments in Jewish history, the giving of the Torah on Mount Sinai.** This was the moment when, in the Jewish understanding, God's will was expressly communicated to human beings. It also marked the transition of the ancient Israelites into a religious community bound by covenant into a mutual relationship with God.

Shavuot is celebrated on different days each year - see calendar [here](#)

Hanukkah

Hanukkah is an eight-day Jewish festival that celebrates the rededication of the Holy Temple in Jerusalem during the second century B.C.E.. After a successful revolt against their Greek-Syrian oppressors, the Maccabees were able to reclaim and purify their temple. According to legend, they found only enough sacred oil to light the temple's menorah for a single day, but a miracle occurred and the flame burned for eight consecutive nights, allowing enough time to produce more oil. Today, Jewish people commemorate this miracle by lighting a menorah each night, eating foods fried in oil like *latkes* and doughnuts, and playing the game of dreidel.

Hanukkah is not celebrated on a single day, but rather over **eight days and nights**. The starting date on the Gregorian calendar changes each year because it begins on the 25th day of the Hebrew month of Kislev, which is a lunar calendar. This means Hanukkah can fall anywhere from late November to late December.



2025: Sunday, December 14, through Monday, December 22

EXPECT MORE

©2023 CPESN® USA. Do not copy or distribute without permission.

<https://reformjudaism.org/jewish-holidays/hanukkah/history-hanukkah-story>

Engaging Your Employees

Social Gatherings

When ordering food for social gatherings, keep in mind that your Jewish employee(s) may keep kosher depending on their beliefs.

What does kosher mean?

“Kosher” describes the Jewish dietary laws. There are complexities to these laws, and one should consult a Jewish clergy if there is any uncertainty. In general, the following should be observed:

- Meat must be slaughtered and prepared in a kosher manner
- Meat and dairy must not be served or cooked together
- Meat and fish must not be served or cooked together
- Pork and shellfish are prohibited
- During Passover, it is prohibited to consume fermented grains (leavened bread / Chametz) - look for “Kosher for Passover” labels on food

INFORM & ASK: This is the food I am planning on ordering. Is this something you are able to eat, or is there something else I can order to make sure you're accommodated?

PROVIDE ingredient lists for any food offered, where possible.

When buying prepared food, you can look for kosher certifications, also consider vegetarian or vegan options



EXPECT MORE

©2023 CPESN® USA. Do not copy or distribute without permission.

<https://oukosher.org/the-kosher-primer/>

Patient Engagement

How to “Market” to Your Jewish Population

Engaging Your Patients

Pharmacy Staff Greetings

Jews greet each other with the following

- Instead of Hello or Goodbye - “Shalom” meaning Peace. Click [HERE](#) to learn how to pronounce
 - On Sabbath, you may also replace Hello and Goodbye with “Good Shabbos or Shabbat Shalom”
- Instead of Thank you – “Todah rabah” meaning Great Thanks. Click [HERE](#) to learn how to pronounce
- A greeting for the fall – “Shanah tovah” – meaning Good Year, used around Rosh Hashanah. Click [HERE](#) to learn how to pronounce

GREET: It is very warm and welcoming to use these greetings to display inclusivity, provide comfort, and build trust at your pharmacy.

Engaging Your Patients

Pharmacist Counselling

Helpful questions when counseling your Jewish patients

ASK:

Based on your religious and cultural preferences, do any of the following apply?

- Do you have any religious or cultural preferences that you would like your pharmacist to be aware of?
- Do you have any religious or cultural preferences related to taking your medications, or are there any culturally related health practices you follow?
- Are there any types of medications or ingredients you need to avoid?



Engaging Your Patients

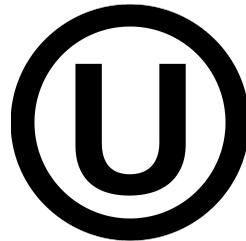
Inventory Supply

• Gelatin Capsules

- Capsules that are porcine-derived are not kosher
- The only gelatin capsules that are kosher are those made from kosher fish or kosher-slaughtered animals
 - Vegan/vegetarian capsules are also an alternative
- Always look for kosher symbols on OTC products:



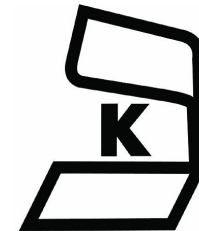
OK



OU



Star-K



Kof-K

Click [HERE](#) to understand other common pharmaceutical ingredients that may not be kosher.

MARKETING – Having an inventory of kosher-certified OTC products is a great marketing strategy for the Jewish business line in your area.

Engaging Your Patients

Immunization Considerations

Immunization Room/ Private area.

Some Orthodox Jewish women dress modestly (Tzniut) e.g. wear the tichel (headscarf) or sheitel (wig) and clothes that cover the elbow and knees

Some Jewish women may be reluctant to pull up their sleeves for a shot in the arm in a public space

Key Takeaway: Provide a private area for women to get their immunizations .



Engaging Your Patients

Male /Female Interaction

Physical Contact (Shomer Negiah) For those who keep shomer negiah: Some observant Jews will avoid touching any one of the opposite sex outside of family members. Hand shaking or hugging may only be permitted with the same gender.

In this case a pharmacist / technician that may be performing an immunization , blood pressure, Point of Care testing or any service that may involve physical contact should ask permission . In some cases a pharmacist/ technician of the same sex would be preferred.

Key Takeaway : If you are not sure, **ASK** your patients what they are comfortable with!

“I am the only pharmacist on duty right now. Would you like to get your immunization now or wait for the other immunizer? “



EXPECT MORE

©2023 CPESN® USA. Do not copy or distribute without permission.

<https://www.myjewishlearning.com/article/shomer-negiah/>

Travel Vaccinations

Make sure any patients traveling to Israel are up to date on the following vaccinations, if age-appropriate:

- Chickenpox (Varicella)
- Diphtheria-Tetanus-Pertussis (Tdap)
- Flu (influenza)
- Measles-Mumps-Rubella (MMR)
- Polio
- Shingles
- COVID-19
- Hepatitis A
- Hepatitis B
- Typhoid (for consideration)

For more details, visit the CDC page for recommended vaccinations for travel to Israel [HERE](#).

OTC Section

Be sure to keep your pharmacy well stocked with products that cater to your Jewish patients.

Some suggestions are:

- Kosher-certified supplements (see a list of Star-K certified brands and specific products [HERE](#))
- Kosher labelled snacks (see examples [HERE](#))
- Decorations for Jewish holidays
- Specially designed products for Shabbat

Engagement Community Stakeholders

Networking- Going outside your comfort
zone

Engaging Community Stakeholders

- Find a synagogue near you - map search
- Jewish local and national conventions near you
- Jewish Federation near you

Synagogue

“A house of worship”

Churches, Mosques, Synagogues, Temples, Shul, Cloisters, Mandis, Jinja, Shrines, Nhà thờ họ, Gurdwara are all sacred spaces of worship

Places of Worship are all Community hubs

The Synagogue is a community Hub

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

Synagogue

“A Jewish house of worship”

The clergy in Judaism includes the “Rabbi or Teacher and Cantor (Hazzan) the musical leader of prayer

Inside the Synagogue: What do you need to know? – Interactive visual [HERE](#)

Synagogue Tour – 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.



Museums

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



- Museum of Jewish Heritage: A Living Memorial to the Holocaust – education about Jewish life before, during, and after the Holocaust – New York, NY – view more [HERE](#)
- The Jewish Museum, founded in 1904 – New York, NY – view more [HERE](#)
- Weitzman National Museum of American Jewish History – Philadelphia, PA – view more [HERE](#)
- Smithsonian showcases Jewish American history and culture
 - View [HERE](#)

May is Jewish American Heritage Month



[Jewish American Heritage Month videos](#)

[Jewish American Heritage Month pictures](#)

- President George W. Bush declared **May** as [Jewish American Heritage Month](#) in April 2006
- **Ways to get involved:**
 - [Social toolkit](#)
 - [Resource guide](#)

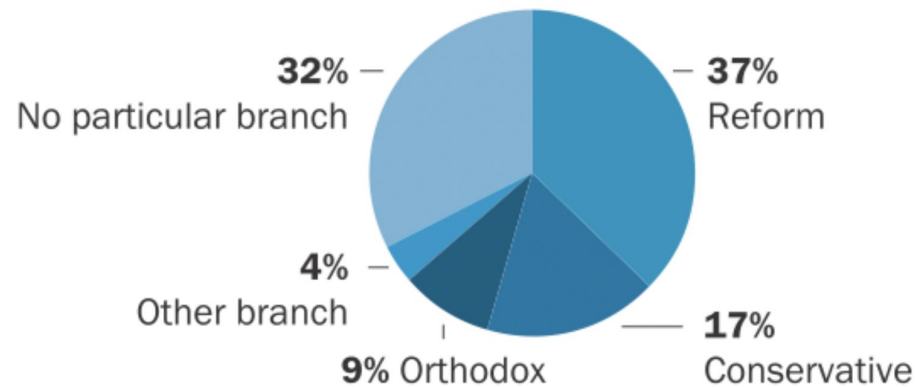
Avoiding, Debunking, Demystifying

Stereotypes

Stereotype

Do all Jewish Americans have one belief?

% of U.S. Jews who are ...

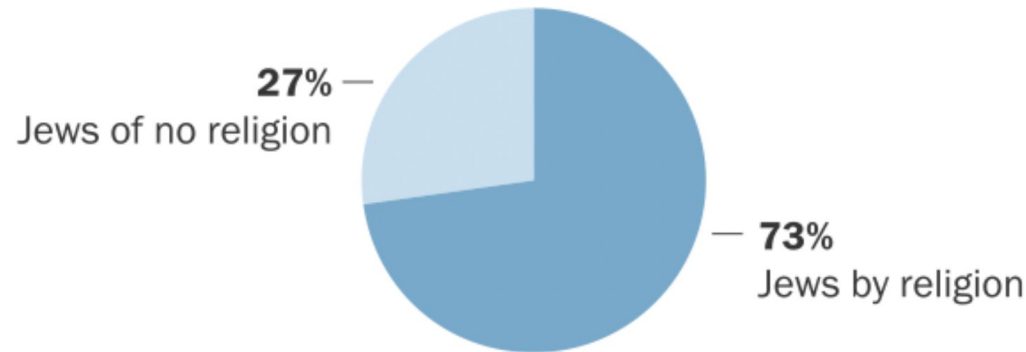


There are 3 main denominations of Judaism, with varying beliefs and practices: **Conservative, Orthodox, and Reform.**

Learn more about the differences between the 3 main denominations, as well as additional denominations [HERE](https://www.pewresearch.org/religion/2021/05/11/jewish-americans-in-2020/)

Stereotype

Are all Jewish Americans religious?



Around 73% of Jewish Americans identify as religious, with the remaining 27% identifying as Jewish, but not religious.

Those who identify as a Jew of no religion are often raised by Jewish parents and identify culturally and/or ethnically as Jewish, but may currently consider themselves atheist or agnostic.

Around 40% of Jewish adults under 30 identify as a Jew of no religion.

Stereotype

Are all Jewish Americans European or Middle Eastern?

There are around 1,000,000 Jews of Color in the United States, with around 15% of Jewish Americans ages 18-29 identifying as People of Color.

Jewish Americans can come from diverse ethnic and racial backgrounds, whether by adoption, having biracial parents, converting to Judaism, or being a part of another national or geographic location.

Jewish Americans may identify as white, black, Iranian, Ethiopian, Latino/a/x, Ethiopian, Egyptian, Asian, multiracial, amongst many other racial and geographical categories.

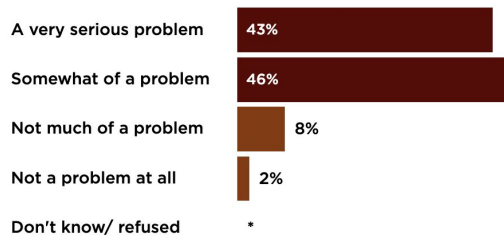
Click [HERE](#) to learn more about the lived experiences of Jews of Color.



Stereotype

Is antisemitism a thing of the past?

1. How much of a problem, if at all, do you think antisemitism is in the United States today?

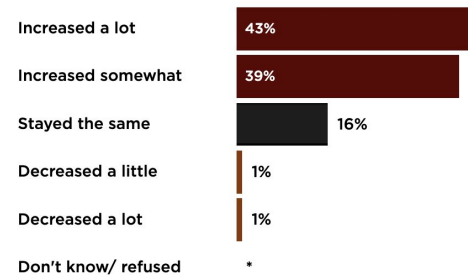


A Problem - 89%

Not a Problem - 11%

Don't know/ refused - *

2. Over the past five years, do you think that antisemitism in the United States has...



Increased - 82%

Decreased - 2%

Stayed the same - 16%

Don't know/ refused - *

89% of Jewish Americans feel that antisemitism is still prevalent in the United States today, and 82% feel the prevalence of antisemitism has increased in the United States over the past 5 years.

Click [HERE](#) to learn more about antisemitism in the United States and [HERE](#) to learn about how to address common themes of antisemitism.



EXPECT MORE

©2023 CPESN® USA. Do not copy or distribute without permission.

<https://www.ajc.org/AntisemitismReport2022/AmericanJews>

Did you know?

- 1) Orthodox Jewish women wearing a tichel (head scarf) or sheitel (wig) may prefer to be vaccinated by a female instead of a male and in a private area to maintain modesty.
 - Always ask patients what their preferences are.
- 2) Sabbath is observed weekly from sunset on Friday to after nightfall on Saturday. For patients observing Sabbath:
 - be mindful to not schedule any appointments, such as for vaccines
 - be mindful to not schedule Jewish employees at this time
 - encourage them to prepare their medication the day before, as this may be considered “work” which is prohibited on Sabbath
- 3) Kosher laws do not permit the consumption of porcine-derived ingredients, which may be used in the production of gelatin capsules. Look for products that use kosher gelatin, which should be clearly labeled.
 - In life-threatening situations, use of non-kosher ingredients in medication may be permissible depending on the individual and their own beliefs and values. Some medications may not have an alternative kosher formulation. Have an open conversation with the patient with the goal of meeting their medical and spiritual needs as best as possible.