

Engaging Your African American Community

Somalia

Market Expansion Through Cultural Understanding



**Community
Connected**

Rathea Hersi PharmD Candidate 2025
Angelina Tucker, PharmD, BCGP, CDCES
Community Connected
CPESN USA

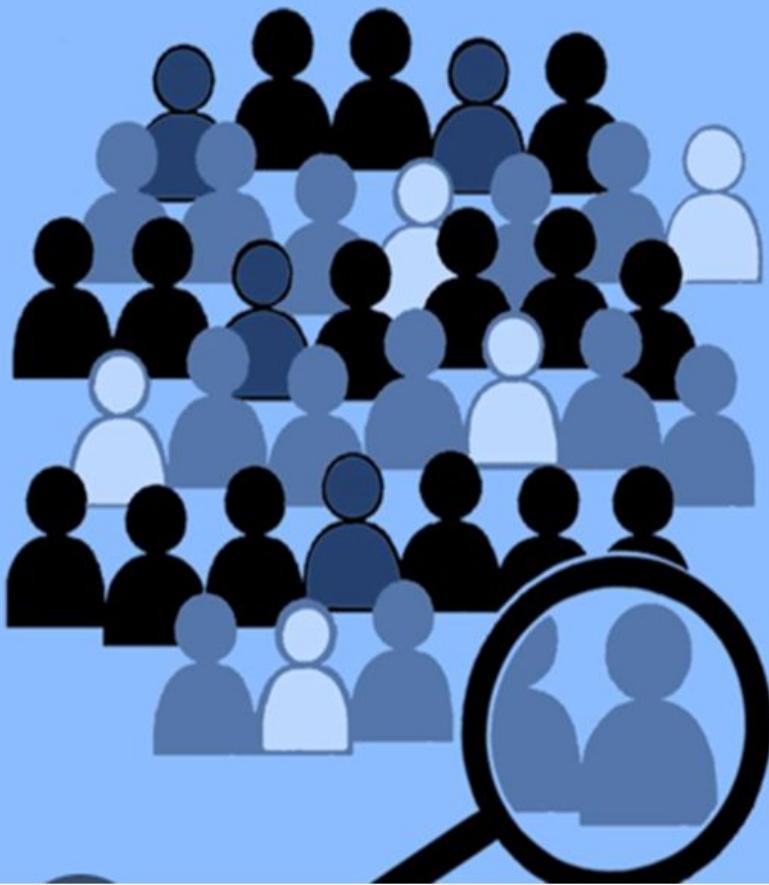
Objectives

1. Describe the history of the Somali American Community in America
2. Review strategies for pharmacies to better engage with Somali American American employees and patients.
3. Identify the stakeholders in the community committed to Somali American health and explain how a pharmacy owner can expand his/her services to support this patient population

Setting The Stage

A community pharmacy owner has a Somali American population within one mile of his pharmacy. However, he notices that he has not had many Black 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?



CENSUS / Demographics

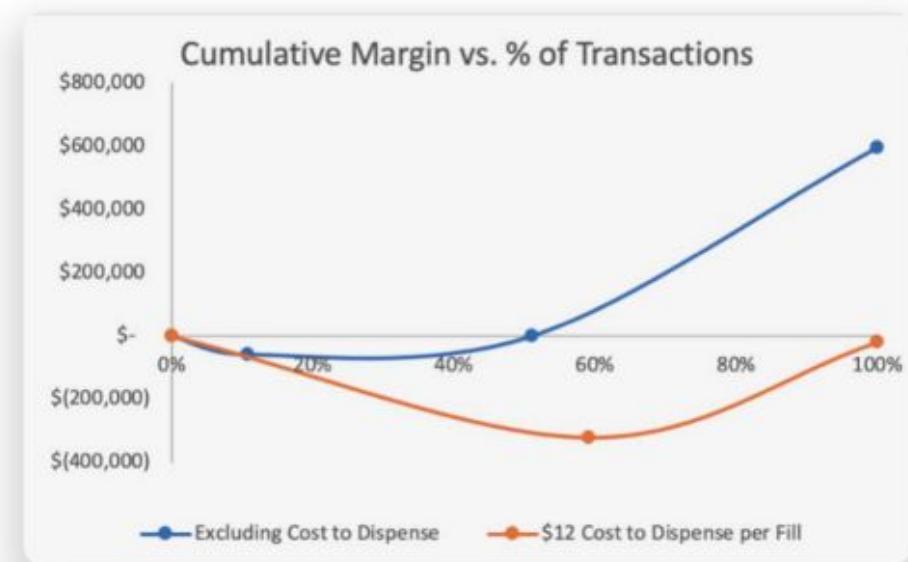
[,de-mə-'gra-fiks]

Report:
The study of
a population-based
on factors such as
age, race, and sex.

Ask yourself: How many people live around my Pharmacy?

- Do I serve Men as well as Women and what is the population are my Pharmacy?
- What do I think the age/s of my served population is?
- What races are in my market? What can I do better to reach them all?

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>



EXPECT MORE

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

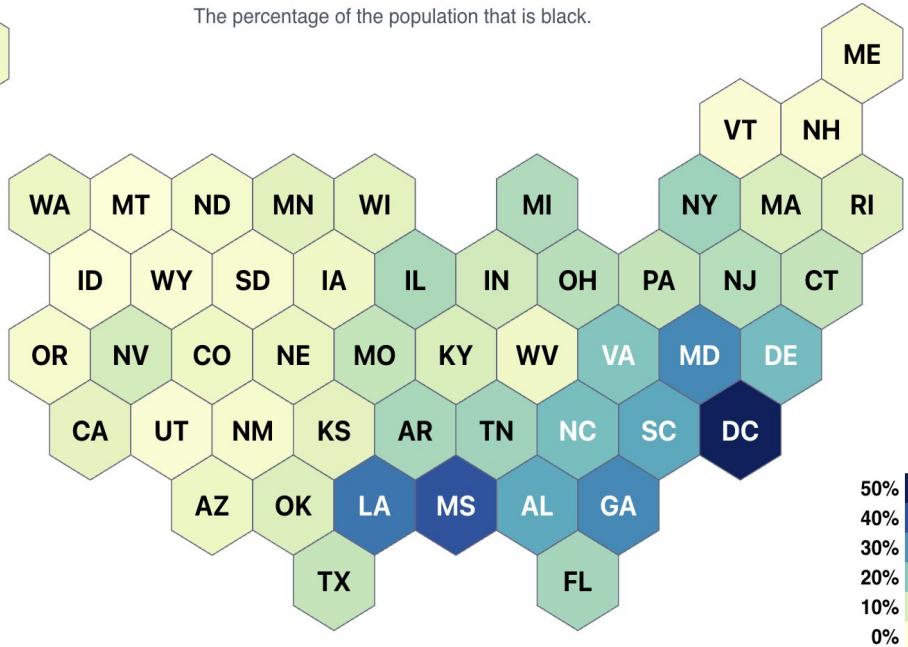
Black Population in America

Black Population by State [Updated January 2023]



Black Population (%)

The percentage of the population that is black.



States with the Highest Black Population

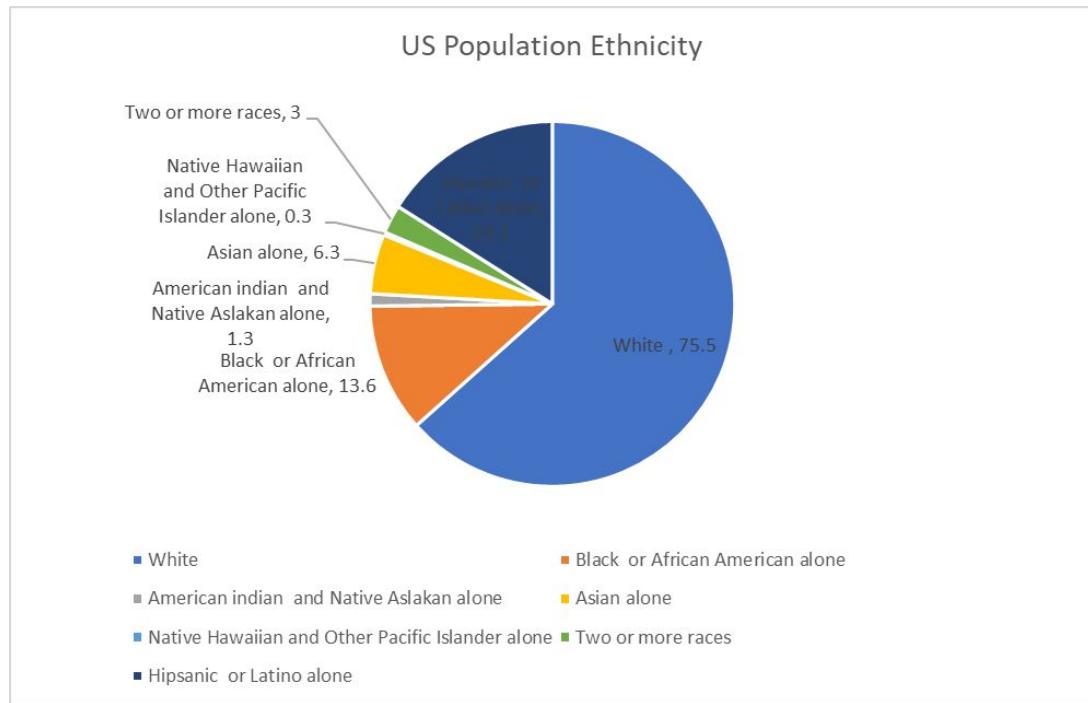
State	Black Population (%)
District of Columbia	48.49%
Mississippi	39.08%
Louisiana	34.23%
Georgia	31.4%
Maryland	31.27%
Alabama	26.23%
South Carolina	26.04%
Delaware	22.44%
North Carolina	21.8%
Virginia	20.57%

<https://minorityhealth.hhs.gov/blackafrican-american-health>

<https://worldpopulationreview.com/state-rankings/black-population-by-state>

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.

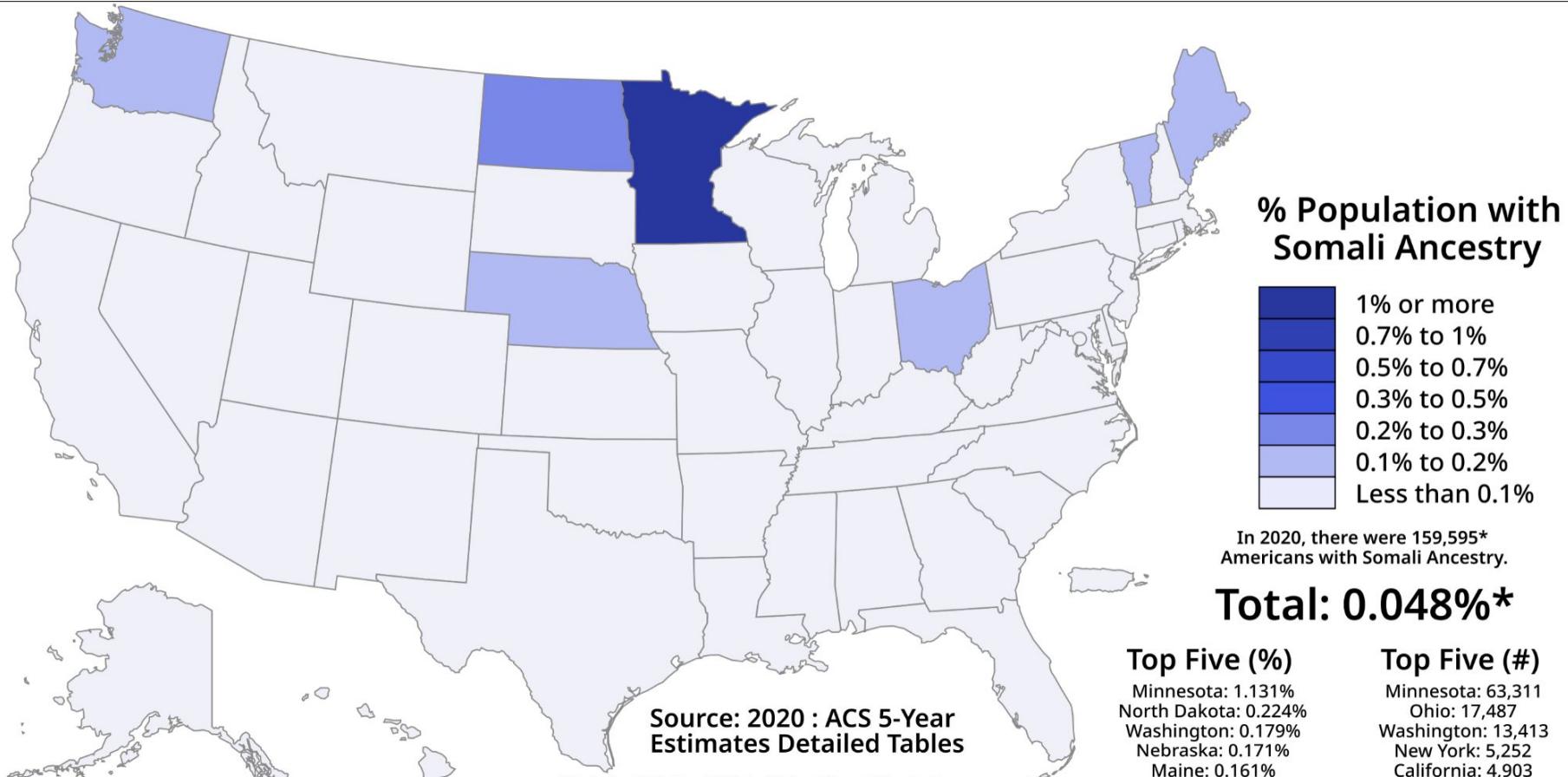




History of Somalis in America

- Somalia is located on the Horn of Africa and has the longest coastline of any African country, stretching over 3,000 kilometers along the Indian Ocean and the Gulf of Aden.
- Somalia has an estimated population of over 17 million people, predominantly consisting of ethnic Somalis, who share a common language (Somali) and cultural heritage.
- Somalis consist of 0.048% of the total population in the United States.
- The largest number of **Somali immigrants in the United States live in Minneapolis, Columbus, San Diego and Seattle.**
- The Jubba River, running from Ethiopia into southern Somalia, is the longest river in the country.
- Flag of Somalia is pictured above. It is a Blue background with a 5 point white star in the middle.

History of Somalis in America



<https://www.census.gov/geographies/mapping-files/time-series/demo/international-program/subnationalpopulation.html>

Engagement

Employees, Patients, Community Stakeholders

Creating a business proposition around a niche market



Community
Connected

Engaging Your Patients

Pharmacy Staff Greetings

There is only 1 language in Somalis but over 50 ethnic groups with different dialects in Somalia. Three main dialects are majeerten, barawe, bantu.

- Instead of hello – “**Salam**” (sah-laam)
 - Click [HERE](#) to learn how to pronounce
- Instead of thank you – “**Asxanto**” (as-hanto)
 - Click [HERE](#) to learn how to pronounce
- Instead of goodbye – “**Mac Salaam**” (ma-salaam)
 - Click [HERE](#) to learn how to pronounce

Key takeaway: These are very warm and welcoming greetings to display inclusivity, comfort, and build trust at your pharmacy.

Notable Holidays in Somalia

- **Ramadan:** February 28th - March 30th
- **Eid-al-Fitr (End of Ramadan)** - March 30th-March 31st 2025
- **Eid-al-Adha** - June 6th - June 7th 2025



- **Somali Independence Day** - July 1st
- **Afartan Baax:** traditional Somali postpartum practice for women who have recently given birth. It is a culturally significant period focused on recovery, rest, and nurturing both the mother and the newborn
- **Shaash Saar:** Often conducted after a woman gets married, signifying her transition into a respected matron. Translates to "putting on the shaash (cultural clothing)." The shaash, in this context, is a symbolic head covering that represents a woman's new status in society.

- 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



Somalia Independence Day

- Observed annually on July 1st commemorating Somalia's independence from British Somaliland and Italian Somaliland
- Somali Independence Parade occurs in Minneapolis, MN, which is the largest event outside of the Somalia.

Key takeaway: For Somali Independence Day, having the Somali flag displayed can be used as a sign of inclusivity and acknowledgement of the community.

Engagement

Increasing Your Sales

How to “Market” to Your Black Population

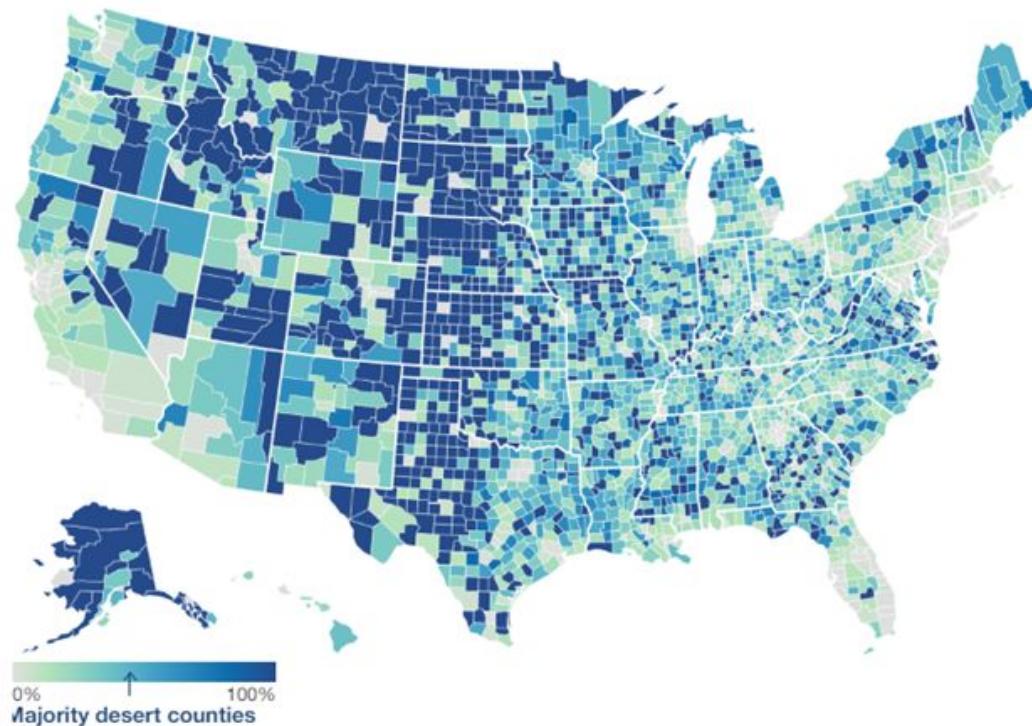


Community
Connected

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

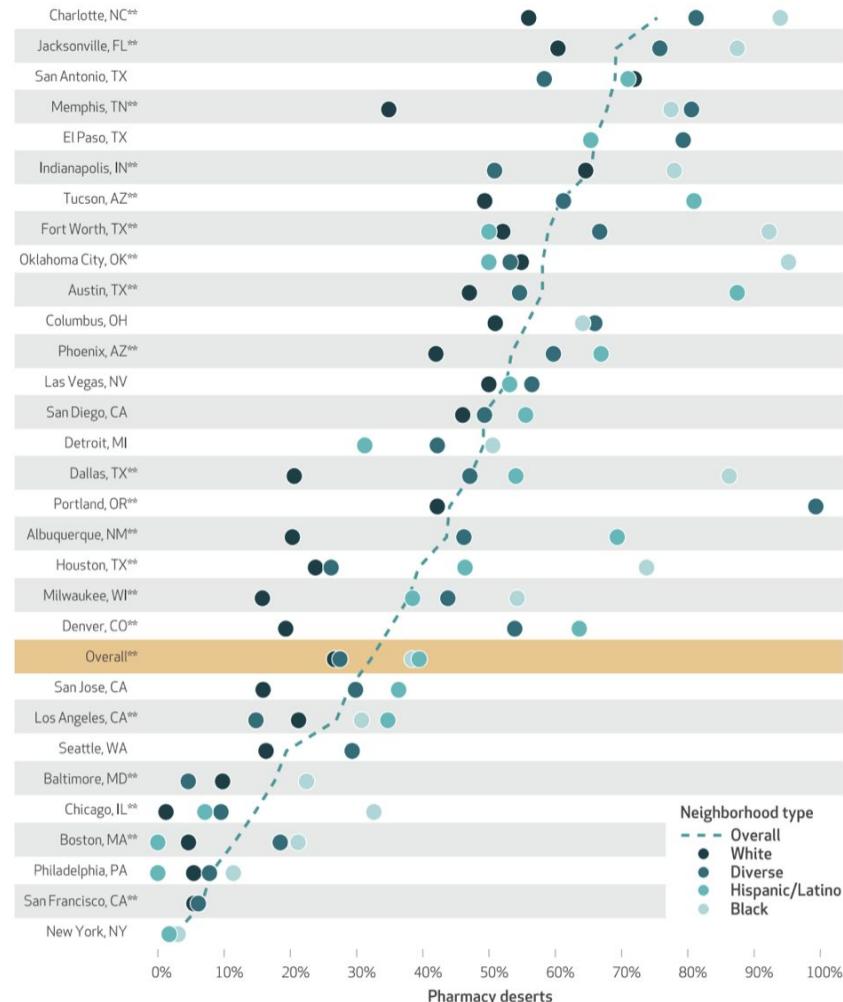


Pharmacy Deserts

- 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



EXPECT MORE

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](#)



EXPECT MORE

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

Black/African American Health

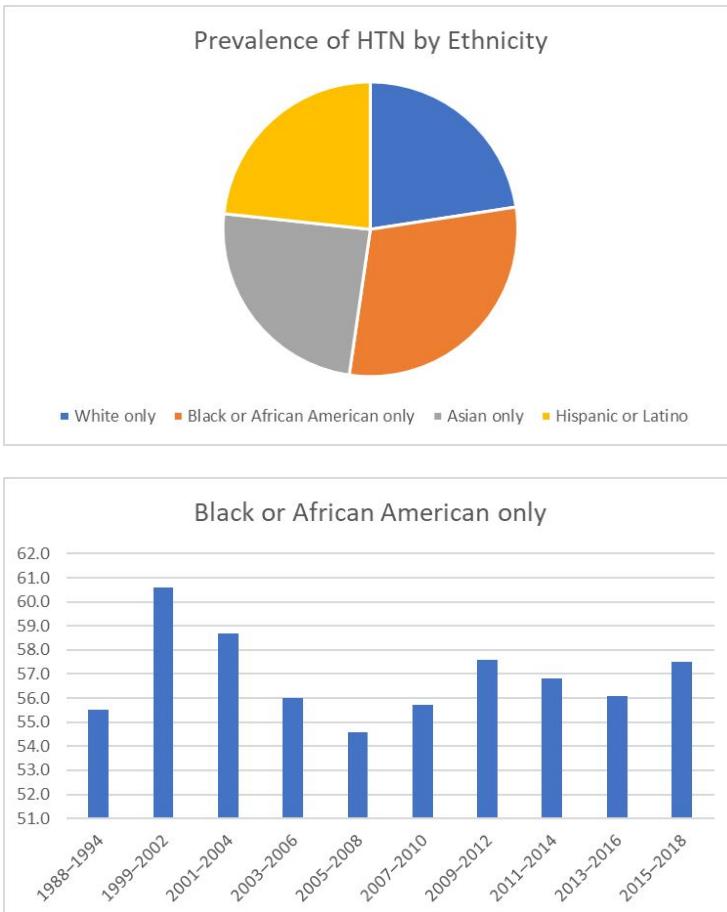
According to 2021 [Census Bureau Projections](#):

- **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.



Key takeaway: Consider a HTN RPM Program.

Hypertension Remote Physiologic Monitoring Program at Your Pharmacy

EngageDr.



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 and Podcast](#)

The graphic is a promotional image for a podcast. At the top right is the logo for the National Association of Chronic Disease Directors, featuring a stylized human figure inside a circle. Below the logo, the text "NATIONAL ASSOCIATION OF CHRONIC DISEASE DIRECTORS" and "Promoting Health. Preventing Disease." is displayed. In the center, a woman with dark hair, Brittaney Bethea, MPH, is smiling. To her right, the text "Host" and "BRITTANEY BETHEA, MPH" are written. Below her is a red banner with the text "THE HEART OF THE MATTER" in white, with "Podcast" written in a cursive script below it. At the bottom, there are three smaller images of women: Stephanie McGrath, Troy Trygstad, and Kelsey Hake, each with their names and titles (PharmD) and "Guest Speaker" text below them.

Host
BRITTANEY BETHEA, MPH

THE HEART OF THE MATTER
Podcast

STEPHANIE MCGRATH, PHARM.D
Guest Speaker

TROY TRYGSTAD, PHARM.D, MBA, PhD
Guest Speaker

KELSEY HAKE, PHARM.D
Guest Speaker

[Listen HERE](#)



EXPECT MORE

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

Prevalence of Diabetes Mellitus in the Black Population

Diabetes

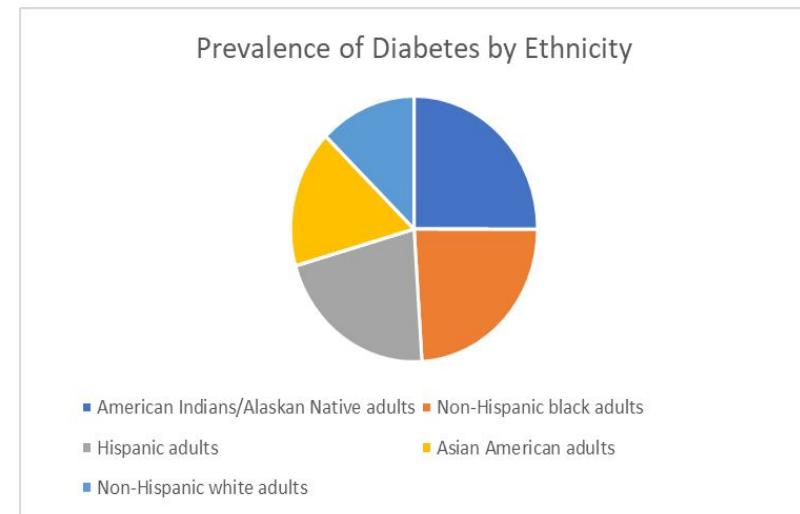
- Non-Hispanic African Americans are 60% more likely to be diagnosed with diabetes than non-Hispanic white Americans.
 - 13% had prevalent type 2 diabetes and 17% had incident type 2 diabetes.
 - High cholesterol, smoking, inactive lifestyle, obesity, high blood pressure are high risk factors.
- According 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.

Key takeaway: Consider a DSME Program at your Pharmacy.



Prevalence

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



Diabetes Education Accreditation Program

DSME Program



The screenshot shows the NCPA (National Community Pharmacists Association) website. At the top, there is a navigation bar with links for PHARMACY LOCATOR, JOIN, LOGIN, and various social media icons. Below the navigation bar, the NCPA logo is on the left, and a menu icon labeled "MENU" is on the right. The main content area features a large blue banner with the text "Management Education (DSME), Accreditation Simplified". Below this banner is an illustration of a hand holding a blood glucose meter, with the text "Diabetes Accreditation BOOT CAMP" overlaid. At the bottom of the page, there is a call-to-action button labeled "Enroll".



...
Diabetes Education
Accreditation Program
(DEAP)

Obtain diabetes education accreditation, and receive
reimbursement for diabetes self-management education and
support.

Enroll



EXPECT MORE

<https://ncpa.org/diabetes-self-management>

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

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.

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

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 usually using a blood or spit sample and results can take days to weeks. If you 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.

ACMG

American College of Medical Genetics and Genomics

Sign Up Login

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

Show clinics with no physical locations

1275 clinic(s) found. Showing 1 to 20

Amherst Center

Roswell Park

Clinic Type: Outreach Clinic

<https://www.roswellpark.org/become-patient/locations/amherst-center>

101 College Parkway

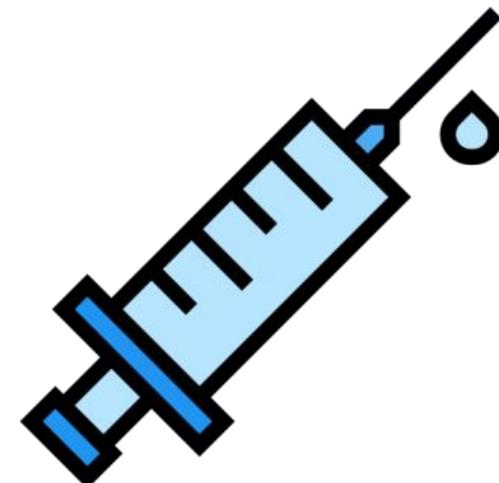
Wilmerville, NY 14221

DETAILS →

Traveling to Somalia

Immunization Considerations

Vaccines for disease	Recommendations	Clinical Guidance for Healthcare providers
Routine vaccines	<p>Make sure you are up-to-date on all routine vaccines before every trip. Some of these vaccines include</p> <ul style="list-style-type: none">• 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
Cholera	<p>Active cholera transmission is widespread in Somalia. 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.</p> <p>Vaccination may be considered for children and adults who are traveling to areas of active cholera transmission.</p>	Cholera - CDC Yellow Book
Hepatitis A	<p>Recommended for unvaccinated travelers one year old or older going to Somalia.</p> <p>Infants 6 to 11 months old should also be vaccinated against Hepatitis A. The dose does not count toward the routine 2-dose series.</p> <p>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.</p> <p>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.</p>	Hepatitis A - CDC Yellow Book Dosing info - Hep A



Traveling to Somalia

Immunization Considerations

Hepatitis B

Recommended for unvaccinated travelers of all ages traveling to Somalia.

[Hepatitis B - CDC Yellow Book](#)

[Dosing info - Hep B](#)

Malaria

CDC recommends that travelers going to Somalia 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.

[Malaria - CDC Yellow Book](#)

[Considerations when choosing a drug for malaria prophylaxis \(CDC Yellow Book\)](#)

[Malaria information for Somalia.](#)

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](#).

[Measles \(Rubeola\) - CDC Yellow Book](#)

Polio

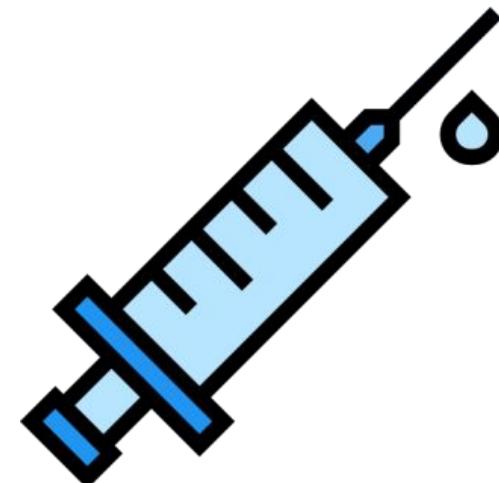
In Somalia poliovirus has been identified in the past year.

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

Vaccine recommendations: Adults traveling to Somalia 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](#).

[Polio - CDC Yellow Book](#)

[Polio: For Travelers](#)



Engaging Your Patients

Travel Considerations

Rabies

Dogs infected with rabies are commonly found in Somalia.

If rabies exposures occur while in Somalia, 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](#).

[Rabies - CDC Yellow Book](#)

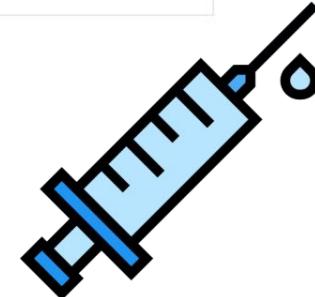
Typhoid

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

[Typhoid - CDC Yellow Book](#)

[Dosing info - Typhoid](#)

Key takeaway: Consider a travel health clinic at your pharmacy



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

Engaging Your Patients

Pharmacy Travel Health Clinic

Create marketing materials for immunizations vaccine schedules for Somalia:

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

World Health Organization

Eastern Mediterranean Region

Arabic Français

YouTube RSS Twitter Facebook

Health topics Data and statistics Media centre Information resources Countries Programmes About Us Search

Somalia | News | Full COVID-19 vaccination in sight for 70% of Somalia's population

WHO in Somalia

Somalia | News | Priority areas | Information resources | Donors and partners | WHO Representative |

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.

2. 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

CDC Centers for Disease Control and Prevention
CDC 24/7. Saving Lives. Protecting People.

Nutrition

Search Search

Featured Items

- Nutrition for Health Equity
- Data, Trends, and Maps
- mPINC Survey
- Breastfeeding Report Card
- Healthy Eating Tips
- Benefits of Healthy Eating
- Good Nutrition Starts Early
- Poor Nutrition Factsheet

Food Assistance and Food Systems Resources

Healthy Growth and Brain Development
Learn how to include a variety of fruits and vegetables into your child's diet daily.

About Nutrition
Why it matters, what CDC is doing, and how it makes a difference

Infant and Toddler Nutrition
Practical strategies for healthy foods and drinks in the first two years

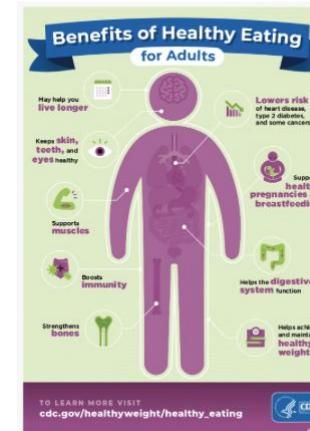
Resources & Publications
Nutrition related Vital Signs, state reports, tools, and training

Micronutrients
Why vitamins and mineral matter and what CDC is doing globally

Get Email Updates

Benefits of Healthy Eating

Español | Print



Engaging Patients: Inventory Supply: OTC Products

Menthol Balm



Cloves



Sesame 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 Somali business line in your area.

Engaging Your Patients

Pharmacist Counseling

Product in Somalia	Product in America	Active Ingredient	Use
	Plan B	Levonorgestrel	to prevent pregnancy after unprotected sex or after failure of another birth control method
	Citracal	Calcium, Vitamin D3	low calcium levels, osteoporosis, hypoparathyroidism.
	Tylenol Cold + Flu	Pseudoephedrine, Acetaminophen, Chlorpheniramine	temporarily treat symptoms caused by the common cold, flu, allergies.
	Tylenol	Acetaminophen	It can treat minor aches and pains, and reduces fever.

Lifestyle/Dietary Considerations

Goat Soup (Marak Ari)

- A light, nourishing broth made from goat meat, bones, and a variety of spices.
- The collagen and minerals from the bones help strengthen the immune system and improve joint health.



Soor (Grits)

- Made from cornmeal or sorghum flour, similar to grits. It is a comfort food often served to those who are sick or have a reduced appetite.
- Often served to individuals with gastrointestinal discomfort or when solid, heavy foods are difficult to consume.



Sesame oil (saliid macsar)

- It is applied topically for pain relief or consumed for general health benefits.
- Sesame oil contains natural anti-inflammatory compounds that help reduce muscle and joint pain.



Engagement

Community Stakeholders

Networking - Going outside your comfort zone



Community
Connected

Association of Black Health-System Pharmacists



<https://abpharm.org/>

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
- Islam
- Independent Religions
- Atheism



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.

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 Somali cultural displays and establish bridges of communication and dialogue to locate your key stakeholder.

Avoiding, Debunking, Demystifying **Stereotypes**



Stereotype

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

How is this a stereotype?

What can pharmacists do?

- 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.
- 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.
- 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.

References

AA Digital Marketing Toolkit

<https://nmaahc.si.edu/explore/initiatives/black-history-month-2023/social-media-toolkit>

Kaiser Article

<https://www.nbcnews.com/health/health-news/how-black-pharmacists-are-closing-cultural-gap-health-care-n1021186>

<https://www.cdc.gov/nchs/fastats/black-health.htm>

<https://www.pewresearch.org/short-reads/2023/12/21/5-facts-about-black-americans-and-health-care/>

<https://www.cdc.gov/healthyyouth/disparities/index.htm#:~:text=The%20Education%E2%80%93Health%20Disparities%20Link&text=Higher%20levels%20of%20education%20are,to%20make%20appropriate%20health%20decisions.&text=At%20the%20same%20time%2C%20good%20health%20is%20associated%20with%20academic%20success>

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

<https://www.migrationpolicy.org/article/Somalia-multiple-forms-mobility-africas-demographic-giant>

https://cq-d102dd1b-a880-440b-9eae-e2445148aee9.s3.us-gov-west-1.amazonaws.com/s3fs-public/documents/African%20American%20Pathfinder%20September%202021%20final_508.pdf



JOIN CPESN

Community Connected



FIND A PHARMACY PHARMACY SUPPORT NEWS RESOURCES 

For Payers For Pharmacies Success Stories Marketplace Networks About 

[Contact Us](#)

Community-Based Pharmacy Solutions for All

CPESN® USA is the leader in joining payers, pharmacies, and communities together to provide enhanced health services locally.

[SOLUTIONS FOR PAYERS](#)

[SOLUTIONS FOR PHARMACIES](#)

Roger Paganelli

Pharmacist/Owner, Mt. Carmel Pharmacy - CPESN® NYC

Bob Lomenick

Pharmacist/Owner, Tyson Drugs - CPESN® Mississippi

2023 CPESN® USA Luminaries of the Year



[JOIN HERE](#)

[LEARN MORE HERE](#)

[CONTACT US HERE](#)



EXPECT MORE

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

Post-Test Questions

1) Isabella is the owner of a new community pharmacy located near a neighborhood with a large Somali population. However, she notices that she has not had many Somali patients fill their prescriptions at her store. Which of the following is the best method for her to become a trusted member in his community and increase his store sales?

- a) Offer discounts on medications to new patients.
- a) Send a survey to current patients asking why Somali patients are not visiting the pharmacy.
- b) Host a health fair featuring free health screenings and educational sessions in Somali language.
- c) Focus solely on advertising the pharmacy through social media

Post-Test Questions

1) Isabella is the owner of a new community pharmacy located near a neighborhood with a large Somali population. However, she notices that she has not had many Somali patients fill their prescriptions at her store. Which of the following is the best method for her to become a trusted member in his community and increase his store sales?

- a) Offer discounts on medications to new patients.
- a) Send a survey to current patients asking why Somali patients are not visiting the pharmacy.
- b) Host a health fair featuring free health screenings and educational sessions in Somali language.**
- c) Focus solely on advertising the pharmacy through social media

Post-Test Questions (cont'd)

2) Isabella owns a community pharmacy in Minneapolis and wants to connect with the local Somali community during the celebration of Somali Independence Day on July 1st. What is the best strategy for Isabella to engage with the community and promote her pharmacy during this period?

- a. Distribute flyers with prescription discounts on July 1st.
- b. Organize a month-long series of health events and educational workshops focused on common health issues in the Somali community.
- c. Offer a one day sale on all OTC medications during the Somali Independence Day celebration.
- d. Increase inventory of Somali language books and magazines

Post-Test Questions (cont'd)

2) Isabella owns a community pharmacy in Minneapolis and wants to connect with the local Somali community during the celebration of Somali Independence Day on July 1st. What is the best strategy for Isabella to engage with the community and promote her pharmacy during this period?

- a. Distribute flyers with prescription discounts on July 1st.
- b. **Organize a month-long series of health events and educational workshops focused on common health issues in the Somali community.**
- c. Offer a one day sale on all OTC medications during the Somali Independence Day celebration.
- d. Increase inventory of Somali language books and magazines

Post-Test Questions (cont'd)

3) Isabella owns a pharmacy in a diverse community and wants to combat negative stereotypes about Somali individuals, especially those often portrayed in media. What is the best strategy for Isabella to promote positive engagement and inclusivity within her pharmacy?

- a. Host a community health fair featuring Somali healthcare professionals who can share their expertise and success stories.
- b. Avoid discussing cultural topics and focus solely on promoting her pharmacy's products and services.
- c. Distribute flyers that highlight common stereotypes about Somalis to raise awareness.
- d. Offer discounts exclusively to Somali customers to encourage more visits to her pharmacy.

Post-Test Questions (cont'd)

3) Isabella owns a pharmacy in a diverse community and wants to combat negative stereotypes about Somali individuals, especially those often portrayed in media. What is the best strategy for Isabella to promote positive engagement and inclusivity within her pharmacy?

- a. Host a community health fair featuring Somali healthcare professionals who can share their expertise and success stories.**
- b. Avoid discussing cultural topics and focus solely on promoting her pharmacy's products and services.
- c. Distribute flyers that highlight common stereotypes about Somalis to raise awareness.
- d. Offer discounts exclusively to Somali customers to encourage more visits to her pharmacy.

Post-Test Questions (cont'd)

4) Isabella wants to create an inclusive environment by offering products that cater to her Somali customers. Which strategy would best help Isabella achieve this goal?

- a. Stock a small OTC section with products commonly used by Somalis such as Sesame oil, Menthol balm etc.
- b. Focus solely on generic OTC products that are popular with the general population without considering specific cultural preferences.
- c. Offer discounts on all products.
- d. Products that are typically popular in American mainstream culture.

Post-Test Questions (cont'd)

4) Isabella wants to create an inclusive environment by offering products that cater to her Somali customers. Which strategy would best help Isabella achieve this goal?

- a. **Stock a small OTC section with products commonly used by Somalis such as Sesame oil, Menthol balm etc.**
- b. Focus solely on generic OTC products that are popular with the general population without considering specific cultural preferences.
- c. Offer discounts on all products.
- d. Products that are typically popular in American mainstream culture.

Answers to Post-Test Questions (cont'd)

5) Isabella owns a community pharmacy in a neighborhood with a significant Somali population. She wants to engage with her Muslim patients by considering their religious preferences and increasing cultural awareness. What is the best strategy for Isabella to achieve this?

- a. Offer health information without considering the specific cultural and religious practices of her patients.
- b. Focus on increasing inventory of general health products without adding any culturally relevant items.
- c. Promote her pharmacy's services exclusively through social media advertisements.
- d. Share information about Mass services in somali and familiarize herself with common places her patients might visit such as mosques.

Answers to Post-Test Questions (cont'd)

5) Isabella owns a community pharmacy in a neighborhood with a significant Somali population. She wants to engage with her Muslim patients by considering their religious preferences and increasing cultural awareness. What is the best strategy for Isabella to achieve this?

- a. Offer health information without considering the specific cultural and religious practices of her patients.
- b. Focus on increasing inventory of general health products without adding any culturally relevant items.
- c. Promote her pharmacy's services exclusively through social media advertisements.
- d. Share information about Mass services in somali and familiarize herself with common places her patients might visit such as mosques.**

Post-Test Questions (cont'd)

6) Maria owns a pharmacy in a community with a significant Somali population and wants to ensure she meets the needs of her customers during Somali holidays. What strategies should Maria implement to best serve her patients during these times?

- a. Focus only on stocking up on medications without addressing cultural customs or travel health needs.
- b. Increase medication supply to accommodate potential stock-ups during the holidays, greet customers with “Salaam” to show cultural respect, and provide education on the health implications of traditional foods.
- c. Disregard cultural greetings and focus solely on promoting health products and services.
- d. Offer discounts on medications and travel-related products without considering the cultural and health needs of the patients.

Post-Test Questions (cont'd)

6) Maria owns a pharmacy in a community with a significant Somali population and wants to ensure she meets the needs of her customers during Somali holidays. What strategies should Maria implement to best serve her patients during these times?

- a. Focus only on stocking up on medications without addressing cultural customs or travel health needs.
- b. Increase medication supply to accommodate potential stock-ups during the holidays, greet customers with “Salaam” to show cultural respect, and provide education on the health implications of traditional foods.**
- c. Disregard cultural greetings and focus solely on promoting health products and services.
- d. Offer discounts on medications and travel-related products without considering the cultural and health needs of the patients.

Post-Test Questions (cont'd)

7) Maria is the manager of a pharmacy in an area with a large Hispanic population. Given the underrepresentation of Somalis in the healthcare field and the value of bilingual employees, what is the best approach Maria can take to support her bilingual staff and enhance service to her Somali patients?

- a. Focus solely on recruiting more pharmacists without addressing the needs of existing bilingual staff.
- b. Provide language training to all staff members but do not offer additional incentives or support for bilingual employees.
- c. Reduce staffing costs by hiring fewer bilingual employees and relying on translation services instead.
- d. Recognize and incentivize bilingual employees for their additional language skills and consider implementing programs to recruit and support more Somali pharmacists.

Post-Test Questions (cont'd)

7) Maria is the manager of a pharmacy in an area with a large Hispanic population. Given the underrepresentation of Somalis in the healthcare field and the value of bilingual employees, what is the best approach Maria can take to support her bilingual staff and enhance service to her Somali patients?

- a. Focus solely on recruiting more pharmacists without addressing the needs of existing bilingual staff.
- b. Provide language training to all staff members but do not offer additional incentives or support for bilingual employees.
- c. Reduce staffing costs by hiring fewer bilingual employees and relying on translation services instead.
- d. Recognize and incentivize bilingual employees for their additional language skills and consider implementing programs to recruit and support more Somali pharmacists.**

Post-Test Questions (cont'd)

8) In order to enhance communication and inclusivity at her pharmacy, Isabella wants to implement culturally sensitive greetings. Which of the following strategies would best help Isabella create a welcoming environment for her Somali patients?

- a. Implement a sign that says "Hello" and "Thank you" in Somali but do not offer any additional language support.
- b. Replace standard English greetings with "Subax Wanaagsan" for morning and use "Asxanto" for thank you and "Mac Salaam" for goodbye.
- c. Continue using only English greetings and phrases.
- d. Only use "Salaam" for all interactions and "Asxanto" for expressing thanks.

Post-Test Questions (cont'd)

8) In order to enhance communication and inclusivity at her pharmacy, Isabella wants to implement culturally sensitive greetings. Which of the following strategies would best help Isabella create a welcoming environment for her Somali patients?

- a. Implement a sign that says "Hello" and "Thank you" in Somali but do not offer any additional language support.
- b. Replace standard English greetings with "Subax Wanaagsan" for morning and use "Asxanto" for thank you and "Mac Salaam" for goodbye.**
- c. Continue using only English greetings and phrases.
- d. Only use "Salaam" for all interactions and "Asxanto" for expressing thanks.

Post-Test Questions (cont'd)

9) True or False: Offering travel vaccinations for diseases like hepatitis A and B is relevant for patients traveling to Somalia during holidays.

10) True or False: It is necessary to provide bilingual support in a pharmacy even if the majority of patients speak only English.

Post-Test Questions (cont'd)

9) **True** or False: Offering travel vaccinations for diseases like hepatitis A and B is relevant for patients traveling to Somalia during holidays.

10) **True** or False: It is necessary to provide bilingual support in a pharmacy even if the majority of patients speak only English.