

Engaging Your Caribbean American Population

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Objectives

- Describe the history of the Caribbean American population in America
- Review strategies for pharmacies to better engage their Caribbean American population and employees and patients using specific examples from Trinidad & Tobago
- Identify the stakeholders in the community committed to Caribbean health and explain how a pharmacy owner can expand his/her services to support this patient population

Setting the Stage

- A community pharmacy owner living in New Jersey has a has obtained a recent census report and discovered a large Caribbean population in the zip code of his pharmacy.

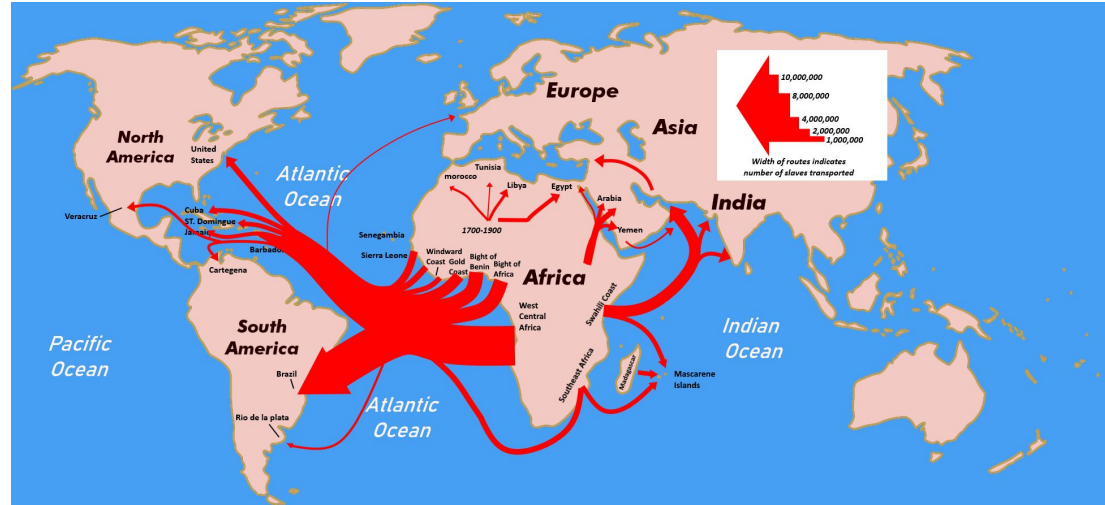
However, he notices that he has not had many Caribbeans get their prescriptions filled at his store. What can he do to become a trusted member in his community and increase his store sales?

History of Caribbean Population in America

The history of the Caribbean population in America is rooted in centuries of migration, colonialism, and cultural exchange. Below is an overview of key phases in the migration and settlement of Caribbean people in the United States:

Transatlantic slave trade

Enslaved Africans: The transatlantic slave trade brought many Africans to the Americas via the Caribbean. Enslaved individuals from the islands, particularly from Jamaica, Barbados, and Saint-Domingue (now Haiti), were brought to mainland colonies like South Carolina and Louisiana.



Indian Ocean slave trade

- Also known as the East African slave trade, this trade began thousands of years ago
- It involved the capture of people from Africa, the Middle East, and India.
- The trade expanded in the 1st century CE and again in the 7th century.
- The trade was primarily for domestic servants, and mostly women were captured.
- The British ended slavery in India in 1843.

Haitian Revolution and Early 19th Century

Haitian Migration: After the Haitian Revolution (1791–1804), thousands of refugees, including both free people of color and white settlers, fled to the United States, especially to New Orleans, New York, and Charleston. This influx introduced Haitian culture, including voodoo practices, Creole cuisine, and French influences

Late 19th Century

Economic Migration: Caribbean people began migrating to the U.S. in search of work and economic opportunities. Many came from British colonies such as Jamaica, Barbados, and Trinidad, often finding work in agriculture, shipping, and domestic labor.

Panama Canal Workers: Many Caribbean laborers, especially from Jamaica and Barbados, worked on the construction of the Panama Canal (1904–1914). Afterward, some migrated to the U.S. seeking better opportunities.

Early to Mid-20th Century

Harlem Renaissance and Cultural Impact: The early 20th century saw an increase in migration from the Anglophone Caribbean, particularly to New York City. Caribbean immigrants like Marcus Garvey played prominent roles in the Harlem Renaissance and Pan-African movements.

World Wars: Caribbean men served in the U.S. military during World Wars I and II, further integrating Caribbean communities into American society.

Labor Recruitment: During this time, the U.S. recruited workers from the Caribbean for agricultural and industrial jobs, especially during labor shortages in wartime.

Post-1965 Immigration Boom

Immigration and Nationality Act of 1965: This landmark legislation removed restrictive quotas and allowed for greater migration from the Caribbean. Large numbers of people from Jamaica, the Dominican Republic, Haiti, Trinidad and Tobago, and other islands moved to urban centers like Miami, New York, and Boston. (migration policy institute)

Diversity and Diaspora: The late 20th century saw the growth of vibrant Caribbean-American communities, characterized by cultural celebrations like Carnival, and a significant influence on American music, cuisine, and politics.

Contemporary Caribbean-American Population

Diverse Roots: Today, Caribbean-Americans include descendants of enslaved Africans, as well as migrants of African, Asian (Indian and Chinese), European, and indigenous descent.

Significant Communities: Major population hubs include South Florida (Miami), New York City, Boston, Atlanta, and Los Angeles.

Map of the Caribbean

Countries in the Caribbean



Anguilla
Jamaica
Antigua and Barbuda
Martinique
Aruba
Montserrat
Bahamas
Puerto Rico
Barbados
Saint Barthelemy
British Virgin Islands
Saint Kitts and Nevis
Cayman Islands
Saint Lucia
Cuba
Saint Martin

Curacao
Saint Vincent and the
Grenadines
Dominica
Sint Maarten
Dominican Republic
Trinidad and Tobago
Grenada
Turks and Caicos
Islands
Guadeloupe
United States Virgin
Islands
Haiti

Cultures in the Caribbean

Language - a crucial aspect of Caribbean culture, with many islands boasting multiple official languages. English is widely spoken throughout the region. Spanish, French, Dutch, and Creole are also commonly used. This linguistic diversity reflects the many [countries that have influenced the region](#) throughout its history.

Religion - another important facet of Caribbean culture. Christianity is the dominant religion in the region, with both Protestant and Catholic denominations present. However, there are also significant populations of Hindus, Muslims, and Rastafarians.

Different Cultures - music and dance traditions are perhaps the most vibrant aspect of Caribbean culture. Each island has a unique sound and rhythm, from Jamaica reggae to Puerto Rico salsa and the incredible energy of carnival in Trinidad and Tobago, where the streets are filled with the sound of steel drums and revelers' colorful costumes.

Food - the culture and history of the Caribbean would be complete without mentioning the food. The region's cuisine is a delicious fusion of African, European, and indigenous influences, featuring fresh seafood, tropical fruits, and spices. From Jamaican jerk chicken to Trinidadian doubles, the food in the Caribbean is a true pleasure for the taste buds.

Statistics -Caribbeans in America

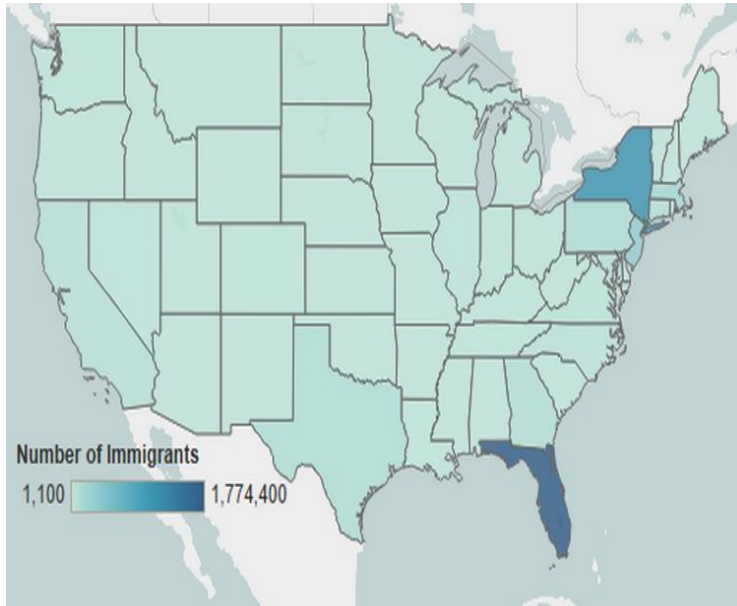


Region and Country	Number of Immigrants	Share (%)
Caribbean	4,494,000	100.0
Cuba	1,360,000	30.3
Dominican Republic	1,169,000	26.0
Jamaica	772,000	17.2
Haiti	702,000	15.6
Trinidad and Tobago	213,000	4.7
Barbados	52,000	1.2
Bahamas	40,000	0.9
Dominica	36,000	0.8
Grenada	30,000	0.7
West Indies	19,000	0.4
St. Vincent and the Grenadines	18,000	0.4
Other Caribbean	83,000	1.8

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

<https://www.migrationpolicy.org/article/caribbean-immigrants-united-states#:~:text=Remittances-,Distribution%20by%20State%20and%20Key%20Cities,population%20in%20the%20United%20States>

Caribbean American Population by State



Metropolitan Area	Immigrants from the Caribbean	% of Metro Area Population
New York-Newark-Jersey City, NY-NJ-PA Metro Area	1,333,000	6.9%
Miami-Fort Lauderdale-Pompano Beach, FL Metro Area	1,289,000	21.2%
Boston-Cambridge-Newton, MA-NH Metro Area	165,000	3.4%
Orlando-Kissimmee-Sanford, FL Metro Area	143,000	5.7%
Tampa-St. Petersburg-Clearwater, FL Metro Area	115,000	3.7%
Atlanta-Sandy Springs-Alpharetta, GA Metro Area	85,000	1.4%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metro Area	80,000	1.3%
Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area	66,000	1.1%
Houston-The Woodlands-Sugar Land, TX Metro Area	57,000	0.8%
Cape Coral-Fort Myers, FL Metro Area	43,000	5.9%

<https://www.migrationpolicy.org/article/caribbean-immigrants-united-states#:~:text=Remittances-.Distribution%20by%20State%20and%20Key%20Cities.population%20in%20the%20United%20States>.

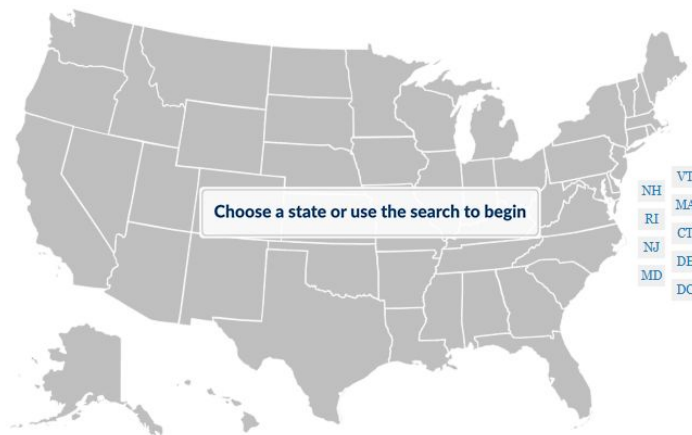
Population Search

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

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

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

Find Data by Location

Engagement:

Employees, Patients, Community Stakeholders

Creating a business proposition around a
niche market

Engaging Your Patients: Generational Gap - Diversity Explosion

In 2011 for the first time in the history of the country, more minority babies than white babies were born in a year. From 2000 to 2010, the population of white children declined by 4.3 million while the child population in each of the newer minority groups—Hispanics, Asians, and people of two or more races—increased. **Hispanics registered the largest absolute increase in children**, 4.8 million.

In 2010, 80 percent of the U.S. senior population and 54 percent of children were white, so the **national gap was 26 percent**. Arizona led the way, with a gap of 41 percent. Nevada, California, New Mexico, Texas, and Florida were not far behind, with gap measures greater than 30. Among major metropolitan areas, the largest gaps were in Riverside, California; Phoenix; Las Vegas; and Dallas.

This diversification of the U.S. population from the bottom up holds more than just demographic significance. It reflects an emerging cultural divide between the young and the old as they adapt to change in different ways.

Key Takeaway: This suggests that cultural backgrounds might vary between successive generations of Americans, so pharmacists can practice more **culturally competent care** by being mindful of evolving changes across generations.

Engaging Your Patients: **Pharmacy Staff Greetings**

Each interaction is an opportunity to practice _____.

Attentiveness

Honesty

Compassion

Patience

Respectfulness

Creating a relaxing atmosphere

Trustworthiness

Repeating important messages

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

Community Connected Patient Survey

- Are there any foods or dishes that you consume during festivals or other times that you would like your pharmacist to be aware of?
- Do you have any preference about being touched by the same gender during activities like vaccine administration?
- Do you need to go to a private area during activities like vaccine administration?
- Would you like to have a prayer area in the pharmacy?
- Do you have any food allergies

Key Takeaway: Optimizing your technology to reflect

- Religion, Ethnicity , Special Interest Groups can help customize your service.



Size and Projection of Religious Groups in the Caribbean

Size and Projected Growth of Major Religious Groups in Latin America and Caribbean, 2010-2050

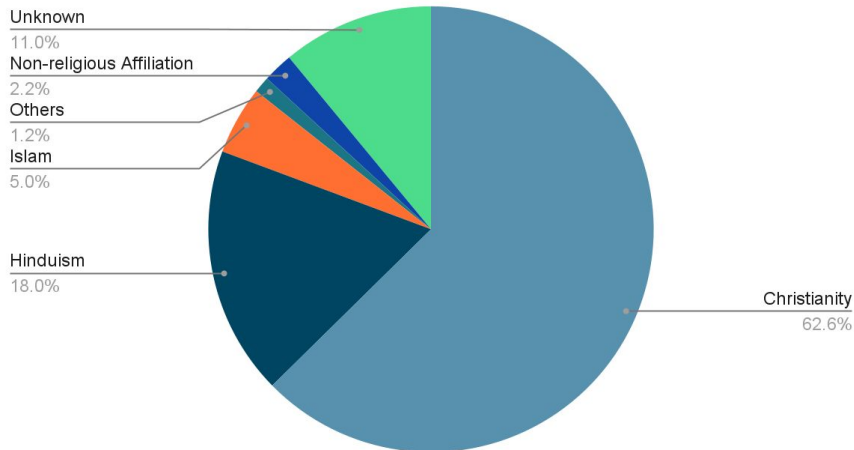
	2010 ESTIMATED POPULATION	% IN 2010	2050 PROJECTED POPULATION	% IN 2050	POPULATION GROWTH 2010-2050	% INCREASE 2010-2050	COMPOUND ANNUAL GROWTH RATE (%)
Christians	531,280,000	90.0%	665,500,000	88.9%	134,220,000	25.3%	0.6%
Unaffiliated	45,390,000	7.7	65,150,000	8.7	19,770,000	43.6	0.9
Folk Religions	10,040,000	1.7	14,310,000	1.9	4,270,000	42.5	0.9
Other Religions	990,000	0.2	1,170,000	0.2	180,000	18.4	0.4
Muslims	840,000	0.1	940,000	0.1	100,000	12.5	0.3
Hindus	660,000	0.1	640,000	< 0.1	-20,000	-3.5	-0.1
Jews	470,000	< 0.1	460,000	< 0.1	-10,000	-3.0	-0.1
Buddhists	410,000	< 0.1	450,000	< 0.1	40,000	8.6	0.2
Regional total	590,080,000	100.0	748,620,000	100.0	158,540,000	26.9	0.6

Source: The Future of World Religions: Population Growth Projections, 2010-2050. Population estimates are rounded to the nearest 10,000. Percentages are calculated from unrounded numbers. Figures may not add to 100% because of rounding.

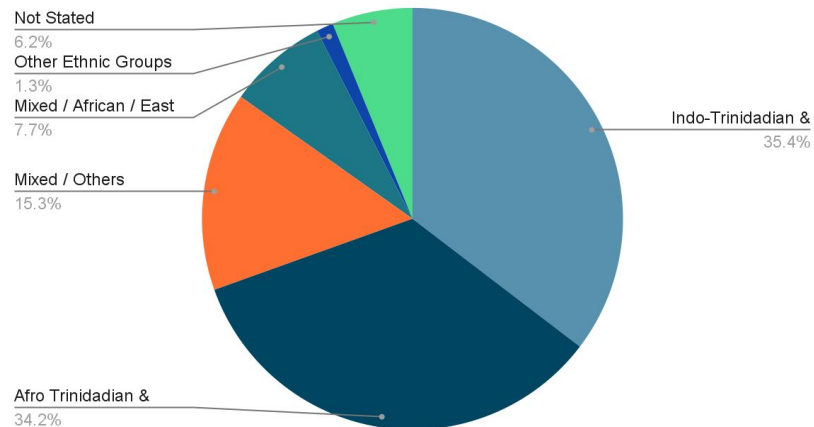
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Religious & Ethnic Breakdown of Trinidad & Tobago

Religious Breakdown of Trinidad



Ethnic Breakdown of Trinidad



Religious Holidays Celebrated

We party, celebrate our history and culture and pay homage to our various religious beliefs. **Trinidad and Tobago** has many reasons to celebrate due to our ethnic diversity and we ensure that all are represented and celebrations are observed by various groups and the public at large. **Some of the religious holidays celebrated in Trinidad are:**

Religion	Holiday	Description	Date
Muslim	Eid-UI-Fitr	Marks the end of the Holy month of Ramada, celebrated with friends and family.	Tentative- 03-30-25 / 03-31-25
	Eid-UI-Adha	Commemorates Prophet Ibrahim's obedience to God (Not a public Holiday).	Tentative - 06-05-25 / 06-06-25
	Hosay	Commemorates the death of Hussein, the grandson of the Prophet Muhammad (Not a public Holiday).	06-26-25 to 07-6-25
Hindu	Diwali	Festival of lights, celebrates the triumph of good over evil.	Tentative- 10-18-25 to 10-22-25
	Shivatri	Celebrates the God Shiva.	02-26-25

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Christian	Good Friday	Commemorates the crucifixion of Jesus Christ.	04-18-25
	Easter Sunday	Celebrates the resurrection of Jesus Christ.	04-20-25
	Spiritual Baptist/Shouter Liberation Day	Celebrates the faith's struggle for religious freedom.	03-30-25
	Christmas Day	Celebrates the birth of Jesus Christ.	12-25-25

Key Takeaway: A pharmacy owner knowing what days an employee may need off can help in making the work schedule.

<https://www.timeanddate.com/holidays/trinidad/>

Non Religious Holidays celebrated

In Trinidad and Tobago, several non-religious holidays are celebrated, reflecting the country's rich cultural diversity. Here are some key ones:

Holiday	Date Celebrated	Description
1. New Year's Day	January 1	Families gather cook, play games and spend the day together to celebrate the first day of the new year.
2. Carnival Monday & Tuesday	Usually in February or March	Originated during the period of slavery, when slaves banned from attending their master's fancy ball and parties would improvise by having their own costume event in their quarters. Carnival Monday- "Jouvert" Carnival Tuesday- "fancy mas"
3. Indian Arrival Day	May 30	Commemorates the arrival of the first Indian Indentured labourers from India to Trinidad, in May 1845.

<https://www.timeanddate.com/holidays/trinidad/>

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Holiday	Date Celebrated	Description
4. Labour Day	June 19	Holiday of the anniversary of the Butler Oilfield Riots. Months day various Trade Union marches, commemorative ceremonies, rallies, cultural shows and more.
5.. Emancipation Day	August 1	Commemorates the abolition of slavery.
6. Independence Day	August 31	Marks the independence of Trinidad and Tobago from British Colonial rule.
7. Republic Day	September 24	It commemorates the day when Trinidad and Tobago became a republic. On this day there are official speeches parades, presentation of National Awards

Engaging Your Employees:

Accommodating prayer at the workplace



Hindu Prayer



Muslim Prayer



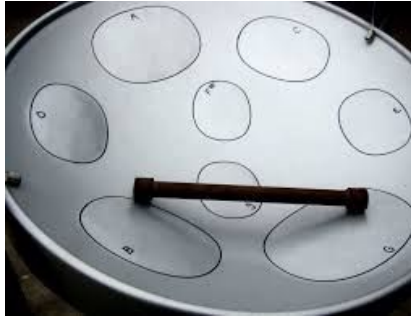
Christian Prayer



Jewish Prayer

Key Takeaway At the workplace, prayer can take place in any location, preferably in a **clean, quiet, and private** space. Depending on the religion employees may wish to use small religious statues, holy books, or prayer beads, prayer mats or prayer caps/scarves when

Engaging Your Employees: Religious and Non Religious Holidays



Caribbean Carnival in Florida and New York

Key Takeaway Caribbean religious and non religious holidays are generally **not public holidays in America**. Therefore, an employee may ask for the day off to celebrate with family, time off to attend prayers or celebrations, or to change shifts with someone else. As an employer, knowing when these religious days occur might help in creating an effective work schedule.

[Caribbean Carnival Celebrated in USA](#)

Engagement: Increasing Your Sales

How to “Market” to Your Caribbean Population

Engaging Your Patients: Pharmacist Counselling

- **Fasting** is a common practice in Hinduism, Islam , Christianity.
 - Hindu- For example, during the month of *Shravan*, some groups of Hindus fast by eating only one meal a day (generally dinners). Others may fast by abstaining from food and water for an entire day (e.g., for all Mondays of the *Shravan* month).
 - Islam- Muslims for example during the month of Ramadan observe a strict fast from dawn until sunset. They are not allowed to eat or drink (even water) during daylight hours.
 - Christianity -Christians fast during the season of Lent, in which one abstains from meat, fish, egg, dairy products, wines or alcoholic beverages

Key Takeaway Therefore, it might be best practice to **ask** a Hindu patient about dietary changes and about what time of day fasting would occur so that pharmacists can counsel appropriately. This allows **customization** of counselling points for individual patients to practice patient-centered care and promote medication adherence.

Engaging Your Patients: Inventory Supply

- Hindus are often **vegetarian** and may not consume any meat or animal byproducts. Conversely, some Hindus may eat most types of meat (except **beef** usually because the cow is a sacred animal in Hinduism). Muslim patients do not eat porcine products.
- Hindu patients might prefer to **not** consume **fish oil** products.
 - → stock and recommend alternative forms of omega-3 fatty acid supplementation (e.g., vegan/vegetarian capsules, algae supplements, flaxseed oil, etc.)
- Hindu/Muslim patients might prefer to **not** consume **alcohol-based** products.
 - → stock and recommend non-alcoholic formulations of OTC cough syrups whenever possible.
- Hindu/ Muslim patients might prefer to **not** consume **gelatin capsules**.
 - → stock and recommend vegetable or plant-based capsules, especially if you offer compounding at your pharmacy.

Key Takeaway: Marketing - this can be a relevant marketing strategy for the Hindu/Muslim business line in your area.

OTC Inventory

In Trinidad and Tobago, Over-the-Counter (OTC) medications are commonly available for treating a variety of common ailments. These medicines are typically available at pharmacies, supermarkets, and health stores. Below is an overview of some widely used OTC medicines in Trinidad and Tobago, along with their common uses and a reference to their availability.

OTC Medicine	Commonly Used for:	Reference
<ul style="list-style-type: none">• Paracetamol (Acetaminophen)• Ibuprofen• Aspirin• Panadol Extra	Pain Relief & Anti-inflammatory Medications	
<ul style="list-style-type: none">• Diphenhydramine (Antihistamines) Common Brands: Benadryl• Dextromethorphan (Cough Suppressant) Common Brands: Robitussin DM, Delsym• Pseudoephedrine (Decongestant) Common Brands: Sudafed• Panadol Cold and Flu	Cold and Cough Medications	

OTC Medicine	Commonly Used for	Reference
<ul style="list-style-type: none"> • Antacids: Common Brands: Tums, Maalox, Gaviscon • Loperamide (Anti-diarrheal): Common Brands: Imodium • Simethicone (Anti-gas): Common Brands: Gas-X, Phazyme 	Antacids & Digestive Aids	
<ul style="list-style-type: none"> • Anapril • Atenolol 	Hypertension	

Engaging Your Patients: **Vaccines Inventory**

- Hindu patients might prefer to **not** receive **egg-based** vaccines.
 - Most **flu** vaccines (both injectables and the nasal spray) are produced using an egg-based manufacturing process and contain some egg protein called ovalbumin.
 - → stock and recommend **non-egg based** flu vaccines
 - **Cell-Based Flu Vaccine - Flucelvax Quadrivalent** (for patients >6 months)
 - **Recombinant Flu Vaccine - Flublok Quadrivalent** (for patients >18 years)
- **Key Takeaway: Marketing** - advertising that you carry non-egg based flu vaccines (via email campaigns, flyers, phone outreach, etc.) might help increase your pharmacy's vaccination rates in the Hindu American patient population.

Engaging Your Patients: Immunization Considerations

- Some Hindu/Muslim patients may express culturally-based concerns about **modesty**, especially in the presence of someone of the opposite sex.
 - → **Ask** the patient if they would prefer to use the Immunization Room/Private area if available.
 - → **Ask** the patient if a female or male pharmacist/technician immunizer would be preferred.
 - Most patients are aware that these requests might not be able to be accommodated. However, **culturally competent care** should always be offered whenever possible to make all our patients feel more comfortable.
- Hindu patients, especially females, may wear **jewelry or adornments** with strong cultural or religious meaning.
 - → **Ask** if they could remove or adjust the item to allow access for immunization.

Travel Health Clinic

Travel Health Notices - Be aware of current health issues in Trinidad and Tobago. Learn how to protect yourself

Routine vaccines

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

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

Rabies

- Dogs infected with rabies are not commonly found in Trinidad and Tobago.
- Rabies is present in bats.
- If rabies exposures occur while in Trinidad and Tobago, rabies vaccines are typically available

Travel Health Clinic

Hepatitis A

- Recommended for unvaccinated travelers one year old or older going to Trinidad and Tobago.
- Infants 6 to 11 months old should also be vaccinated against Hepatitis A. The dose does not count toward the routine 2-dose series.
- Travelers allergic to a vaccine component should receive a single dose of immune globulin, which provides effective protection for up to 2 months depending on dosage given.
- Unvaccinated travelers who are over 40 years old, are immunocompromised, or have chronic medical conditions planning to depart to a risk area in less than 2 weeks should get the initial dose of vaccine and at the same appointment receive immune globulin.

Hepatitis B

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

Typhoid

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

Yellow Fever

Recommended for travelers ≥ 9 months old going to densely forested areas on Trinidad. *Not recommended* for cruise ship passengers, airplane passengers in transit, or travel limited to Tobago.

Travel Health Clinic

Know how to get medical care while traveling

Plan for how you will get health care during your trip, should the need arise:

- Carry a list of [local doctors and hospitals](#) at your destination.
- Review your health insurance plan to determine what medical services it would cover during your trip. Consider purchasing travel health and medical evacuation insurance.
- Carry a card that identifies, in the local language, your blood type, chronic conditions or serious allergies, and the generic names of any medications you take.
- Some prescription drugs may be illegal in other countries. Call [Trinidad and Tobago's embassy](#) to verify that all of your prescription(s) are legal to bring with you.
- Bring all the medicines (including over-the-counter medicines) you think you might need during your trip, including extra in case of travel delays. Ask your doctor to help you get prescriptions filled early if you need to.

Many foreign hospitals and clinics are accredited by the Joint Commission International. A list of accredited facilities is available at their website (www.jointcommissioninternational.org).

In some countries, medicine (prescription and over-the-counter) may be substandard or counterfeit. Bring the medicines you will need from the United States to avoid having to buy them at your destination.

Health Risks

Caribbean Americans are at risk for a number of health conditions, including non-communicable diseases (NCDs), heart disease, diabetes, stroke, and certain types of cancer.

Non-communicable diseases

- **High blood pressure:** A common risk factor for NCDs
- **Diabetes:** A common risk factor for NCDs
- **Obesity:** A common risk factor for NCDs
- **Cardiovascular disease:** A leading cause of death in the Caribbean
- **Cancer:** A leading cause of death in the Caribbean

Hypertension Remote Physiologic Monitoring Program at Your Pharmacy

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.

The image shows a podcast cover for "The Heart of the Matter Podcast". At the top left is a portrait of the host, Brittane Bethea, MPH, a Black woman with dark hair wearing a white blazer over a red top. To her right is the logo for the National Association of Chronic Disease Directors (NACDD), which includes a circular emblem with a heart and the text "NATIONAL ASSOCIATION OF CHRONIC DISEASE DIRECTORS" and "Promoting Health. Preventing Disease." Below the host's name, the podcast title "THE HEART OF THE MATTER" is written in white capital letters on a red background, with "Podcast" in a white script font below it. At the bottom, there are three smaller portraits of guest speakers: Stephanie McGrath, PharmD (a woman with curly brown hair), Troy Trygstad, PharmD, MBA, PhD (a man in a suit and tie), and Kelsey Hake, PharmD (a woman with long dark hair). Each guest's name and title are listed below their portrait in green text, with "Guest Speaker" in white text below that.

Host
BRITTANEY BETHEA, MPH

THE HEART OF THE MATTER
Podcast

STEPHANIE MCGRATH, PHARM D
Guest Speaker

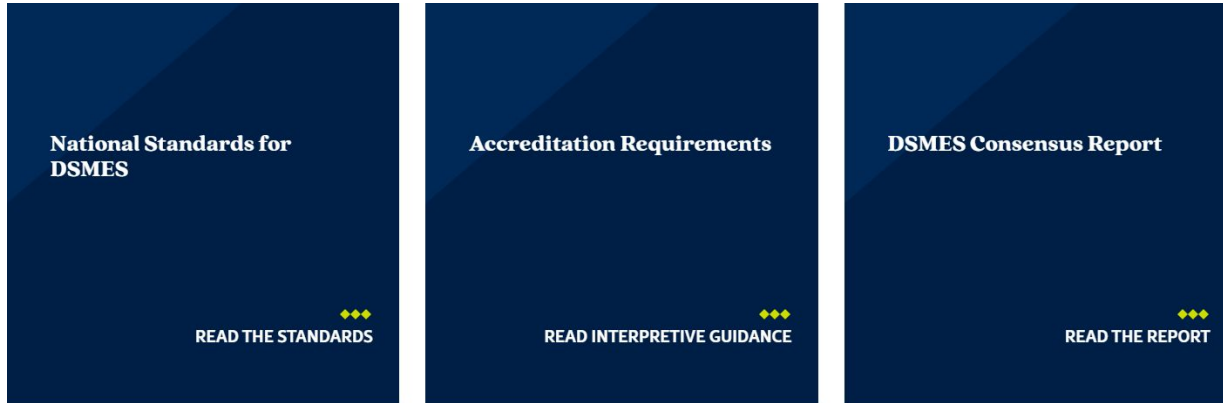
TROY TRYGSTAD, PHARM D, MBA, PH D
Guest Speaker

KELSEY HAKE, PHARM D
Guest Speaker

[Listen HERE](#)

Diabetes Education Accreditation Program DSME

Pharmacies can become accredited through the Diabetes Education Accreditation Program (DEAP) for providing diabetes care and education services with reimbursement. There are 2 accrediting bodies ADCES and ADA.



<https://www.adces.org/practice/diabetes-education-accreditation-program>

Weight Loss Consultations

CDC-Recognized Family Healthy Weight Programs

FHWPs are comprehensive, family-based lifestyle change programs. They help children with overweight or obesity make progress toward a healthier weight through positive behavior changes. FHWPs are safe, effective treatments that are designed for children and their families or caregivers. FHWPs are also known as [intensive health behavior and lifestyle treatment](https://www.cdc.gov/family-healthy-weight/php/recognized-programs/index.htm) programs.

Several national organizations, including the U.S. Preventive Services Task Force (USPSTF) and the American Psychological Association, recommend FHWPs to help treat childhood obesity

Key Takeaway: Pharmacy Owners can consider a Direct Pay Services- 8 week Program , Body and spirit are intertwined

Medical Billing Supports Program

Depending on your state laws for pharmacists provider status consider billing for your consultations for

- 1) Diabetes medication education
- 2) Diabetes disease state education
- 3) CGM insertion and education
- 4) Blood glucose machine set up and education
- 5) A1c Education
- 6) Medication Therapy Management
- 7) Pre diabetic screenings
- 8) Diabetes lifestyle education



Genetic mutations in Caribbean Americans

Diverse population:

The genetic diversity within the Caribbean population is significant, meaning that not all Caribbean individuals will share the same genetic mutation profiles.

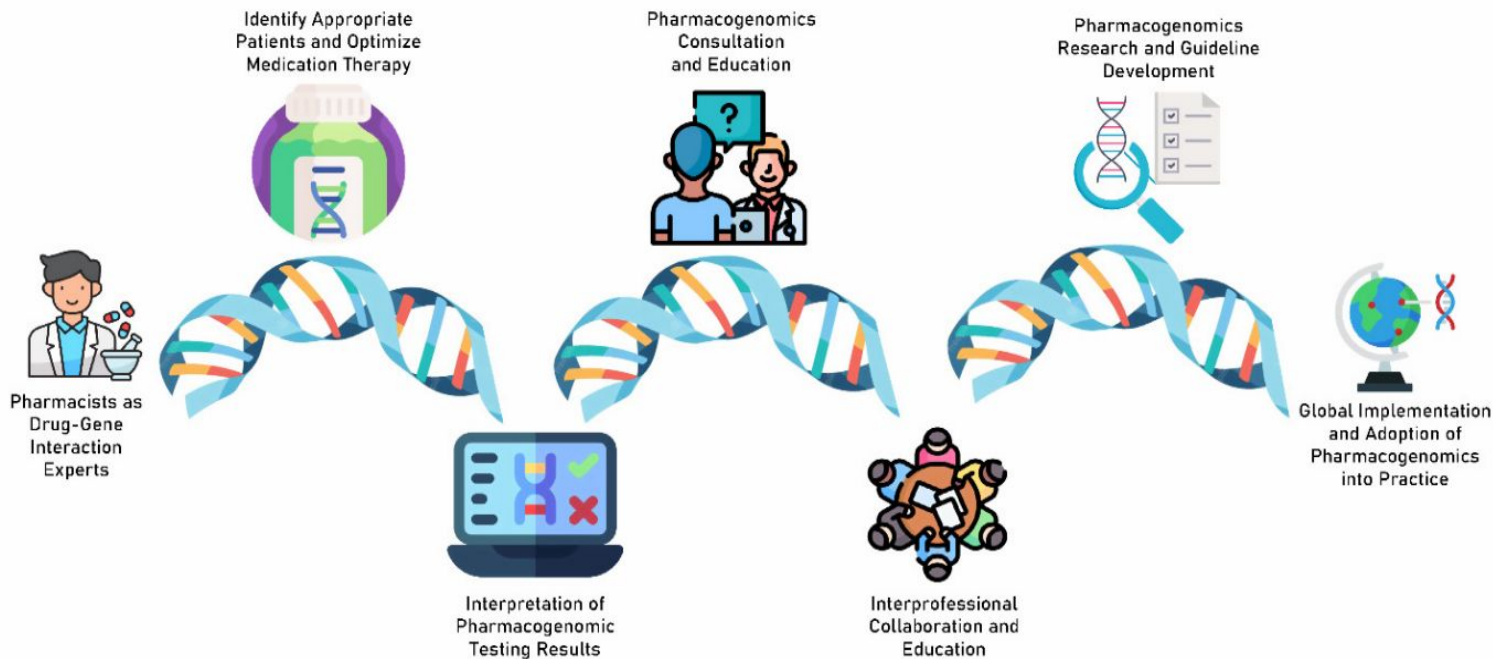
Genetic mutations found in Caribbean Americans include a significant presence of **variants linked to breast and ovarian cancer, particularly mutations in the BRCA1 and BRCA2 genes**, often with a higher prevalence of BRCA2 mutations compared to other populations; this is likely due to the complex ancestry of Caribbean populations, mixing African, European, and Native American genetic components, leading to unique mutation patterns across different Caribbean islands.

Given the increased risk of certain cancers associated with specific mutations, **genetic testing is crucial for Caribbean individuals with family history of breast or ovarian cancer.**

Research activity on **pharmacogenetics in Central America and the Caribbean populations is limited or absent.** **CYP2D6** is the most investigated pharmacogenetic biomarker in healthy volunteers, whereas **HLA-A and -B** are the most studied biomarkers in patients from Central America and the Caribbean. So far, only 45% of the most relevant pharmacogenetic biomarkers have been investigated

<https://pmc.ncbi.nlm.nih.gov/articles/PMC4661195/#:~:text=Interestingly%2C%20the%20ratio%20of%20BRCA1.compared%20to%20controls%20%5B64%5D.> <https://pmc.ncbi.nlm.nih.gov/articles/PMC5558513/>

Pharmacogenomic Testing at Your Pharmacy



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

Pharmacogenomic Testing at Your Pharmacy

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

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

Folk Tales related to Health Remedies

In Caribbean folklore, many tales revolve around the use of specific plants and herbs as natural remedies, often referred to as "bush medicine," with stories about the healing properties of plants like "Leaf-of-Life" for colds, "fever grass" for fevers, and the "snake plant" for snake bites being common narratives; these tales often include mythical elements and are passed down through generations, highlighting the importance of respecting the natural world for its medicinal benefits.

Key points about Caribbean folk tales and health remedies:

Plant-based remedies:

Most Caribbean folk tales focus on utilizing plants found in the local environment, with each plant believed to have specific healing powers.

"Bush Doctor" knowledge:

A central figure in these stories is the "Bush Doctor," a knowledgeable healer who understands the properties of various plants and uses them to treat ailments.

Spiritual connection:

Often, the healing power of plants is intertwined with spiritual beliefs, with stories about plants being gifted by spirits or having magical properties.

[https://www.healthline.com/health/bush-medicine#:~:text=%E2%80%9CBush%20medicine%E2%80%9D%20is%20the%20colloquial,and%20even%20cancer%20\(%201%20\).](https://www.healthline.com/health/bush-medicine#:~:text=%E2%80%9CBush%20medicine%E2%80%9D%20is%20the%20colloquial,and%20even%20cancer%20(%201%20).) CT MORE



Folk Tales related to Health Remedies

Examples of Caribbean folk tales related to health remedies:

Leaf-of-Life:

This plant is widely considered a cure-all in Caribbean folklore, with stories about its ability to treat colds, wounds, and even eye infections.

Fever Grass:

As the name suggests, this herb is believed to effectively combat fevers and is often used in teas or poultices.

Snake Plant:

A common belief is that the juice extracted from the snake plant can be used to treat snake bites due to its resemblance to snake skin.

Mamey Apple:

This fruit is often mentioned in tales as a source of vitamins and is used to boost immunity.

Key Takeaway: Pharmacists understanding that patients may be using additional remedies along with their medications can help direct patient counselling ,monitoring and safety information.

Pharmacist Counseling on Lifestyle and Food Choices

- Whole Grains
- Leafy Greens
- Non-Starchy Vegetables
- Fruit
- Lean Proteins
- Healthy Fats
- Legumes



Key Takeaway: To address individual nutrition needs **based on personal and cultural preferences**, health literacy and numeracy, access to healthful food choices, willingness and ability to make behavioral changes, as well as barriers to change

[Academy of Nutrition and Dietetics.](https://www.eatright.org/food/cultural-cuisines-and-traditions)

Protein: 10-35% of total calories (50-175 grams) e.g **20% 100 gm per day**

- Aim for **lean** sources: poultry, fish, beans, lentils, tofu.

Vegetables: Aim for at least 2-3 **cups per day**

- Packed with vitamins, minerals, fiber, and antioxidants.
- Variety is key: dark leafy greens, colorful peppers, broccoli, etc.
- **Non-starchy vegetables:** The foundation of your plate

Carbohydrates: 45-65% of total calories (225-325 grams) **50%**

- Primary energy source, especially for the brain.
- Choose complex carbs: whole grains, fruits, starchy veggies.

Healthy fats: Choose olive oil or other healthy fats

Fiber: Eat at least 14 grams of fiber per 1,000 calories-**28 gm per day**



CPESN



<https://www.eatright.org/food/cultural-cuisines-and-traditions>

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EXPECT MORE



Caribbean Dietary/ Lifestyle Interventions

Caribbean Population is mixture of Indians and Africans that came to work the sugarcane plantations

Foods	Explanation	Education/ Intervention
<p>Breakfast - Doubles</p> 	<p>consists of 2 fried flatbreads served with chickpea ½ cup chickpeas - 8g protein, 24g cabs</p> <p>Bara -26g carbs Total calories - 345 Total Fat - 16g</p>	<p>Less bara and more chickpea to increase protein content Add a side of grated cucumbers to increase vegetables</p>
<p>Lunch - Pelau</p> 	<p>mixed pot of rice, peas and chicken ½ cup rice - 12.5g carbs ½ cup pigeon peas - 4g fibre 3 ounces of chicken - 25g protein one serving of palau - 31g</p>	<p>Less rice more chicken and add a side salad mixed Cook with olive or vegetable oil</p>

Caribbean Dietary/ Lifestyle Interventions

Caribbean Population is mixture of Indians and Africans that came to work the sugarcane plantations

Foods	Explanation	Education/ Intervention
<p>Snack - Cheese sandwich</p> 	<p>bread, cheese 2 slices of white bread - 1.4g fibre 1 slice of cheese - 9g fat total fat in sandwich - 14g total carbs in sandwich - 39</p>	<p>Use wheat bread and sliced turkey and spinach</p>
<p>Dinner - Sada roti and tomato choka</p> 	<p>flatbread served with roasted tomatoes mixed with garlic, onion and hot pepper ¼ sada roti - 24g carbs, 1g fiber 1 cup tomato choka - 3.5g protein, 5.9 g fat</p>	<p>Add whole wheat flour and /or oat flour to the roti Add spinach choka to increase vegetables Cook with olive or vegetable oil</p>

More Caribbean Food Choices

Breakfast	Lunch	Dinner	Snacks
Sada Roti and fry potato Guyanese flatbread inspired by Indian settlers who introduced it to the Caribbean served with any type of vegetable	Fried Rice and Stew Chicken Vegetable rice served with chicken browned in caramelized sugar	Fry Bake and Sausages Fried flatbread served with any type of sausages	Aloo Pie A pastry filled with seasoned mashed potatoes and then fried
Coconut bake and Buljol Baked coconut flatbread served with saltfish mixed with vegetables	Goat Roti Split pea stuffed flatbread served with potato and goat	Homemade Pizza Simple homemade pizza topped with cheese, meat and vegetables	Pholourie basically a batter, fried in oil by the spoonfuls and served with a sauce or chutney of some kind

Caribbean Herbal Remedies

This is for informational purposes only. For medical advice or diagnosis, consult a professional.

Herbal remedies for diabetes in the Caribbean are diverse, reflecting the region's rich cultural and botanical heritage. These remedies often combine indigenous knowledge with influences from African, European, and Asian traditions. Here are some examples:

- **Cerasee (*Momordica charantia*)**: This bitter-tasting fruit and vine is widely used in the Caribbean, particularly in Jamaica, to manage diabetes. Studies suggest it may help lower blood sugar levels, but more research is needed.
- **Aloe vera**: The gel from aloe vera leaves is used topically and orally for various conditions, including diabetes. Some studies suggest it may help improve blood sugar control, but more research is needed.

Caribbean Herbal Remedies

- **Neem (*Azadirachta indica*)**: The leaves, bark, and seeds of the neem tree are used in traditional medicine for diabetes and other conditions. Studies suggest it may help improve insulin sensitivity and lower blood sugar levels, but more research is needed.
- **Guava (*Psidium guajava*)**: The leaves and fruit of the guava tree are used in traditional medicine for diabetes. Studies suggest guava leaf extract may help lower blood sugar levels, but more research is needed.
- **Noni (*Morinda citrifolia*)**: The fruit, leaves, and roots of the noni plant are used in various Caribbean islands to treat diabetes and other ailments. Some research indicates it may have anti-diabetic properties, but further studies are required.

Caribbean Herbal Remedies: Pharmacist Counselling

It is crucial to consult with a healthcare professional before using any herbal remedies for diabetes, as they may interact with medications or have side effects. Some potential harms of herbal remedies include:

- **Allergic reactions:** Some people may be allergic to certain herbs.
- **Interactions with medications:** Herbal remedies can interact with medications, potentially causing adverse effects.
- **Lack of standardization:** The quality and potency of herbal remedies can vary, making it difficult to determine the appropriate dosage.
- **Limited scientific evidence:** While some herbal remedies have shown promise in studies, more research is often needed to confirm their effectiveness and safety.

Health Equity Training & Billing

Cross Training Pharmacy Technicians to be Community Health Workers

Local Pharmacies Connecting Community and Patients

The majority of prevalence estimates for adverse social determinants of health (SDOH) and health risk social needs (HRSN) were higher across all other racial and ethnic groups compared with non Hispanic (NH) White adults.

Implementing a Health Equity Program at your pharmacy can help increase revenue, maintain cash flow, 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 Health Equity workforce training for Community Health Workers in New York.

https://cpesn.com/sites/default/files/2023-10/CPESN_SPNOneSheet_HE_Payer10.23.pdf

<https://www.cdc.gov/mmwr/volumes/73/wr/mm7309a3.htm>

[https://www.iapha.org/article/S1544-3191\(23\)00347-3/fulltext#:~:text=Abstract.barriers%20faced%20by%20many%20patients.](https://www.iapha.org/article/S1544-3191(23)00347-3/fulltext#:~:text=Abstract.barriers%20faced%20by%20many%20patients.)



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

- Screeners -Pharmacy staff can be trained to administer standardized screening tools to identify patients who may be experiencing social care needs, such as food insecurity, housing instability, or lack of transportation.
- Navigators can help patients find food banks, shelters, transportation assistance, and other services
- Advocates can also raise awareness about the importance of social care in improving health outcomes
- Data analysts can also track the impact of social care interventions on patient health outcomes.
- Liaisons can also provide support and encouragement to patients as they navigate the social care system



Engagement: Community Stakeholders

Networking:
Going outside your comfort zone

Caribbean American Organizations

- [Caribbean and America's Department](#)
- [PAHO/WHO Caribbean Subregional Program](#)
[Coordination](#)
- [Caribbean Heritage, Association Inc.](#)
- [American University of the Caribbean School of Medicine](#)

Networking Opportunity: Pharmacy owners building bridges of communication and trust with community stakeholders can help anchor their clinical services in the community.

A Place of Worship is a Community Hub

Churches, Mosques, Synagogues, Temples, Cloisters, Mandis, Jinja, Shrines, Nhà thờ ho, Gurdwara are all sacred spaces of worship Places of Worship are all **Community hubs**

The Church is a community Hub

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

Networking Opportunity: Pharmacy owners can ask to be a part of events at houses of worship and be put on the invitation lists as a way to engage with patients in their area, host events and embed their clinical services in the community.

Museums

[The Art Museum of the Americas](#) in Washington, DC is the oldest US museum dedicated to modern and contemporary Caribbean and Latin American art.

- Jean-Michel Basquiat was a famous Caribbean artist who was born in New York to a Haitian father and a Puerto Rican mother.
-
- The Taino people created the most significant and widespread Caribbean art between 1000 and 1492. Their art included rock art, ceramic production, stonework, and other artworks.
-
- Some other Caribbean artists include Firelei Báez, Agustin Cárdenas, Myrlande Constant, Rafael Ferrer, Ja'Tovia Gary, Hector Hyppolite, Ted Joans, Wifredo Lam, Simone Leigh, and Kerry James Marshall. - from the [Modern Art Museum in Fort Worth](#)

Networking Opportunity: Curators of museums have an extensive reach into the diverse community that pharmacy owners can build collaborative ties to reach untapped populations in their community.

Chamber of Commerce

Connecting with your local Chamber of Commerce will allow you to interact with other small business owners to form networking bonds and ties within the community.

Networking Opportunity: Pharmacy owners getting to know other business owners in the community can help expand their services and reach into the community.

Avoiding, Debunking, and Demystifying

Stereotypes

Implicit Bias & Stereotypes

Implicit bias refers to the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner. An implicit bias can make us susceptible to unintentionally acting in ways that are inconsistent with our values. Although you do not choose to have an implicit bias, you can choose to be aware of it and combat its effects.

Two important first steps are to:

- Recognize that we all have implicit biases and that implicit bias can negatively affect clinical interactions and outcomes
- Accept the responsibility to identify and understand your implicit biases

Next steps you can take to confront your implicit biases and reduce stereotypic thinking. Consistent and conscious use of these strategies can help you create a habit of unbiased thinking:

- Stereotype Replacement
- Counter stereotype imaging
- Individuating
- Perspective taking
- Contact
- Emotional Regulation
- Mindfulness

Confronting Implicit Bias

Stereotype replacement	Become aware of the stereotypes you hold and create non-stereotypical alternatives to them
Counter-stereotypic imaging	Remember or imagine someone from a stereotyped group who does not fit the stereotype
Individuating	See each person as an individual, not a group member; pay attention to things about them besides the stereotypes of their group
Perspective-taking	Imagine the perspective of someone from a group different than your own ("Put yourself in the other person's shoes.")
Contact	Seek ways to get to know people from different social groups. Build your confidence in interacting with people who are different from you. Seek opportunities to engage in discussions in safe environments, spend time with people outside your usual social groups, or volunteer in a community different than your own.
Emotional regulation	Reflect on your "gut feelings" and negative reactions to people from different social groups. Be aware that positive emotions during a clinical encounter make stereotyping less likely.
Mindfulness	Keep your attention on the present moment so you can recognize a stereotypic thought before you act on it

<https://thinkculturalhealth.hhs.gov/assets/pdfs/resource-library/combating-implicit-bias-stereotypes.pdf>

Combating Stereotypes

To combat stereotypes, you can educate yourself, speak up, and engage with people from different backgrounds. You can also challenge stereotypes in the workplace by promoting inclusive leadership

Educate yourself

- Learn about stereotypes and how they can be harmful
- Read books and listen to music from different cultures
- Take cultural competency training

Speak up

- Call out stereotyping when you see it
- Point out exceptions to stereotypes
- Remind people that stereotypes are generalizations and don't apply to everyone

Engage with others

- Talk to people from different backgrounds
- Volunteer in a community different from your own
- Spend time with people outside your usual social groups

Use storytelling

- Create memorable stories that challenge stereotypes
- Empower others to tell stories that offer counter narratives to stereotypes

African- and Caribbean-born adults differ on measures of religiosity

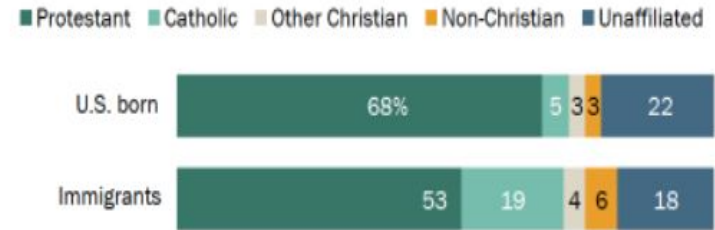
Although the Census Bureau provides some types of demographic data, it does not collect information on religious identification. However, a Pew Research Center [survey of Black adults in the U.S.](https://www.pewresearch.org/2022/01/20/african-and-caribbean-born-adults-differ-on-measures-of-religiosity/) conducted in 2019-2020 offers some insight into this population's religious identities.

While Black adults who are either U.S. born or U.S. immigrants are more likely to identify as Protestant than any other religion, a larger share of the U.S.-born Black population identifies as Protestant. About seven-in-ten Black U.S.-born adults are Protestant (68%), while 53% of the Black immigrant population has this religious affiliation.

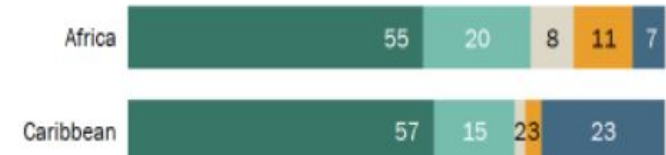
A larger share of Black immigrant adults are Catholic than their U.S.-born Black counterparts (19% vs. 5%), and a slightly smaller share are unaffiliated with any religion (18% vs. 22%).

Among Black immigrants and U.S.-born Black adults, more identify as Protestants than as any other religion

% of Black adults who are ...



Among Black immigrants born in ...



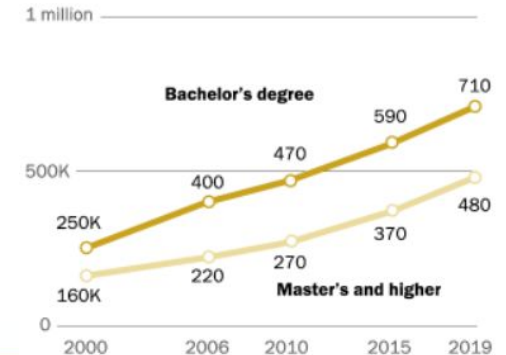
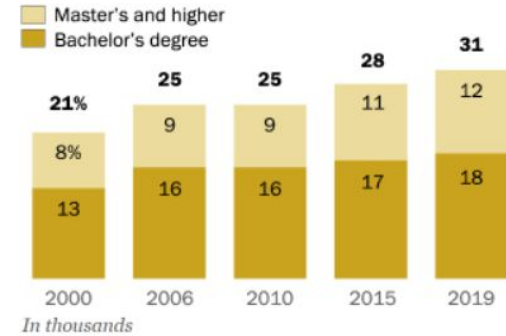
A growing share of Black immigrants have a college degree or higher

Overall, Black immigrants earn college degrees at a similar rate to [U.S. immigrants overall](#). Indeed, 31% of Black immigrants ages 25 and older have a bachelor's degree or higher – slightly lower (33%) than the share of the immigrant population in the U.S. with a college degree.

The share of Black immigrants with at least a bachelor's degree has risen faster than the share of other populations with a college degree over the same time period. Black immigrants have seen a 10 percentage point increase in the number of bachelor's degree holders from 2000 to 2019 because of this shift in the makeup of the Black immigrant population. The growth in the number of Black immigrant bachelor's degree holders is faster than that of the Black U.S.-born population (8 percentage points), the entire U.S.-born population (9 points) and the overall immigration population (9 points) over the same period.

Share of Black foreign-born bachelor's and advanced degree holders has grown by 10 percentage points since 2000

% of U.S. Black foreign-born adults ages 25 and older with a bachelor's degree or higher



Educational attainment varies substantially by region and country of origin

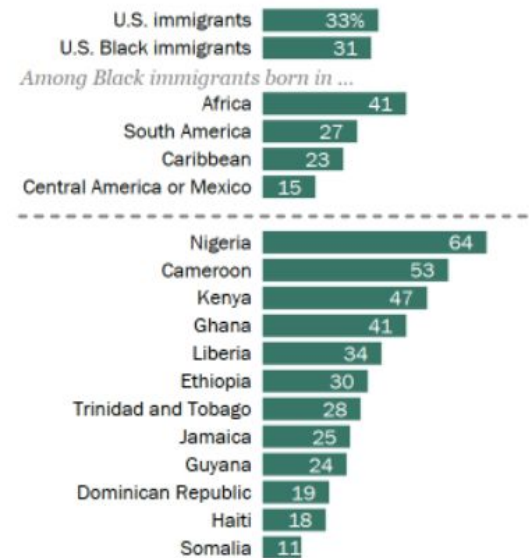
Though the rise in educational attainment among foreign-born Black people outpaces that of other populations, having a college degree varies widely by country and region of origin.

Roughly four-in-ten African-born Black adults ages 25 and older (41%) have a bachelor's degree or higher as of 2019, while roughly a quarter (23%) of Caribbean-born Black adults in the same age range have earned at least a bachelor's degree.

Black sub-Saharan African immigrants tend to have higher educational attainment than other groups in the U.S. (the region makes up over 40% of the Black African foreign-born population). This is partly due to migratory patterns and mode of entry to the U.S. In general, African-born adults with a college education migrate [at higher rates](#) than those with less educational attainment.

Educational attainment varies among U.S. Black immigrants

% ages 25 and older with a bachelor's degree or higher, 2019



Did You Know?

Three things to know about Caribbean American History Month

90% of Caribbean-Americans outside the U.S. territories come from 5 countries

While there are officially 13 Caribbean nations, census studies show that the majority of those outside the U.S. territories who planted roots in mainland U.S., came from only five of those countries. [Jamaica](#), Cuba, [Haiti](#), Dominican Republic and Trinidad and Tobago are responsible for 90% of the current Caribbean-American population.

It was officially recognized in 2006

Although Dr. Claire Nelson, PhD. laid the groundwork in 2004 to have the month recognized officially by the government, it would take nearly two years before President George W. Bush signed the proclamation making the resolution official. Just a year prior, the House of Representatives passed the bill that recognized the significant role that Caribbean people played in U.S. history.

Many U.S. history makers are from the Caribbean

We could never officially name every man and woman to make historical feats in the U.S. with Caribbean heritage, but we certainly want to name a few. From the "old school" there's: Haitian-born Jean Baptiste Point du Sable, the founder of Chicago; [Sidney Poitier](#), a renowned Black actor who hailed from the Bahamas; Colin Powell, the first person of color appointed as the Secretary of the State—his parents had immigrated to this country from Jamaica; James Weldon Johnson, the writer of the Black National Anthem—his parents also hailed from the Bahamas; Celia Cruz, the world-renowned "Queen of Salsa" music, was born in Cuba; and Shirley Chisholm, the first African American Congresswoman and first Black woman Presidential candidate—her father is from Guyana and her mother is from Barbados.

