

# Engaging Your Korean Population

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Community Connected

CPEsn USA



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# Objectives

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

# Setting the stage

Within a minority community, a pharmacist identifies a substantial representation of Korean Americans and acknowledges the inadequate efforts of the pharmacy in engaging this particular group.

How can the pharmacist improve engagement with Korean Americans?

# History of Korean Immigrants in America

- Korean immigration to the US is categorized into 3 distinct waves.
  - During the **first wave** (1903-1949) Koreans initially settled in Hawaii to work on sugar plantation as a means to escape from political turmoil and difficult working conditions.
  - The **second wave** (1951-1964) was triggered by the Korean War and approximately 15,000 Koreans immigrated to the mainland.
  - The **third wave** (1965- Present) was facilitated by the 1965 Immigration and Naturalization Act which influenced massive number of Korean immigrants to settle and expand the Korean community throughout the United States

<https://sites.bu.edu/koreandiaspora/issues/history-of-korean-immigration-to-america-from-1903-to-present/>

# History of Korean Immigrants in America

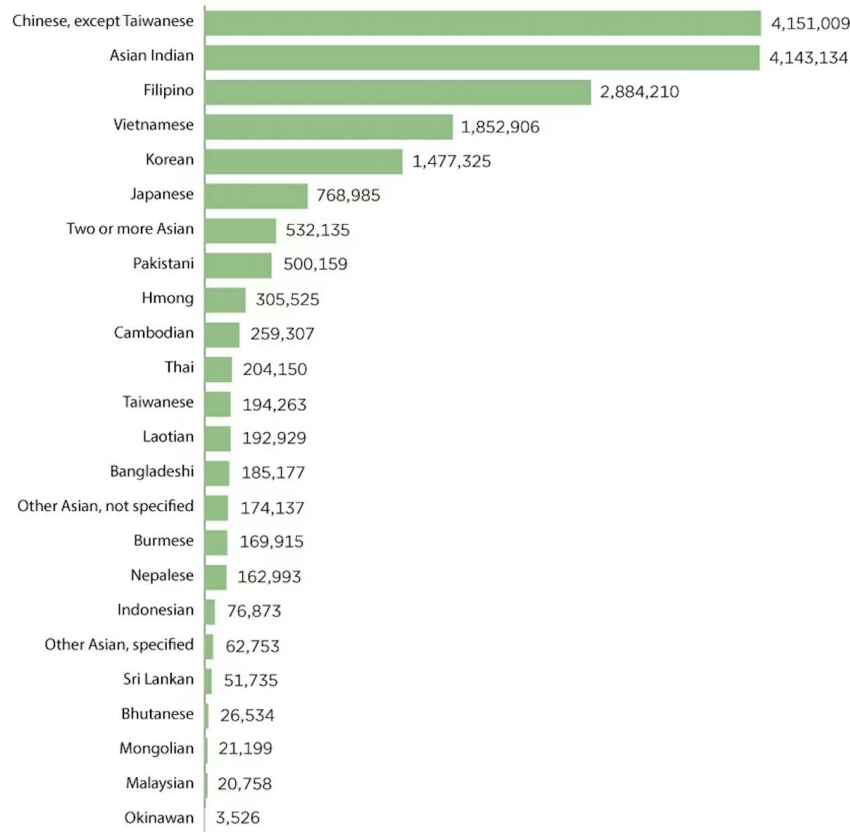
Ahn Chang Ho played a pivotal role in establishing Pachappa Camp, the initial Korean-organized immigrant settlement in the United States.



# Asian American Population

## Asian Alone Population in the U.S. by Selected Groups

(Period Estimates: 2016-2020)

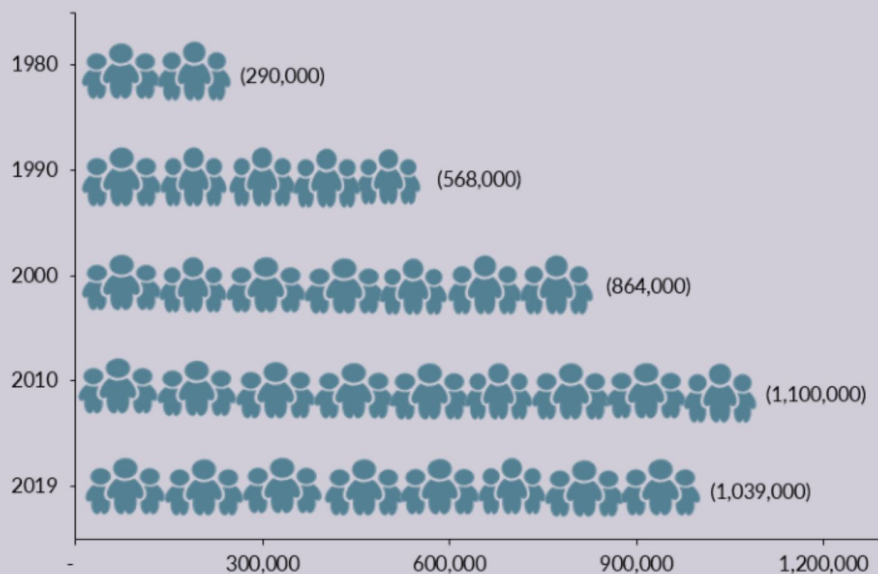


Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-year estimates:  
<<https://data.census.gov/cedsci/table?q=%3DACSDT5Y2020.B02015>>. More information about the ACS  
is available at <<https://census.gov/acs>>.

# Korean American Population

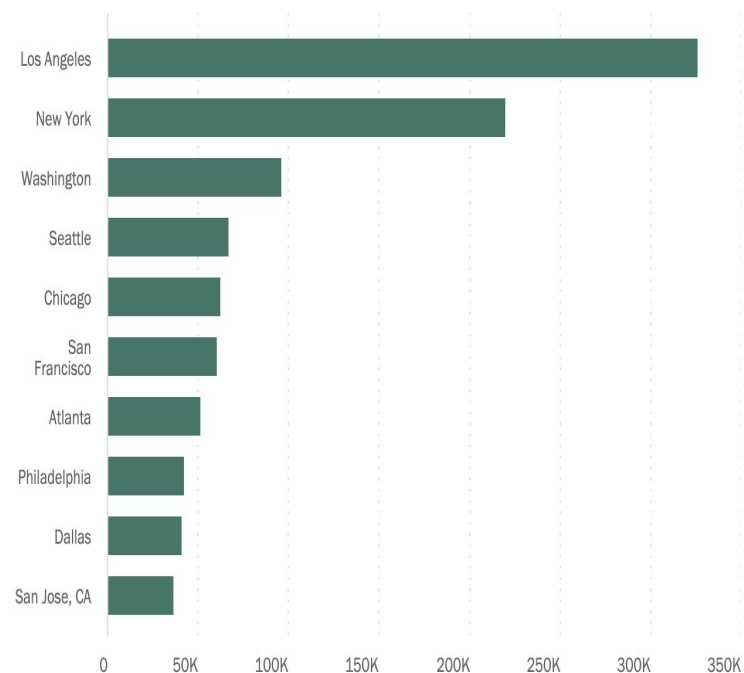
In 2019, Korean immigrants constituted 2% of the 44.9 million immigrants, making them the fifth largest immigrant group from Asia and tenth largest immigrant group in the United States.

Figure 1. Korean Immigrant Population in the United States, 1980-2019



Source: Data from U.S. Census Bureau 2010 and 2019 American Community Surveys (ACS), and Campbell J. Gibson and Kay Jung, "Historical Census Statistics on the Foreign-born Population of the United States: 1850-2000" (Working Paper no. 81, U.S. Census Bureau, Washington, DC, February 2006), available online.

Top 10 U.S. metropolitan areas by Korean population, 2019



Note: Based on mixed-race and mixed-group populations, regardless of Hispanic origin. See methodology for more detail.  
Source: Pew Research Center analysis of 2017-2019 American Community Survey (IPUMS).

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# Population Search

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

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

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

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

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

Step 1:

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

## Explore Census Data

Learn about America's People, Places, and Economy

The screenshot shows the 'Explore Census Data' website. A search bar at the top contains the text 'Vietnamese and 75048'. Below the search bar, there are tabs for 'All', 'Tables', 'Maps', 'Profiles', and 'Pages'. The 'Tables' tab is selected, and a list of tables is displayed. A red box highlights the table 'HCT11 TENURE BY PRESENCE AND AGE OF RELATED CHILDREN'. To the right of the table list, there is a map of the United States with a red dot indicating the location of the search area. Below the map, there is a sidebar with filters for 'Geography' and 'ZIP Code Tabulation Area (Five-Digit)'. The 'ZIP Code Tabulation Area (Five-Digit)' filter is set to 'ZCTA5 75048'.

Step 2:

Type in “Korean and zip code”

Step 3:

Click on your concern table

Step 4: Click on the HCT1 Urban and rural table

	ZCTA5 75048
Label	Vietnamese alone (450-459)
✓ Total:	328
✖ Urban:	0
Inside urbanized areas	0
Inside urban clusters	0
Rural	0
Not defined for this file	328



# Engagement

## Employees, Patients, Community Stakeholders

Creating a business proposition around a niche market

# Engaging Your Employees

To support Korean American employees in the workplace, employers can consider the following actions

- Koreans typically observe two major holidays, [Seollal](#) (설날) and [Chuseok](#), which span three consecutive days each. During these holidays, it is customary for Koreans to take time off from work to visit their hometowns and spend quality time with their families.
- It is common to to give heartfelt bundle of gifts such as ginseng, fruits, and meat products to close acquaintances such as their coworkers during major Korean holidays. In addition, it is customary for companies to provide cash bonuses to their employees.

# Engaging Your Employees

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# Engaging Your Employees

- Company dinners or [Hweshik](#) is a popular social gathering after work hours that is held at least once a month to connect with employers and coworkers outside of work environment.

**ASK** : Would you appreciate any networking opportunities that align with your cultural background?

**ASK**: Tell us about your cultural background and how that influences your work style?

**ASK**: Do you need a flexible schedule or time off during major Korean holidays?

**ASK**: Are you interested in helping our pharmacy promote cultural diversity in the community?

# Engaging Your Employees

## Seollal

- Also known as **Korean Lunar New Year** Seollal is based on the lunar calendar and so varies from year to year on the Gregorian Calendar. And the wonderful thing about Lunar New Year is that it lasts for three days, not just one!
- This day involves spending quality time with family members and paying respect to ancestors



**NB:** Download this picture and post it on your Facebook page during the Korean Lunar New Year to show your inclusivity to your Korean American population

# Engaging Your Employees

## Chuseok

- Chuseok means “Autumn Eve” in Korean and is a harvest festival that lasts for three days straight. It is scheduled based on the Korean lunar calendar, but it also always comes around the time of the Autumnal Equinox, which comes in late September.
- Family members gather together and cook traditional dishes such as [songpyeon](#) (rice cake), [jeon](#) (Korean pancake), [japchae](#) (stir-fried glass noodle), and more.
- It is a tradition to bow to elders to wish them a prosperous and healthy life
  - It is only appropriate for younger employee/customer to bow to elders and not vice versa
- **NB:** Ask your employees “do you need a flexible schedule or time off during major Korean holidays?”

See Holiday Dates in the Calendar [HERE](#)

# Engaging Your Employees

## Korean symbols and traditions



[Hanbok](#)- Korean traditional clothing

**NB:** Ask your employees if they would like to dress in Korean traditional clothing or bring traditional foods to share



[Sebaetdon](#)-  
Seollal cash gift

[Songpyeon](#)- Korean traditional half moon shaped rice cake



# Engaging Your Employees

## Korean symbol and traditions



[Songpyeon](#)- Korean traditional half moon shaped rice cake that represents the Korean mid autumn festival.

It is traditionally eaten during both the Korean mid autumn festival and Chuseok.

**NB:** Ask your employees if they are willing to share with the pharmacy staff.



# Engaging Your Employees

- Korean holidays, determined by the lunar calendar, can occur on different weekdays each year due to their varying dates.
- Koreans celebrate Chuseok during daytime, which may lead them to request a shift change from a day shift to a night shift.
- **NB:** As an employer, it is important to effectively communicate with employees to adjust schedule in advance for smooth scheduling process.

# Engaging Your Employees

- There is a longstanding tradition of presenting congratulatory wreaths as gifts on special occasions such as starting a new business as they symbolize good luck.
- Coffee is a huge part of Korean lifestyle particularly within work.

**NB:** Providing coffee to your [Korean] employees will help show your inclusivity and increase productivity and boost energy



# Key Takeaways

- Acknowledge and respect significant Korean holidays
- Incorporate flexible work hours for cultural holidays
- Foster inclusivity for Korean American employees by practicing their cultural practices such as gift-giving
- Recognize Korean symbols and traditions

# Patient Engagement

How to “Market” to Your Korean Population

# Engaging Your Patients

## Pharmacy Staff Greetings

Koreans commonly use the following phrases to exchange greetings:

- Instead of Hello- Annyeong haseyo
- During the New Year, instead of Hello- Saehae bok mani badeuseyo (Happy New Year)
- Instead of Thank you- Gamsahamnida
- Instead of Goodbye- Annyeonghi gaseyo
- Address older female patients by eomeoni
- Address older male patients by ahbunim
- **NB:** You can use/learn the following phrases above with your Korean employees/patients to show your inclusivity

# Engaging Your Patients

## Korean etiquette

- Language and cultural sensitivity: In Korean culture, there is a strong emphasis on politeness and formalities so it is very common to use honorifics especially when addressing those who are older or in higher positions.
  - **NB:** Never address older patients by their first name. Always use the prefix Mr./Mrs./doctor/teacher with their last name to show signs of respect.
- **NB:** Gestures such as a small bow or shaking with both hands.
- **NB:** Avoid writing their names in red ink as it is a Korean superstition associated with bad luck or harm.

# Engaging Your Patients

## Pharmacist Counseling

- Alcohol: Korean puts heavy emphasis on drinking in social and work settings.

**NB:** Educate pharmacists/ patients on responsible drinking habits and health implications.

- Spicy and salty food: The average sodium intake was recorded to be 5,279.9 mg/day, which exceeds the ideal sodium intake. Koreans also enjoy eating spicy food and use red pepper as a staple ingredient to cook variety of dishes.

**NB:** Educate pharmacists/patients on consuming spicy and salty food in moderation.

# Engaging Your Patients

## Pharmacist Counseling

- Travel vaccination recommendations: routine vaccines (polio, shingles, flu, MMR, DTP, chicken pox), covid-19, hepatitis A, hepatitis B, Japanese encephalitis, malaria, measles, tick borne encephalitis, rabies, and typhoid

**NB:** Employers can market these specific vaccinations to the Korean population



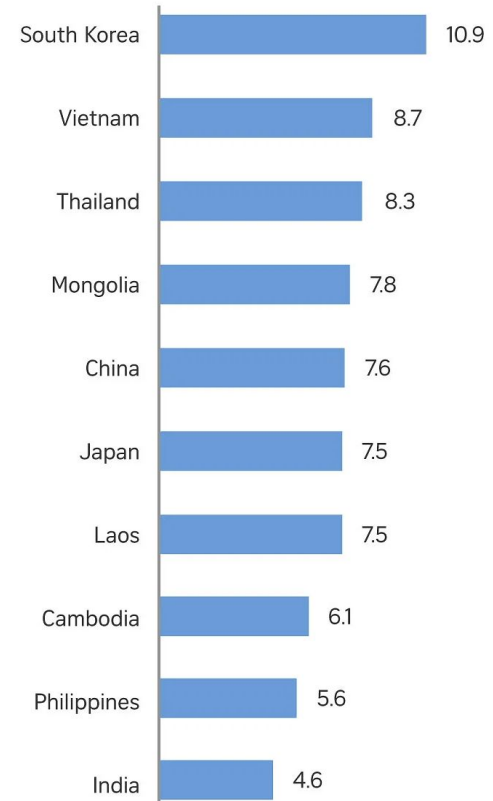
# Engaging Your Patients Pharmacist Counseling

## Alcohol consumption

- Korea has a strong drinking culture that is deeply ingrained with its work culture.
- According to the World Health Organization, Korea ranks 15th globally in terms of annual per capita alcohol consumption, with a rate of 10.9 liters per year.

**NB:** Educate about the harmful effects of alcohol consumption.

**NB:** Encourage to start reducing alcohol in small increments.



# Engaging Your Patients

- The DKNET Dallas Korean Radio is a Korean radio station in the south-central United States that hosts Dr. Whang from Happy Pharmacy last Thursdays of every month at 7:30 AM CST
  - Stream on YouTube: 'DKTV:DKNET Official Channel'
    - <https://www.youtube.com/watch?v=SkHMmT02Ej8&t=150s>
  - Available to watch anytime on the DKnet mobile app
  - **NB:** Post this link in your Facebook page to engage and educate Korean patients on various medication related topics.



# Engaging Your Patients

- **Tips** from Happy Pharmacy
  - Provide a valuable service by crafting informative handouts that translate medication instructions into Korean
  - Engage in outreach programs with Korean physicians and offer free clinics on weekends
  - It would be beneficial to employ a Korean technician/pharmacist/employee
  - Create your own medication formulary and implement a savings plan for small businesses in your area targeted at Korean restaurants etc.
  - Collaborate with online groups e.g. Asian Grub in DFDUB (DFW) Facebook group consisting of over 55,000+ members.
    - participate in giveaway events such as free hand sanitizers and masks with a purchase of a meal

# Engaging Your Patients

- Stock up on OTC, beauty, and health products popular among the Korean population
  - Red ginseng extract
  - Insect repellents
  - Snail mucin extract
  - Aloe vera
  - Pain killers
  - Digestive aids
  - Cough/cold medicine
  - Collagen supplements
  - Madecassoside
  - Noscarna gel- acne scar ointment
  - Muscle heating/cooling patches
  - Probiotic powder sticks
  - Anthelmintic

# Engaging Your Patients OTC



Mucinex

Nyquil

Bromphed

Midol



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# Engaging Your Patients OTC



Neosporin



Madecassoside

# Top best-selling OTC medicines in Korea

1.



Tylenol 500 mg

2.



Gas Whal Myung Su-Q

- Indications: indigestion, gastric distention, overeating, nausea and vomiting
- Alternative: Antacids (Tums, Gaviscon)

3.



Benfobell S Tab

- Indications: neuralgia, muscle pain, fatigue, joint pain, shoulder stiffness, canker sores, and eye fatigue
- Alternative: Vitamin B Complex Tablets

# Engaging Your Patients

## Other types of OTC

- Glutathione
- Bisacodyl/Docusate
- Chung Sim Won- stress/anxiety relief pills
- Red Ginseng Extract
- Arthritis, muscle pain relief patches
- Boric acid eye drops - treat conjunctivitis and stye
- Insect Repellent



# Traditional Korean Pharmacy

- Pharmacies in Korea are commonly referred to as “yakguk”
- As opposed to the U.S., most retail pharmacies are independently owned
- Koreans have a strong inclination to purchase beauty/health products at a pharmacy
- Offer a variety of herbal products incorporating ginseng, ginger, licorice root, and more.
- OTC, beauty, and health products play a significant role in driving the sales as opposed to prescription medications
- It is quite common to come across informational labels on OTC products.

# Key Takeaways

- Consider travel vaccinations for health and safety reasons
- Awareness of cultural specific counseling points for Korean patients
- Be mindful of Korean's social etiquette to show respect to their culture and navigate social situations more effectively

# Engagement Community Stakeholders

Networking- Going outside your comfort  
zone

# Engaging Community Stakeholders

- [Korean American Pharmacists Association of U.S.A](#)
- [dknet Happy Pharmacy](#)
- [DKNET- Dr. Whang's radio station](#)
- Korean American Churches

# Religious Considerations

## Religious Affiliation Among U.S. Asian Groups

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

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

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According to Pew Research Center, Korean Americans identify as predominantly Christians (71%)

Korean American Christians also adhere to the same principles and share holidays to American Christians

# Engaging Your Local Korean Churches

- ❖ Churches serve as more than just places of worship; they also function as central hubs that offer cultural and social services.
- ❖ Many Korean churches operate Sunday school to offer language and cultural education programs
- ❖ Enrolling their children in Sunday school is a common practice among Korean parents, as it enables them to impart their language and heritage, fostering a lasting bond with their cultural heritage.
- ❖ Church plays a critical role in connecting immigrants and provide foundation for financial, social, and emotional support.

# Church

- Christianity in Korean is called “gidogggyo”
- Church in is called “gyohoe”
- Pastor in a Christian Church in Korean is called “mogsa”

Church events might include the participation of pharmacists who offer services such as flu testing and vaccinations to the congregation, while also creating networking opportunities for the members.

# Engaging Your Local Korean Nurses/ Medical Association

- North Texas Korean Nurses Association (NTKNA) hosts annual community Korean health fair
  - <https://ntkna.org/>
- 2023 NTKNA Health Fair Blood Test at St. Paul United Methodist Church
  - Saturday 8/12/2023 from 8 am to 2:30 pm
  - Saturday 9/9/2023 from 9am to 3:00 pm
- 2023 NTKNA Breast Cancer Screening at St. Paul United Methodist Church
  - Saturday 9/23/2023 from 8:30 am to 3:00 pm



# Museums

Museums dedicated to the history of Korean culture in the U.S.

- The Korean War National Museum in Springfield, Illinois
- The Korean American National Museum in Los Angeles, California
- Old Korean Legation Museum in Washington, DC
- Korean Cultural Center of Chicago in Wheeling, Illinois
- Smithsonian National Museum of Asian Art in Washington, DC
- Library of Congress in Washington, DC

# Asian Heritage Month

- The U.S. government has designated the month of May as Asian American and Pacific Islander Heritage Month, recognizing and celebrating the rich cultural contributions of these communities.
- List of AAPI podcasts sharing their unique perspectives and experiences of individuality and cultural background
  1. [Tiger Belly](#)
  2. [Mx. Asian American](#)
  3. [Asian American History 101](#)

# Key Takeaways

- Establish relationships with community stakeholders to enhance engagement with Korean American population
- Educate and promote cultural identity through experiencing historical museums
- Show appreciation for AAPI month by learning about the history and listening to personal stories through social media of AAPI community
- Explore digital toolkits for social media sharing and reposting to generate interests and spread information regarding AAPI community

Avoiding, Debunking , Demystifying

# Stereotypes

# Stereotype

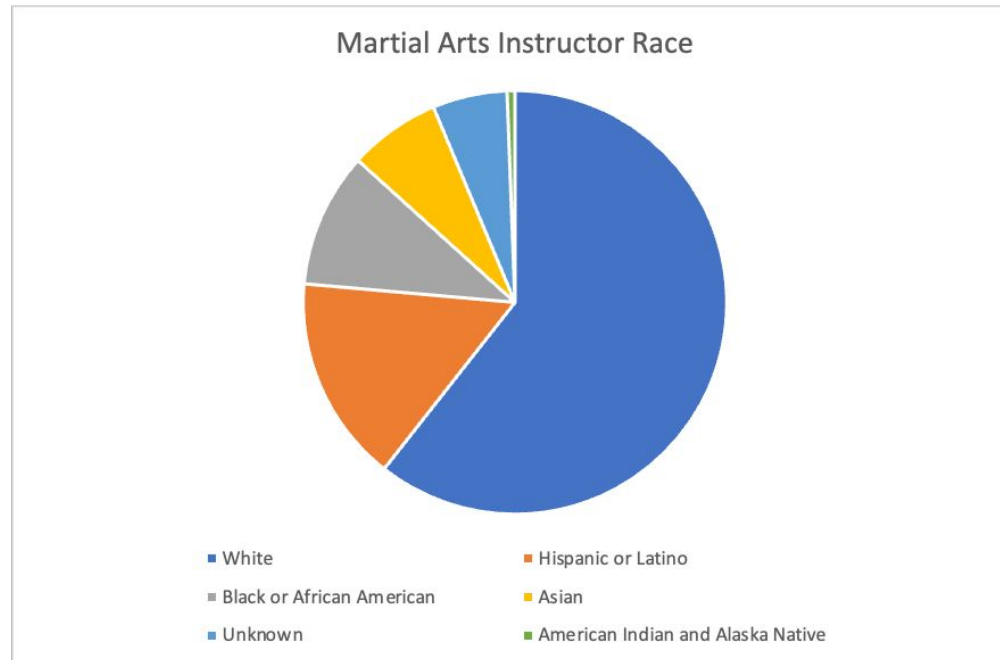
## Koreans are bad drivers

Korea has recorded a road traffic death rate of 1.76 per 100,000 people, while the United States has a higher rate of 12.9 deaths per 100,000 people.

Furthermore, statistics from the National Highway Traffic Safety Administration reveal that Asians have the lowest fatality rate at 4 deaths per 100,000 people, whereas the rates for Hispanics, Whites, and African Americans stand at 12.27%, 12.50%, and 12.31% respectively.

# Stereotypes

## Martial Arts is only practiced by Koreans



White individuals account for the largest group of martial arts instructors.

# Stereotypes

## **All Koreans are conservative**

While Koreans maintain traditional values, the younger generation is rapidly adopting more progressive perspectives due to their exposure to Western entertainment.



# K-pop/K-drama culture

- The global popularity of K-pop and K-drama increased curiosity about the Korean health and beauty products.
- Through various social media platforms, Korean celebrities share their beauty and health care tips and tricks with a global audience which drives interest and demand for Korean products.
- Korea has a reputation for an extensive use of celebrity advertising. The substantial influence of K-pop and K-drama is a key factor in attracting foreigners to find specific products only available at Korean pharmacies.

# K-pop/K-drama culture

- BB Lab collagen powder is endorsed by a top K-pop singer and actress which is considered the best selling collagen in Korean pharmacies.
- The collaboration between Lemona Vitamin C powder and the renowned K-pop group BTS has drawn fans globally to purchase this specific product from Korean pharmacies.

# Did you know?

**Red Ginseng** is regarded as the most popular herb in Korea due to numerous health benefits such as anti-inflammatory properties, promoting blood circulation, boosting energy, and more. In addition, Ginseng gained popularity as a top ingredient in skincare products due to its anti-aging benefits as it is packed with minerals and vitamins.

- American Ginseng is widely available throughout supermarkets including Whole Foods, Walmart, and Target.

**Hanyak** is a traditional Korean herbal medicine and used to treat wide range of conditions including headaches, stomach pain, joint pain, cancers and infections

- Chrysanthemum tea helps with inflammation, lowering blood pressure, and cholesterol.

**Cheongsimhwan** known as clear-mind pill is a traditional Korean pill is a concoction of 30 different herbs available over-the-counter to cope with anxiety and nervousness

- Ashwagandha is an alternative which helps with anxiety and stress

# Did you know?

- Since the end of World War II, the Korean peninsula remains separated into North and South by the Korean Demilitarized Zone.
- The relationship between North and South Korea is complex due to the fact that they still remain at war.
- NB: It is generally considered inappropriate to inquire if patient is from North Korea.

# Key Takeaways

- Emphasize the importance of recognizing the diversity within Asian communities
- Avoid generalizations or stereotypes about their interests, achievements, and experiences.
- K-pop/K-culture captivates internationals to be interested to learn about Korean OTC/health products.

# Post-Test Questions

- 1) **Angel is a new community pharmacy owner in Texas and has a Korean church within 1 mile of her pharmacy. Despite the proximity, she has noticed that few Korean patients fill their prescriptions at her store. Which of the following is the best method for her to become a trusted member of the Korean community and increase her pharmacy's customer base?**
- a) Collaborate with the church to host health seminars and flu shot clinics.
  - b) Hire a Korean-speaking pharmacist to better communicate with the Korean community.
  - c) Distribute promotional flyers in the neighborhood with discounts on medications.
  - d) Sponsor a local Korean cultural festival and set up an informational booth.

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# Post-Test Questions

**2) To effectively engage with Korean employees and ensure a culturally respectful workplace, Angel should consider how she can accommodate employees' cultural or religious practices to:**

- a. Foster a more inclusive work environment and improve employee satisfaction.
- b. Boost the pharmacy's marketing and advertising efforts.
- c. Increase the number of new customer referrals.
- d. Enhance the store's social media presence and online reviews.

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**3) Which of the following strategies would be most effective for a community pharmacy to better serve Korean patients and improve engagement?**

- a) Hosting health seminars on traditional Korean medicine and wellness
- b) Offering Korean-language health advice and customer service training for pharmacy staff
- c) Providing Korean and English signage and health information materials
- d) All of the above

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# Post-Test Questions

**4) True or False:** Understanding and respecting Korean cultural holidays, like Chuseok and Seollal, is not important for a pharmacy aiming to build strong relationships with Korean patients.

**5) True or False:** Incorporating Korean-language signage and health materials in a pharmacy can help improve communication and service for Korean-speaking patients.

# Post-Test Questions

4) **True or False:** Understanding and respecting Korean cultural holidays, like Chuseok and Seollal, is not important for a pharmacy aiming to build strong relationships with Korean patients.

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# Post-Test Questions

**6) Which of the following practices would be most effective for a community pharmacy to address the preferences of Korean patients regarding over-the-counter (OTC) and herbal products?**

- a) Focus on Western OTC products and exclude Korean herbal remedies from the inventory.
- b) Stock a range of Korean herbal remedies and OTC products that are commonly used in Korean medicine alongside traditional Western pharmaceuticals.
- c) Offer Korean herbal remedies without including any OTC products.
- d) Provide only general health products without considering specific cultural preferences for Korean OTC and herbal items.



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# Post-Test Questions

- 7) **True** or **False**: Understanding the cultural significance of Korean herbal remedies can help pharmacy staff provide more personalized and culturally competent care.
- 8) **True** or **False**: Pharmacies that offer bilingual services, including Korean language options for health information and prescriptions, are likely to build stronger relationships with Korean patients.

# Post-Test Questions

**9) Which of the following phrases would be most appropriate for a pharmacy staff member to use when greeting a Korean patient during the New Year?**

- a) “Happy Holidays”
- b) “Gamsahamnida”
- c) “Saehae bok mani badeuseyo”
- d) “Greetings”

# Post-Test Questions

**9) Which of the following phrases would be most appropriate for a pharmacy staff member to use when greeting a Korean patient during the New Year?**

- a) “Happy Holidays”
- b) “Gamsahamnida”
- c) “Saehae bok mani badeuseyo”**
- d) “Greetings”

# Post-Test Questions

**10) Which of the following types of products would be most effective for Angel's community pharmacy to stock in order to better appeal to Korean American patients?**

- a) Korean foods such as kimchi and korean bbq
- b) Western pharmaceutical products and standard OTC medications
- c) Generic wellness products such as vitamins and dietary supplements
- d) Korean herbal product such as red ginseng extract

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