

Engaging Your Filipino Population

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Setting the stage

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

History of Filipinos in America

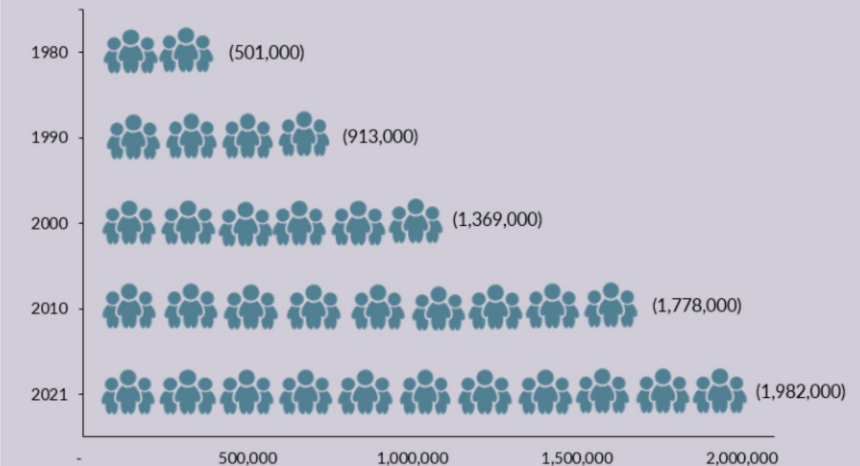
- October 18, 1587 marks the first recorded arrival of Filipinos in the U.S., in Morro Bay, California. The “Luzones Indios” came ashore from the Manila-built galleon Nuestra Senora de Esperanza in Morro Bay, California.
- Today, across the country Filipino Americans have a population of ~4,400,000 and are the 3rd largest Asian American and Pacific Islander group in the U.S.
- **October** is also the birth month of Filipino American labor leader Larry Itliong. Itliong partnered with Cesar Chavez to create the United Farm Workers (UFW) of America labor union.



Filipino-American Population

- The Filipino immigrant population has increased by 82% from 1980 to 1990 and by 50% from 1990 to 2000.
- The relative growth continued at a slower pace in the next two decades, increasing by 30% from 2000-2010 and 12% from 2010 to 2021.
- In 2019, the US Census Bureau found 4.45 million Filipinos in the country.

Figure 1. Filipino Immigrant Population in the United States, 1980-2021



Sources: Data from U.S. Census Bureau 2010 and 2021 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.

[https://www.census.gov/newsroom/facts-for-features/2023/asian-american-pacific-islander.html#:~:text=The%20Chinese%20\(except%20Taiwanese\)%20population.and%20Japanese%20\(1.6%20million\).](https://www.census.gov/newsroom/facts-for-features/2023/asian-american-pacific-islander.html#:~:text=The%20Chinese%20(except%20Taiwanese)%20population.and%20Japanese%20(1.6%20million).)

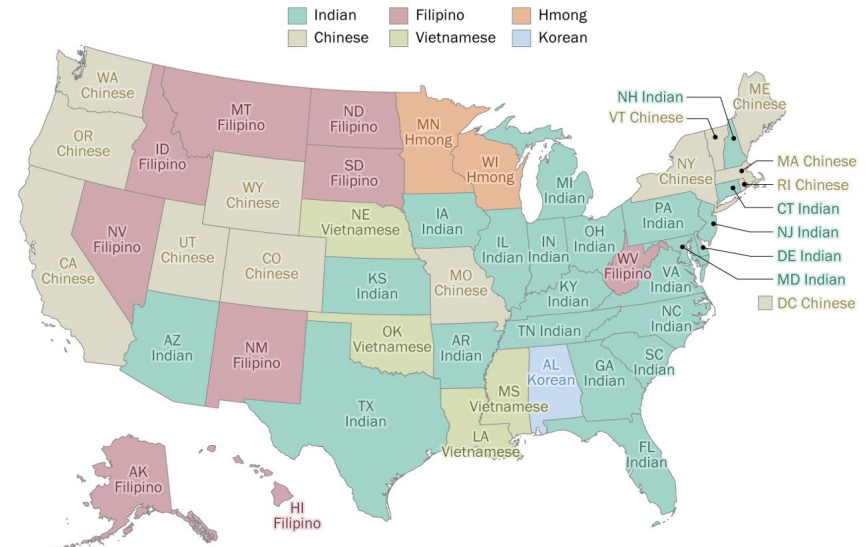
<https://www.pewresearch.org/short-reads/2021/04/29/key-facts-about-asian-origin-groups-in-the-u-s/>

Filipino-American Population

States with Filipinos as the largest % of Asian population

State	% Filipinos
Alaska	51%
Hawaii	39%
Idaho	23%
Montana	24%
Nevada	52%
New Mexico	22%
North Dakota	26%
South Dakota	19%
West Virginia	21%

Largest Asian origin groups by state, 2019



Note: Figures for all origin groups include mixed-race and mixed-group populations, regardless of Hispanic origin. "Chinese" includes those identifying as Taiwanese.

Source: Pew Research Center analysis of 2017-2019 American Community Survey (IPUMS).

PEW RESEARCH CENTER

[https://www.census.gov/newsroom/facts-for-features/2023/asian-american-pacific-islander.html#:~:text=The%20Chinese%20\(except%20Taiwanese\)%20population.and%20Japanese%20\(1.6%20million\).](https://www.census.gov/newsroom/facts-for-features/2023/asian-american-pacific-islander.html#:~:text=The%20Chinese%20(except%20Taiwanese)%20population.and%20Japanese%20(1.6%20million).)

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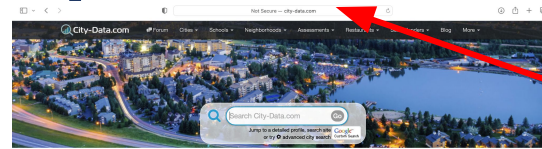
Population Search

Action Item: Search your county or zip code to view the demographic data of the patients that live around your pharmacy.

Sources available: US census, CDC, state health departments

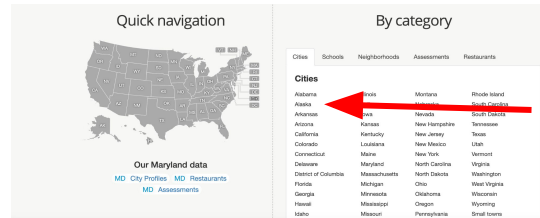
<https://www.census.gov/>

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



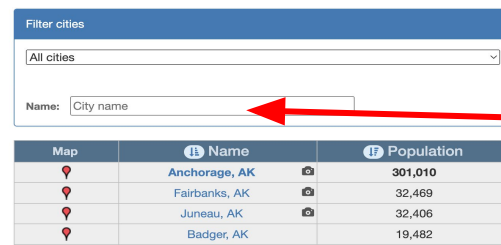
Step 1:

Go to www.city-data.com



Step 2:

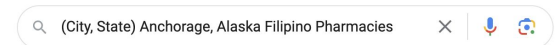
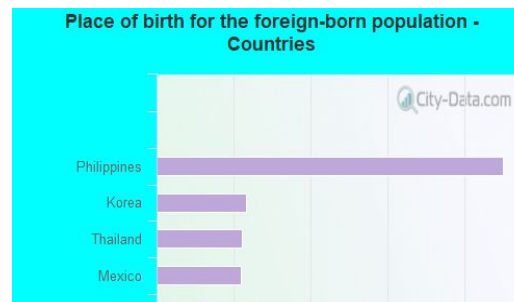
Search by category (ex. Alaska)



Step 3:

Select your city (ex. Anchorage)

Races in Anchorage detailed stats: ancestries, foreign born residents, place of birth



Step 4:

Search for local pharmacies

Engagement

Employees, Patients, Community Stakeholders

Creating a business proposition around a niche market

Engaging Your Employees

Create a space for belongingness at the workplace

Kapwa, meaning shared being or a sense of shared identity with others, is a fundamental part of Filipino psychology and can be used to describe Filipinos' strong sense of connectedness and duty to their family and broader community.

Key takeaway

Action Item:



Filipinos treat colleagues as family and food plays a significant role in celebrations. Consider encouragement to form bonds of friendship among coworkers (e.g share cultural foods including *lechon*, *lumpia*, *ube* (pictured above), meet outside of work hours for social gatherings, arrange team building activities to get to know one another better).

Involve your Filipino employees in planning and execution of celebrations. Ask for their input and suggestions to ensure that the events are meaningful and enjoyable for everyone.



Engaging Your Employees

Include Filipino celebrations in your workplace calendar

Simbang Gabi (Evening Mass)

- A celebration in preparation for Christmas where Filipinos attend nine evening masses from December 16 to December 24. On December 24, a midnight mass is held.
- A common display is the nativity scene which displays the birth of Jesus Christ.

Key Takeaway: Add simple decorations around the pharmacy like a parol (stars pictured below) or the nativity scene.



[Simbang Gabi: A Brief Explanation of the Filipino Christmas Tradition - Holidappy](#)
[4 months of Christmas in the Philippines | Articles | CBC Kids](#)

Pasko (Christmas)

- The majority of Filipinos are Catholic and celebrate Christmas.
- In the Philippines, Christmas is highly anticipated with decorations appearing during the “ber” months, starting in September.



Engaging Your Employees



Philippine Independence Day

- Observed on June 12 commemorating Philippine independence from Spain.
- Philippine Independence Parade occurs in New York City which is the largest outside of the Philippines.

Key Takeaway: For Philippine Independence Day, having the Filipino flag can be used as a sign of inclusivity.

Engagement Increasing Your Sales

How to “Market” to Your Filipino Population

Engaging Your Patients

Pharmacy Staff Greetings

Filipinos greet each other with the following:

- Instead of good morning – “**Magandang umaga** (ma-gan-dang u-ma-ga)”
 - Click [HERE](#) to learn how to pronounce
- Instead of thank you – “**Salamat** (sa-la-mat)”
 - Click [HERE](#) to learn how to pronounce
- Instead of goodbye – “**Paalam** (pa-a-lam)”
 - Click [HERE](#) to learn how to pronounce

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

Engaging Your Patients

Inventory Supply: OTC Products

Efficascent Oil



Katinko



Vicks Vaporub



Omega Pain Killer



Some customers may stock up on necessary medications before traveling. They also often travel to visit relatives, so ensure that the pharmacy has an adequate supply to meet their needs.

Marketing opportunity: Consider stocking these commonly used products in your inventory as a strategy for the Filipino business line in your area.

Engaging Your Patients

Travel Considerations

For travel to the Philippines, consider these immunizations:

1. Routine Vaccinations

- Ensure you're up to date on all routine vaccinations such as chickenpox, flu, MMR, polio, shingles

2. COVID-19 Vaccine

- If eligible, get the COVID-19 vaccination or any recommended boosters

3. Hepatitis A Vaccine

- Recommended if unvaccinated and one year or older

4. Hepatitis B Vaccine

- Recommended if unvaccinated for all ages

5. Rabies Vaccine

- Rabid dogs are common in the Philippines. Consider taking the rabies vaccination before your trip. Seek treatment if bitten or scratched by a dog.



Prevalence of DM and HTN in the Filipino Population

Diabetes

- A multiethnic cohort study found among 10,681 Filipino-American participants from Los Angeles and Hawaii:
 - 13% had prevalent type 2 diabetes and 17% had incident type 2 diabetes.
 - high prevalence of obesity, smoking, binge drinking
- According to The National Diabetes Statistics Report, Filipinos had the second highest prevalence (10.4%) among Asian Americans.

[Peer Reviewed: Type 2 Diabetes Among Filipino American Adults in the Multiethnic Cohort - PMC \(nih.gov\)](#)

Prevalence of DM and HTN in the Filipino Population

Hypertension

- A cross sectional survey of 1,028 Filipino Americans in New York City found a 53% prevalence of hypertension
- Male gender, older age, 5 year or longer residence in the US, higher BMI, and family history are all risk factors associated with hypertension

Key takeaway: For a population with a prevalence of these chronic diseases, diabetes and hypertension screening, counseling on how to use a blood glucose monitor, and counseling on diet may be important.

[Predictors of Hypertension Among Filipino Immigrants in the Northeast US - PMC \(nih.gov\)](#)

Engaging Your Patients

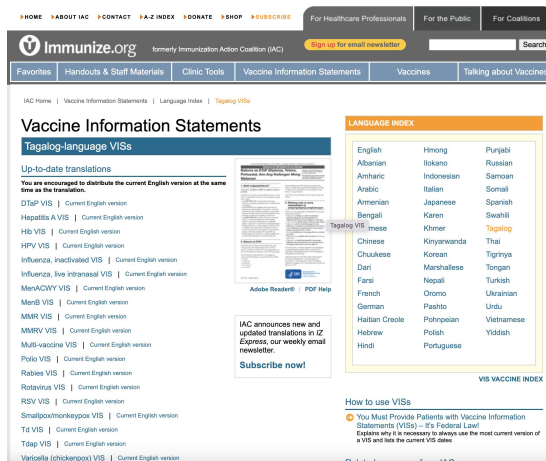
Pharmacist Counseling

1. Learn simple terms in Tagalog

- Hire more Tagalog-speaking staff and clinicians to welcome and assist patients who are especially seeking services for the first time, as well as a greater proficiency in Filipino languages to facilitate outreach and treatment efforts.

2. Create marketing materials for immunizations in Tagalog

- [Vaccine Information Statements](#), flu/pneumonia/routine vaccines



Translation: Vaccinated and protected!

Engaging Your Patients

Pharmacist Counseling

3. Create marketing materials for discounts on OTC products in Tagalog

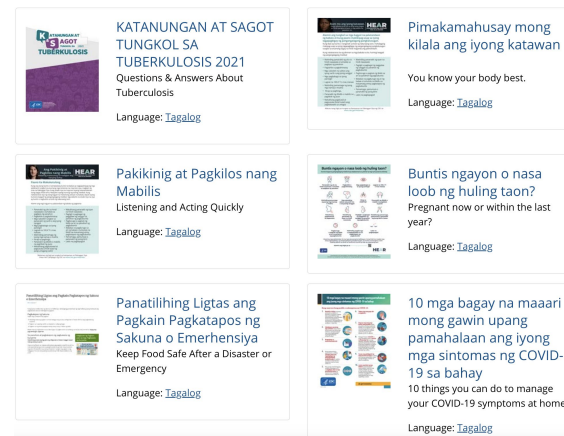


Translation: Effective and affordable!

4. Incorporate prescription labels or patient handouts in Tagalog

- [CDC Resources in Languages Other than English](#) offer resources and materials on emergency preparedness and response, diseases and conditions, data and statistics, environmental health, healthy living, injury, violence and safety, life stages and populations, travelers' health, and workplace safety and health among others.

Found 38 items out of 1030 total items.



Engaging Your Patients

Pharmacist Counseling

Product in the Philippines	Product in America	Active Ingredient	Use
		Acetaminophen	For pain or fever
		Loperamide	For diarrhea
		Magnesium hydroxide, Aluminum hydroxide, Simethicone	For heartburn or acid indigestion
		Vitamin B Complex with Vitamin C	For vitamin deficiency

Engagement Community Stakeholders

Networking- Going outside your comfort zone

Catholic Church

A Place of Worship for Filipino Catholics

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

Regardless of religion, all places of worship are 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

Filipino community-based organizations

filipino american
FANHS
national historical society



- The Filipino American National Historical Society is a group whose mission is to promote understanding, education, enlightenment, appreciation and enrichment through the identification, gathering, preservation and dissemination of the history and culture of Filipino Americans in the US.
- **Action Item:** Click on the [link](#) to see if a chapter is available in your state to build bridges between trusted leaders in the community.
- FANHS [chapters](#) are present in specific states, each with their own unique events. As pharmacists, you can ensure availability of chapters to network with individuals and potentially collaborate with community partners (faith-based groups, schools, transportation and housing agencies, community advocates, etc.)

Filipino events in your area

fanhs_national

Follow

Message



[Facebook DMV Chapter](#)

fanhsinformation@gmail.com

Through keeping up with or following the FANHS social media accounts, a pharmacy owner can personally subscribe or ask to be a part of these events and be put on a mailing list to meet with the community members in the area.

Networking Opportunity:

- FANHS holds a biennial [conference](#), where pharmacy team members can take the opportunity to attend, gain insight on resources and activities that promote Filipino culture, as well as to identify a network of effective practices and programs that the Filipino-Americans population deems culturally and linguistically appropriate.
- This is a way to show appreciation and recognition of how Filipino Americans have contributed greatly to the fine arts, literature, business, journalism, education, science, technology, government, healthcare, and other fields in the United States that enrich the landscape of the country.
- **Action Item:** Check FANHS on social media, and repost or share information. Find FANHS in your area and attend conferences.

Museums

Below are museums dedicated to the history of Filipino culture in the U.S. and abroad:

- Located in Stockton, CA, the [FANHS Museum](#) was established in 2016.
- [Smithsonian Asian Pacific American Center](#) showcases Filipino American diversity
- The [Asian American Museum](#) in San Francisco brings historical and contemporary Asian art and culture through their collection, exhibitions and programs.



The University of Maryland offers [The Filipino American Community Archives](#) accessible to the public and documents Filipino American communities in the Washington, D.C., Maryland, and Northern Virginia area.

- The collection documents significant historic events related to the transition of US' occupation of the Philippines (1898-1946) to the country's independence. The collection includes evidence and documentation of historic special events such as dances, celebrations and receptions, and social/professional clubs of the D.C. area Filipino community.
- **Action Item:** Look up the links above and find Filipino cultural displays and try to visit these.

Filipino American Heritage Month (FAHM)

Filipino American National History Society

- 2023 theme:
 - **125 Years of Philippine-American History**

U.S Congress designated October as the
Filipino American History Month

Celebrate FAHM

Filipinos first arrived in the continental US at what is now known as Morro Bay, California during October 18, 1587. Since then, Filipino Americans have become the second-largest Asian American group in the United States. Filipinos have made significant contributions in the U.S.

- 250,000 Filipinos serving in World War II
 - Filipino nurses filling national nursing shortages
 - Prominent Filipino American artists such as Bruno Mars, Jacob Batalon, Olivia Rodrigo
- **Key takeaway:** You can engage your Filipino population using this toolkit to show appreciation through FAHM

Avoiding, Debunking , Demystifying

Stereotypes

Stereotype

Model Minority Myth

How is this a stereotype?

- It can downplay or dismiss the challenges and discrimination that Filipinos-Americans may face. It may imply that they do not experience the same hardships as other racial or ethnic groups.
- It suggests that these groups have achieved a high level of success in education, career, and socioeconomic status, and they are often portrayed as a "model" for other minority groups to follow. However, this stereotype overlooks the diversity and challenges within Asian Americans.

What can pharmacists do?

- Engage with Filipino community organizations and participate in health awareness and education initiatives to build trust and understanding within the community.
- Establish feedback mechanisms for patients and peers to provide comments, concerns, and suggestions for improving cultural competence and care within the pharmacy. Continuously assess and refine the cultural competence and sensitivity practices within the pharmacy to ensure they are meeting the needs of all patients.

Stereotype

Are all Filipinos registered nurses?

How is this a stereotype?

- Filipinos came to the United States in large populations fulfilling the nursing shortage that followed after the end of World War II, under the Immigration and Nationality Act of 1965
- During the time that the Philippines was a colony of the United States, nursing schools were set up by the U.S. in an attempt to “civilize” the Philippines. Introducing westernized schooling in the Philippines was framed as “benevolent assimilation” according to President William McKinley. This operated on an idea that Filipinos were an uncivilized other

What can pharmacists do?

- To respectfully engage your Filipino population, keep in mind the sensitive history that lies behind unassuming stereotypes.
- Pharmacist can make meaningful connections with Filipino patients who are also healthcare workers. By being culturally aware, pharmacists can successfully do this and avoid potentially offending a patient

Did you know?



Filipino culture strongly embraces health superstitions, which continue to influence Filipino health perception, opinions, decisions, values, and actions.



Familiarity with Filipino **cuisine and dietary preferences** can be beneficial when discussing medication or dietary recommendations.



Fun fact!

Each **jeepney** (pictured on the left), a form of public transportation, typically follows a specific route, but the specific stops and routes vary. Passengers often call out for the driver to stop when they want to get off.