



GPS



NCPA[®]
NATIONAL COMMUNITY
PHARMACISTS ASSOCIATION

Growth. Performance. Success.

2024 ANNUAL CONVENTION



Connecting With the Cultures in Your Community

NCPA 2024 Annual Convention and Expo
Columbus, Ohio

Speaker

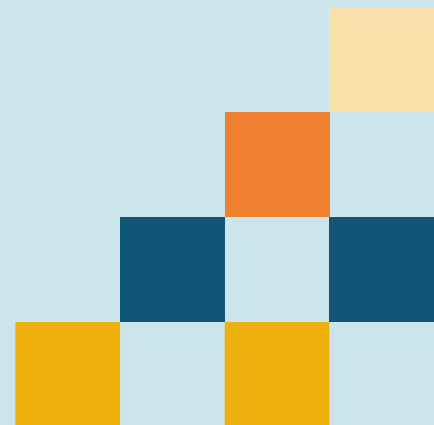
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CPESN® USA

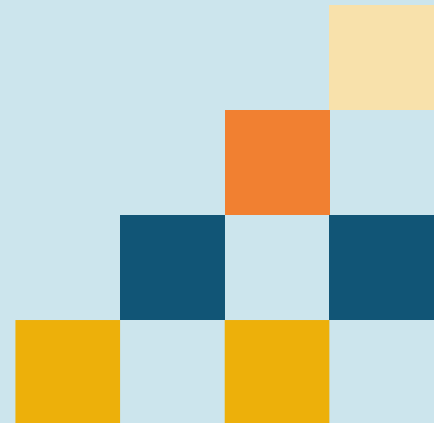
Disclosure Statement

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



Pharmacist and Technician Learning Objectives

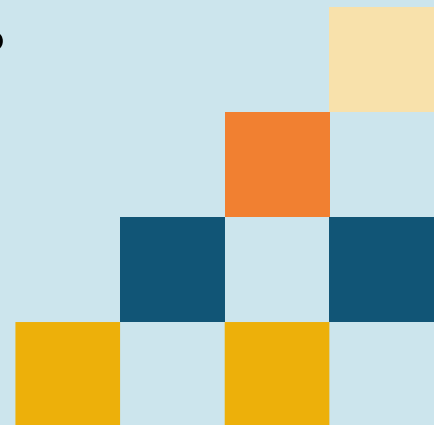
1. Define social determinants of health and the effect they can have on access to health care for diverse populations.
2. Outline marketing opportunities for connecting with diverse communities where patients live, eat, play, and pray and how they can influence your business.
3. Review resources and best practices for learning about various cultures.



Poll Question

Audience check- pharmacy owners, pharmacists, pharmacy technicians, faculty, other:

- Does ethnicity impact social determinants of health ?
- Does ethnicity impact healthcare access?
- Do you offer cultural competent care at your pharmacy?



What are Social Determinants of Health?

- Social determinants of health (SDOH) are the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.

SDOH can be grouped into 5 domains:

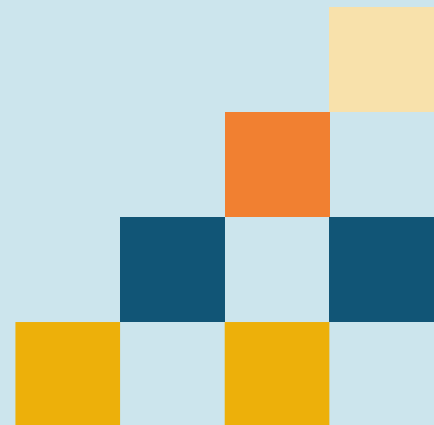
- [Economic Stability](#)
- [Education Access and Quality](#)
- [Health Care Access and Quality](#)
- [Neighborhood and Built Environment](#)
- [Social and Community Context](#)

[https://health.gov/healthypeople/priority-areas/social-determinants-health#:~:text=Social%20determinants%20of%20health%20\(SDOH.of%2Dlife%20outcomes%20and%20risks.](https://health.gov/healthypeople/priority-areas/social-determinants-health#:~:text=Social%20determinants%20of%20health%20(SDOH.of%2Dlife%20outcomes%20and%20risks.)



Ethnicity & SDoH & Access

- Ethnicity significantly influences social determinants of health, which in turn can impact access to healthcare.
- Key factors to consider include
 - Socioeconomic disparities
 - Education level
 - Geographic access
 - Language barriers
 - Cultural mistrust



Socioeconomic Status

Status

- **Income and Employment:** Ethnic minorities often face higher unemployment rates and lower wages, affecting their ability to afford healthcare.
- **Education:** Disparities in educational opportunities can lead to lower health literacy, making it harder for individuals to navigate the healthcare system.

<https://www.ncbi.nlm.nih.gov/books/NBK573923/#:~:text=Wide%20income%20and%20racial/ethnic,expanding%20access%20to%20health%20care.>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7641349/#:~:text=Table%201%20shows%20that%20in,than%20men%20to%20be%20married.>

Geographic Location

- **Healthcare Resources:** Ethnic communities may reside in areas with fewer healthcare facilities or providers, leading to limited access to necessary services.
- **Transportation Barriers:** Lack of reliable transportation can hinder access to healthcare appointments, particularly for those in rural or underserved urban areas.

<https://www.kff.org/key-data-on-health-and-health-care-by-race-and-ethnicity/#:~:text=Black%2C%20Hispanic%2C%20and%20AIAN%20people,of%20cancer%20incidence%20and%20mortality.>

Examples of how Ethnicity Affects Healthcare Access:

Higher uninsured rates:

- Studies consistently show that individuals from minority ethnicities are more likely to be uninsured compared to White populations, limiting their ability to access necessary medical services.

Disparities in preventive care:

- Ethnic minorities may be less likely to receive preventative screenings like cancer screenings or immunizations due to lack of access or cultural beliefs.

Differential treatment in healthcare settings:

- Unconscious biases among healthcare providers can lead to disparities in treatment quality and pain management for patients from minority backgrounds.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4194634/#:~:text=Our%20review%20indicates%20that%20racism,in%20health%2C%20and%20more%20generally.>

<https://www.kff.org/key-data-on-health-and-health-care-by-race-and-ethnicity/#:~:text=Black%2C%20Hispanic%2C%20and%20AIAN%20people,of%20cancer%20incidence%20and%20mortality.>

Cultural Factors

- **Beliefs and Practices:** Cultural attitudes towards health and illness can affect when and how individuals seek care. Some ethnic groups may prefer traditional medicine or be hesitant to engage with the healthcare system due to past discrimination.
- **Language Barriers:** Limited English proficiency can lead to miscommunication and misunderstandings, further complicating access to care.

• <https://www.ncbi.nlm.nih.gov/books/NBK573923/#:~:text=Wide%20income%20and%20racial/ethnic,expanding%20access%20to%20health%20care.>

• [https://www.vaia.com/en-us/explanations/social-studies/health/the-social-determinants-of-](https://www.vaia.com/en-us/explanations/social-studies/health/the-social-determinants-of-health/#:~:text=Ethnicity%20influences%20the%20social%20determinants%20of%20health,to%20poorer%20health%20outcomes%20compared%20to%20the)

[health/#:~:text=Ethnicity%20influences%20the%20social%20determinants%20of%20health,to%20poorer%20health%20outcomes%20compared%20to%20the](https://www.vaia.com/en-us/explanations/social-studies/health/the-social-determinants-of-health/#:~:text=Ethnicity%20influences%20the%20social%20determinants%20of%20health,to%20poorer%20health%20outcomes%20compared%20to%20the)

• <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4194634/#:~:text=Our%20review%20indicates%20that%20racism,in%20health%2C%20and%20more%20generally.>

Discrimination and Bias

- **Implicit Bias:** Healthcare providers may hold biases that affect the quality of care offered to ethnic minorities, leading to disparities in treatment and outcomes.
- **Experiences of Discrimination:** Past experiences of racism in healthcare settings can discourage individuals from seeking care or result in mistrust of medical professionals.

Addressing Ethnic Disparities in Healthcare Access

Policy interventions:

- Expanding access to affordable health insurance, addressing geographic disparities in healthcare provider distribution, and implementing language services.

Cultural competency training:

- Educating healthcare providers on cultural sensitivities and tailoring care delivery to diverse patient populations.

Community outreach programs:

- Engaging with communities to raise awareness about health issues, promote preventative care, and facilitate access to healthcare services.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4194634/#:~:text=Our%20review%20indicates%20that%20racism,in%20health%2C%20and%20more%20generally.>

<https://www.ncbi.nlm.nih.gov/books/NBK573923/#:~:text=Wide%20income%20and%20racial/ethnic,expanding%20access%20to%20health%20care.>

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

Social Networks and Support

- **Community Resources:** Strong social networks can provide support and information about health services, but these may vary by ethnicity.
- **Access to Community Health Programs:** Ethnic groups may benefit from targeted health programs, but access can depend on location and outreach efforts.

Assessment Question

- 1) How can ethnicity impact healthcare access?
 - a) Higher uninsured rates
 - b) Lower educational attainment in certain groups
 - c) Reside in areas with limited access
 - d) Languages differences
 - e) Cultural Mistrust
 - f) All of the above

Assessment Question

2) Which of the following will not address ethnic disparities in healthcare access?

- a) Policy Interventions
- b) Cultural competency training
- c) Community outreach programs
- d) Bias and Discrimination

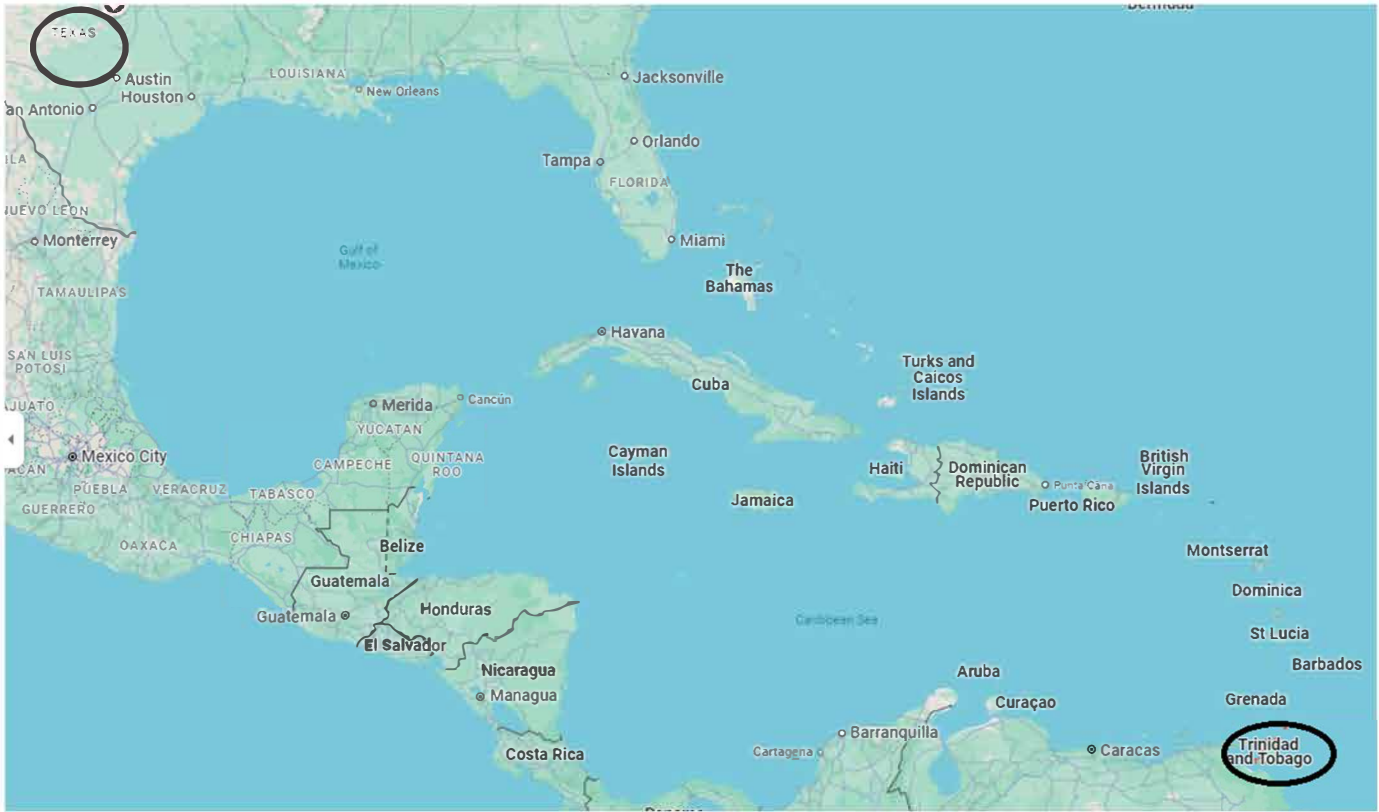
Marketing Opportunities



Market Expansion Through Cultural Understanding

October 2024 Celebrations

- Italian American Heritage Month
- Hispanic American Heritage Month 9/15-10/15
- Global Diversity Awareness Month
- Polish-American Heritage Month
- German-American Heritage Month
- Filipino-American Heritage Month
- LGBT History Month
- National Disability Employment Awareness Month
- World Mental Health Day
- Diwali- Festival of Lights Celebrated by the Hindu Community



Engaging Your Italian Community

October is Italian American Heritage Month

Food
Language
Communication Style
OTC Inventory
Immunizations



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Top 10 U.S. Italian Population by State

Connecticut	16.1%
Rhode Island	15.54%
New Jersey	14.62%
New York	11.95%
Massachusetts	11.7%
Pennsylvania	10.99%
New Hampshire	9.73%
Delaware	8.18%
Vermont	7.03%
Ohio	6.04%

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

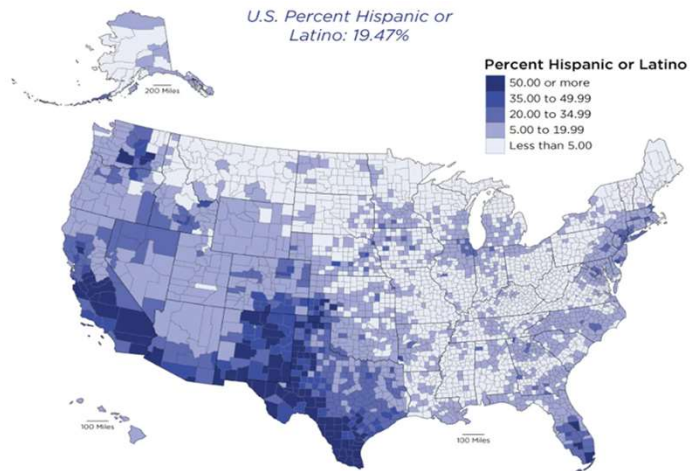
Engaging Your Hispanic Community

Hispanic Heritage Month
Sep 15 – Oct 15

Food
Language
Communication Style
OTC Inventory
Immunizations



[Digital Marketing Toolkit](#)



<https://www.census.gov/library/visualizations/2024/comm/hispanic-percent-county.html>

Engaging Your Disability Community

October is National Disability Employment Awareness Month

July is Disability Pride Month

Communication Style
OTC Inventory
Immunizations

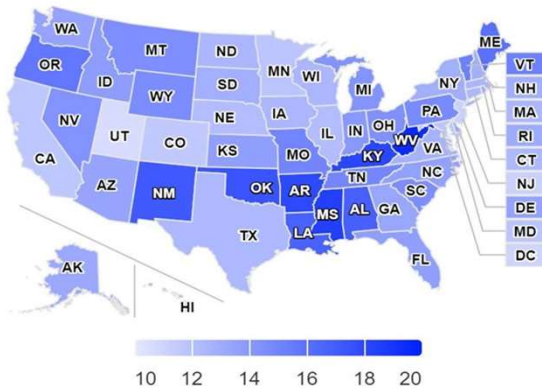


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Prevalence Estimate 2022

Prevalence: The percentage of non-institutionalized, male or female, all ages, all races, regardless of ethnicity, with all education levels in the United States reported any disability in 2022.



<https://www.disabilitystatistics.org/acs/1>

Highcharts.com



Engaging Your LGBTQ+ Community

October is LGBT History Month June is Pride Month

Communication Style
OTC Inventory
Immunizations

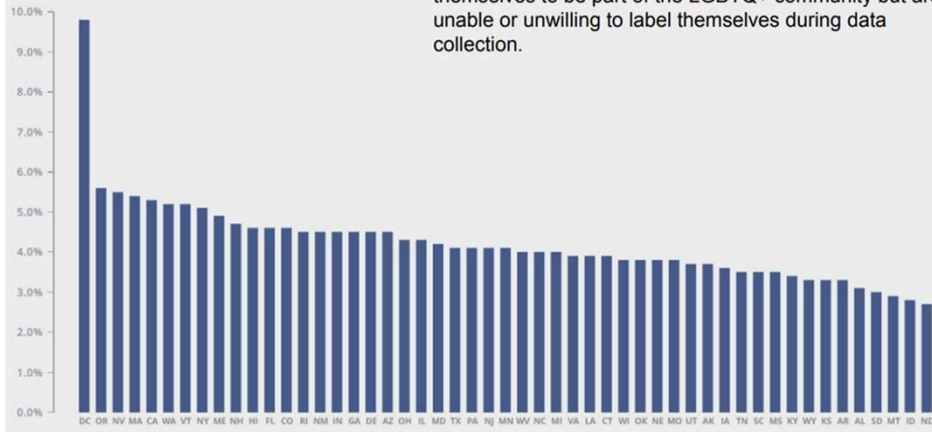


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State Comparison: All LGBT Individuals

LGBT PERCENTAGE OF POPULATION
Select a Statistic to Compare



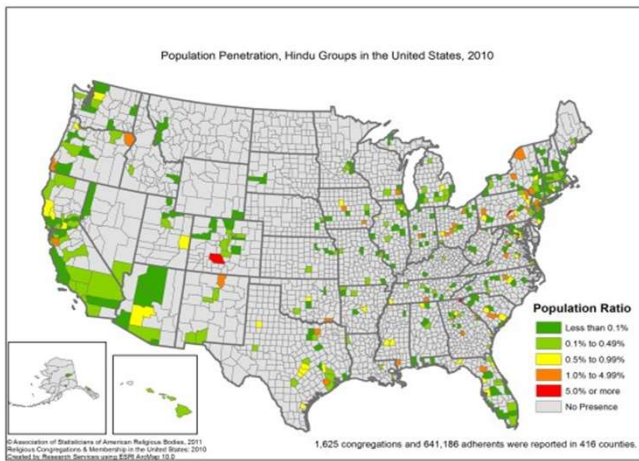
<https://williamsinstitute.law.ucla.edu/visualization/lgbt-stats/?topic=LGBT&compare=percentage#comparison>



Engaging Your Hindu Population

Diwali, the festival of lights occurring October 31st this year

- Food
- Language
- Communication Style
- OTC Inventory
- Immunizations



RCMS2010.org

https://www.huffpost.com/entry/most-and-least-hindu-cities-in-america_n_2201213



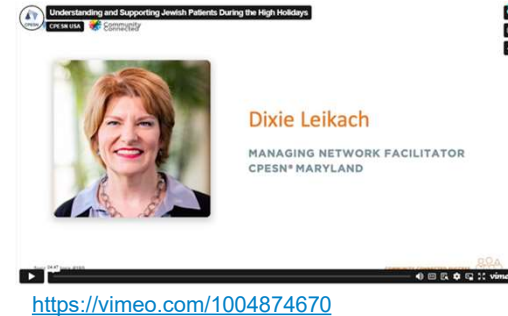
Engaging Your Jewish Community

High Holy Days is celebrated in October

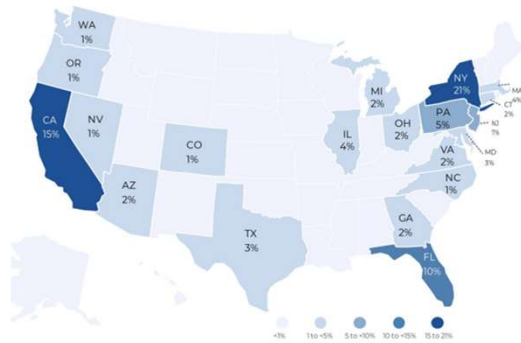
- Food
- Language
- Communication Style
- OTC Inventory
- Immunizations



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



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



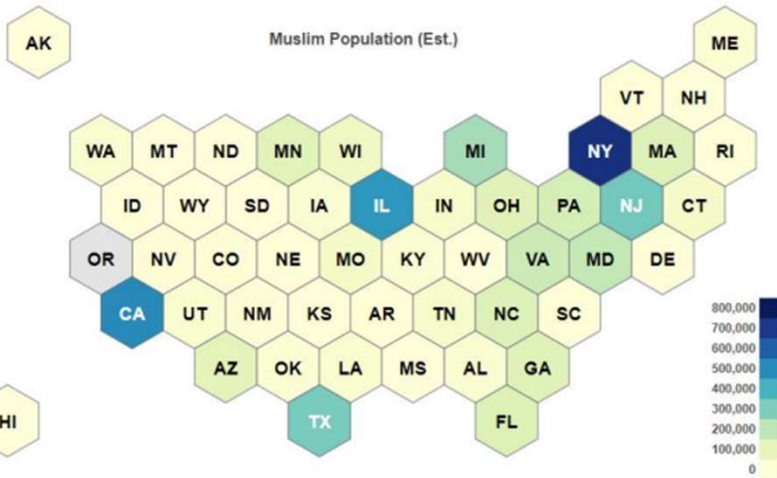
Engaging Your Arabic Speaking Community

Eid Al-Adha was celebrated in June 2024 by Muslims around the world.

- Language
- Food
- Communication Style
- OTC Inventory
- Immunizations



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<https://www.usreligioncensus.org/node/1638>



Community Connected: Multicultural Pittsburgh Pharmacy Serves Arabic-Speaking Patients

Chris Antypas, PharmD

LUMINARY, CPESN® USA
LUMINARY, PENNSYLVANIA PHARMACISTS CARE NETWORK (PPCN)/CPESN® PENNSYLVANIA
PITTSBURGH, PA

<https://vimeo.com/918516000>



Assessment Question

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

- a) Offer discounts on medications to new patients.
- b) Send a survey to current patients asking why Hispanic patients are not visiting the pharmacy.
- c) Partner with community stakeholders to host a health fair featuring free health screenings and educational sessions in Spanish.
- d) Focus solely on advertising the pharmacy through social media



Assessment Question

4) After transforming her pharmacy practice to be more inclusive, which of the following could Isabella display on store walls and/or promote on her pharmacy's social feed to better accommodate and engage Hispanic American employees and patients?

- a) HIPAA notice of privacy practices
- b) ACIP vaccination guidelines
- c) Workplace hygiene practices
- d) Hispanic holiday calendar and cultural celebration events

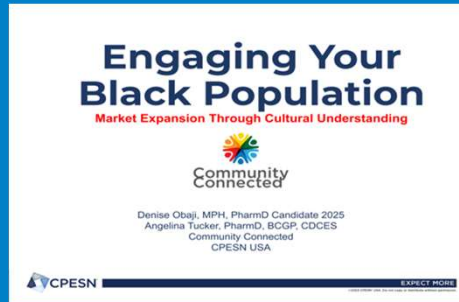
Resources



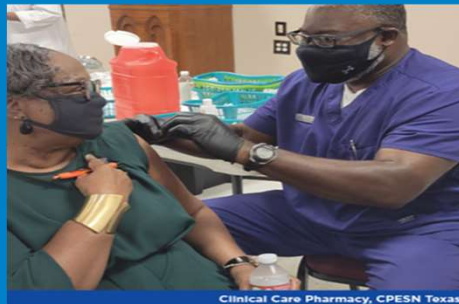
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Community Insights Live Webinar Series



Education Slide Deck



Resource Library



Video clips



CC Newsletter

Helpful Resources

- Website- Visit us – Resource Library -Updated with new resources monthly
- Webinar- Register –First Wednesday of every month 9 PM EST
- Newsletter-Subscribe – Monthly

Game Plan

Demographic search in and out of your pharmacy to identify your target patient population

Identify the services and resources to engage your target population

Identify your support service team, provide training. Implementation and Continuous Quality Improvement



Community
Connected



Questions?



Contact Information

**If you have a story to share or
want to be involved contact**

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