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May 15th, 2021

Dear Regina,

Welcome to BioMarketing Insight's monthly newsletter.

May is Asian American Pacific Islander (AAPI) Heritage Month and designated as "Stop Asian Hate" month because the number of Asian Hate Crimes have continued to increase despite public awareness and President Joe Biden signing an executive action condemning racism, intolerance against Asian Americans and rise in violence.

I'll be covering what has been done so far to unite the country, but is it enough? I'll also cover how Asian Americans have significantly contributed to society despite prosecution.

Click [here](#) to go to my article "'Stop Asian Hate" - See Something, Say Something, Do Something'.

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what we can do, click [here](#) to read my article.

"One Biotech Executive's View on the COVID-19 Vaccine" was published in the *Lioness Magazine* for entrepreneurs. To read my article, click [here](#) to go to the Table of Content.

If you need a little inspiration or something to make us laugh to get us through this difficult time, click on the "[Inspiration](#)" link to give yourself a few minutes to relax and enjoy the music from the Berklee School of Music in their song "What the World Needs Now," other inspirations and ending with Celine Dion and Josh Groban with "The Prayer".

Please read on for other current news in the Table of Content below. The next newsletter will be published on June 15th, 2021.

We encourage you to share this newsletter with your colleagues by using the social media icons below, or by simply forwarding this newsletter or use the link below. Should you or your colleagues want to join my mailing list, click on "join my email list" link below.

Please email [me](#), Regina Au, if you have any questions, comments, or suggestions.



Sincerely,
Regina Au
CEO, New Product Planning/Strategic Planning
[BioMarketing Insight](#)

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Developing a Product? Commercializing a Product?

If you are developing a product and have not conducted the business due diligence to determine commercial viability or success, contact [me](#) for an appointment. For successful commercial adoption of your product or looking to grow your business, contact [me](#) for an appointment.

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Inspirations

Enjoy the song "What the World Needs Now" virtually with the students from the Berklee School of Music.

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We Will Get Through It Together

Looking at the map for weekend travel ideas



A Little Bit of Humor Helps Too

I like to thank Carol, Joan, Denise, and Sharon for forwarding these inspirations to me to share with you.



Let's End with Celine Dion & Josh Groban Singing "The Prayer"

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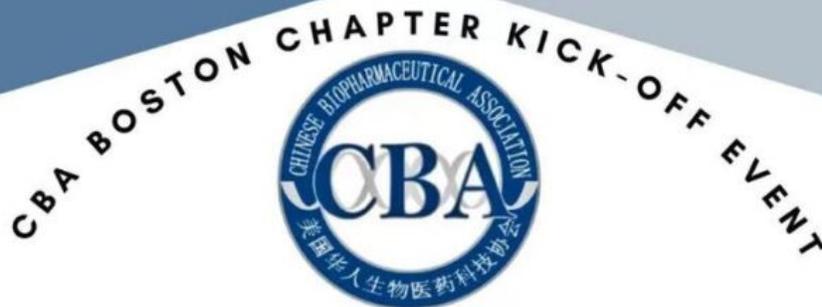


One Biotech Executive's View on the COVID-19 Vaccine

I am pleased to announce that my article on the COVID-19 Vaccine was published in Lioness Magazine. To read my article click on the link [here](#).

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美国华人生物医药科技协会



INNOVATION 2021:

Lessons Learned in the Pandemic and the Opportunities Afterward

FEBRUARY 20, 2021

8:45 AM - 1:00 PM (EST) ; 9:45 PM - 2:00 AM (Beijing China Time)

A G E N D A	
8:45-9:00 AM	CBA-USA Boston Chapter Kick-off
9:00-9:30 AM	Challenge & Opportunity in US-China Collaboration during and post-pandemic
9:30-10:00 AM	An investor's view of the life science capital market in China
10:00-11:00 AM	COVID-19 testing and vaccination market insights in US
11:00-11:30 AM	The overlooked high-risk group screening needs
11:30-12:00 PM	FDA review insights and COVID-19 EUA applications for diagnostic products
12:00-12:45 PM	Diagnostics of sales marketing strategies and organization health
12:45-1:00 PM	CBA-USA Boston Chapter Operation Plan for Programs and Seminars in 2021

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RU ZHENG	DR. GUO- LIANG YU	DR. ALEX LI	REGINA AU	DR. JAMES HAMILTON	DR. JINJIE HU	BARBARA SPECTOR

Scan to Register Now and Find Connections.  Registration Link: <http://bit.ly/2NQzETN>

February 20, 2021 - Chinese BioPharmaceutical Association:
Innovation 2021

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Association USA on Feb. 20, 2021. The theme of the event is "Innovation 2021: Lessons Learned in the Pandemic and the Opportunities Afterwards". My presentation will be on COVID-19 Testing and Vaccination Market Insights in US. For more information click on this [link](#).

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Another Crisis is Brewing

I am pleased to announce that my article "Another Crisis is Brewing" has been published in the European Biopharmaceutical Review's October 2020 issue. To read this article click [here](#) and go to page 16.

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BioProcess International

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I am pleased to announce that I delivered a presentation at the BioProcess International Conference on September 22, 2020 at 2:20pm under the Speed from Gene to Market Track. The title of my presentation was "Aligning the R&D and Marketing Target Product Profile (TPP) to Achieve R&D and Commercial Success". To see the full agenda, click [here](#). To see a list of speakers at the conference, click [here](#).

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Source: Philip Lim

"Stop Asian Hate" - See Something, Say Something, Do Something

Violence against Asian Americans had sharply increased in March 2020 as COVID-19 began spreading across the country, and some politicians, [including former President Donald Trump, blamed China for the pandemic](#), said [Russell Jeung](#), chair of the Asian American studies department at San Francisco State University. Jeung created a tool that tracks hate incidents against Asian American Pacific Islander communities called the Stop AAPI Hate tracker.

"When President Trump began and insisted on using the term 'China virus,' we saw that hate speech really led to hate violence," said Jeung, "That sort of political rhetoric and that sort of anti-Asian climate has continued to this day."

There was a more than 164% increase in anti-Asian hate crime reports to police in the first quarter of 2021 in 16 major cities and jurisdictions compared with last year, according to [a report](#) from the Center for the Study of Hate and Extremism at California State University,

More than 6,600 hate incidents have been reported in the year after the pandemic began in the United States, said the organization for [Stop AAPI Hate](#). More than a third of those incidents were reported this March 2021 alone, according to the organization founded in March 2020 in response to increased targeting of Asian Americans and Pacific Islanders during the pandemic.



Source: OLIVIER DOULIERY, AFP via Getty Images

People gather at a rally to demand safety and protection of Asian communities on March 21, 2021 in Washington, DC.

The new data comes after several high profile cases:

On Jan. 28, 2021 [Vicha Ratanapakdee](#) was attacked and later died in San Francisco. Eric Lawson, his son-in-law, told USA TODAY he believes the 84-year-old was targeted because he was Asian. Lawson added that his wife, who is Thai, was verbally assaulted twice and told to "go back to China" before the attack.

Feb. 2, 2021 - San Francisco District Attorney Chesa Boudin [filed two murder and elder abuse charges against Antoine Watson](#), but his office has "no evidence of what motivated this senseless attack," spokesperson Rachel Marshall told USA TODAY.

Feb. 4, 2021 In San Jose, a [64-year-old Vietnamese woman was assaulted and robbed](#) of \$1,000 in cash she had withdrawn for the holiday. No arrest has been made, and there is no indication the robbery was race-related, said public information officer Sgt. Christian Camarillo.

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descent, was [slashed in the face with a box cutter on the subway](#). Spokesperson Detective Sophia Mason told USA TODAY police were investigating but did not answer questions about whether the incident may have been motivated by race.

March 16, 2021 in Atlanta Georgia, a gunman on a rampage [killed eight people, six were women of Asian descent](#) at three spas. Three of the women were of Chinese descent and the other three were of Korean descent.

March 30, 2021 in Midtown Manhattan, NY, a [65 year old Asian woman was assaulted when her assailant kicked her to the ground](#) in broad daylight and then proceeded to stomp on her several times and made anti-Asian remarks. Police called this another targeted hate crime. The other injustice is that by-standers, two doormen who worked at the apartment building just watched and did nothing about it. In fact one doorman in the building closed the door. How can people just watch and do nothing?

May 4th, 2021, a man was arrested for allegedly [stabbing two Asian women](#) in an unprovoked attack in downtown San Francisco.

May 4th, 2021 [Two Asian women were attacked in New York City](#) by a woman who demanded they remove their masks, then struck one of them in the head with a hammer, according to police.

May 5th, 2021- [An assailant punched an Asian father pushing his 1 year old child in a stroller](#) in San Francisco's Mission Bay neighborhood. San Francisco police patrolling the area immediately arrested the suspect identified as 26-year-old Sidney Hammond who is facing charges of assault, false imprisonment and child endangerment.

Although it's unclear whether the particular cases are racially motivated, they are certainly "related" and "horrific," Russell Jeung said.

"What makes it worse is we see our elderly and youth also targeted," he said. "It seems like people are attacking vulnerable populations."

John C. Yang, president and CEO of Asian Americans Advancing Justice-AAJC said his organization has been tracking anti-Asian hate incidents and crimes for nearly 30 years and has received hundreds more hate incident reports in 2020 than in previous years. He said polls by [IPSOS](#) and [Pew Research Center](#) indicate that the true scope of hate Asian Americans are experiencing is probably much larger, and better data is needed.

"It's not going to be likely to decrease any time soon unless we are very vigilant about it," said Van Tran, an associate professor of sociology who studies the experience of Asian Americans at the Graduate Center at the City University of New York. "We have yet to

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Russell Jeung, co-founder of Stop AAPI Hate, said it's hard to tell from his data whether hate incidents are occurring at a higher rate or if the community is reporting more incidents because of increased awareness and media attention.

"I think the racism is pretty deeply felt and anger directed towards Asians is still pretty high," he said.

What Has Been Done and What Needs to be Done

Since then, lawmakers have advanced legislation, police departments have created task forces and hotlines, and community members have organized demonstrations and neighborhood watch programs.

The Senate voted 92-6 and passed legislation to proceed to debate on the [COVID-19 Hate Crimes Act](#), legislation that would expedite the Justice Department's review of hate crimes as the Asian American community has seen an increase in incidents during the Coronavirus pandemic.

If the House passes the law, it would be a "very strong first step," but more structural changes are needed to eradicate the racist attitudes underlying these crimes, Tran said. He noted there are already hate crime laws that need stronger enforcement.

[President Joe Biden signed an executive action](#) condemning racism and intolerance against Asian Americans and has repeatedly expressed concern about the rise in violence.

"Even with President Biden and Congress making admirable efforts, there's still a subculture that is vulnerable to either a shallow level of prejudice or a very deep level of prejudice," [Brian Levin](#), author of the CSUSB report and a professor of criminal justice said. "Even people with low, shallow prejudices can act violently based on situational factors."

Levin, who has tracked hate incidents for nearly 30 years, said the rise in anti-Asian hate crime reports may get worse as COVID-19 restrictions lift.

"We had a 146% increase in 2020, and that is now being accelerated and sustained," he said. "This is a historic surge and it requires immediate action by civic leaders, educators and policymakers and law enforcement particularly in the area of outreach."

**WE STAND WITH THE
ASIAN COMMUNITY.
WE MUST ALL BE UNITED
AGAINST RACISM.**

**FOR A BETTER
FUTURE FOR ALL.**

#StopAsianHate



Tommy Hilfiger, Instagram

The following [companies](#) were among the first and more have followed to show their support against Asian hate crimes by taking to Facebook, Instagram and other social media tools.

Nike

Addidas

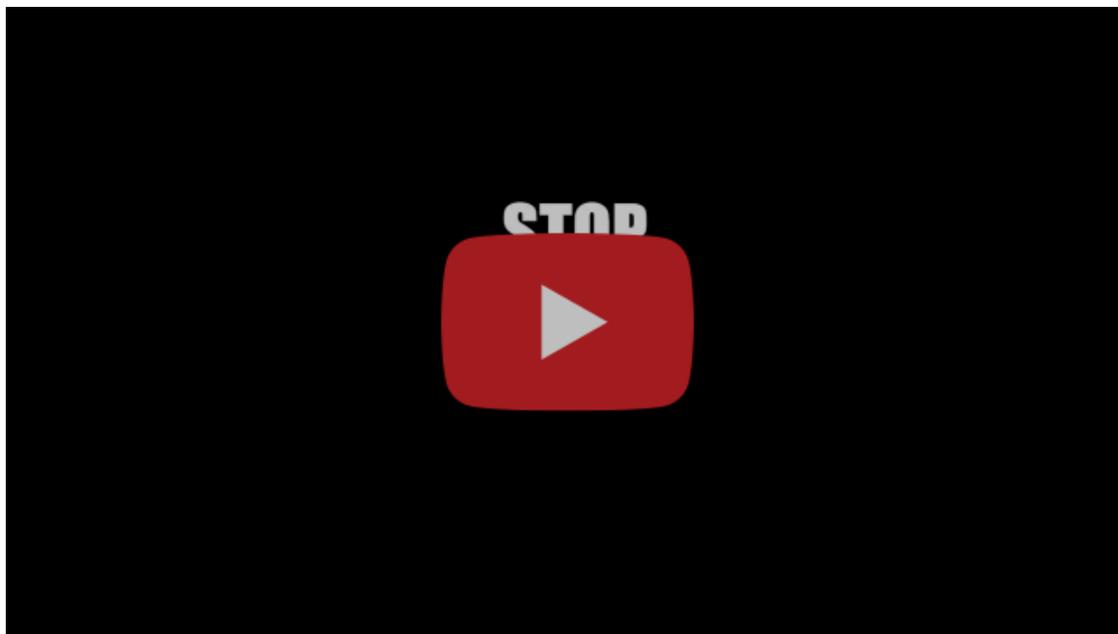
Converse

Peloton

Tommy Hilfiger

Maison Valentino

Fashion and beauty magazines such as [Elle](#) and [Vogue](#), as well as British [Harper's Bazaar](#), are prioritizing the issue with posted opinion pieces. American beauty site Byrdie published [interviews](#) with 23 Asian American editors and influencers discussing cultural identity and pride, and [Allure](#) magazine interviewed prominent Asian Americans in beauty



Berk's Ikeibi Films features the stories of Asian Americans, as portrayed by Asian American actors.

Kerwin Berk a San Francisco native and Japanese American was motivated to make the Public Service Announcement (PSA), "Stop the Hate," after seeing the rash of attacks on Asian Americans, which he attributes to former President Trump's rhetoric amid the Coronavirus pandemic.

Berk says anti-Asian bias has always been there, but the intensity and frequency of the recent attacks motivated him to send an anti-hate message in a way that will resonate.

There has also been PSAs on TV to combat Asian Hate Crimes. However, even with all these actions taken, Anti-Asian American hate incidents continue to skyrocket despite public awareness campaign.

What Needs to Be Done

1) Better data needed to combat massive underreporting

Although solving the issue requires a "whole society" approach, Levin said, the "most urgent" issues lie with law enforcement. Although part of the increase he's observed may be due to increased reporting, there is "massive underreporting" of hate incidents. Better data is needed to evaluate the scope of the problem.

Fewer than half of the victims of a hate crime report it to the police, according to data from the [Bureau of Justice Statistics](#).

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[Force](#), do a good job of counting these crimes; in other places, they fall through the cracks. He pointed to Alabama, which was the only state [to report zero hate crimes in 2019](#).

More needs to be done to educate the community about how to report hate incidents – particularly if they don't rise to the level of a crime – and to connect victims with support resources, said Evangeline Chan, a co-chair of AAPI Affinity Group at Safe Horizon, which provides support to crime victims.

2) Stopping Asian Hate Through Education and Training

Leaders of Stop AAPI Hate advocated for increasing [ethnic studies education](#) to prevent crimes, implementing community-based violence protection programs and expanding civil rights protections to end harassment in business.

"We want to get at the long-term solution to the racism, there's no quick fixes," said Jeung, the group's co-founder and a professor of Asian American Studies at San Francisco State University. "We want to stop the cycle of violence, and we can do that with restorative justice models where we hold perpetrators accountable but we don't necessarily criminalize them."

Chan suggested more bystander training to help residents and businesses learn what to do if they witness a crime.

She said it was "really disappointing" to see how many high-profile attacks took place in broad daylight, pointing out the [two New York City doormen who failed to help an Asian American woman](#) who was brutally attacked last month.

"We certainly don't advocate for anybody to put themselves in harm's way," she said. "We expect community members, storefront owners to at least step in or call for help."

One of the many ways to prevent these kinds of crimes is education and "understanding the root causes of racism," Chan said.

"Violence against AAPI-identifying individuals is really nothing new," she said. "It's been going on way before the pandemic, and it's deeply rooted in this nation's history."

Part of that education should include teaching students in K-12 and at the college level about the "integral role" of Asian Americans in American history, said Anne Cheng, a professor at Princeton University in New Jersey whose work focuses on race, gender and literature.

"We are part of this country," Cheng said. "We are part of its history. We have contributed

3) Asian American Contribution



a) Japanese American Soldiers received Congressional gold medal

When the Japanese bombed Pearl Harbor, Hawaii in December 7th, 1941, Asian Americans were prosecuted.

On [Feb. 19, 1942](#), President Franklin D. Roosevelt authorized the internment, allowing local military commanders to designate military areas as exclusion zones from which "any and all persons may be excluded."

As a result, about 110,000 Japanese Americans and Japanese were relocated to War Relocation Camps, though the policy was applied unequally.

The power was used to declare all people of Japanese ancestry excluded from the entire Pacific coast -- including all of California and most of Oregon and Washington. In Hawaii, however, where more than 150,000 Japanese-Americans made up over one-third of the territory's population, only about 1,500 were interned.

About 800 of Hawaii's local Japanese American community leaders were shipped off to

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Asians Americans (such as Chinese Americans, Korean Americans, Filipino Americans) were also included. One Japanese American said “It was the damndest thing, you know. Boy... I, the enemy? I can’t forgive the government for that. I was born and raised in Hawaii. If the Japanese came, I would have fought against them, with my people.”

By 1943, he was finally allowed to volunteer for the all-Japanese American 442nd Regiment that fought against the Japanese.

In 2010, Congress passed [Public Law 111–254](#) to honor the Japanese Americans who had served in the war the **Congressional Gold Medal, a Medal of Honor**, the country's highest military honor, was awarded to twenty-one Japanese American soldiers—all members of either the 100th Infantry Battalion or the 442nd Regimental Combat Team — for actions during World War II.. It was collectively presented on November 2, 2011.

The 442nd fought in Italy, southern France and Germany, becoming the most highly decorated regiment in the history of the United States armed forces for its size and length of service. More than 18,000 individual decorations were awarded for bravery, 9,500 Purple Hearts and seven Presidential Distinguished Unit Citations, including 21 Medal of Honor recipients.



b) Congressional Gold Medal (CGM) honors Chinese American Veterans of WWII

Chinese American men and women served in every theatre of WWII and sacrificed their lives defending American values of freedom. Their acts of patriotism, loyalty, and courage occurred at a time when the Chinese Exclusion Act of 1882 and its discrimination impacts were in place.

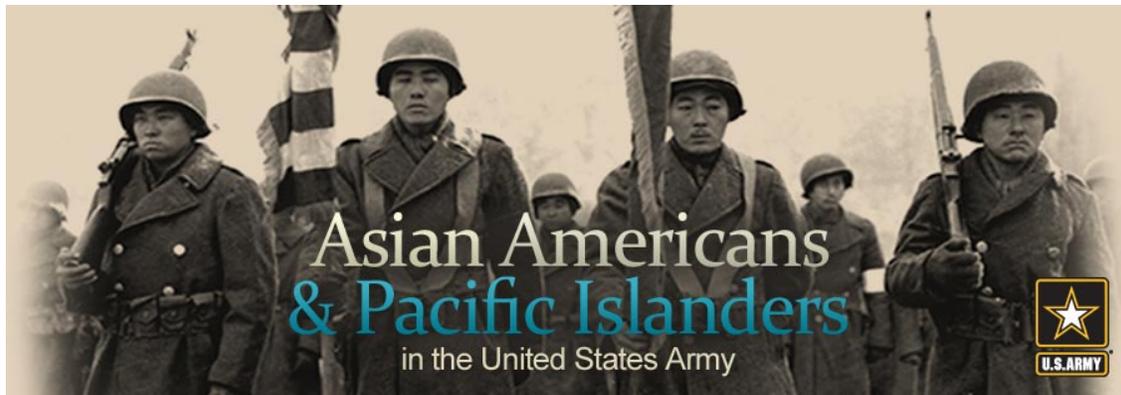
The Chinese Exclusion Act, which was in effect during WWII, prevented non-US born Chinese Americans from obtaining citizenship. However, as many as 20,000 Chinese

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Like CGM awardees Tuskegee Airman and the Native American Code Talkers, Chinese Americans faced institutionalized discrimination. When Congress declared Chinese Americans unfit to be citizens, their acts of military heroism, bravery, and sacrifice were minimized and went unrecognized. Congress now recognizes their commitment to our nation by awarding them the CGM.

[The Congressional Gold Medal Bill](#)

Introduced in May 2017, S.1050 Duckworth (D-IL) & Cochran (R-MS) / H.R.2358 Ed Royce (R-CA) & Ted Lieu (D-CA) is a bi-partisan bill that authorizes a Congressional Gold Medal to the Chinese American Veterans of World War II in recognition of their dedicated service. The Senate passed S.1050 on September 12, 2018.



c) Asian Americans and Pacific Islanders Serving in the Military

[Asian Americans and Pacific Islanders](#) have served in the US Army since the Civil War and all wars since then. Many Asian American and Pacific Islanders have rose to the highest ranks of Brig. Gen, Federal Judge and Senators.

There were many first Asian American to achieve these prestigious ranks:

Captain Fred Ohr

1941: Capt. Fred Ohr is the first and only American fighter ace of Korean descent

Col. Young-Oak Kim

1951: The first Asian-American to lead a combat battalion in a war

Judge Herbert Choy

1971: The first Asian-American federal judge

Sen. Daniel K. Inouye

2000: The first Japanese-American and only second recipient to receive both the Medal of Freedom and the Medal of Honor

[Subscribe](#)[Past Issues](#)[Translate ▼](#)**Maj. Gen. James Mukoyama**

1986: The first Asian-American to command an Army Division

Maj. Gen. John Liu Fugh

1984: The first Chinese-American general officer in the U.S. Army

Gen. Eric K. Shinseki

1999: The first Asian-American four-star general and 34th Chief of Staff of the Army

Brig. Gen. Coral W. Pietsch

2001: The first female Asian-American general officer in the U.S. Army

Rep. Tammy Duckworth

2006: The first Asian-American woman Soldier elected to Congress in Illinois

Rep. Tulsi Gabbard

2010: The first female American Samoan and Hindu to ever serve as a member of the U.S. Congress

Brig. Gen. Stephen K. Curda

2012: The first Korean-American to reach the rank of brigadier general in the Army Reserve

Brig. Gen. John M. Cho

2013: The first active component brigadier general of Korean descent

Brig. Gen. Miyako N. Schanely

2013: The first female Japanese-American, reserve engineer promoted to general officer

Brig. Gen. Viet Xuan Luong

2014: The first Vietnamese-born general flag officer in the U.S. military



Senate Majority Leader Chuck Schumer, D-NY, center is joined by US Rep. Grace Meng, D-NY, third from left, at a news conference to discuss an Asian-American hate crime bill, Monday, April 19, 2021, in New York. Mark Lennihan, AP - US Today May 7th, 2021

4) Taking a United Front Against All Racism

[Sindy Benavides](#), national chief executive officer of the League of United Latin American Citizens, had felt the same trauma with the shooting of eight (8) people, six (6) Asian American women in Atlanta, Georgia to the mass shoot with a gunman who killed 23 people on Aug. 3, 2019, at an El Paso, Texas, Walmart seen as an attack on the Latino community.

The manner in which so many have rallied around the [Asian American community](#) in the wake of the Atlanta shootings, she said, "reminded me of how our community allies were calling and texting us, asking how they could support us.

"We're thinking about how we can work together on the issue of hate crimes and make sure our communities stop being targets," she said. "This issue is not going to disappear overnight, and it's going to take collaboration."

U.S. Rep. Karen Bass, a Democrat from California, called the attacks "horrific" and said civil rights groups across the country were working together to address the issue.

"We all stand to lose," said Bass, one-time chair of the Congressional Black Caucus. "Just because it's happening to Asians does not mean that I don't care about it at the same level

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Manuel Pastor, director of the University of Southern California's Equity Research Institute in Los Angeles, said hate crimes are not the issue of one community.

“People understand they are something that could happen to other groups, too,” he said. “If you let it run loose for one group, it’s going to come back and haunt you.”

In New York, lawyer and civil rights activist Maya Wiley was among eight mayoral candidates who denounce the attacks at a press conference.

“It’s on all of us, not only on the Asian American community, to call attention to the fact that despicable hate has no home here,” she said in a later Twitter post.

Gabriel Chin, a law professor at the University of California, Davis, called the Atlanta killings a potentially galvanizing wake-up call. “They are likely to be looked back on as a turning point,” he said

Chin compared the moment to the [vicious 1982 slaying](#) of Vincent Chin, a Chinese American who was fatally attacked by two white autoworkers in metropolitan Detroit who, angry over the Japanese auto industry’s success as U.S. operations declined, apparently mistook Chin for Japanese descent.

Outrage over the killing – and a plea bargain that resulted in no jail time – inspired widespread Asian American activism and steps toward stronger hate crime legislation.

United Against a Common Foe

But building such alliances is difficult, said Robert Greene II, an assistant history professor at South Carolina’s Claflin University, and at the moment, the focus should be on confronting the anti-Asian sentiment that has been allowed to build up for so long.

“The true test of anti-racist solidarity will be in the weeks to come,” Greene said. “A coalition like the one being built will need to stay together for a considerable length of time, especially as we continue to see white supremacist groups harness the energy and momentum they built up during the presidencies of Barack Obama and Donald Trump.”

Ruben Martinez, a sociology professor at Michigan State University, said that while stronger alliances have been building, he sees the groups still largely focused on their own concerns.

“It has to go beyond that and focus on the system of racism as a whole,” he said.

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Closing Thoughts

Racism needs to stop now. The only way racism will be eliminated is to have a united front because we can't do it alone. In addition, we need to do the following:

1) **Education** - we need to educate people from pre-school to adults on the history of the different ethnic group as I tried to do here and my last email on why these prejudices or stereotypes have formed and dispel or correct them. If we don't, people are going to believe fake news since there is nothing to counter it which will reinforce racism.

We have to start from pre-school in order for children to be exposed from an early age that America is made up of multi-cultures and we are all equal. It will also prevent unconscious bias or racism. If one is taught that a particular ethnic group is bad throughout our childhood and adulthood, s/he will believe it is true and it's hard to correct it unless that person recognizes it and works hard not to let this bias or racism cloud their judgment.

At one point or another, everyone or our ancestors immigrated from somewhere else. No one is originally from America unlike people from Europe, Asian or Africa that have existed for many hundreds of years. America is only a little over 200 years.

But once a person is born here, becomes a US citizen or has been here for 10+ years with children and grandchildren born here, they are no longer immigrants. They are Americans. When people understand this concept, everyone is equal. There is no superior group.

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"Thank" all the Asian American and Asian scientists who help develop the many COVID-19 vaccines as well as other vaccines and countless drugs that are now on the market.

II) **Training** - there needs to be training for 1) encouraging people to report hate crimes without negative repercussions coming back to them and 2) how we can speak out against racism or do something about it that won't put people in harm's way. Anyone can say, they're not a racist, but are they committed to doing something about it.

If we see racism, we need to say something and/do something. We can't turn a blind eye and say it's not my problem or I don't want to get involved. This is exactly what happened with the elderly Chinese American woman who was attacked by a large man in broad daylight in Manhattan, NY and the two doormen at the apartment complex just watched and closed the door. These doormen are just as guilty as the man who attacked the Chinese American woman because they just watched and let it happen.

3) **Legislation** - more legislation/bills/laws are needed to make it easier to report, classify and prosecute those that commit hate crimes against any ethnic group. Currently, it is difficult to charge or prosecute people who assault Asian American of a hate crime because there is [no widely recognized symbol of anti-Asian hate](#) comparable to a noose or a swastika says expert.

Taking a united front against racism for any ethnic group, is taking a united front for all racism. This is the only way racism will be eliminated.

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Should you have any questions or need of assistance with your business due diligence, determining your product's value proposition, target product profile and economic value of your product for reimbursement, feel free to contact me at 781-935-1462 or regina@biomarketinginsight.com.

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