

Sikhism in the United States: WHAT AMERICANS KNOW & NEED TO KNOW



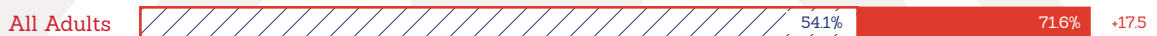
Officially the world's fifth largest organized religion, Sikhs began immigrating to the United States 150 years ago to build better lives for themselves and their families. Despite successful leadership in diverse fields—from farming to medicine to business—and efforts to integrate in communities across the United States, Sikhs continue to experience discrimination and prejudice from their fellow Americans.

MAKING AN IMPACT

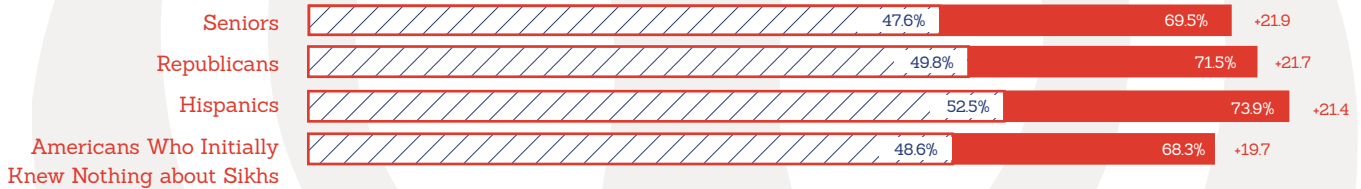
Not only are Americans curious to learn about Sikh Americans and receptive to this information, messaging about Sikh Americans has a significant effect on Americans' attitudes toward and perceptions of Sikh Americans.



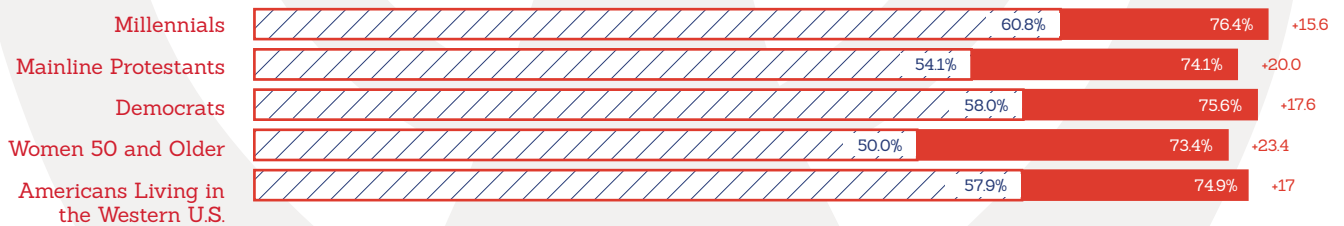
AMERICANS WERE ASKED TO RATE THEIR FEELINGS TOWARD SIKH AMERICANS ON A ZERO-TO-100 SCALE (WITH "0" BEING EXTREMELY COLD AND "100" BEING EXTREMELY WARM). AFTER READING ABOUT SIKH HISTORY AND BELIEFS AS WELL AS THE SERIES OF MESSAGES, WARM FEELINGS TOWARD SIKH AMERICANS INCREASE SUBSTANTIALLY. HERE ARE THE FINDINGS FROM PRE-AND-POST MESSAGING ON KEY TENETS OF SIKHISM:



ONE OF THE MOST ENCOURAGING FINDINGS IS THAT SOME OF THE MOST INITIALLY CHALLENGING AUDIENCES ALSO ARE AMONG THOSE WHO EXHIBIT THE LARGEST INCREASES:



HERE ARE THE MOST RECEPTIVE AUDIENCES:



MESSAGING THAT HAS THE LARGEST IMPACT ON PERCEPTIONS THAT SIKHS ARE PATRIOTIC & HOLD AMERICAN VALUES



RECOGNIZE THAT MOST AMERICANS KNOW LITTLE TO NOTHING ABOUT SIKHS.



TELL THE SIKH STORY IN FAMILIAR AND POSITIVE TERMS.



SHOW THAT SIKH VALUES ARE AMERICAN VALUES.



HIGHLIGHT THE VALUE OF EQUALITY.



TARGET THE MOST RECEPTIVE AND OPEN AUDIENCES IN INITIAL OUTREACH.



EXPLAIN THE MEANING OF THE TURBAN TO RECEPTIVE AUDIENCES.

SIKH VALUES ARE AMERICAN VALUES.