

In an effort to increase COVID-19 vaccination uptake, vaccine providers may now offer incentives on a trial basis to eligible individuals.

Michigan has received approval to pilot a Visa gift card vaccine incentive program for two months (11/1/21-12/31/21). After receiving approval from MDHHS, providers may purchase a limited number of gift cards.

A summary of Michigan's COVID-19 vaccination incentive plan is below:

- Approved grantees/vaccine providers may offer Visa gift cards to encourage COVID vaccination. Please note that only Visa gift cards may be provided. Michigan has not received approval from the CDC to offer other incentives.
- Eligible recipients may receive a maximum incentive of \$100/person.
- Individuals may receive a maximum \$50 incentive for the first dose and up to a \$50 incentive for the second dose of vaccine.

MDHHS approval must be received prior to purchasing and distributing incentives. Please submit a COVID-19 Vaccine Incentive Request Form to MillsA12@michigan.gov to request approval. Requests will be approved within 5 business days.

Incentives must be tracked on the COVID-19 Vaccination Incentive Tracking Form. Tracking forms must be submitted to MDHHS on a quarterly basis and are due on the following dates:

- October 15th
- January 15th
- April 15th
- July 15th

Tracking forms will be sent after your Incentive Plan is approved.

Please don't hesitate to contact Amy Mills at MillsA12@michigan.gov if you have questions.

COVID-19 Vaccine Incentive Request Form

Overview

- Visa gift cards may be offered to encourage COVID vaccination. A maximum incentive of \$100/person may be provided.
- Individuals who receive the first dose of a two-dose vaccine series are eligible to receive gift cards with a maximum value of \$50. Those who receive their second dose may also be incentivized with a gift card worth a maximum of \$50.
- Incentives are not retroactive (i.e. Individuals may not receive incentives for vaccines received in the past.)
- Incentives may only be purchased and distributed after approval is received from MDHHS.
- Grantees must use MDHHS' *COVID-19 Vaccine Incentive Tracking Form* to track each gift card.

Directions

- Complete each section below. There is no word limit; the text box will expand as needed to accommodate the entered text.
- Submit completed Request Forms to MillsA12@michigan.gov.
- MDHHS approval must be received prior to purchasing and distributing incentives.
- Individuals age 12 and up who receive a COVID vaccine in Michigan are eligible for the incentive.

Grantee:

Date Submitted:

A. Proposed Incentive (Describe what incentive will be provided)

B. Justification (Provide evidence that an incentive is needed and indicate why the selected incentive will be effective at increasing vaccine uptake.)

- C. **Reference to the organization's approved COVID-19 Vaccine Workplan** (Cite the specific COVID-19 workplan activity to which this incentive plan applies.)

- D. **Defined Amount** (Provide the cost per person and total allocated funding for incentives. **Note that the incentive cap is \$100 per person.**)

- E. **Eligibility** (Describe what makes recipients eligible for the incentive.)

- F. **Distribution and Tracking** (Describe how: 1) Incentives will be distributed/given to recipients; 2) Incentives will be tracked; and 3) The budget for incentives will be monitored.) **At a minimum, incentives will be tracked by each COVID-19 vaccine provider using the *COVID-19 Vaccination Incentive Tracking Form* developed by The MDHHS Division of Immunization.**

G. **Method of Evaluation** (Describe how the incentive plan will be evaluated for effectiveness.)

Authorizing Official Signature