

## Providing Incentives with COVID-19 Supplemental Funding

Guidance for recipients of the IP19-1901 Immunization and Vaccines for Children Cooperative Agreement who have received COVID-19 Supplemental Funding

As we reach a critical juncture in the COVID-19 vaccine response, in which vaccine supply is outpacing vaccine demand, it is important to expand strategies to increase COVID-19 vaccination rates. In addition to current strategies, such as focused outreach to populations disproportionately affected by COVID-19 and communication efforts to increase vaccine confidence, new strategies like direct appeal, via incentives, to potential vaccine recipients will be needed to combat the further spread of COVID-19.

Effective July 30, 2021, the funding of incentives, up to \$100 per person, for COVID-19 vaccine recipients (i.e., individuals receiving a COVID-19 vaccine) is allowable with all immunization cooperative agreement (IP19-1901) COVID-19 funding<sup>1</sup> except the “COVID 4 Addendum” funding for vaccine confidence communication strategies. Incentives to encourage vaccination provider participation in the CDC COVID-19 Vaccination Program are not allowed.

Consistent with the purpose of the COVID-19 supplemental funding for vaccination activities, the terms of the supplemental awards as provided in the Notice of Award, and applicable grants regulations and policies, incentives may be considered to encourage participation in COVID-19 vaccination. Recipients of IP19-1901 COVID-19 supplemental funding interested in exploring this option must submit a plan that covers the following eight elements:

- a. **Proposed Incentive** (i.e., describe, in detail, what incentive will be provided)
- b. **Justification** (i.e., what is the purpose for the incentive and what is the specific reason for selecting this incentive? What evidence indicates that an incentive is needed, and what evidence suggests that the selected incentive will be effective at achieving the desired result?)
- c. **Reference to the jurisdiction’s CDC-approved COVID-19 workplan** (i.e., cite the specific COVID-19 supplemental award workplan activity to which this incentive plan applies)
- d. **Anticipated gains** (i.e., explain how providing such an incentive will defray societal costs or have a positive return on investment, including by increasing overall COVID-19 vaccination? Additionally, describe potential unintended negative consequences and how those are outweighed by the benefits)
- e. **Defined amount** (e.g., cost per person and total allocated funding for the vaccine recipient incentives) Note that the incentive cap is \$100 per person.
- f. **Qualifications for issuance** (i.e., what makes a person eligible for the incentive? Does it take into consideration issues related to equity in your community? Does the proposed plan raise any state legal concerns?)
- g. **Method of issuance and tracking** (i.e., how will the incentive be delivered? Does the proposed plan and implementation align with any relevant policies and procedures governing your organization (e.g., procurement, ethics, etc.)? How will the budget and supply be tracked?)
- h. **Method of evaluation** (i.e., how will the incentive plan be evaluated for effectiveness?)

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<sup>1</sup>Incentive policy applicable to IP19-1901 COVID-19 supplemental funding ending in document numbers: 19NH23IP922XXXC3, 20NH23IP922XXXC3, 20NH23IP922XXXC5, 20NH23IP922XXXC6, and 20XXIP922XXUDSPC5.

In addition, such incentives are not and should not be portrayed as an endorsement by HHS or CDC of any company (or its goods, services, or policies) associated or affiliated with the incentive. For example, if an incentive is funded by grant funds, a cash card would more clearly separate the incentive from appearing to be an endorsement vs. a card to be used only at a specific COVID-19 vaccine provider. To the extent practicable given the proposed incentive, such non-endorsement should be clearly articulated.

Also, nothing in this guidance is intended to conflict with the requirements placed on a vaccine provider under the terms of their CDC COVID-19 Vaccination Program Provider Agreement or the underlying terms of recipient's grant award and applicable grant regulations.

This plan must be uploaded into Grant Solutions as a grant note, and project officer approval must be received prior to implementation, including obligation of funds. Approval will be uploaded as a note in Grant Solutions.

Please direct any questions about incentives or this approval process to your CDC Program Operations Branch Project Officer.