
\$100 VACCINE INCENTIVE PROGRAMS ACROSS THE COUNTRY & PROPOSAL FOR CLARK COUNTY



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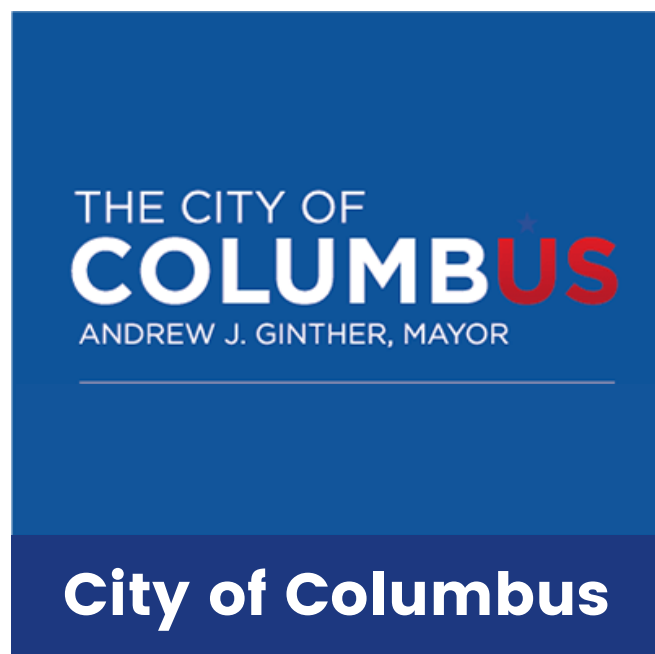
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\$100 VACCINE INCENTIVE OUTCOMES

IN OTHER JURISDICTIONS



- The City's health department reported a **288.5% increase** in vaccinations during the first week.
- The week before the program launched, the Health Dept. administered 253 vaccinations. The first week of the program they had 963 vaccinations. **Two weeks later, it jumped to 1,826.**
- The Health Department noted that the increase was driven by racial/ethnic minorities & those from the most socially vulnerable areas.



- New Mexico launched their program in June.
- According to the NM Department of Health, this led to a **333% increase in** single-shot vaccines and a **26% overall boost** in completed vaccinations.
- They are now resuming the program at President Biden's request.



- **11,000 Minnesotans** sought vaccines on the first day of the \$100 vaccine incentive.
- In the first week, 58,000 doses were administered, which was an **increase of 41%** from the week prior.
- Between the end of July and Aug. 10th, **more than 30,000 people** had already applied for the \$100 bonus.



- NYC launched their \$100 cash incentive program on July 30th, which coincided with the City requiring that City employees get vaccinated.
- Between July 30-August 12, over **50,000** New Yorkers had received the incentive.
- Their preliminary data showed that there was a **50% increase** in vaccinations at sites that offered the \$100 incentive.

\$100 INCENTIVE PROGRAM MODELS

IN EACH JURISDICTION

CITY OF COLUMBUS

- Offered at 10 neighborhood satellite clinics.
- \$100 Visa cash card at first dose.
- Targeted census tracts with the highest vulnerability and lowest vaccine rates.
- Worked with trusted partners to locate sites that were convenient and safe; canvassed neighborhoods to notify residents.
- Stayed in the same location for 6 weeks and extended clinic hours until 7 p.m.

NEW MEXICO

- Any dose qualifies— a first or second dose or a dose of the single-shot J&J vaccine. No more than one \$100 incentive is distributed per person.
- To be eligible, New Mexicans have to register with an email, phone number, or home address at vaccineNM.org, or call the enrollment phone number.
- Vaccine providers submit information about vaccinations to the State. The State then processes it and distributes payment through email, text message, or home address.

MINNESOTA

- Minnesotans 12+ who receive their first dose between July 30 - August 15 are eligible for a \$100 Visa gift card.
- To request the incentive, after receiving their first dose, they must complete the form online: vax-reward.web.health.state.mn.us.
- Minnesota Department of Health then shares the vaccinated person's name and mailing address with the U.S. Bank. The U.S. Bank then mails out the \$100 Visa gift card to the individual 18+ or to the minor's parent/legal guardian.

NEW YORK CITY

- Available to all NYS residents (even under 18), receiving their first does at City-run sites after 7/28.
- Restrictions to certain sites, but they are working on expanding to more sites.
- Working with third-party to distribute pre-paid debit cards.
- Three ways to receive \$100 pre-paid debit card: 1) Virtual - receive instantly via email; 2) Mailed - physical card mailed to address on file; 3) Pickup - walk-up sites for those without email or mailing address.

\$100 INCENTIVE PILOT PROGRAM PROPOSAL



FUNDING SOURCE: American Rescue Plan Act funds.



AMOUNT: Allocate \$100,000 + administrative costs, as determined by staff.



GIFT CARD TYPE: Purchase 1,000 Visa Gift Cards worth \$100 each. Every adult 18+ who receives their first shot or second shot of Moderna or Pfizer or the J&J single-does will receive one gift card. The gift card will be provided to the parent/guardian of minors ages 12-17 who get vaccinated at designated sites.



VACCINATION SITE LOCATIONS: Micro target zip codes in the County with the highest vulnerability and lowest vaccination rates (See Heat Map, p. 5). Identify a vaccination site on the east side that is convenient and is trusted by the community (Ex: recreation centers, churches, grocery stores, etc.). It's critical that we meet the community where they live.



PROVIDER: Immunize Nevada



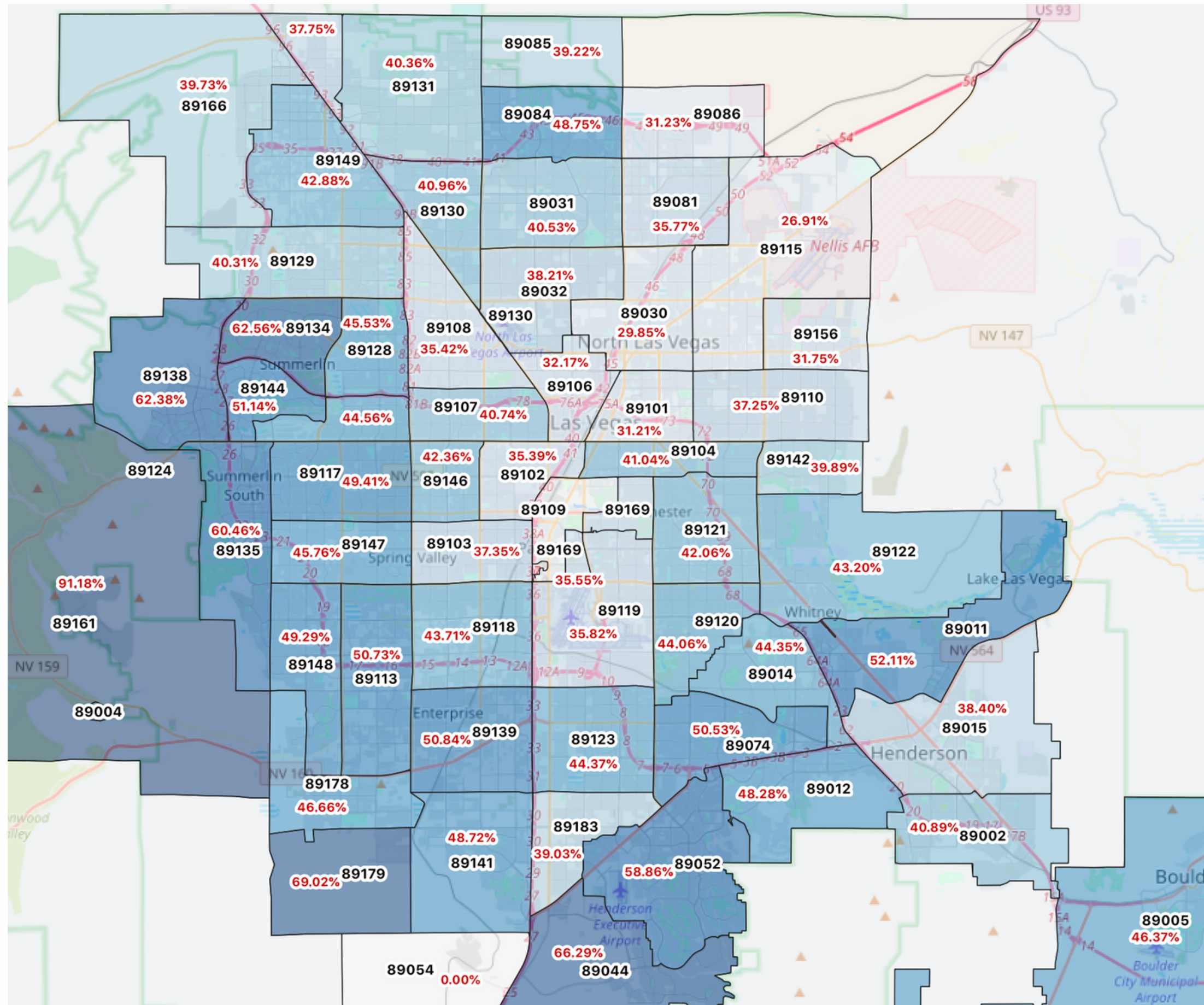
MARKETING: Utilize grassroots outreach efforts in surrounding communities, in addition to social media and traditional marketing mediums. Work with trusted, community partners to canvass the surrounding neighborhoods to notify residents.



EVALUATE: Following the pilot program, provide a report to the Board of County Commissioners and discuss next steps.

VACCINATION COMPLETION PERCENTAGE

BY ZIP CODE IN CLARK COUNTY (Data from SNHD as of Aug. 15, 2021)



VACCINE COMPLETION RATE - ZIP CODES UNDER 45%

Zip Code	Completed Count	Completed %	Initiated Count	Initiated %
89081	13,288	35.45%	16,701	44.56%
89119	18,594	35.50%	23,959	45.74%
89110	26,341	36.85%	35,687	49.92%
89103	19,888	37.01%	25,698	47.83%
89032	16,759	37.92%	21,680	49.05%
89015	16,153	38.11%	19,458	45.91%
89183	16,460	38.75%	20,276	47.73%
89166	9,975	39.51%	12,092	47.90%
89142	13,722	39.58%	18,017	51.97%
89129	22,896	40.09%	27,943	48.92%
89131	20,274	40.10%	24,362	48.18%
89031	27,268	40.25%	33,882	50.01%
89107	15,716	40.36%	21,649	55.60%
89002	14,575	40.62%	17,292	48.19%
89104	16,052	40.70%	21,280	53.95%
89130	14,131	40.73%	17,248	49.71%
89121	26,347	41.69%	33,658	53.26%
89146	7,854	42.01%	10,149	54.29%
89149	16,872	42.59%	20,527	51.82%
89122	21,259	42.86%	26,734	53.90%
89118	9,467	43.37%	11,744	53.81%
89120	10,858	43.76%	13,455	54.23%
89014	17,362	44.03%	21,283	53.98%
89123	26,747	44.08%	32,006	52.75%
89145	11,094	44.25%	13,844	55.22%
89027	8,206	44.49%	9,098	49.32%

RESEARCH CITATIONS & SOURCES

- Jeremy Olson, *11K Minnesotans Seek \$100 Vaccine Incentive on First Day*, Minnesota Star Tribune (Aug. 5, 2021), available at www.startribune.com/11k-minnesotans-seek-100-vaccine-incentive-on-first-day/600085130/.
- *State Announces Second Round of \$100 Incentives for COVID-19 Vaccines*, New Mexico Department of Health Press Release (July 29, 2021), available at cv.nmhealth.org/2021/07/29/12421/.
- Pete Grieve, *In Columbus, Vaccinations Nearly Triple During First Week of \$100 Rewards*, Spectrum News 1 (July 15, 2021), available at spectrumnews1.com/oh/columbus/news/2021/07/15/columbus-vaccinations-nearly-triple-100-incentive-covid19.
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- *State Announces Second Round of \$100 Incentives for COVID-19 Vaccines*, New Mexico Department of Health Press Release (July 29, 2021), available at cv.nmhealth.org/2021/07/29/12421/.
- *Webinar for State, Territorial, Tribal and Local Government Leaders on \$100 Vaccine Incentives Confirmation*, The White House Intergovernmental Affairs (Aug. 5, 2021).

