

**American Rescue Plan (ARP) State
Fiscal Recovery Funds (SFRF)
Request Form**

Please complete this form in accordance with
the process instructions.

Agency/Point of Contact: Margaret Kelly, Deputy Commissioner, Minnesota Department of Health

Title of Request: Vaccine Incentives Program

Date: 7/30/2021

Request Amount: \$ 13,800,000

Expenditure Time Period: 7/30/2021 to 6/30/2023

Brief Summary of Request: (Summary must be complete on this page with supporting information attached)

We face a critical juncture in the pandemic. The Delta variant is significantly more infectious and is pushing cases up across the country. It is the dominant strain circulating in Minnesota accounting for more than 80% of new COVID-19 cases and putting both vaccinated and unvaccinated at higher risk. As we head into the fall and kids go back to school, we need to do everything we can to prevent a new wave. While we have made significant progress to date, we need to continue to do everything we can to mitigate the likelihood of transmission. Getting more people vaccinated is our best protection strategy.

Our previous incentive program, Your Shot to Summer, encouraged just over 15,000 Minnesotans to get vaccinated. The Visa gift card was the most popular incentive. Recent research suggests that a \$100 incentive could sway up to 30% of the people who are not yet vaccinated to get a shot. In addition, feedback from community groups suggests that we should also offer flexibility to providers to tailor incentives to their populations in order to improve uptake.

The Governor has used his authority to appropriate \$2.5 million to renew our previous incentive program. We are standing up a website so those getting their first shot between July 30 and August 15 can register for a \$100 gift card until the funds run out. We anticipate providing rewards to just under 25,000 Minnesotans.

This proposal will both expand the current \$100 incentive program to more Minnesotans and provide grants to our vaccine partners to tailor incentives to their specific populations.

Expanding the current \$100 incentive program: additional funding will allow us to encourage more people to get vaccinated by covering all new first doses in a two- week period and not be limited to just the first 25,000 people.

Providing grants to vaccine providers: MDH will solicit and fund proposals from our vaccination partners, including Local Public Health, COVID Community Coordinators, FQHCs and Community Clinics, Tribal Health, Health Care Systems, Shelters, Corrections, and Long-term Care providers, so they can tailor incentives to their populations. Providers may want to incent first and second doses, or may reward referrals, or may provide for more immediate rewards. Grants will be awarded as soon as September to fund activity through December 2021 with the ability to extend.

Funds will be used for grants and to purchase gift cards, including administrative costs on gift cards and to award, distribute, and monitor, and report out on grants. Any unused funds will be used for future, more targeted incentives.

Margaret Kelly

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Date: 2021.07.30 12:33:59 -05'00'

Department Head Signature

Date