

**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: Child and Youth Vaccine Incentive Program

Date: 10/8/2021 **Request Amount:** \$ 12,200,000

Expenditure Time Period: 10/18/2021 to 6/30/2023 (no later than 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, accounting for nearly all of new COVID-19 cases and leading to increased cases across the country. In Minnesota it is putting both vaccinated and unvaccinated at higher risk, surging at a time when students have returned to school and putting our youngest Minnesotans particularly at risk. While we have made significant progress in responding to the pandemic, we need to continue to do everything we can to mitigate transmission and prevent unnecessary hospitalizations and deaths. Our primary prevention tool and best protection strategy is vaccination and our lowest vaccination rates (among those eligible) are in youth ages 12-17.

Incentives have been exercised in Minnesota and across the country to increase vaccination and community feedback is that incentives are a way to encourage action and offset costs of lower income families, including lost wages associated with appointments, transportation, child care, etc. and create more equitable access.

Based on other state learnings and community feedback, this proposal includes a two-part incentive. A cash incentive program to encourage more youth and children to go get their complete vaccine series. Data tells us how important a complete vaccine series is in level of protection. Recent research suggests that a \$100 incentive could sway up to 30% of the people who are not yet vaccinated to get a shot. Our previous program, Your Shot to Summer, led to over 15,000 vaccinations and the \$100 August program rewarded 76,813 people who got vaccinated - including 21,277 12-17 year olds (individuals who waited months after eligibility). In relaunching a cash incentive program, specific weeks will be announced to encourage more children and youth to get their vaccine - starting first with 12-17 and then building future campaigns after eligibility expands to younger ages.

In addition to the cash incentive, the state will create a drawing for all youth and children who have completed their series. Minnesota has learned from success of other states that larger incentives specifically focused on teens garner energy and attention. MDH will facilitate drawings for prizes for children and youth who complete their vaccine series, including college scholarships in partnership with the Office of Higher Education. The funds will be used to create the college savings program and administer donated experience prizes. Early data from Ohio demonstrates 155,000 youth registered to win during its college scholarship drawing program.

Funds will be used to provide cash incentives, award college scholarships up to levels of \$100,000, provide small incentives based on community feedback, and cover the direct administrative and reporting costs.

Margaret Kelly

Department Head Signature

Digitally signed by Margaret Kelly
Date: 2021.10.07 11:19:48 -05'00'

10/8/2021

Date