

Attachment 4

PRAMS Response Incentives and Rewards used by States

States individually select incentives and rewards without CDC input based on the following criteria: what they can afford, what appeals to women in their population, and what is allowed by their state health department and local IRB.

State/ city	Response Incentive	Response Reward
AL		Infant CDs or stationery
AK		\$10 gift card
AZ	Reusable shopping bag with PRAMS logo	
AR	Baby picture magnet	\$10 gift card(mail) \$20 gift card (phone)
CO	Pen	\$20 gift card
CT	Baby picture magnet, pen	\$10 Walmart gift card
DE		\$30 early responders \$20 late responders
DC	\$5 gift card	\$25 gift card
FL	Ink Pen, Baby Bib	\$10 gift card
GA		\$10 gift card
HI		\$5 gift card \$10 gift card (Lanai and Molokai Islands)
IL		Stationary, vanity bag, nail file, infant thermometer (mothers of non-deceased infants) Letter of appreciation, stationary, vanity bag (mothers of deceased infants)
IN	Pen	Diaper voucher- value TBD Gift card value TBD- (mothers with deceased infants)
IA	Baby book Manicure set (mothers of deceased infants)	\$10 gift certificate for diapers \$10 gift card (mothers of deceased infants)
KS	Reusable shopping bag with PRAMS logo	\$15 gift card
KY	Manicure set	\$10 Walmart gift card
LA	Pen	\$20 Walmart gift card
ME		Birth certificate or CD
MD	Nail file	Monthly Drawing for \$100 gift card
MA	Pen	\$10 gift card
MI		\$10 gift card

MN	Relaxation CD	Children's Music CD, or \$9 birth certificate coupon, manicure set
MS	Cosmetic bag	\$10 Walmart gift card
MO	Pen	\$10 gift card (mail) \$20 gift card (phone)
MT	\$5	Quarterly raffle for baby gift basket (\$50 value)
NE	Baby bib, Nature sounds CD, Flat pen (mothers of non-deceased infants) Bookmark, Bereavement booklet (mothers of deceased infants)	\$5 gift card
NV	None	\$10
NH	pen, magnet, and notepad	Coupon for birth certificate
NJ	\$10 cash	\$25 cash (phone only for selected strata)
NM	Manicure set, first aid kit	\$10 gift card (mail) \$20 gift card (phone)
NY ¹	Pen	\$15 gift card OR pack or diapers (Mail) \$25 gift card OR pack or diapers (Mail)
NYC	\$20 cash	
NC	Manicure set	
ND	TBD	TBD
OK	Baby bib, nursery CD (mothers of non-deceased infants) Manicure set (mothers of deceased infants)	Diapers and choice of baby book or music CD (mothers of non-deceased infants) Choice of earbuds or lunch bag (mothers of deceased infants)
OR	Magnetic picture frame (mothers of non-deceased infants) Pressed flower bookmark (mothers of deceased infants)	\$200 gift certificate raffle
PA	\$10 cash	
PR	Pen	Infant milestone calendar & crib net Insect repellent for deceased infants
RI	\$5 gift card	\$10 gift card (late responders only)
SC	Bag	\$10 gift card
SD	\$2	Lunch bag, baby wipes, baby care kit, baby book (mothers

		of non-deceased infants) Lunch bag, coffee mug, shower gel, hand sanitizer (mothers with deceased infants)
SD- Tribal	\$2	Lunch bag, baby wipes, baby care kit, baby book Lunch bag, coffee mug, shower gel, hand sanitizer (mothers with deceased infants)
TN	Baby bib, magnet (mothers of non-deceased infants) Journal (mothers of deceased infants)	\$10 gift card
TX	Baby forehead Thermometer Flower pin (mothers of deceased infants)	\$20 gift card
UT	Tote bag and gel pens	
UT- Stillbirth	Gel Pens, Memory Necklace	
VT	Notepad and pen	Music CD Tote bag (mothers of deceased infants)
VA	\$10 gift card	\$10 gift card (phone only)
WA	Bookmark (mothers of deceased infants)	Two \$50 gift certificates raffle
WV	infant thermometer	Complementary birth certificate (mothers of non- deceased infants) Memory book (mothers of deceased infants)
WI	\$5 cash (minority oversample only)	Baby songs CD (mothers of non-deceased infants) Relaxation CD (mothers of deceased infants)
WY	Pen, bath time thermometer Pressed flower bookmark (mothers of deceased infants)	Infant sleep sack (mothers of non-deceased infants) + \$10 gift card (American Indian phone completes) \$10 gift card (mothers of deceased infants)

¹New York State excluding New York City