## **PRAMS** Response Gifts and Incentives by Jurisdiction

Jurisdictions individually select gifts (offered to all sampled mothers) and response incentives (offered to mothers who responded to the survey) 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 jurisdiction health department and local IRB. At the time of the initial Paperwork Reduction Act approval for PRAMS, jurisdictions were providing a range of incentives which, in some cases, are valued over \$25. Changing incentives already in place in jurisdictions could detrimentally effect response rates. In the event a jurisdiction would like to offer a new response incentive greater than \$25, CDC will consult with OMB. CDC will document incentive size and response rates, particularly for populations that are less likely to respond. CDC will also work with jurisdictions to conduct experiments to assess the impact of changes to incentive size.

| Jurisdiction | Gifts  | 2021 Response Incentive  | 2020<br>Weighted<br>Response<br>(%) |
|--------------|--|--|-------------------------------------|
| AL           | Pen  | Choice of diaper pack, insulated bag, manicure set, or baby onsie  | 55                                  |
| AK           | Vinyl Alaska-themed<br>sticker; herb seed<br>packet; or blank<br>notecard (all moms)<br>"From Hurt to Healing"<br>booklet (mothers of<br>deceased infants) | Choice of \$10 gift card or a set of<br>four books from Best Beginnings<br>Seasons of Alaska   | 54                                  |
| AZ           | Reusable shopping bag<br>with PRAMS logo   | Choice of \$30 Basha's grocery<br>store voucher or \$30 Amazon gift<br>card  | 53                                  |
| AR           | Baby picture magnet  | \$20 Walmart gift card   | 58                                  |
| СО           | Pen  | \$20 e-gift card (mail and web completes) \$30 e-gift card (phone completes)   | 63                                  |
| CNMI         | None   | \$20 gift certificate to local grocery stores  | N/A¹                                |
| СТ           | Baby picture magnet,<br>pen  | \$20 Walmart gift card   | 63                                  |
| DE           | None   | \$30 Walgreens gift card early<br>responders<br>\$20 Walgreens gift card late<br>responders<br>\$30 Walgreens gift card (mothers<br>of deceased infants) | 54                                  |
| DC           | \$5 cash   | \$20 cash  | 59                                  |
| FL           | Ink Pen, Baby Bib  | Choice of \$20 gift card for groceries or diapers pack and wipes   | 56                                  |
| GA           | None   | \$25 Visa gift card  | 53                                  |

## Attachment 5 – PRAMS Response Incentives and Incentives by Jurisdiction

| HI None \$\frac{\$50 \text{ Foodland gift card (Oahu, Maui, Big Island)}{\$20 \text{ Amazon gift card (Kauai, Lanai and Molokai Islands)}}\$  IL None \$\frac{\$55 \text{ Giaper gift card}{\$525 \text{ Keepsake notebook and special letter of condolence (mothers of deceased infants)}}{\$520 \text{ Walmart gift card (good for diapers and wipes only; mail and web completes)} \$25 \text{ Walmart gift card (phone completes)} \$25 \text{ Walmart gift card (phone completes)} \$25 \text{ Walmart gift card (phone completes)} \$25 \text{ CVS gift card (mothers of deceased infants)}}\$  IA Baby book Manicure set (mothers of deceased infants)  Reusable cloth grocery bag (mail 1) Baby board book (mail 2) Ink pen (mail 2: mothers of deceased infants)  KS \$5 \text{ cash} \$\$10 \text{ Walmart gift card} \$\$51 \text{ G6}\$  KY \$5 \text{ Cash} \$\$10 \text{ Walmart gift card} \$\$66\$  KY \$5 \text{ Cash} \$\$10 \text{ Walmart gift card} \$\$57\$  ME None \$\$10 \text{ Walmart gift card} \$\$57\$  MI Silicone baby bib \$\$10 \text{ Walmart gift card} \$\$57\$  MMA \$\$10 \text{ Walmart gift card} \$\$57\$  MMA \$\$10 \text{ Walmart gift card} \$\$57\$  MMA \$\$10 \text{ Walmart gift card} \$\$50\$  MMA \$\$100 \text{ Walmart gift card} \$\$60\$  MMA \$\$100 \text{ Walmart gift card} \$\$60\$  MMA \$\$100 \text{ Walmart gift card} \$\$60\$  MMO \$\$100 \text{ Walmart gift card} \$\$60\$ |    | •   | • •   |    |
|--|----|---|---|----|
| IL None S25 diaper gift card Keepsake notebook and special letter of condolence (mothers of deceased infants)  \$20 Walmart gift card (phone completes) \$25 Valmart gift card (phone completes) \$25 Valmart gift card (phone completes) \$25 Valmart gift card (mothers of deceased infants)  Reusable cloth grocery bag (mail 1) Baby board book (mail 2) Ink pen (mail 2: mothers of deceased infants)  KS \$25 Cash \$10 Walmart gift card \$57  Ink pen (mail 2: mothers of deceased infants)  KY \$5 cash \$10 Walmart gift card \$57  Birth certificate (mothers of live infants)  ME None \$20 Walmart gift card \$57  Birth certificate (mothers of deceased infants)  MD Nail file \$20 Walmart gift card \$57  MAI Silicone baby bib \$30 gift card (Choice of Amazon, Target, and Walmart)  MN Magnetic picture frame Choice of \$10 Valmart gift card, Sing-A-Long CD, or instead of paying the full price for the birth certificate at a discounted price who completes)  MD Pen \$20 Walmart gift card (mail and web completes)  MN Pen \$20 Walmart gift card (mail and web completes)  MN Pen \$20 Walmart gift card (mail and web completes)  MN Pen \$20 Walmart gift card (mail and web completes)  MN Refrigerator magnet S20 Walmart gift card (choice of Walmart)  MN Refrigerator magnet S20 Walmart gift card (choice of S10 Amazon)  MN Refrigerator magnet S20 Walmart gift card (choice of S10 Amazon)  MN Refrigerator magnet S20 Walmart gift card (choice of S10 Amazon)  MN Refrigerator magnet S20 Walmart gift card (choice of S10 Amazon)  MN Refrigerator magnet S20 Walmart gift card (choice of S10 Amazon)  MN Refrigerator magnet S20 Walmart gift card (choice of Walmart)  MN Refrigerator magnet S20 Walmart gift card (choice of Walmart)  MN Refrigerator magnet S20 Walmart gift card (choice of S10 Amazon)  MN Refrigerator magnet S20 Walmart gift card (choice of Walmart)  | НІ | None  | Maui, Big Island)<br>\$20 Amazon gift card (Kauai,  | 62 |
| diapers and wipes only; mail and web completes) \$25 Walmart gift card (phone completes) \$25 CVS gift card (mothers of deceased infants)  Reusable cloth grocery bag (mail 1) Baby board book (mail 2) Ink pen (mail 2: mothers of deceased infants)  KY \$5 cash \$10 Walmart gift card 66 IA Pen \$20 Walmart gift card 57  WE None Birth certificate (mothers of live infants)  MD Nail file Monthly drawing for \$100 Target gift card bookmark (mothers of deceased infants)  MI Silicone baby bib \$30 gift card (Choice of Amazon, Target, and Walmart)  MM Magnetic picture frame S20 Walmart gift card 59  MA Pen \$30 gift card (choice of Walmart, Family Dollar, or Amazon)  Choice of \$15 Visa gift card, Sing-A-Long CD, or instead of paying the full price for the birth certificate at a discounted price sand mothers of deceased infants)  MM Refrigerator magnet Nonthly drawing for \$100 Amazon 53  MT Refrigerator magnet Nonthly drawing for \$100 Amazon 53  MONTH Refrigerator magnet S20 Walmart gift card (mail and web completes) s25 gift card (phone completes and mothers of deceased infants)   | IL | None  | \$25 diaper gift card<br>Keepsake notebook and special<br>letter of condolence (mothers of  | 61 |
| IA Manicure set (mothers of deceased infants)  Reusable cloth grocery bag (mail 1) Baby board book (mail 2) Ink pen (mail 2: mothers of deceased infants)  KY \$5 cash \$10 Walmart gift card 60 LA Pen \$20 Walmart gift card 57  ME None Birth certificate (mothers of live infants)  MI Nail file Monthly drawing for \$100 Target gift card bookmark (mothers of deceased infants)  MI Silicone baby bib \$30 gift card (Choice of Amazon, Target, and Walmart)  MN Magnetic picture frame Choice of \$15 Visa gift card, Sing-A-Long CD, or instead of paying the full price for the birth certificate at a discounted price should be completes and mothers of deceased infants)  MI Refrigerator magnet S20 gift card (choice of Walmart, Family Dollar, or Amazon)  MO Pen \$20 Walmart gift card (mail and web completes and mothers of deceased infants)  MI Refrigerator magnet S20 gift card (choice of Walmart)  MI Refrigerator magnet S20 gift card (choice of Walmart)  MI Refrigerator Magnet S20 gift card (choice of Walmart)  MI Refrigerator Magnet S20 gift card (choice of Walmart)  MI Refrigerator Magnet S20 gift card (choice of Walmart)  MI Refrigerator Magnet S20 gift card (choice of Walmart)  MI Refrigerator Magnet S20 gift card (choice of Walmart)  MI Refrigerator Magnet S20 gift card (choice of Walmart)  MI Refrigerator Magnet S20 gift card (choice of Walmart)  MI Refrigerator Magnet S20 gift card (choice of Walmart)  MI Refrigerator Magnet S20 gift card (choice of Walmart)  MI Refrigerator Magnet S20 gift card (choice of Walmart)  MI Refrigerator Magnet S20 gift card (choice of Walmart)  MI Refrigerator Magnet S20 gift card (choice of Walmart)  MI Refrigerator Magnet S20 gift card (choice of Walmart)   | IN |   | diapers and wipes only; mail and<br>web completes)<br>\$25 Walmart gift card (phone<br>completes)<br>\$25 CVS gift card (mothers of | 49 |
| KS     Dag (mail 1) Baby board book (mail 2) Ink pen (mail 2: mothers of deceased infants)     \$25 Visa gift card     66       KY     \$5 cash     \$10 Walmart gift card     60       LA     Pen     \$20 Walmart gift card     57       ME     None     Birth certificate (mothers of live infants)     55       MD     Nail file     Monthly drawing for \$100 Target gift card     50       MA     Pen Pen and floral bookmark (mothers of deceased infants)     \$20 gift card (Choice of Amazon, Target, and Walmart)     60       MI     Silicone baby bib     \$30 gift card (choice of Walmart, Family Dollar, or Amazon)     59       MN     Magnetic picture frame     Choice of \$15 Visa gift card, Sing-A-Long CD, or instead of paying the full price for the birth certificate at a discounted price     54       MS     Pen     \$20 Walmart gift card     60       MO     Pen     \$20 Walmart gift card (mail and web completes) \$25 gift card (phone completes and mothers of deceased infants)     57       MT     Refrigerator magnet     Monthly drawing for \$100 Amazon gift card     53       NE     Pen thermometer     \$20 gift card (choice of Walmart)     66   | IA | Manicure set (mothers   | \$10 Walmart gift card  | 51 |
| LA Pen \$20 Walmart gift card 57  Birth certificate (mothers of live infants) Music/Nature CD (mothers of deceased infants)  MD Nail file Monthly drawing for \$100 Target gift card  Pen Pen and floral bookmark (mothers of deceased infants)  MI Silicone baby bib \$30 gift card (Choice of Amazon, Target, and Walmart)  MN Magnetic picture frame A-Long CD, or instead of paying the full price for the birth certificate at a discounted price  MS Pen \$20 Walmart gift card (mail and web completes) \$25 gift card (phone completes and mothers of deceased infants)  MT Refrigerator magnet \$20 gift card (choice of Walmart) 59  MED Pen \$20 Walmart gift card (mail and web completes) \$25 gift card (phone completes and mothers of deceased infants) 53  MON Pen \$20 Walmart gift card (mail and web completes) \$25 gift card (phone completes and mothers of deceased infants) 53  | KS | bag (mail 1) Baby board book (mail 2) Ink pen (mail 2: mothers of deceased infants) | \$25 Visa gift card   | 66 |
| ME None Birth certificate (mothers of live infants) Music/Nature CD (mothers of deceased infants)  MD Nail file Monthly drawing for \$100 Target gift card  Pen Pen and floral bookmark (mothers of deceased infants)  MI Silicone baby bib \$30 gift card (Choice of Amazon, Target, and Walmart)  MN Magnetic picture frame Choice of \$15 Visa gift card, Sing-A-Long CD, or instead of paying the full price for the birth certificate at a discounted price  MS Pen \$20 Walmart gift card (mail and web completes) \$25 gift card (phone completes and mothers of deceased infants)  MT Refrigerator magnet \$20 gift card (choice of Walmart)  Birth certificate (mothers of live infants)  Monthly drawing for \$100 Amazon gift card  S20 gift card (choice of Walmart)  Monthly drawing for \$100 Amazon gift card  S20 gift card (choice of Walmart)  S30 gift card (choice of Walmart)  Monthly drawing for \$100 Amazon gift card  S30 gift card (choice of Walmart)  S40 gift card (choice of Walmart)  S51 gift card (choice of Walmart)  S52 gift card (choice of Walmart)  S53 gift card (choice of Walmart)   | KY | \$5 cash  | \$10 Walmart gift card  | 60 |
| MENoneinfants)<br>Music/Nature CD (mothers of<br>deceased infants)55MDNail fileMonthly drawing for \$100 Target<br>gift card50MAPen<br>Pen and floral<br>bookmark (mothers of<br>deceased infants)\$20 gift card (Choice of Amazon,<br>Target, and Walmart)60MISilicone baby bib\$30 gift card (choice of Walmart,<br>Family Dollar, or Amazon)59MNMagnetic picture frameChoice of \$15 Visa gift card, Sing-<br>A-Long CD, or instead of paying<br>the full price for the birth<br>certificate at a discounted price54MSPen\$20 Walmart gift card60MOPen\$20 Walmart gift card (mail and<br>web completes)<br>and mothers of deceased infants)57MTRefrigerator magnetMonthly drawing for \$100 Amazon<br>gift card53NEPen thermometer\$20 gift card (choice of Walmart)66   | LA | Pen   |   | 57 |
| MA Pen Pen and floral bookmark (mothers of deceased infants)  MI Silicone baby bib \$30 gift card (Choice of Amazon, Target, and Walmart)  MN Magnetic picture frame Choice of \$15 Visa gift card, Sing-A-Long CD, or instead of paying the full price for the birth certificate at a discounted price  MS Pen \$20 Walmart gift card (mail and web completes) \$25 gift card (phone completes and mothers of deceased infants)  MT Refrigerator magnet September \$20 gift card (choice of Walmart)  Silicone baby bib \$30 gift card (choice of Walmart, Family Dollar, or Amazon) Choice of \$15 Visa gift card, Sing-A-Long CD, or instead of paying the full price for the birth certificate at a discounted price \$20 Walmart gift card \$60 \$20 Walmart gift card (mail and web completes) \$25 gift card (phone completes and mothers of deceased infants)  MT Refrigerator magnet \$20 gift card (choice of Walmart 66)  | ME | None  | infants) Music/Nature CD (mothers of deceased infants)  | 55 |
| MAPen and floral bookmark (mothers of deceased infants)\$20 gift card (Choice of Amazon, Target, and Walmart)60MISilicone baby bib\$30 gift card (choice of Walmart, Family Dollar, or Amazon)59MNMagnetic picture frameChoice of \$15 Visa gift card, Sing-A-Long CD, or instead of paying the full price for the birth certificate at a discounted price54MSPen\$20 Walmart gift card60MOPen\$20 Walmart gift card (mail and web completes) \$25 gift card (phone completes and mothers of deceased infants)57MTRefrigerator magnetMonthly drawing for \$100 Amazon gift card53NEPen thermometer\$20 gift card (choice of Walmart)66   | MD | Nail file   |   | 50 |
| MN Magnetic picture frame Choice of \$15 Visa gift card, Sing-A-Long CD, or instead of paying the full price for the birth certificate at a discounted price  MS Pen \$20 Walmart gift card 60  \$20 Walmart gift card (mail and web completes) \$25 gift card (phone completes and mothers of deceased infants)  MT Refrigerator magnet \$20 gift card (choice of Walmart 66)   | MA | Pen and floral bookmark (mothers of   | Target, and Walmart)  | 60 |
| MNMagnetic picture frameA-Long CD, or instead of paying the full price for the birth certificate at a discounted price54MSPen\$20 Walmart gift card60MOPen\$20 Walmart gift card (mail and web completes) \$25 gift card (phone completes and mothers of deceased infants)57MTRefrigerator magnetMonthly drawing for \$100 Amazon gift card53NEPen thermometer\$20 gift card (choice of Walmart)66   | MI | Silicone baby bib   |   | 59 |
| MS Pen \$20 Walmart gift card \$20 Walmart gift card (mail and web completes) \$25 gift card (phone completes and mothers of deceased infants)  MT Refrigerator magnet  NE Pen thermometer  \$20 Walmart gift card (mail and web completes)  \$25 gift card (phone completes and mothers of deceased infants)  Monthly drawing for \$100 Amazon gift card  \$20 gift card (choice of Walmart)  \$20 gift card (choice of Walmart)  | MN | Magnetic picture frame  | A-Long CD, or instead of paying the full price for the birth  | 54 |
| MOPen\$20 Walmart gift card (mail and web completes)<br>\$25 gift card (phone completes and mothers of deceased infants)57MTRefrigerator magnetMonthly drawing for \$100 Amazon gift card53NEPen thermometer\$20 gift card (choice of Walmart)66   | MS | Pen   |   | 60 |
| gift card 933  NE Pen thermometer \$20 gift card (choice of Walmart 66   | МО | Pen   | \$20 Walmart gift card (mail and<br>web completes)<br>\$25 gift card (phone completes<br>and mothers of deceased infants)           | 57 |
|  | MT | Refrigerator magnet   | gift card   | 53 |
|  | NE | Pen, thermometer  | · · · · · · · · · · · · · · · · · · ·   | 66 |

## Attachment 5 – PRAMS Response Incentives and Incentives by Jurisdiction

| NV               | None   | \$20 Walmart gift card  | 43 |
|------------------|--|---|----|
|                  | Pen, magnet, and   | Choice of \$20 Walmart gift card or   |    |
| NH               | notepad  | coupon for birth certificate  | 52 |
| NJ               | \$10 cash  | \$25 cash (phone only for smoking strata)   | 65 |
| NM               | No-touch door opener   | \$20 Family Dollar gift card  | 62 |
| NYS <sup>2</sup> | Disposable bib Bookmark (mothers with deceased infants)  | \$50 Target gift card   | 49 |
| NYC              | \$20 cash  | None  | 61 |
| ND               | None   | \$20 cash   | 61 |
| OK               | Little book<br>Notepad (mothers<br>deceased infants)   | Choice of \$10 Amazon gift card, board book and CD combination, or pack of wipes Choice of \$10 Amazon gift card or insulated lunch tote & manicure set (mothers of deceased infants)         | 10 |
| OR               | Magnetic picture frame Pressed flower bookmark (mothers of deceased infants)                                     | \$20 Visa gift card   | 64 |
| PA               | \$15 cash  | None  | 60 |
| PR               | Pen  | Infant milestone calendar & crib mosquito net (mothers of live infants) Bag pouch/mask/hand sanitizer (mothers of deceased infants)   | 81 |
| RI               | \$5 gift card  | \$10 CVS gift card (mail 3 and web completes) \$20 CVS gift card (phone completes)  | 47 |
| SC               | \$10 Walmart gift card<br>(for diapers or wipes<br>only)<br>Cinch bag (mothers of<br>deceased infants)           | \$10 gift card (for diapers or wipes only) SC state emblem pop socket (mothers of deceased infants)   | 43 |
| SD               | \$2 cash   | Baby gift pack: lunch bag, baby wipes, baby care kit, baby book (mothers of live infants) Mother gift pack: lunch bag, coffee mug, shower gel, hand sanitizer (mothers with deceased infants) | 67 |
| TN               | Pen & baby bib (mothers of live infants) "Hurt to Healing" pamphlet & manicure kit (mothers of deceased infants) | \$15 Walmart gift card (all mothers) \$100 monthly drawing Shower Caddy (mothers of deceased infants)   | 56 |
| TX               | Baby forehead<br>Thermometer<br>Flower pin (mothers of   | \$20 gift card (choice of Walmart or Target)  | 39 |

Attachment 5 - PRAMS Response Incentives and Incentives by Jurisdiction

|               | deceased infants)   |   |    |
|---------------|---|---|----|
| UT            | First aid kit & gel pen Magnetic notepad & gel pens (mothers of deceased infants)                                       | \$10 Target gift card   | 67 |
| UT-Stillbirth | Gel Pens, Memory<br>Necklace  | None  | 53 |
| VT            | Notepad and pen   | Choice of canvas tote bag or diaper to-go kit (3-count) Canvas tote bag (mothers of deceased infants)   | 66 |
| VA            | \$10 cash   | \$20 cash (phone completes only)  | 58 |
| WA            | None  | Choice of \$20 gift card (Walmart or Target) or diaper pack   | 64 |
| WV            | None  | Birth certificate, infant sleep sack, set of baby board book (mothers of live infants) Memory book (mothers of deceased infants)  | 50 |
| WI            | \$5 cash  | \$20 cash   | 64 |
| WY            | Pen (all mothers) Bath time thermometer (mothers of live infants) Pressed flower bookmark (mothers of deceased infants) | Choice of infant sleep sack or \$10 Walmart gift card (non-American Indian mothers, mail and web completes)  Infant sleep sack and \$10 Walmart gift card (American Indian mothers and phone completes)  \$25 Walmart gift card (mothers of deceased infants) | 51 |

<sup>&</sup>lt;sup>1</sup>Jurisdiction did not participate in PRAMS during the year. <sup>2</sup>New York State excluding New York City