

## 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 Weighted Response (%) |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| AL           | Pen                                                                                                                                         | Choice of diaper pack, insulated bag, manicure set, or baby onesie                                                            | 55                         |
| AK           | Vinyl Alaska-themed sticker; herb seed packet; or blank notecard (all moms)<br>"From Hurt to Healing" booklet (mothers of deceased infants) | Choice of \$10 gift card or a set of four books from Best Beginnings Seasons of Alaska                                        | 54                         |
| AZ           | Reusable shopping bag with PRAMS logo                                                                                                       | Choice of \$30 Basha's grocery store voucher or \$30 Amazon gift card                                                         | 53                         |
| AR           | Baby picture magnet                                                                                                                         | \$20 Walmart gift card                                                                                                        | 58                         |
| CO           | Pen                                                                                                                                         | \$20 e-gift card (mail and web completes)<br>\$30 e-gift card (phone completes)                                               | 63                         |
| CNMI         | None                                                                                                                                        | \$20 gift certificate to local grocery stores                                                                                 | N/A <sup>1</sup>           |
| CT           | Baby picture magnet, pen                                                                                                                    | \$20 Walmart gift card                                                                                                        | 63                         |
| DE           | None                                                                                                                                        | \$30 Walgreens gift card early responders<br>\$20 Walgreens gift card late responders<br>\$30 Walgreens gift card (mothers of | 54                         |

Attachment 5 – PRAMS Response Incentives and Incentives by Jurisdiction

|    |                                                                                                                  |                                                                                                                                                                                  |    |
|----|------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|    |                                                                                                                  | deceased infants)                                                                                                                                                                |    |
| 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 |
| HI | None                                                                                                             | \$20 Foodland gift card (Oahu, Maui, Big Island)<br>\$20 Amazon gift card (Kauai, Lanai and Molokai Islands)                                                                     | 62 |
| IL | None                                                                                                             | \$25 diaper gift card<br>Keepsake notebook and special letter of condolence (mothers of deceased infants)                                                                        | 61 |
| IN | Pen                                                                                                              | \$20 Walmart gift card (good for diapers and wipes only; mail and web completes)<br>\$25 Walmart gift card (phone completes)<br>\$25 CVS gift card (mothers of deceased infants) | 49 |
| IA | Baby book<br>Manicure set (mothers of deceased infants)                                                          | \$10 Walmart gift card                                                                                                                                                           | 51 |
| KS | Reusable cloth grocery bag (mail 1)<br>Baby board book (mail 2)<br>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)<br>Music/Nature CD (mothers of deceased infants)                                                                                     | 55 |
| MD | Nail file                                                                                                        | Monthly drawing for \$100 Target gift card                                                                                                                                       | 50 |
| MA | Pen<br>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                                                                | 54 |

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|                  |                                                                                 |                                                                                                                                                                                          |    |
|------------------|---------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|                  |                                                                                 | discounted price                                                                                                                                                                         |    |
| MS               | Pen                                                                             | \$20 Walmart gift card                                                                                                                                                                   | 60 |
| MO               | Pen                                                                             | \$20 Walmart gift card (mail and web completes)<br>\$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 or Target)                                                                                                                                             | 66 |
| NV               | None                                                                            | \$20 Walmart gift card                                                                                                                                                                   | 43 |
| NH               | Pen, magnet, and notepad                                                        | Choice of \$20 Walmart gift card or 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<br>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 deceased infants)                               | Choice of \$10 Amazon gift card, board book and CD combination, or pack of wipes<br>Choice of \$10 Amazon gift card or insulated lunch tote & manicure set (mothers of deceased infants) | 10 |
| OR               | Magnetic picture frame<br>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)<br>Bag pouch/mask/hand sanitizer (mothers of deceased infants)                                                   | 81 |
| RI               | \$5 gift card                                                                   | \$10 CVS gift card (mail 3 and web completes)<br>\$20 CVS gift card (phone completes)                                                                                                    | 47 |
| SC               | \$10 Walmart gift card (for diapers or wipes only)<br>Cinch bag (mothers of     | \$10 gift card (for diapers or wipes only)<br>SC state emblem pop socket (mothers of deceased infants)                                                                                   | 43 |

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|               |                                                                                                                               |                                                                                                                                                                                                               |    |
|---------------|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|               | deceased infants)                                                                                                             |                                                                                                                                                                                                               |    |
| SD            | \$2 cash                                                                                                                      | Baby gift pack: lunch bag, baby wipes, baby care kit, baby book (mothers of live infants)<br>Mother gift pack: lunch bag, coffee mug, shower gel, hand sanitizer (mothers with deceased infants)              | 67 |
| TN            | Pen & baby bib (mothers of live infants)<br>“Hurt to Healing” pamphlet & manicure kit (mothers of deceased infants)           | \$15 Walmart gift card (all mothers)<br>\$100 monthly drawing<br>Shower Caddy (mothers of deceased infants)                                                                                                   | 56 |
| TX            | Baby forehead Thermometer<br>Flower pin (mothers of deceased infants)                                                         | \$20 gift card (choice of Walmart or Target)                                                                                                                                                                  | 39 |
| UT            | First aid kit & gel pen<br>Magnetic notepad & gel pens (mothers of deceased infants)                                          | \$10 Target gift card                                                                                                                                                                                         | 67 |
| UT-Stillbirth | Gel Pens, Memory Necklace                                                                                                     | None                                                                                                                                                                                                          | 53 |
| VT            | Notepad and pen                                                                                                               | Choice of canvas tote bag or diaper to-go kit (3-count)<br>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)<br>Memory book (mothers of deceased infants)                                                                           | 50 |
| WI            | \$5 cash                                                                                                                      | \$20 cash                                                                                                                                                                                                     | 64 |
| WY            | Pen (all mothers)<br>Bath time thermometer (mothers of live infants)<br>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)<br><br>Infant sleep sack and \$10 Walmart gift card (American Indian mothers and phone completes) | 51 |

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|--|--|------------------------------------------------------|--|
|  |  | \$25 Walmart gift card (mothers of deceased infants) |  |
|--|--|------------------------------------------------------|--|

<sup>1</sup>Jurisdiction did not participate in PRAMS during the year.

<sup>2</sup>New York State excluding New York City