

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 onsie	55
AK	Vinyl Alaska-themed sticker; herb seed packet; or blank notecard (all moms) "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) \$30 e-gift card (phone completes)	63
CNMI	None	\$20 gift certificate to local grocery stores	N/A ¹
CT	Baby picture magnet, pen	\$20 Walmart gift card	63
DE	None	\$30 Walgreens gift card early responders \$20 Walgreens gift card late responders \$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) \$20 Amazon gift card (Kauai, Lanai and Molokai Islands)	62
IL	None	\$25 diaper gift card 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) \$25 Walmart gift card (phone completes) \$25 CVS gift card (mothers of deceased infants)	49
IA	Baby book Manicure set (mothers of deceased infants)	\$10 Walmart gift card	51
KS	Reusable cloth grocery bag (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) Music/Nature CD (mothers of deceased 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	54

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		discounted price	
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 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 ²	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 Notepad (mothers 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 (for diapers or wipes only) Cinch bag (mothers of	\$10 gift card (for diapers or wipes only) 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) 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 Thermometer Flower pin (mothers of deceased infants)	\$20 gift card (choice of Walmart or Target)	39
UT	First aid kit & gel pen 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) 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)	51

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		\$25 Walmart gift card (mothers of deceased infants)	
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¹Jurisdiction did not participate in PRAMS during the year.

²New York State excluding New York City