



Contra
Costa
County

To: Board of Supervisors
From: Anna Roth, Health Services Director
Date: December 8, 2020

Subject: Purchase of Gift Cards for Child and Adolescent Immunization Incentive

RECOMMENDATION(S):

APPROVE and AUTHORIZE the Purchasing Agent, on behalf of the Health Services Department, to purchase up to 750 \$40 Safeway and Target gift cards for a total not to exceed \$30,000 as an incentive for parents to have their children immunized.

FISCAL IMPACT:

100% funded by Hospital Enterprise Fund I - PRIME funding.

BACKGROUND:

It is important for children and adolescents to receive their full complement of immunizations as recommended by pediatricians, the California Department of Public Health, and the Centers for Disease Control. The Contra Costa Regional Medical Center and Health Centers (CCRMC) has a combination vaccination rate hovering in the low to mid 50% range, but it is not uncommon for a child to need only one vaccination to complete the full complement of immunizations.

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY

☐ RECOMMENDATION OF BOARD

ADMINISTRATOR

COMMITTEE

Action of Board On: **12/08/2020** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II Supervisor
Diane Burgis, District III Supervisor
Karen Mitchoff, District IV Supervisor
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: December 8, 2020

David Twa, County Administrator and Clerk of the Board of Supervisors

By: June McHuen, Deputy

Contact: Samir Shah, M.D.
925-370-5525

CCRMC is finding that parents are reluctant to bring their children in for immunizations during the COVID-19 emergency. Use of the gift card incentive would be an added incentive to encourage parents to have their children immunized during the COVID-19 emergency.

CONSEQUENCE OF NEGATIVE ACTION:

If this request is not approved, it could have an impact on the health and well-being of vulnerable children.

CHILDREN'S IMPACT STATEMENT:

This program supports the following Board of Supervisors' children's community outcomes: (4) Families that are Safe, Stable and Nurturing and (5) Communities that are Safe and Provide a High Quality of Life for Children and Families.