COUNTY OF HUMBOLDT

For the meeting of: 10/22/2024

File #: 24-1436

To: Board of Supervisors

From: DHHS: Public Health

Agenda Section: Consent

Vote Requirement: Majority

SUBJECT:
Accept Donation of Target Gift Cards in the Total Amount of $1,000 from the California Department of Public Health (CDPH), Immunization Branch

RECOMMENDATION(S):
That the Board of Supervisors:

1. Authorize the Department of Health and Human Services - Public Health Director, or a designee thereof, to accept a donation of 40, $25 Target gift cards for a total of $1,000 from the CDPH, Immunization Branch for use as COVID-19 vaccination incentives;
2. Authorize the Department of Health and Human Services - Public Health Director, or a designee thereof, to accept and sign all subsequent donations from CDPH Immunization Branch, reporting to the Board as required by Government Code section 25355; and
3. Direct the Clerk of the Board to return one (1) certified copy of the Board Order relating to this item to the Department of Health and Human Services - Public Health.

STRATEGIC PLAN:
This action supports the following areas of your Board's Strategic Plan.

Area of Focus: Safe & Healthy Communities
Strategic Plan Category: 1002- Remove barriers to quality healthcare

DISCUSSION:
As a part of California's plan to increase COVID-19 vaccination rates throughout the state, CDPH's Immunization Branch allocated Humboldt County 40, $25 Target gift cards as incentives for COVID-19 vaccination. These cards are not a part of the county's immunization funding or allocation, but rather a redistribution of incentives from the state.

During 2021 and 2022, incentive gift cards were offered to clients receiving any dose in their primary vaccination series. These were purchased with COVID-19 immunization funding, provided to the county by CDPH. These incentives were a draw for many people to either start or complete their primary vaccination series.

With changes in COVID-19 vaccination funding and distribution, the Public Health Clinic now carries COVID-19 vaccine for uninsured adults over the age of 19 or children under the age of 19 that are eligible for the Vaccines for Children Program (VFC). The eligibility for VFC includes children with Medi-Cal or Partnership insurance, uninsured, and American Indian/Alaskan Native populations. For adults, uninsured is classified as not having any insurance, having insurance that doesn't cover vaccinations, and for adults 65 and over that are on Medi-Care, not having Part D coverage.

The target populations for increasing vaccination rates include children eligible for the VFC program, uninsured adults, and unhoused individuals. Offering these populations an incentive will help to increase vaccination rates in these vulnerable communities. The mobile vaccination team is targeting locations in remote communities, partnering with community-based organizations that serve the above communities.

If this donation is accepted, the mobile vaccination team could garner more interest in vaccinations at events hosted in vulnerable communities. Although it is not the goal of the Public Health Clinic to provide incentives for all vaccinations, public interest and rate of vaccination have increased from the use of incentives.

SOURCE OF FUNDING:
1175-428 Immunization Base Grant, COVID-19 Round 4 Supplemental funding

FINANCIAL IMPACT:
Acceptance of the donation of 40, $25 Target gift cards ($1,000 total) from the California Department of Public Health (CDPH) Immunization Branch will have no impact to the Immunization Base Grant County Budget in Fund 1175, Budget Unit 428 - Immunization.

OTHER AGENCY INVOLVEMENT:
N/A

ALTERNATIVES TO STAFF RECOMMENDATIONS:
The Board of Supervisors may choose not to accept this donation. However, it is not recommended as it would negatively impact the clinic's ability to provide incentives to the unhoused and uninsured communities, who do not have regular accessibility to COVID-19 vaccinations without Public Health's mobile clinics.

ATTACHMENTS:
1. Email COVID-19 Vaccine Incentives- Distribution Follow up

PREVIOUS ACTION/REFERRAL:
Meeting of: N/A
File No.: N/A