

You Call The Shot California FAQ for LHJs/Providers

California's COVID-19 Vaccine Incentive Program



You Call The Shot
Vaccinate ALL 58

General Program Questions

Q: What is the incentive program?

A: Effective May 27, 2021, the *You Call The Shot California* program will offer a \$50 incentive card for Kroger (which includes Ralphs, Food 4 Less, and Foods Co.), Albertsons (which includes Safeway, Vons, and Andronico's Community Markets), or Virtual Mastercard® to Californians who receive their COVID-19 vaccination after the program start date, while supplies last.

Q: How long will the COVID-19 vaccine incentive program last? When will the program run out?

A: The program is only eligible for the first two million individuals who begin and end their vaccination process after May 27.

Q: Who is eligible to receive this incentive?

A: Individuals who live in California that begin and end their vaccination process after the program is launched (May 27) are eligible to participate in *You Call The Shot California*. If you are younger than 18, you will need to have a parent or guardian complete the incentive card selection process for you, unless you are an emancipated minor.

Q: How is this being paid for?

A: This program is being paid for by the State of California.

Q: How is this being marketed in the most at-risk communities?

A: Clinics will receive a one-pager explaining the single-use redemption code redemption process, timeline, and communication points for the patients. The state is also coordinating a media campaign, as well as an outreach campaign within communities and community-based organizations, and to counties with at-risk populations.

Q: How do patients book a COVID-19 vaccine appointment?

A: Patients can schedule appointments or view walk-in clinics at myturn.ca.gov or via other resources provided by the CDC or local health departments. Appointments can also be made through your healthcare provider, local pharmacy, or by calling 1-833-422-4255.

Patient-Oriented Questions

Q: What should we tell patients to expect?

A: Patients should expect a single-use redemption code to arrive in their text messages or email from the *You Call The Shot California* program 7-10 days AFTER receiving their second dose of the Pfizer or Moderna vaccine, or the single dose of the Johnson and Johnson. If they do not receive a single-use redemption code after 14 days, they should call 1-833-993-3873.

Q: What happens to people vaccinated at retail pharmacies or sites outside of the My Turn system?

A: This program applies to all vaccination sites in California that use their electronic health records or any site using My Turn, including vaccinations administered in-home. All providers administering the COVID-19 vaccine are already required to report administered doses into an IIS (CAIR).

Q: Are homebound patients eligible?

A: Yes, as their data is captured in CAIR.

Q: Would a patient become ineligible if they have opted to not share IIS data?

A: The minimal necessary data for the incentive program is captured in the system, so they will remain eligible.



For *You Call The Shot California* questions, call 1-833-993-3873 or visit covid19.ca.gov/vax-for-the-win.



Patient-Oriented Questions (ctd.)

Q: How will this work for patients?

A: The incentive program only applies to Californians who are beginning their COVID-19 vaccination series on May 27 or later. Eligible patients will go through the below steps:

1. Patients receive their vaccination via My Turn Clinic, EHR/Hospitals, CHCs, or Pharmacy and the data is sent to CAIR, the State's Immunization Information System (IIS).
2. The State checks the data for duplicates.
 - If the patient is not fully vaccinated (first of two doses), a hold will be placed for the single-use redemption code issuance until the second dose is administered and recorded. The patient will receive a text message notifying them a single-use redemption code has been saved and will be sent following the second dose.
3. When the patient is fully vaccinated after the Johnson and Johnson vaccine, or after the second dose of the Pfizer/Moderna vaccine, the patient will get a text message with a link to www.youcalltheshotca.com and a single-use redemption code to redeem an incentive card.
 - If the patient has no cell phone but has an email account, they will get an email with a link and single-use redemption code to redeem an incentive card.
 - Those who do not have a cell phone or email address can receive a physical incentive card by first calling 1-833-993-3873. Those without a permanent address can also call the hotline to coordinate delivery of their incentive card.
 - If the patient is under 18, a parent or guardian should complete the selection process on behalf of the patient.
4. If the patient has issues redeeming their single-use redemption code or has questions about the incentive card, they should call 1-833-993-3873.

Q: What about people who were already vaccinated?

A: Thanks to them, California is on a good path toward community immunity. Now, we're digging deep to find those who still haven't come forth to be protected.

Q: What about people experiencing homelessness?

A: Participants will call 1-833-993-3873 to get support. Representatives will work with people experiencing homelessness with no access to a cell phone or email to coordinate a delivery location (typically a nearby post office). These patients must wait 14 days after their final dose to call.

Q: Is there a choice of incentive cards?

A: Yes, there are three choices for the incentive card:

1. Virtual Mastercard® (subject to terms and conditions): Not an ATM card so it cannot be cashed out. It can be redeemed online where Debit Mastercard® is accepted. This is a virtual incentive card and can be added to a phone mobile wallet.
2. Kroger (which includes Ralphs, Food 4 Less, and Foods Co.): We recommend printing the incentive card, as not all grocery stores can scan the virtual incentive card.
3. Albertsons (which includes Safeway, Albertsons, Vons, and Andronico's Community Markets): Requires recipient to print barcode to redeem for in-store purchases.

Q: Do single-use redemption codes for patients ever expire?

A: The single-use redemption code expires 90 days after the patient has received it. Note this is 90 days after the single-use redemption code is received and does not apply to the incentive card itself. The Virtual Mastercard® expires 12 months after issuance and the Kroger and Albertsons / Safeway incentive cards never expire. The single-use redemption codes simply need to be redeemed within 90 days.



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