



DPH HIV Prevention Incentives Policy

Purpose:

To ensure that any HIV Prevention Incentives purchased and distributed with state or federal funding through DPH reflect barriers to intervention access, and are “reasonable”, meaning small in value.

Goals:

To increase participation and retention of target populations in DPH funded HIV prevention interventions.

To reduce barriers to intervention participation and retention by distributing incentives related to perceived or identified barriers to intervention access.

Objectives

To ensure that DPH funded prevention contractors develop a HIV Prevention Incentives Policy for their organization.

To ensure that all DPH funded prevention contractors utilizing incentives do so in accordance with DPH Policy.

Policy:

HIV prevention incentives are to be used in conjunction with HIV prevention interventions grounded in prevention science.

Incentives should address barriers to HIV prevention intervention access or be relevant to “life issues” for members of the target population.

Incentives should be based on state needs assessment data provided by members of the target population.

Incentives may be a tangible item or may be in the form of services rendered such as transportation or childcare.

Incentives should be small in value as compared to the overall program or incentive budget.

Incentives should **NOT** be in the form of cash but rather a gift card, voucher, or other tangible item (e.g., pre-paid phone card, food voucher, gas card, bus token, child care voucher, condom, etc.)

Incentives should **NOT** be used on a regular basis during HIV prevention counseling or testing for recruitment or participation. However, incentives may be used while implementing social networking strategy but may only be given to the recruiter, **NOT** the person being tested.

Procedures: Develop and submit to DPH an agency HIV Prevention Incentives Policy that includes the following:

- The need for incentives among the target population as well as appropriate uses and contexts for them.
- A process for identifying and engaging community partners in identifying appropriate HIV prevention incentives to be purchased and distributed.
- A clear definition of how incentives will be distributed as well as a plan for distributing them. Distribute incentives at the completion of the intervention to encourage participant retention.
- A record keeping system that tracks incentives purchased and distributed with HIV prevention funding. This includes:
 - 1) A periodic accounting of all monetary incentives by a staff member segregated from the functions of program implementation.
 - 2) A system for tracking the number of gift cards/vouchers purchased and distributed with program funds as well as a plan for safeguarding them from theft. For example, a master log for recording the purchase of monetary incentives including the serial number of each gift card, date purchased, date when the item was entrusted to a staff member for program use and name of the person who received the incentive.
 - 3) A requirement that an original store receipt must be attached to the master log for purchased incentives. The store receipt must have a description of the purpose of the purchase noted directly on the receipt and must be signed by the person who made the purchase. For example: "Wal-Mart Gift cards for client participation in CRCS Program."

References:

The Policy Resource Group LLC, Policy Brief HIV Prevention Interventions, May 2000

Valdiserri et. al. 1999, Siegel 1997

CDC Compendium of HIV Prevention Interventions with Evidence of Effectiveness, 1999