Targeted Vaccinations: Client or Family Incentives

Task Force Finding

Intervention Definition
Client or family incentives involve motivating clients with rewards (e.g., money or discount coupons for retail stores) or the threat of penalties (e.g., being excluded from participating in a program). A review of the available scientific evidence identified one qualifying study of the effectiveness of client incentives when implemented alone in improving targeted vaccine coverage. The single study evaluated the effectiveness of monetary incentives in increasing hepatitis B vaccination of high-risk clients (injection drug users). Clients who were offered incentives demonstrated a large and significant increase in vaccination rates. No qualifying studies of the use of client incentives in improving vaccination coverage for influenza or pneumococcal polysaccharide vaccines were identified.

Task Force Finding (June 2002)
The Task Force finds insufficient evidence to determine the effectiveness of client or family incentives when implemented alone in improving influenza, pneumococcal polysaccharide, or hepatitis B vaccination coverage in high-risk adults because only the one study, with fair quality of execution, was identified.

Publications


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The findings and conclusions on this page are those of the Community Preventive Services Task Force and do not necessarily represent those of CDC. Task Force evidence-based recommendations are not mandates for compliance or spending. Instead, they provide information and options for decision makers and stakeholders to consider when determining which programs, services, and policies best meet the needs, preferences, available resources, and constraints of their constituents.

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