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Contact: ODH Office of Communications (614) 644-8562
Columbus Public Health: Kelli Newman (614) 645-7213

Columbus Public Health Vax Cash Program Drives Surge in COVID-19 Vaccinations During First Week

Franklin County Residents Vaccinated at 10 New Satellite Clinics Receive Visa Gift Cards

COLUMBUS – The Columbus Public Health Vax Cash Program helped drive a surge in COVID-19 vaccinations during its first week with \$100 Visa gift cards as incentive to Franklin County residents to get vaccinated at either its walk-in main clinic or one of its 10 new neighborhood vaccine clinics.

Launched on July 6, Columbus Public Health reported a 288% increase in vaccinations the first week over the previous week and a 52% increase in vaccinations the second week. To date, the health department has given out 2,552 gift cards, and has provided 177,281 vaccines during the pandemic.

“As we continue to look for ways to reach and protect our most vulnerable residents and neighborhoods, most patients have shared that it was the money incentive that brought them in, along with the convenient locations,” said Dr. Mysheika Roberts, health commissioner for Columbus Public Health. “The program is showing success vaccinating hard to reach people with 55% of recipients people of color and 52% of recipients younger than 39 years of age.”

Using advertising, social media, community engagement and education, and door-to-door outreach, Columbus Public Health was able to get the message out about the Vax Cash Program and the new walk-in vaccination clinics offering the Pfizer or Johnson & Johnson vaccine.

The \$100 Vax Cash continues to be offered to Franklin County residents who are receiving their first dose of the COVID-19 vaccine at the Columbus Public Health Vaccine Clinic located at 240 Parsons Ave., Monday through Friday from 9 a.m. to 4 p.m.

Vax Cash will be offered at 10 Columbus neighborhood satellite vaccine clinics from noon-7 p.m. while supplies last through Monday, Aug. 16:

Mondays

- Linden Community Center, 1350 Briarwood Ave.
- William H. Adams Community Center, 854 Alton Ave.

Tuesdays

- Far East Community Center, 1826 Lattimer Drive
- Ethiopian Tewahedo Social Services, 4099 Karl Road

Wednesdays

- Barack Community Center, 580 E. Woodrow Ave.
- Somali Community Association of Ohio, 3422 Cleveland Ave.

Thursdays

- Sullivant Gardens Community Center, 755 Renick St.
- Bhutanese Community of Central Ohio, 4646 Tamarack Blvd.

Fridays

- Westgate Community Center, 455 S. Westgate Ave.
- St. Stephen the Martyr Church, 4131 Clime Road

Innovative Ideas is a feature from the Ohio Department of Health highlighting ways providers and organizations are encouraging COVID-19 vaccinations. You can find more featured examples on the Ohio Department of Health's Innovative Ideas page at <https://coronavirus.ohio.gov/wps/portal/gov/covid-19/healthcare-providers-and-local-health-districts/innovative-ideas>.

If you are interested in hosting a vaccination clinic, the Ohio Department of Health has a toolkit for businesses and organizations available at <https://coronavirus.ohio.gov/wps/portal/gov/covid-19/covid-19-vaccination-program/businesses-and-organizations>. This toolkit contains a collection of resources vaccine providers and Ohio employers and organizations can consider using to build partnerships across the state to offer convenient vaccinations to their employees and members.

All Ohioans age 12 and older are currently eligible to be vaccinated. Ohioans can find additional vaccination opportunities and schedule appointments by visiting gettheshot.coronavirus.ohio.gov or by calling 1-833-4-ASK-ODH (1-833-427-5634). Walk-in appointments are available at many providers statewide. Anyone with questions regarding COVID-19 vaccination within the state of Ohio can learn more at coronavirus.ohio.gov/vaccine.

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246 North High Street
Columbus, Ohio 43215 U.S.A.
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