



Get vaccinated.

Get rewarded.

Help end COVID-19.

Flex For Checks Program Overview

THE PROGRAM

We are the National Minority Health Association (the NMHA), a 501c3 not-for-profit organization. We are administering an \$11.1 million grant program for HRSA to reward people for getting vaccinated against COVID-19. We call this program **Flex For Checks**, and it pays \$50 per shot to the person receiving a vaccination, \$25 to the worker who helped them to get vaccinated, and another \$25 to the worker's agency of record.

We call it **Flex For Checks** because once you **flex** for your shots, you can **check off** all the things you can do once again: hug loved ones, visit your grandparents, be in groups with your friends, and more!

Rewards are paid by gift cards sent to the vaccine recipient after they provide verification of each shot. They do this by uploading a picture of their vaccination record card and filling in the details of where, when, and which vaccine was received.

The grant started on June 1, 2021, and runs through November 30, 2021, or until we distribute all available funds.

OUR GOALS

Flex for Checks is committed to getting more vaccinations into the arms of our community members! We intend to accomplish this by paying community members \$50 per shot. The worker and the agency who supported them will each earn an additional \$25 per shot.

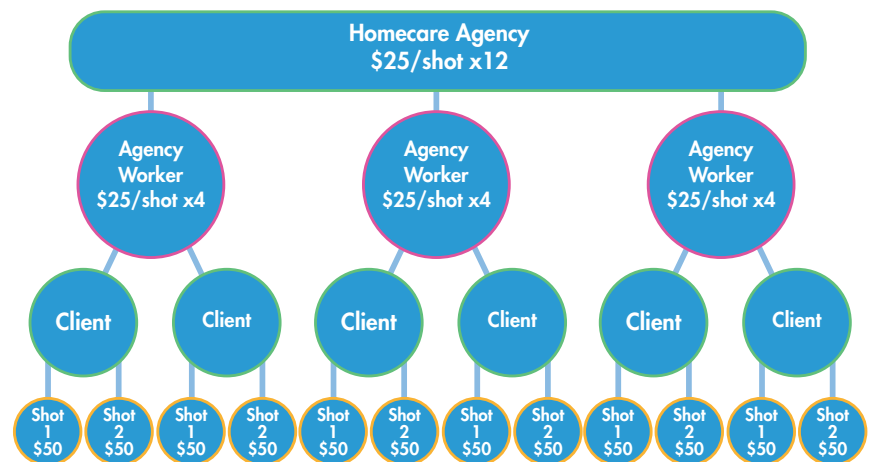
By delivering this message through trusted home care workers, we will accomplish the additional goal of educating consumers and the workers themselves about the benefits of COVID-19 vaccination. As your efforts to help us achieve these goals increase, so will your agency's reward.

TARGETED STATES

Our mandate, under the grant, is to focus on underserved populations in 12 states:

California, Delaware, Florida, Georgia, Missouri, North Carolina, New York, South Carolina, Texas, Vermont, Virginia, and West Virginia.

Having said that, HRSA assures us that participation is not limited to these states. Any individual in any state can qualify for **Flex for Checks** rewards. Contact us for details.



REGISTERING WORKERS

It all starts with encouraging your workers and their patients/clients to register. Your workers do this on their own using your QR code or link generated when you registered. If you need to get the link or QR code again, it will appear whenever you log in, or you can call our support team. Once registered, your workers are ready to get rewarded.

Tools and Support We Provide

VIDEO COVID-19 TRAINING

We partnered with a leading online homecare training company to develop our COVID-19 training course. It is available online for your workers at no cost (see your agency startup kit). We urge every agency to take advantage of this informative course, for which they can earn CEU's! As trusted voices, your workers need as much knowledge as is available in the fight to control and eliminate COVID-19.

COLLATERAL MATERIALS

Each registered agency will receive various supporting materials to help their workers in their conversations with unvaccinated people. These include:

- Fliers
- Agency Instructions
- Worker Instructions
- Community Member Instructions
- FAQs – Agency
- FAQs – Worker
- FAQs – Community Member
- Tent Cards
- Program Overview
- Press Release Template

To obtain additional materials, please call our support center **(877) 770-NMHA** (6642).

VIDEO ENGAGEMENT PLATFORM

As you and your workers have success, the world wants to know. As part of our program, workers and consumers can create and upload short videos to talk for 30 seconds of their vaccination experience and all the activities they can return to. The more videos, the more traction we can gain! To access the video network, click here: <https://bit.ly/3AMCQCX>.

PUBLIC RELATIONS

Participation in the *Flex for Checks* program is good for health, good for people, and good for your business. We will supply comprehensive PR materials, including a press release template you can use to publicize your participation in the program. We will also include your business name in our reports to HHS & HRSA.

If you wish, we will work with your agency for additional public relations campaigns and efforts. Please contact us at **(877) 770-NMHA** (6642).

