



You Call the Shot California

To increase vaccination numbers, effective **May 27**, the *You Call The Shot California* program will be initiated in California to offer \$50 incentive cards to all Californians just starting their COVID-19 vaccination series after the program start date. The program will initially issue 2 million incentive cards.

Eligibility

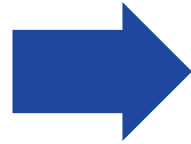
- Californians who are beginning their COVID-19 vaccination series on May 27 or later. Californians who are already vaccinated or have had their first dose of Moderna or Pfizer are not eligible.
- This program applies to all vaccination sites in California that use their electronic health records or any site using My Turn proper, including in-home vaccinations. All providers administering COVID-19 vaccines already report administered doses into IIS/CAIR.
- The support line at 1-833-993-3873 will work with eligible people experiencing homelessness to coordinate delivery (typically a nearby post office).

Incentive Card Options

1. **Virtual Mastercard®**: This card is digital and can be added to a phone wallet.
2. **Kroger** (includes Ralphs, Food 4 Less, and Foods Co.): It's recommended, but not required to print.
3. **Albertsons / Safeway** (includes Safeway, Vons, and Andronico's Community Markets): Requires recipient to print barcode to redeem for in-store purchases.

Patient Journey: Receive Single-Use Redemption Code

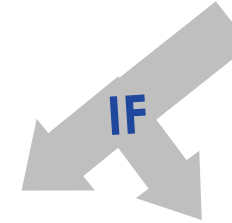
After May 27, 2021:
Patient receives J&J vaccine or first and second Pfizer/Moderna vaccine via My Turn Clinic, EHR/Hospitals, CHCs, or Pharmacy.



The data is sent to CAIR, the State's Immunization Information System (IIS). The My Turn team retrieves the data from CAIR and checks for duplicates.



My Turn then sends eligible patients an SMS with a link and single-use code to redeem incentive.



If the patient has no cell phone or email access, they should call 1-833-993-3873 to receive a single-use code and redemption instructions.



If the patient has no cell phone but has an email account, My Turn will send an email with a link and single-use code to redeem incentive.





Vaccinate ALL 58
Together we can end the pandemic.

Patient Journey: Redeem Single-Use Redemption Code

Once they receive the single-use redemption code, patients can redeem it for their incentive card by calling 1-833-993-3873 or clicking the link sent through text message/email.



Patients select a prepaid card option:

1. Virtual Mastercard®
2. Kroger
3. Albertsons / Safeway



If the patient has issues redeeming their single-use redemption code or questions about the incentive card, they should contact 1-833-993-3873.



Single-use redemption codes expire 90 days after the patient has received it. The Mastercard® expires after 12 months of receipt and the Kroger and Albertsons / Safeway incentive cards never expire.