


**Division of Substance Abuse and Mental Health**  
**POLICY AND PROCEDURE**

<b><u>POLICY TITLE:</u></b> Use of Gift Cards as Incentives	<b><u>POLICY #:</u></b> DSAMH015
<b><u>PREPARED BY:</u></b> Bureau of Community Behavioral Health Services	<b><u>DATE ISSUED:</u></b> 10/08/2019
<b><u>RELATED POLICIES:</u></b>	<b><u>REFERENCE:</u></b>
<b><u>DATES REVIEWED:</u></b> 10/03/2022 09/26/2023 10/21/2024	<b><u>DATES REVISED:</u></b> 09/28/2022 08/30/2023 10/16/2024
<b><u>APPROVED BY:</u></b>  <b><u>DATE APPROVED:</u></b> 10/28/2024   10:27 AM PDT	<b><u>NOTES:</u></b> <input type="checkbox"/> DSAMH Internal Policy <input checked="" type="checkbox"/> DSAMH Operated Program <input checked="" type="checkbox"/> DSAMH State Providers <input type="checkbox"/> Delaware Psychiatric Center <input type="checkbox"/> Targeted Use Policy (Defined in scope)

**I. PURPOSE:**

The purpose of this policy is to outline the process for managing retail gift cards which are utilized to incentivize client participation in surveys and specialized assessments.

**II. POLICY STATEMENT:**

The Division of Substance Abuse and Mental Health (DSAMH) encourages clients and others to participate in activities where incentives are known to increase the likelihood of participation. Distribution of a gift card is one way in which DSAMH can incentivize such participation. SOR-funded gift cards are distributed by the State Opioid Treatment Authority (SOTA). All other gift cards shall be distributed by the responsible authority. All federal regulations and State requirements must be met.

**III. DEFINITIONS:**

**“Responsible Manager”** means the assigned individual who will safely store and handle the gift cards once they have been provided by SOTA or other responsible authorities. The responsible manager for providers will track all gift cards that have been distributed by DSAMH.

**IV. SCOPE:** This policy applies to DSAMH-operated programs and DSAMH-contracted programs that use gift cards from DSAMH as incentives.

**V. PROCEDURES/RESPONSIBILITIES:**

- A. **Eligibility:** To be eligible, a person must be connected to a DSAMH-operated or DSAMH-contracted program and agree to participate in the proposed activity. Upon completion of

the activity the gift card will be provided by the responsible manager.

- B. Responsible Manager: A manager will be assigned by the provider for the safe storage and handling of the gift cards.
- C. Storage: Responsible manager will keep gift cards in a locked safe, only accessible by the responsible manager and approved by the responsible authority.
- D. Tracking: The responsible manager for each provider will maintain a log with:
  - 1. Each card number listed,
  - 2. Name of receiving individual by card number,
  - 3. Signature of receiving individual,
  - 4. The amount included on each gift card, and
  - 5. Date for receipt of incentive gift card.
- E. Usage:
  - 1. Incentives should be the minimum amount necessary to meet the program and evaluation goals of the grant, up to \$30 per person per incentive.
  - 2. Providers shall not use incentives to make direct payments to individuals to induce them to enter treatment or prevention programs.

VI. **POLICY LIFESPAN:** This policy will be reviewed annually.

VII. **RESOURCES:**

- A. <https://www.samhsa.gov/grants/grants-management/policies-regulations/additional-directives>