


Division of Substance Abuse and Mental Health
POLICY AND PROCEDURE

<u>POLICY TITLE:</u> Use of Gift Cards as Incentives	<u>POLICY #:</u> DSAMH015
<u>PREPARED BY:</u> Bureau of Community Behavioral Health Services	<u>DATE ISSUED:</u> 10/08/2019
<u>RELATED POLICIES:</u>	<u>REFERENCE:</u>
<u>DATES REVIEWED:</u> 10/03/2022 09/26/2023 10/21/2024 10/30/2025	<u>DATES REVISED:</u> 09/28/2022 08/30/2023 10/16/2024 10/15/2025
<u>APPROVED BY:</u>  <u>DATE APPROVED:</u> 11/5/2025 12:21 PM PST	<u>NOTES:</u> <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) supports the use of incentives to increase the likelihood of participation of clients in surveys and specialized assessments. 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:

“MCI” means master client index.

“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 secure, locked area, 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 if client is present or MCI of receiving individual if the card is mailed to the client,
 - 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>