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#HIGotVaccinated Announces June Campaign Impact, Plans to Extend Campaign

HONOLULU- Hawai'i's #HIGotVaccinated campaign gave the state's vaccination effort a shot in the arm. The campaign's positive impact and the ongoing need to get more people vaccinated have organizers excited about extending the #HIGotVaccinated campaign – with new prizes – through July and into August.

Prior to the #HIGotVaccinated campaign, the average number of new weekly vaccinations was on the decline. Based on the observed rate of a 20% weekly decline in the statewide vaccination rates in the weeks leading up to the campaign, DOH created a model predicting the number of vaccinations that would have been expected for these trends.

Under this model, the incentives campaign and promotions [contributed to a 30% increase](#) in vaccinations over what was predicted. To date, the HIGotVaccinated.com page has had more than [1,284,000 views and more than 240,000 people have registered for the chance to win prizes](#). [Sixty-one percent of site visitors](#) represent the 18-34 age group.

"It is important we vaccinate a greater percentage of the state's population," **Hilton Raethel, president and CEO of the Healthcare Association of Hawai'i said**. "No one thing is going to get the job done. However, continued vaccine education, outreach, and easy access to vaccines coupled with attractive incentives will keep us moving in the right direction."

Anyone hoping to win one of the 83 valuable prizes listed at HIGotVaccinated.com must have at least one shot and register online by 11:59 PM HST on Wednesday, June 30.

Seven lucky #HIGotVaccinated winners have already won airline tickets and hotel stays. Six more winners' names have been drawn and will be announced Friday, July 2. The final 83 winners' names will be drawn Thursday, July 1 and announced later in July.

American Savings Bank, which recently awarded three of its vaccinated employees a \$5,000 cash prize, announced that it will be offering three additional \$5,000 cash prizes as the #HIGotVaccinated campaign makes the next big push to get more residents vaccinated in July and August. This will be the first cash prize of the campaign.

"Keeping Hawaii healthy and safe is all of our responsibility and that's why American Savings Bank is thrilled to partner with #HIGotVaccinated on this important effort to get our community vaccinated," **Ann Teranishi, American Saving Bank President and Chief Executive Officer said**. "In fact, we care about the well-being of our customers and community so much that nearly 95 percent of our ASB teammates are fully vaccinated or in the process of being

vaccinated. We're all in this together and we encourage other companies to urge their employees to do the same."

The new batch of incentives, including the cash from American Savings Bank, will be listed at HIGotVaccinated.com on July 12. The campaign will continue until grand prize winners are announced on Statehood Day, Friday, August 20.

Individuals who registered at HIGotVaccinated.com in June will be automatically entered to win in July. They do not need to register again.

COVID-19 vaccines are free and available at hundreds of locations around the state.

The #HIGotVaccinated campaign is supported by Adventist Health Castle, ConnectWorks, H&B Marketing, Hawaii Pacific Health, Humana, Kaiser Permanente Hawaii, Maui Health, MDX Hawaii, The Queen's Health Systems, and the generous support of Hawaii's business community.

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