

Dangling Millions of Dollars to Coax People to get Vaccinated isn't the Worst Idea

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At first, getting vaccinated against COVID-19 seemed like enough of a reward. You got the satisfaction of protecting your health and that of the people around you, plus the knowledge that soon you would be able to socialize with other vaccinated people without wearing masks.

But as demand for the vaccines waned, the prizes began: Fishing licenses in Maine. Crawfish in New Orleans. Baseball tickets in New York. “A shot and a beer” in New Jersey — plus (perhaps less enticing) a chance to have dinner with the governor.

Then, in Ohio, Gov. Mike DeWine launched a lottery, “Vax-a-Million,” with an eye-catching \$1 million prize every week. It worked — DeWine reported that vaccinations jumped 49% in the first two weeks.

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