

## **Outreach Action Plan FFY 2025**

### **Objective:**

The State WIC Office will develop a plan to streamline the approval of Local Agency developed outreach materials. The State WIC Office will also develop a repository for pre-existing materials that can be shared amongst agencies, saving time and reducing duplication.

Expected implementation date is the second half of FY 2025.

### **Purpose Statement:**

It is important for the Iowa WIC Program to be recognizable to program participants, potentially eligible persons and the general public anywhere in the state. The Iowa WIC Outreach Strategic Plan calls for Iowa WIC to become more uniform in the way outreach materials look and feel. The Iowa WIC Program created three guides in fiscal year 2024: The Iowa WIC Brand and Style Guide, the Iowa WIC Marketing Plan and the Iowa WIC Outreach Communications Plan. Together, these three documents provide guidance on how information should be presented.