

Meeting Agenda

Division: Department of Health and Human Services, Iowa Medicaid

Meeting Topic: REACH Implementation Team: Communications Subcommittee

Facilitator: Will Linder, HHS

Date: 12/16/2025

Time: 4:00 PM

Location: Virtual

Meeting Objectives

Implementation Team meetings create the opportunity for key stakeholders to facilitate and support the adherence to the Iowa REACH Initiative Implementation Plan objectives and activities and to provide coordinated oversight and recommendations to ensure the success of the Iowa REACH Initiative.

Meeting Participants

Members of the Communications Subcommittee and the public

Agenda Topic and Items

- ▶ 2026 REACH Communication Priorities
- ▶ Audience Mapping
- ▶ CANS Assessment + Communication Materials Examples
- ▶ Public Comment