

641—73.21 (135) Outreach. Outreach efforts within the Iowa WIC program shall be directed toward extension of services to the neediest Iowans of high priority by reason of their WIC status (see 7 CFR 246.1(d)(3)). The department and contract agencies shall share responsibility for the conduct of outreach efforts.

73.21(1) *Contract agency responsibilities.* Contract agencies shall conduct any or all of the following outreach activities annually:

- a.* Distribute WIC brochures to numerous community organizations and offices.
- b.* Complete outreach activities as specified in the local agency contract.

73.21(2) Reserved.

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