

MAR 2 1999  
HUMAN RESOURCES

HOUSE FILE 460  
BY FOEGE

Passed House, Date \_\_\_\_\_ Passed Senate, Date \_\_\_\_\_  
Vote: Ayes \_\_\_\_\_ Nays \_\_\_\_\_ Vote: Ayes \_\_\_\_\_ Nays \_\_\_\_\_  
Approved \_\_\_\_\_

**A BILL FOR**

1 An Act relating to outreach efforts for the healthy and well kids  
2 in Iowa program.

3 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

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HF 460

1 Section 1. Section 514I.5, subsection 7, paragraph d, Code  
2 1999, is amended to read as follows:

3 d. Develop, with the assistance of the department, an  
4 outreach plan for implementation by the administrative  
5 contractor, and provide for periodic assessment of the  
6 effectiveness of the outreach plan. The plan shall provide  
7 outreach to families of children likely to be eligible for  
8 assistance under the program or for other health insurance  
9 coverage or care programs, to inform them of the availability  
10 of and to assist the families in enrolling children in the  
11 program. The outreach efforts shall include, but are not  
12 limited to, a comprehensive statewide media campaign,  
13 solicitation of cooperation from programs, agencies, and other  
14 persons who are likely to have contact with eligible children,  
15 including but not limited to those associated with the  
16 educational system, and the development of community plans for  
17 outreach and marketing. The priority in outreach efforts to  
18 identify eligible children for the HAWK-I program shall be to  
19 utilize existing data, including but not limited to data which  
20 identifies children eligible for meals provided with the  
21 assistance of federal funds pursuant to chapter 283A. The  
22 outreach plan shall provide for exchange of this existing data  
23 between the persons responsible for collecting the data in the  
24 state and the HAWK-I program.

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#### EXPLANATION

26 This bill provides that the priority in outreach efforts in  
27 identifying eligible children for the healthy and well kids in  
28 Iowa (HAWK-I) program shall be to utilize existing data.  
29 Existing data includes but is not limited to data which  
30 identifies children who are eligible for school meals which  
31 are provided with the assistance of federal funds. The bill  
32 provides for the exchange of such data between those in the  
33 state responsible for collecting the data and the HAWK-I  
34 program.

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