

House File 2259 - Introduced

HOUSE FILE 2259
BY SCHULTZ

A BILL FOR

1 An Act prohibiting the use of state funding and personnel for
2 advertising associated with the hawk-i program.

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

1 Section 1. Section 514I.5, subsection 7, paragraph d, Code
2 Supplement 2009, is amended to read as follows:

3 d. Develop, with the assistance of the department, an
4 outreach plan, and provide for periodic assessment of the
5 effectiveness of the outreach plan. The plan shall provide
6 outreach to families of children likely to be eligible
7 for assistance under the program, to inform them of the
8 availability of and to assist the families in enrolling
9 children in the program. The outreach efforts may include, but
10 are not limited to, solicitation of cooperation from programs,
11 agencies, and other persons who are likely to have contact
12 with eligible children, including but not limited to those
13 associated with the educational system, and the development
14 of community plans for outreach and marketing. Other state
15 agencies shall assist the department in data collection related
16 to outreach efforts to potentially eligible children and their
17 families. The development or purchase of any outreach efforts
18 targeted at new applicants that involve television, radio,
19 or newspaper advertising shall not utilize state funds or
20 personnel.

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EXPLANATION

22 This bill prohibits the development or purchase of outreach
23 efforts for the hawk-i program targeted at new applicants
24 which involve television, radio, or newspaper advertising from
25 utilizing state funds or personnel.