CARS PROFILE ID: 154746

PROFILE NAME: WIC Outreach

DIVISION RESPONSIBLE: DPH

PROFILE TYPE: F – Contract Controlled

CONTRACT TYPE: Other

REIMBURSEMENT PERCENTAGE: 100.000

LIMITATIONS: N/A

EXPENSES ROLL TO THIS PROFILE FROM: N/A

EXPENSES ROLL FROM THIS PROFILE TO: 154746

EXPENSES ALLOCATE TO THIS PROFILE FROM: N/A

EXPENSES ALLOCATE FROM THIS PROFILE TO: N/A

CATALOG OF FEDERAL DOMESTIC ASSISTANCE (CFDA) NUMBER: 10.557

PROFILE DESCRIPTION: Outreach funds for local WIC agencies to promote the brand and to help with enrollment. Outreach can include outdoor billboards/signs, digital displays, online videos, e-brochures and posters. WIC is focusing on portraying the WIC program to the needs of the modern, Gen Z/Millennial parent.