Project UP Overview

The Center on Budget and Policy Priorities (CBPP) launched a new project in early 2024 — Unlocking the Potential of WIC and Medicaid to Improve Nutrition and Health (Project UP) — to promote Medicaid and WIC policies designed to increase WIC enrollment. The project has three key components:

1. **Support state-level advocacy:**
   Support state advocates working to establish Medicaid and WIC policies that increase WIC take-up. See map for participating states.

2. **Identify and share promising practices:** Work with national groups and state stakeholders to share learning and to identify promising approaches.

3. **Publish resources:** Create reports, presentations, and other resources on promising strategies.

Policies States Could Consider

### Use data from Medicaid

- Refer Medicaid applicants to WIC.
- Conduct targeted outreach using data matching.

### Support community-based workers via Medicaid

- Support community health workers, doulas, home visitors, and/or case managers, and include referrals to WIC and enrollment assistance in their scope of work.
- Build incentives into Managed Care Organization (MCO) contracts to build a workforce that can make linkages to WIC.

### Work with MCOs and providers to increase WIC enrollment

- Leverage WIC to support the state’s Medicaid quality strategies.
- Incorporate WIC into efforts to address food insecurity as a health-related social need.

You can read more about these strategies here. To learn more about Project UP, please contact ahuguelet@cbpp.org.