

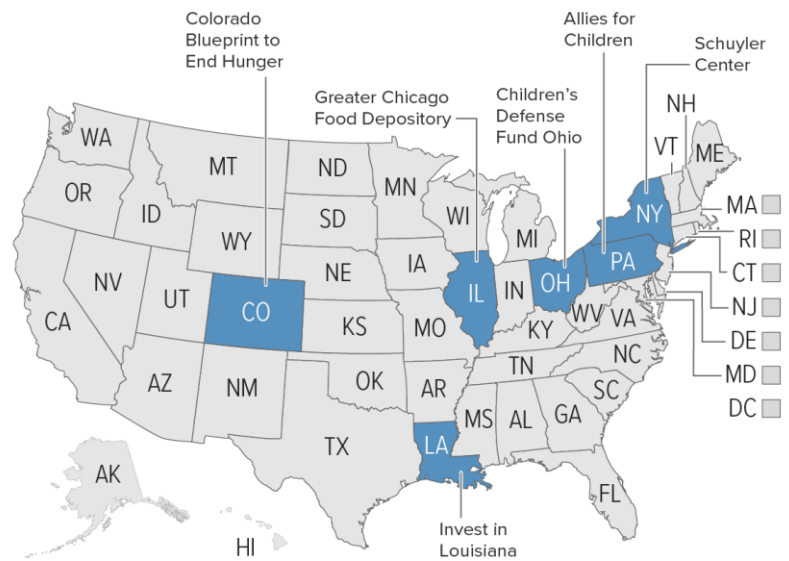
Project UP Overview

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.

Project UP Initial Partners

Unlocking the Potential of WIC and Medicaid to Improve Nutrition and Health



*The following state organizations are working in partnership with others:

- IL (EverThrive Illinois, Raising Illinois, Shriver Center, and Start Early)
- NY (Community Health Center Association of New York State)
- OH (Ohio Association of Foodbanks)
- PA (PA Partnerships for Children, Thriving PA, and the WIC Stakeholders Collaborative)

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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.