

Unlocking the Potential of WIC & Medicaid to Improve Nutrition & Health in Colorado

Colorado is one of six states launching **Project UP: Unlocking the Potential of WIC and Medicaid to Improve Nutrition and Health**, with the [Center on Budget and Policy Priorities](#). The Colorado Blueprint to End Hunger, which was awarded funding through December 2025, will serve as the champion, facilitator, and connector for Project UP's three key areas: supporting state advocacy, identifying and sharing promising practices, and publishing resources on these approaches.

The [Colorado Blueprint to End Hunger](#) believes that equitable access to healthy, affordable, and culturally affirming food is a basic human right. Project UP directly aligns with two of our four commitments, the organizational pillars driving our work forward to achieve our mission and vision: convening partners around shared priorities and championing bold policy change.

GOAL 1

Explore the modernization of WIC in Colorado and support the responsible use of client and operations data to improve outcomes of WIC-eligible families.

GOAL 2

Advocate for and support strong partnerships between Colorado's Regional Accountable Entities and local WIC agencies to increase program awareness and access.

GOAL 3

Ensure state efforts to apply for and implement Medicaid Section 1115 Demonstration Waiver include WIC in nutrition service interventions.

PROJECT STRATEGIES



Provide capacity and technical assistance to the Colorado Healthcare and WIC Collaborative.



Create advocacy opportunities for healthcare partners to support WIC's success at the state and federal level.



Facilitate occasions for Colorado WIC and advocates to engage with and learn from other states' efforts.



Engage client advisory committees, healthcare providers, and maternal and child advocates in systems change advocacy.



Creation of a WIC client advisory space to support Colorado WIC in future modernization opportunities.