

C O U N T Y *of* H I D A L G O

*Women, Infants and
Children Nutrition Program*

3105 W. University Dr.
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To: Raul Silguero, Budget Director; Benito Luna, Grants Auditor

From: Norma L. Longoria, WIC Director *NL*

Date: November 8, 2010

Re: \$500 Grant received from TMA

One of my employees, Noemi Hernandez, RD was selected by the Texas Pediatric Society (TPS) Be Our Voice advocacy training project that was launched. The training was held at the Regional Academic Health Center, Harlingen, Tx on Saturday, April 17, 2010 - 10 am - 4:30 pm.

During the training each participant came up with a workplan specific to their work community. The Goal and Topic of the meeting was "Mobilizing Healthcare Professionals as Community Leaders in the Fight Against Childhood Obesity." Ms. Hernandez is a Registered Dietitian and a International Board Certified Lactation Consultant and her interests are on Breastfeeding and how it prevents obesity. She developed her advocacy workplan specific to the WIC community.

Attached is the Advocacy Plan with Long-term, Intermediate and Short-term goals. One of the Short-term goals is to open a Baby Café by November 2011.

The Texas Medical Association Foundation was awarding up to Ten (10) grants of \$500 each to support advocacy plan efforts. We applied for the grant to open a Baby Café and we were awarded the grant. The funds have to be expended by March 1, 2011. Attached is the budget for the grant.

If you have any questions, please don't hesitate to call me.

Attachments

2010 NOV 9 PM 12 30

HIDALGO COUNTY
BUDGET OFFICE



Texas Pediatric Society
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Houston

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Keller

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Corpus Christi

October 22, 2010

Noemi Hernandez, MBA, RD, LD, IBCLC, RLC
3105 W. University Dr.
Edinburg, Texas 78539

Dear Ms. Hernandez,

On behalf of the Texas *Be Our Voice* faculty, I wanted to thank you for submitting your application for grant funding for the *Be Our Voice* community projects. We are pleased to inform you that you have been selected to receive \$500 to support the establishment of a Baby Café in your community. Your focus on the early prevention of childhood obesity is to be commended. We all want to congratulate you for your work. You are a true advocate, and your passion is clearly evident.

A check made payable to Hidalgo County WIC Program will be sent in the next few days to:

Norma L. Longoria, MS, LD, WIC Director
3105 W. University Dr.
Edinburg, Texas 78539

Congratulations again. We look forward to receiving continued updates on your project. Please do not hesitate to contact us with any need for which we can be of service.

Warmest regards,

Kimberly Avila Edwards MD, FAAP
Texas *Be Our Voice* Project Team Lead



