

## Erika Zamora

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**From:** Norma Longoria <norma.longoria@wic.co.hidalgo.tx.us>  
**Sent:** Thursday, June 14, 2012 11:48 AM  
**To:** erika.zamora@co.hidalgo.tx.us  
**Subject:** Fwd: New Grant - Budget Request  
**Attachments:** image003.jpg; Hidalgo Budget as of Jan 2012 amendment.xls

Please read below. Thanks

Norma Longoria, MS, LD  
WIC Director  
Hidalgo County WIC Program  
3105 W. University Dr.  
Edinburg, TX 78539  
(956) 381-4646  
(956) 380-4056 Fax

----- Original Message -----

**From:** "Noemi Hernandez" <noemi.hernandez@wic.co.hidalgo.tx.us>  
**Sent:** 5/3/2012 1:49:36 AM  
**To:** norma.longoria@wic.co.hidalgo.tx.us  
**Subject:** Fwd: New Grant - Budget Request

Ms. Norma,

Please review.

Thank you,

Noemi Hernandez, MBA, RD, LD, IBCLC, RLC  
Assistant Breastfeeding Coordinator  
Hidalgo County WIC Program  
3105 W. University Dr.  
Edinburg, Tx 78539  
(p)956-381-4646 ext.4051  
(f)956-381-0297  
noemi.hernandez@wic.co.hidalgo.tx.us

----- Original Message -----

**From:** "Gambrell, Jon (DSHS)" <Jon.Gambrell@dshs.state.tx.us>  
**Sent:** 5/3/2012 1:41:06 AM

To: "Noemi Hernandez (noemi.hernandez@wic.co.hidalgo.tx.us)" <noemi.hernandez@wic.co.hidalgo.tx.us>  
Subject: New Grant - Budget Request

Good afternoon, Noemi:

I'm working with Maribel and Christina on your contract renewal. Thank you for submitting your Performance Measures Proposal.

One other thing we need from you is a new itemized budget. As Maribel and Christina mentioned in their email below, DSHS would like to award Hidalgo WIC \$50,000 for your next contract year, which will run from 06/30/2012 through 06/29/2012.

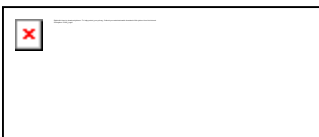
Attached, you will find the itemized budget for your current contract. If you could please review it and revise it to reflect your \$50,000 budget for your next contract year, we would certainly appreciate it.

I will need your new itemized budget no later than May 11<sup>th</sup> at COB.

Please let me know if you have any questions or concerns.

Thank you,

Jon



**Jon Gambrell** , Contract Manager

Division for Prevention and Preparedness

Contract Management Unit

512.776.2185

512.458.7391 fax

1100 W. 49<sup>th</sup> Street, MC 1990

Austin, TX 78756

**From:** Noemi Hernandez [<mailto:noemi.hernandez@wic.co.hidalgo.tx.us>]  
**Sent:** Thursday, April 26, 2012 3:25 PM  
**To:** Valls,Maribel (DSHS); [norma.longoria@wic.co.hidalgo.tx.us](mailto:norma.longoria@wic.co.hidalgo.tx.us)  
**Cc:** Thi,Christina (DSHS); [diana.cardona@wic.co.hidalgo.tx.us](mailto:diana.cardona@wic.co.hidalgo.tx.us)  
**Subject:** Re: New Grant Performance Measures due this Friday: 4/27/2012

Hi Maribel,

We have attached the FY2012 Performance Measures Proposal that you asked of us. Please let us know that you have received the attachment.

Thank you,

Noemi Hernandez, MBA, RD, LD, IBCLC, RLC  
Assistant Breastfeeding Coordinator  
Hidalgo County WIC Program  
3105 W. University Dr.  
Edinburg, Tx 78539  
(p)956-381-4646 ext.4051  
(f)956-381-0297  
[noemi.hernandez@wic.co.hidalgo.tx.us](mailto:noemi.hernandez@wic.co.hidalgo.tx.us)

----- Original Message -----

From: "Valls,Maribel (DSHS)" <[Maribel.Valls@dshs.state.tx.us](mailto:Maribel.Valls@dshs.state.tx.us)>  
Sent: 4/26/2012 1:34:56 AM  
To: "Noemi Hernandez ([noemi.hernandez@wic.co.hidalgo.tx.us](mailto:noemi.hernandez@wic.co.hidalgo.tx.us))" <[noemi.hernandez@wic.co.hidalgo.tx.us](mailto:noemi.hernandez@wic.co.hidalgo.tx.us)>, "[norma.longoria@wic.co.hidalgo.tx.us](mailto:norma.longoria@wic.co.hidalgo.tx.us)" <[norma.longoria@wic.co.hidalgo.tx.us](mailto:norma.longoria@wic.co.hidalgo.tx.us)>  
Subject: New Grant Performance Measures due this Friday: 4/27/2012

Good afternoon Norma and Noemi,

Our leadership decided against the media projects—so we are asking for all of our CDC contractors to submit new performance measures for year 5. Here are your current performance measures (see attachment). The new budget will be **\$50,000.00**. Please edit using my suggestions in red for the following performance measures. I encourage you to create new performance measures that reflect policy and environmental changes:

**Please create a new project or modify the existing performance measures (for example: using a new location for the baby café) while still applying the same target area—the performance measures can be broad—we can modify/amend later. We just need to get this paperwork processed. You don't need to include a budget at this time.**

- o Open one (1) Baby Café in the community in Hidalgo County.
- o Visit with a minimum of 50 pregnant or breastfeeding mothers in the community.
- o Establish a community advisory committee consisting of potential members from the Rio Grande Valley Breastfeeding Coalition, Texas A&M University School of Public Health, Hidalgo County WIC, local neonatologist and other identified groups.
- o Disseminate information about the Hidalgo County WIC Baby Café in the region through marketing tools and outreach techniques in collaboration with local and state healthcare professionals.
- o Implement an obesity prevention policy to sustain the Baby Café.
- o Develop a referral system for Baby Café in coordination with Doctor's Hospital at Renaissance, Rio Grande Regional Medical Center, McAllen Medical Center, Mission Regional Medical Center, Knapp Medical Center and WIC.
- o Promote the local AgriLife Extension's farmer's market and Master Gardener's class, which is co-located with the Baby Café, to participants/patrons.

**Keep these performance measures below:**

- o Establish a sustainability plan for the project.
- o Disseminate quarterly promotional spots to be picked up by local media such as newspaper, county website, television and/or radio. A quarterly letter will be submitted to the editor of the local newspaper describing Baby Café project.

**This assignment is due by Friday, April 27<sup>th</sup>.** Please let me know if you have any questions.

Thanks,

**Maribel Garcia Valls, MPH**

Team Lead

Nutrition, Physical Activity and Obesity Prevention (NPAOP)

Health Promotion and Chronic Disease Prevention Section

Division for Prevention and Preparedness Services

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