

**RESOLUTION IN HONOR OF WIC DIRECTOR NORMA LONGORIA**

**WHEREAS**, for more than 37 years, Norma Longoria has dedicated her career in Hidalgo County to serving pregnant, breastfeeding, and postpartum women and their infants and children up to the age of five; and

**WHEREAS**, as Director of the Women, Infants and Children Program, Ms. Longoria has focused on innovation and expanding the reach of services available to women and their children. When clients had trouble coming to a WIC clinic, Ms. Longoria implemented a Mobile Clinic in 1992 and it still serves Colonia clients today. When the Starr County WIC program was going to close, Ms. Longoria took over the program to ensure there would be no interruption of services for their clients; and

**WHEREAS**, the United States Department of Agriculture and cooperating state health departments and tribal organizations promote and support exclusive breastfeeding as the optimal method of infant feeding through the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) and other nutrition assistance programs. Ms. Longoria’s most recent project is working on a statewide initiative to help hospitals become “baby friendly”; and

**WHEREAS**, Ms. Longoria has worked with local hospitals to provide Breastfeeding Peer Counselors to help new mothers. The program is currently available at Knapp, McAllen Medical, Edinburg Regional, Mission Regional and Starr County Memorial hospitals; and

**WHEREAS**, under Ms. Longoria’s leadership, a Lactation Care Center was opened in 2014 to allow WIC to see all women through Title V funding. This is one of only three Lactation Care Centers in the State of Texas. WIC received a Gold Star Recognition from the USDA for the promotion of breastfeeding in the community due to Ms. Longoria’s efforts and initiatives; and

**WHEREAS**, in addition to promoting the numerous benefits of breastfeeding, WIC works to build individual, family and community support for breastfeeding; builds awareness to protect optimal breastfeeding practices and to encourage increased breastfeeding rates; and

**WHEREAS**, under Ms. Longoria’s leadership, the Women, Infants and Children program employs 225 staff members serving 80,700 clients in Hidalgo and Starr counties.

**NOW, THEREFORE, BE IT RESOLVED** that the Hidalgo County Commissioners Court hereby honors Norma Longoria for 37 years of dedicated service to the residents of Hidalgo County and the Women, Infants and Children Program and wishes her a long, healthy, and happy retirement.

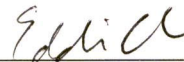
Dated this 5<sup>th</sup> day of January 2016.



RAMON GARCIA  
County Judge



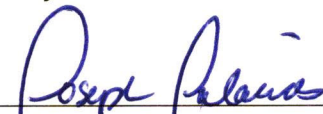
A.C. CUELLAR, JR.  
County Commissioner, Pct. 1



EDUARDO “EDDIE” CANTU  
County Commissioner, Pct. 2



JOE M. FLORES  
County Commissioner, Pct.3



JOSEPH PALACIOS  
County Commissioner, Pct. 4



Attest: ARTURO GUAJARDO, JR.  
County Clerk