



**For Immediate Release:**

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**World Breastfeeding Week/National Breastfeeding Month**

Polk- Norman-Mahnomen: Celebrating and Supporting Breastfeeding Families All Year Long

Each August, World Breastfeeding Week and National Breastfeeding Month offer a special opportunity to recognize the vital role that human milk plays in the health and well-being of infants, children, and families. At Polk-Norman-Mahnomen (PNM) WIC, our commitment to supporting breastfeeding and pumping parents goes beyond this annual observance—we stand by families every step of the way, offering education, encouragement, and resources tailored to each individual's journey.

Our support includes:

- Talking about the importance of human milk
- Providing additional WIC foods to support a lactating parent's nutritional needs
- Offering resources to help families reach their pumping and nursing goals

August marks National Breastfeeding Month, a time to honor the vital contributions of those who support breastfeeding families. This year, we celebrate Tammy Conn, who is retiring after over 25 years of exemplary service to the Minnesota WIC program as the Breastfeeding Coordinator and Wellness Coordinator for Polk, Norman, and Mahnomen counties. Tammy's unwavering commitment to maternal and child health has positively impacted countless families. While we will miss her presence and expertise, we wish her all the best in this new chapter of her life. Thank you, Tammy, for your dedication to our community and the PNM WIC program!

Polk Norman and Mahnomen counties provide exemplary breastfeeding promotion and support activities, which include:

- Providing Mama's Milk Connection, a monthly lactation support group since 2007, in Crookston. Call 218-281-1673 (for meeting dates and location)
- Offering WIC families, a breastfeeding peer counselor to support parents and increase breastfeeding initiation, exclusivity and duration
- Providing Rock and Rest tents at the Polk, Norman, and Mahnomen County Fairs
- Promoting and sharing the updated Minnesota Breastfeeding and Pregnancy laws, to worksites and families
- Facilitating the Polk County Breastfeeding Coalition, to provide breastfeeding resources for the area
- Encouraging businesses to sign a "Breastfeeding Welcome Here" pledge and display a Breastfeeding Symbol window cling

**Polk County**

816 Marin Ave Suite 125  
Crookston, MN 56716  
P: 218-281-3385  
F: 218-281-7376

**Norman County**

12 3rd Ave East  
Ada, MN 56510  
P: 218-784-5425  
F: 218-784-7818

**Mahnomen County**

115 E Madison Ave  
Mahnomen, MN 56557  
P: 218-935-2527  
F: 218-935-5331



- Maintaining up-to-date knowledge/training for Public Health and WIC staff on lactation education, resources, and best practices

### National Breastfeeding Month

Polk- Norman-Mahnomen WIC and the Minnesota WIC Program are celebrating National Breastfeeding Month and World Breastfeeding Week by reminding families to take advantage of the lactation education and support WIC provides for pregnant, breastfeeding, and/or pumping parents.

To celebrate World Breastfeeding Week, on Thursday, August 7<sup>th</sup>, Mama's Milk Connection will host a "Party at the Playground" from 5:30-7:00 p.m. This will be a time to share lactation success stories, connect with others in the community, and play games. Snacks will be provided. This celebration will be at the Head Start Playground, 1407 Erskine Street, Crookston. All who promote, protect and support breastfeeding are welcome to join.

### WIC Supports Families

Polk-Norman-Mahnomen WIC supports breastfeeding in any amount and is here for families feeding their babies with a combination of human milk and formula and families exclusively using formula.

- Apply for the [WIC Program - MN Dept. of Health](#) early in pregnancy.
- Reach out to a WIC breastfeeding specialist or peer counselor for breastfeeding information and support. Creating a plan before birth and reaching out for help as soon as possible after birth can lead to successful breastfeeding.
- Attend Mama's Milk Connection events for continued lactation support
- WIC can help as parents return to work.
- WIC provides formula benefits to supplement breastfeeding when needed and can provide tips to increase milk supply for parents using a combination of human milk and formula.

Additional statistics and Information:

- The [WIC Reports and Data](https://www.health.state.mn.us/people/wic/localagency/reports/index.html) (<https://www.health.state.mn.us/people/wic/localagency/reports/index.html>) webpage provides interactive breastfeeding data and trends.
- Additional information and data: [Minnesota WIC Facts 2025 \(PDF\)](https://www.health.state.mn.us/docs/people/wic/localagency/reports/pptndemo/wicfacts/0325.pdf) (<https://www.health.state.mn.us/docs/people/wic/localagency/reports/pptndemo/wicfacts/0325.pdf>)

For more information about WIC or breastfeeding support, contact Polk County Public Health at 218-281-1673.

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