

A description of a male-focused breastfeeding promotion corporate lactation program.

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The role of the father has been identified as one of the strongest influences on the initiation and duration of breastfeeding by mothers in the United States. This report describes a corporate lactation program that focuses on promoting breastfeeding through male employees. Since 1990, a full-time on-site lactation program has been offered to male employees at the Los Angeles Department of Water and Power, a public utility company. The male program participants are from diverse backgrounds. Participation in the Fathering Program has grown since 1990 based on word of mouth, fathers' interest in the benefits of breastfeeding for the infant, and the female partners' interest in getting a free pump rental. This report illustrates the viability of a breastfeeding support program that targets male employees and that is offered in a corporate setting.

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