

## ***ABSTRACT***

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***Wellness Pays: Promoting Workplace Wellness in Small Businesses*** is based on the experiences of the [Small Business Wellness Initiative](#), a community collaborative project funded by a grant from the Substance Abuse & Mental Health Services Administration (SAMHSA). The mission of the Small Business Wellness Initiative is to enhance the health, productivity and quality of work life for small business leaders, their employees and their communities.

The Small Business Wellness Initiative, piloted in Tarrant, Dallas and Denton counties in North Texas over a three-year period, has proven to be a successful method for promoting wellness, reducing substance abuse risk factors and reaching those most in need of health promotion services—small business owners, employees and their families. The initiative synthesized four innovative elements: (1) science-to-service functionality; (2) cross-agency collaboration for community-based service; (3) web-based technology transfer; and (4) low-cost options for the much underserved small business community. To our knowledge, the Small Business Wellness Initiative is the first community-collaborative project in the nation to use a science-to-service model for small businesses.

Community collaborators involved in the Small Business Wellness Initiative were [Tarrant Council on Alcoholism & Drug Abuse](#), a nonprofit agency located in Tarrant County with a mission to reduce drug and alcohol abuse in the community; [Organizational Wellness & Learning Systems](#), a research and consulting firm founded by Joel Bennett, Ph.D. that specializes in employee well-being, organizational health and workplace culture; and the [North Texas Small Business Development Center](#), a partnership program of the U.S. Small Business Administration and Dallas County Community College District that provides counseling, seminars and information in starting and maintaining a small business.

One of the primary goals of the Small Business Wellness Initiative was to develop a strategic and aggressive community outreach model that could be used by other organizations throughout the nation to implement a complementary or similar wellness initiative. We developed this replication manual to provide guidance to organizations like yours.

### ***How to Use This Manual***

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This manual will serve as a guide to help you promote and implement a small business wellness initiative in your community. This manual is not intended to be a set of required steps, but rather, a tool for strategizing and implementing a successful wellness initiative. Do not feel limited to the information or suggestions provided in this manual. We encourage you to customize the program to fit the needs of your community.

Before you decide to embark on a wellness initiative for small businesses, it is important to know some of the obstacles and challenges. It is also important to know where some of our successes were and how we achieved them. Throughout this manual, you will find italicized references to specific areas of our project. These references will give you additional information or examples on how our project was implemented.

You will also find additional resources in the back of this manual. Please feel free to contact us for technical assistance or for train-the-trainer workshops. We would be happy to assist you in planning and carrying out a similar wellness initiative in your area.