

# *Wellness Pays: Promoting Workplace Wellness in Small Businesses*

---

<i>Abstract.....</i>	<i>3</i>
<i>Acknowledgements.....</i>	<i>4</i>
<i>Introduction.....</i>	<i>5</i>
 <b>STARTING WELL</b>	
<i>Setting Goals and Objectives.....</i>	<i>6</i>
<i>Building Collaborations.....</i>	<i>8</i>
<i>Funding Your Initiative.....</i>	<i>10</i>
<i>Mapping Your Plan.....</i>	<i>12</i>
 <b>MARKETING WELL</b>	
<i>Defining Your Target.....</i>	<i>15</i>
<i>Reaching Small Businesses.....</i>	<i>16</i>
<i>Utilizing Media Messages.....</i>	<i>18</i>
<i>Small Business Selling Points.....</i>	<i>19</i>
 <b>WORKING WELL</b>	
<i>Using Evidence-Based Programs.....</i>	<i>21</i>
<i>Working Programs.....</i>	<i>22</i>
<i>Gearing Up for Wellness.....</i>	<i>23</i>
<i>Using Wellness Tools.....</i>	<i>24</i>
<i>Maintaining Program Fidelity.....</i>	<i>25</i>
<i>Evaluating Net Worth.....</i>	<i>26</i>
<i>Overcoming Obstacles.....</i>	<i>27</i>
 <i>Resources.....</i>	 <i>29</i>
<i>Sources.....</i>	<i>30</i>

---