SMALL BUSINESS WELLNESS INITIATIVE REPLICATION MANUAL

Note. This report provides an extract of the final replication manual. To access the full manual please register on the SBWI web-site. www.sbwi.org

WORKING WELL

One difficult challenge in implementing an effective evidence-based program is finding the right balance between maintaining program fidelity and promoting adaptation of the program to reflect the community where it is being implemented.

Maintaining Program Fidelity

Fidelity is the degree to which a program is implemented as the program developer intended. While adaptation may be required for your specific project, it is worth noting that maintaining program fidelity is a key factor in ensuring consistent outcomes of your program.

The Small Business Wellness Initiative developed a fidelity checklist for each program. Along with the fidelity checklist, each presentation included a program outline, as well as handout and supply checklists. It is also essential to conduct a series of train-the-trainer sessions to adequately prepare and coach trainers in effective program delivery.

Sample Fidelity Checklist

Choices in Health Promotion
Preparation Points for Trainers

GENERAL OBJECTIVES

- ☐ All materials (handouts, slideshow) are prepared and organized in sequence for easy access and so that participants are not distracted by any lack of organization
- ☐ Material is presented in a well-paced and organized manner with adequate time for questions and answers
- ☐ Trainer speaks clearly and well paced (not too fast or too slow); There are adequate pauses for participant questions
- ☐ Trainer maintains balance between presentation of materials and facilitated interaction
- ☐ Trainer self-disclosure is appropriate and facilitates interest among participants
- ☐ Trainer shows grasp of general theory and customization process behind *Choices in Health Promotion* (makes reference to ideas that led to the development of *Choices*)
- ☐ Trainer states objectives of overall training and each module
- ☐ There is a flow within each module and from module to module
- ☐ Trainer encourages participant involvement
- ☐ Trainer presentation exhibits vitality and healthy manner
- ☐ Trainer shows memory for previous participant comments and integrates into flow of the training
- ☐ Trainer is sensitive to self-disclosures and maintains atmosphere of confidentiality
- ☐ Trainer works with classroom distractions and easily reorients distracted participants
- ☐ Trainer keeps atmosphere of team-work; preventing any one participant from dominating discussions

Supply Checklist

While the supplies needed for program delivery will vary from program to program, most programs will require the following:

- ☐ Laptop
- ☐ Projector
- ☐ Screen
- ☐ Pens
- ☐ EAP or Supplementary Handouts
- ☐ Training Evaluations
- ☐ Flipcharts
- ☐ Markers
- ☐ Tape
- ☐ Extension Cord
- ☐ Power Strip
- ☐ Easel
- ☐ Incentives

WORKING WELL

Just as some initiatives work better than others, some workplace wellness programs may be more successful than others. As with any program, increasing awareness must occur before people can take action and maintain a change.

Evaluating Net Worth

You developed some goals and objectives in the first part of this manual. While there are several ways to evaluate the success of a program, it is best to evaluate your success based upon your established goals and objectives. In addition, you may also want to highlight some of your successes:

- How many businesses participated in your initiative?
- Were participants satisfied with the program?
- Which aspects of the program were best received?
- Did the program improve knowledge about wellness issues?
- Did the program change behavior?

The Small Business Wellness Initiative used an experimental design with pre, post and follow-up surveys to determine effectiveness of our programs. For a full research report, visit www.sbwi.org/research/research.htm.

For a variety of measurement tools and options in evaluating program effectiveness, visit our partner, Organizational Wellness & Learning Systems at: www.organizationalwellness.com.

WORKING WELL

Wellness and prevention programs can sometimes be difficult to implement and often face many challenges. It may be helpful to forecast what these challenges or barriers might be and generate possible solutions for dealing with them.

Overcoming Obstacles

Certain obstacles may arise when implementing a wellness initiative targeted at small businesses. However, there are several things you can do to ensure successful implementation of your programs. Some of those things include:

- Having an infrastructure in place to effectively communicate and market the benefits of the initiative and its programs
- Ensuring staff receive thorough orientation and training to learn and distinguish the primary components of the initiative
- Establishing working relationships with community organizations and agencies to recruit businesses to participate and to direct participants in need of help outside of the initiative's area of expertise
- Having supportive relationships and promoting a team environment among collaborators and staff
- Planning ahead to appropriate adequate costs and efforts to recruitment and retention activities
- Having access to services and agencies that can provide assistance to workers in various areas of health and wellness

Small businesses also pose a challenging market. Things that should be considered when working with small businesses include:

- Employers, especially at smaller firms, sometimes do not feel that they have the resources, staff or time to implement such programs
- Small business employers sometimes believe they are immune to problems evident in larger corporations
- Finding an internal champion within the small business can be essential to the successful recruitment of a small business
- Internal miscommunication within the small business can sometimes be challenging
- Finding the right mix between programs and scheduling may differ from one business to the next
- Initiative staff must demonstrate ability to be flexible to accommodate small business needs and schedules
- Various literacy levels of a small, but important, number of workers in some settings
- Seasonal differences in receptivity to participate from small business owners

Congratulations!

You have successfully completed the ***Wellness Pays*** replication manual. In the last section, you should have covered:

- **Using evidence-based programs**
- **Working programs**
- **Gearing up for wellness**
- **Using wellness tools**
- **Maintaining fidelity**
- **Evaluating net worth**
- **Overcoming obstacles**

The Small Business Wellness Initiative would like to congratulate you on your efforts in implementing a wellness initiative. We hope that by now you have evaluated and achieved your goals and objectives set forth in the first section. We know that you have already laid a great foundation for your initiative. We would love to hear about it. As mentioned in previous sections, additional resources, including technical assistance and train-the-trainer workshops are available to organizations like yours. Please feel free to contact us.