

## **Assessing health promotion programming in small business**

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### **Abstract**

Most studies of worksite health promotion have examined health promotion in large businesses. However, most American workers are employed by small businesses (those with 2 to 500 employees). Thus, a Workplace Wellness Appraisal was developed to assess health promotion programming in small businesses and administered by telephone to 2,000 small businesses in Southern California. Results indicate that among small businesses (1) the most common health promotion activities are safety-related (and therefore mandated by law); (2) the smallest businesses have less health promotion programming than larger ones, and yet (3) the smallest businesses report higher participation rates than larger ones. Results suggest that employees in small businesses are more likely to participate in health promotion programs than employees of large businesses, but they have only limited access to them. Thus, most American workers, being employed in small businesses, are an underserved population with regard to health promotion programming.