

Blog: Business Smart

Contact: Drea Adams

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Subject Line: Public Health Society Finds 36% of Small Businesses Want to Invest in Health and Wellness Programs

Drea,

My name is Fatima Wachuku. I work at Edelman Public Relations in DC and am reaching out today on behalf of the Public Health Society.

Health and wellness programs at small businesses are the focus of a new study sponsored by the Public Health Society and the National Small Business Association.

You may be interested in reviewing this new study because it provides supportive data for a potential article about how more small businesses are willing to invest in health and wellness programs and how they benefit from this investment.

For example, one point that I found interesting was that sixty-three percent of startups — small businesses less than 10 years old — are adopting health-and-wellness programs and acknowledge that these programs are helpful in recruiting employees.

Please let me know if you have any questions about this study or if I can share additional materials. I'm happy to be a resource for you.

Best,

Fatima Wachuku