

British Columbia Municipal Safety Association

Market Penetration Survey

2022

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Background

WorkSafeBC funds several Health and Safety Associations (HSAs) in the province, each covering a different industry sector. It is therefore important for WorkSafeBC to measure the performance of HSAs to ensure the funding it provides is achieving its target outcomes.

The objectives of the survey in 2022 are to fulfill the requirements of the Funding Framework for Health and Safety Associations (HSAs). The survey was designed to meet the requirements of the service evaluation by:



Measuring employer awareness of their HSAs



Assessing employer satisfaction with the HSA services they have used



Identifying employer needs and preferences for health and safety support

Methodology



The survey was conducted by emailing employers a unique link to participate in the survey.

It covered the following topics:

- General perceptions around safety
- Awareness
- Satisfaction
- Usage of and satisfaction with the services, resources and information
- Desired services and communication channels

The survey sample was weighted by organization size¹ to match the actual employer composition for the sector.

Survey Timeframe	Survey Responses	Margin of Error
February 1 – March 3, 2022	54	±13%

¹**Very Small:** employers with a calculated 2022 assessable payroll amount less than \$150K, and a base WorkSafeBC assessment rate less than \$3K.

Small: employers with a calculated 2022 assessable payroll amount greater than or equal to \$150K, but less than \$600K, and/or a base WorkSafeBC assessment rate greater than or equal to \$3K, but less than \$12K.

Medium: employers with a calculated 2022 assessable payroll amount greater than or equal to \$600K, but less than \$1.6 million, and a base WorkSafeBC assessment rate greater than or equal to \$12K, but less than \$40K.

Large: employers with a calculated 2022 assessable payroll amount greater than or equal to \$1.6 million, and a base WorkSafeBC assessment rate greater than or equal to \$40K.

Key Findings

Key Findings

1

Municipal employers tend to feel positively about workplace H&S. Just over half feel that it is improving, and the remaining tend to feel it is staying the same. When asked about their main health and safety concerns, employers offer a variety of issues. Stress, mental health and anger is the most commonly mentioned concern.

2

Two-thirds of municipal employers are aware of BC Municipal Safety Association. This group of employers tends to find out about the association word of mouth and email, and 6-in-10 of them are satisfied with what the association is doing to promote health and safety in their industry.

3

Half of employers have used a service, resource or information from the association. The most popular are updates and notifications and health and safety resources. Online training, on-site training and conferences, seminars and events have been access/used by about 1-in-4 employers. Going forward, there is a clear demand among municipal employers for online training, health and safety resources and updates and notifications (the three most popular topics when chosen from a list).

Key Findings

4

Three-quarters of employers are interested in receiving services, resources or information to improve health and safety in their workplace. If they could choose, employers would most like to receive emails from the association. Half would like to be able to access information via the association's website.

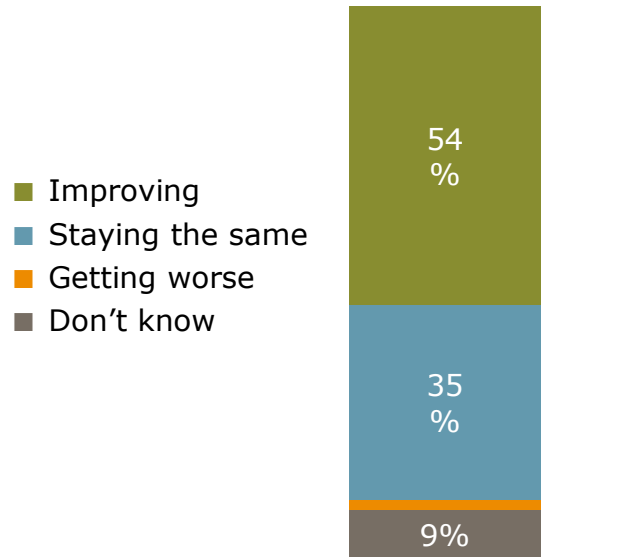
5

The strong majority (two-thirds or more) are positive about their workplace being inclusive and a psychologically healthy and safe place to work. The majority also feel mental health is taken seriously in the industry. Relatively fewer, however, feel their organization has enough resources to prevent mental health injuries in the workplace (41% do) or that the association is doing a good job of helping employers support workers' mental health (33%). When it comes to the associations' performance in helping employers support workers' mental health, most are either neutral or simply don't know.

Detailed Findings

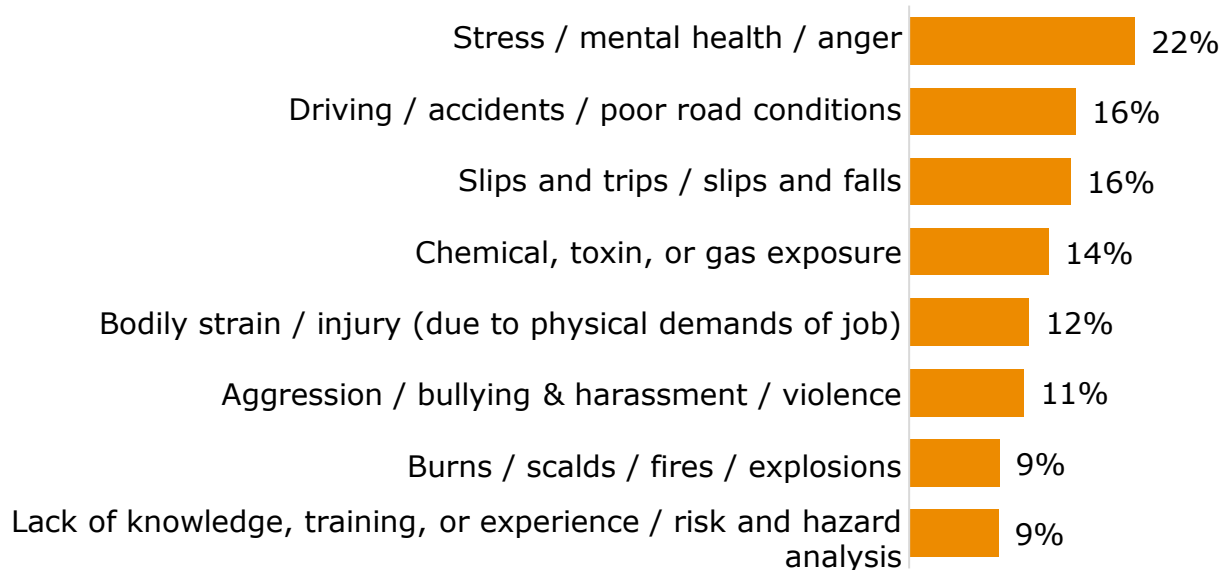
Municipal employers tend to feel workplace safety is improving (1-in-2). The balance feel it is staying the same (1-in-3).

Perceptions of Workplace Health & Safety



Municipal employers' H&S concerns are varied. The most frequently mentioned is stress, mental health and anger.

Employer Health and Safety Concerns

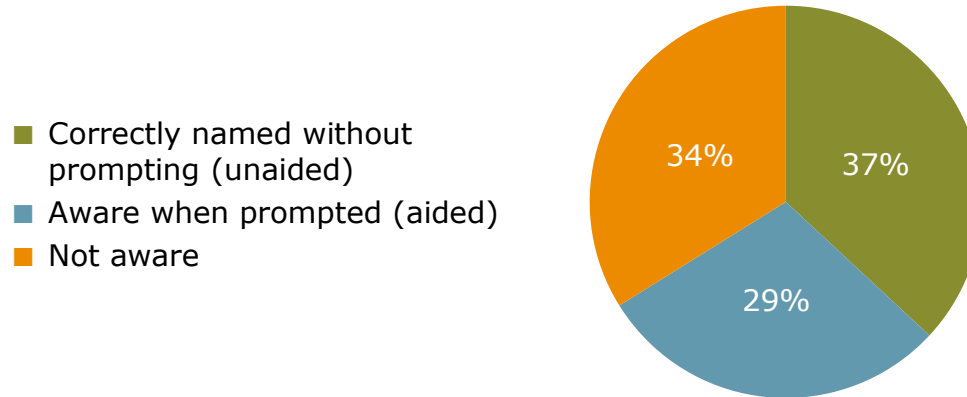


Base: Total 2022 (54). Note: only mentions of 9% or more are shown.

Q10. In every industry there is some degree of health and safety risk to workers. What do you think are the main health and safety risks in your industry? Please list up to three.

Two-thirds of municipal employers are aware of BC Municipal Safety Association.

Awareness



- Correctly named without prompting (unaided)
- Aware when prompted (aided)
- Not aware

Base: Total 2022 (54)

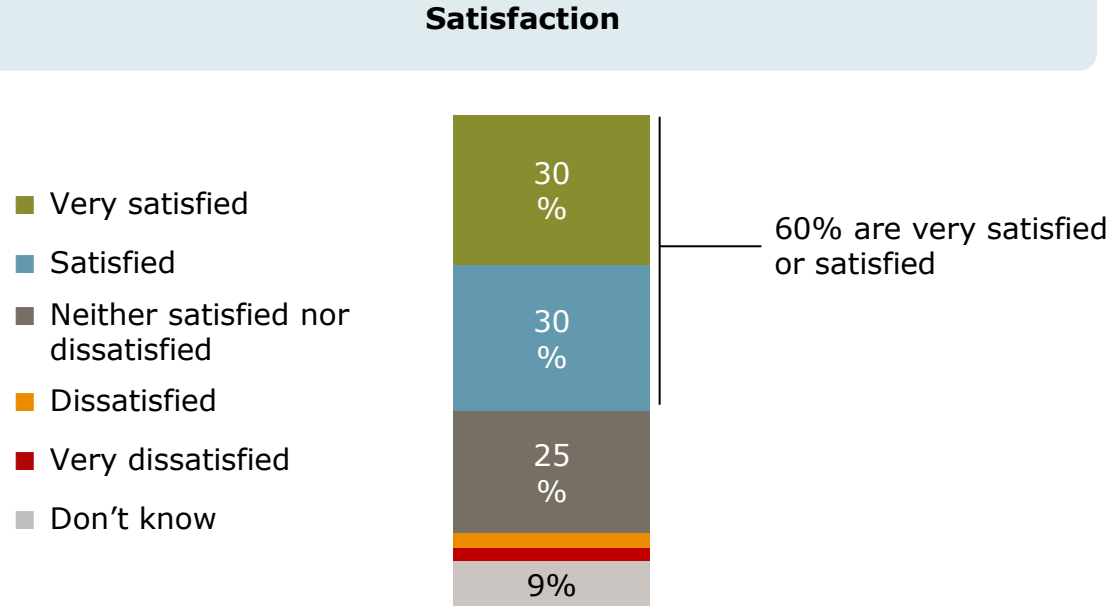
Q2. Can you think of any organizations in BC that support or promote workplace health and safety for municipalities? Please list up to three.

Q3. Have you heard of BC Municipal Safety Association?

Word of mouth and email are the main drivers of awareness of BC Municipal Safety Association.

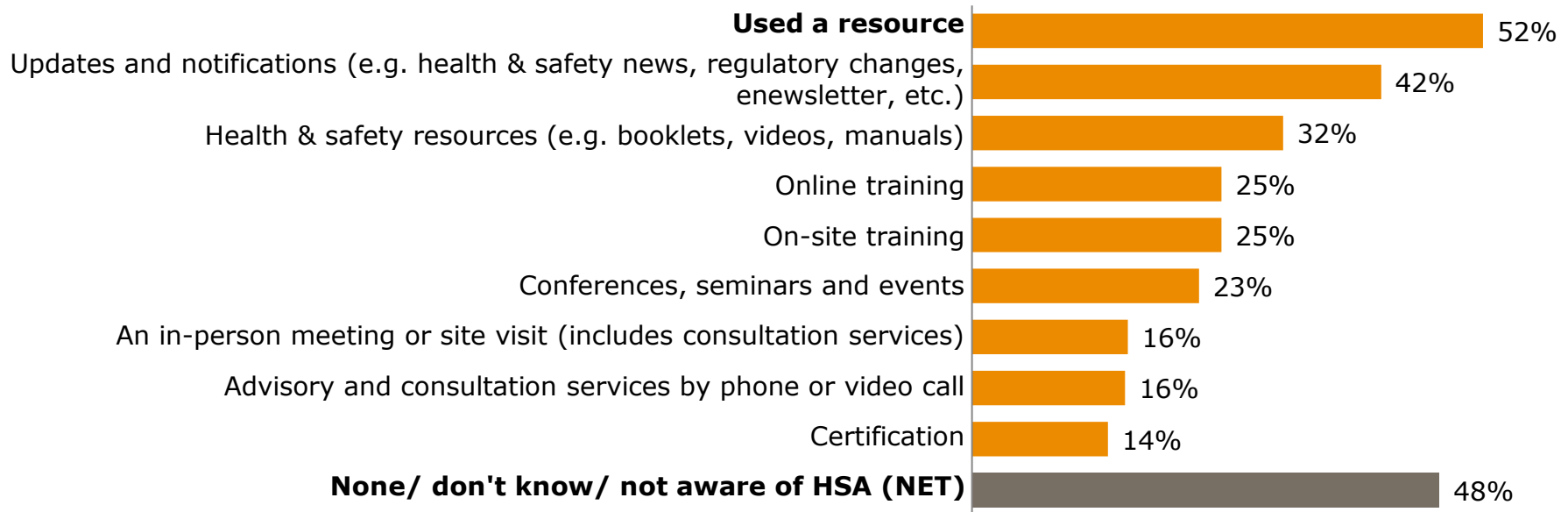


6-in-10 employers who are aware of the association are satisfied with what it is doing to promote health and safety in the industry.



Half of employers have used a service, resource or information from the association, most commonly updates and notifications and H&S resources.

Access and Usage of Health & Safety Resources



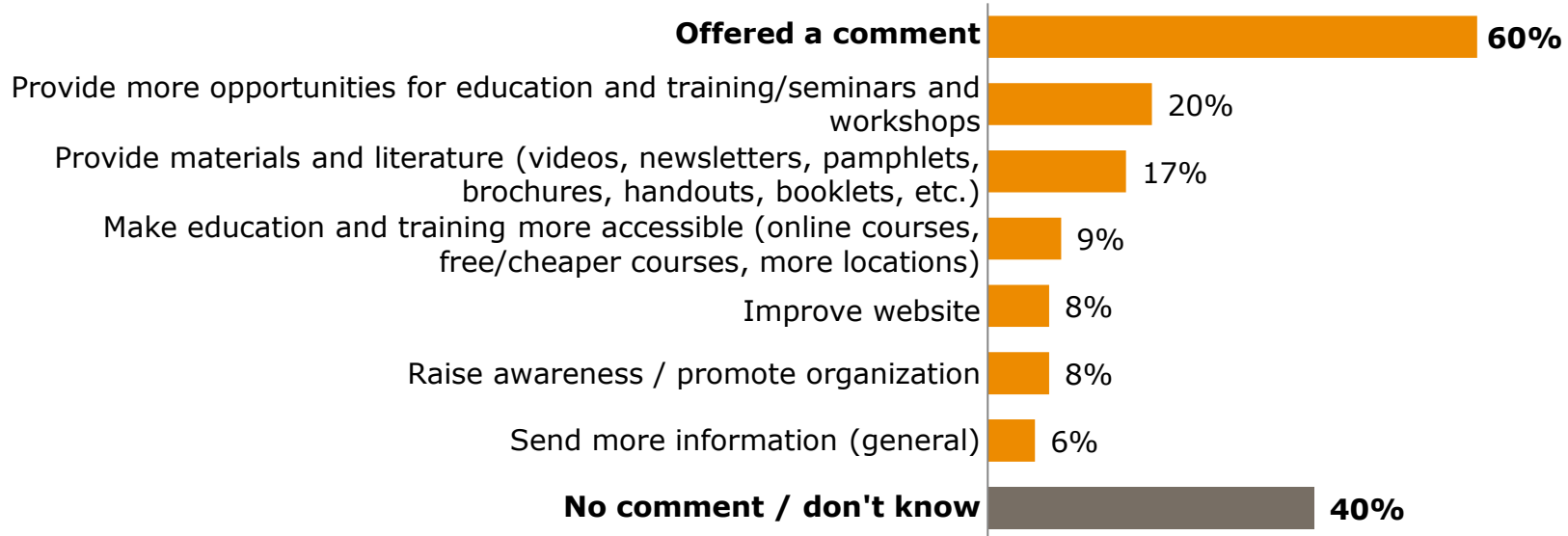
Base: Total 2022 (54). Note: 'Used their website (unaided)' (2%) is not shown in the chart.

Q5. The BC Municipal Safety Association offers various services, resources, and information on health and safety. Which of these services, resources, or information has your organization used or received from BC Municipal Safety Association? Please check all that apply.

Q6a-f. How would you rate [RESOURCE] on meeting your needs? Note: Not shown due to small base size <30.

Employers would like to see the association provide more opportunities for training, as well as materials and literature.

How BC Municipal Safety Association Could Better Service or Support Employers to Improve their Workplace Safety
(unaided comments)



Base: Total 2022 (54). Note: only mentions of 6% or more are shown.

Q7. In what ways could BC Municipal Safety Association better serve or support your organization to improve health and safety in your workplace? / BC Municipal Safety Association is the health and safety association for municipalities in BC. With this in mind, in what ways could BC Municipal Safety Association serve or support your organization to improve health and safety in your workplace? Please provide up to three suggestions.

Examples of Employer Comments on How BC Municipal Safety Association Could Serve or Support

Increase joint facilitated webinars with WSBC Experts

Provide monthly topics to focus on

Provide more resources for employer advisory services and support for training logistics

Provide training courses in an online, on demand style to enable workers who are mostly in the field to take the training when they have time

Mail us resources; I don't read every email

The online resources are at times outdated

Better training portal. Online course sign up and payment is clunky

More free online trainings - we are rural and a volunteer organization

I find trying to book on-site to be difficult. There should be an easier way to look at a calendar of availability

Generate and provide infographics (see CCOHS for examples). Very effective for communicating to all stakeholders

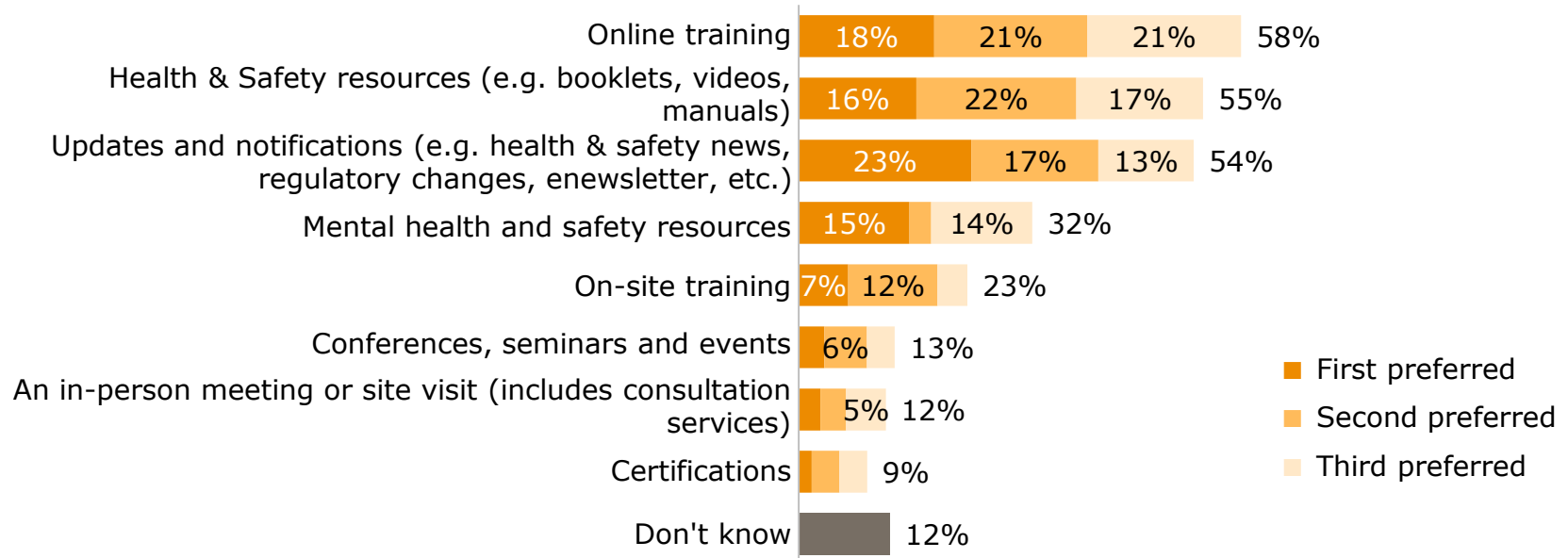
Supply posters or poster size information

Offer "open enrollment" courses more frequently

Provide email updates on training opportunities

Online training, H&S resources and updates and notifications are the top three areas employers would like the association to focus on.

Demand for Services, Resources, or Information to Help Improve Workplace Safety
(% selecting from aided list)

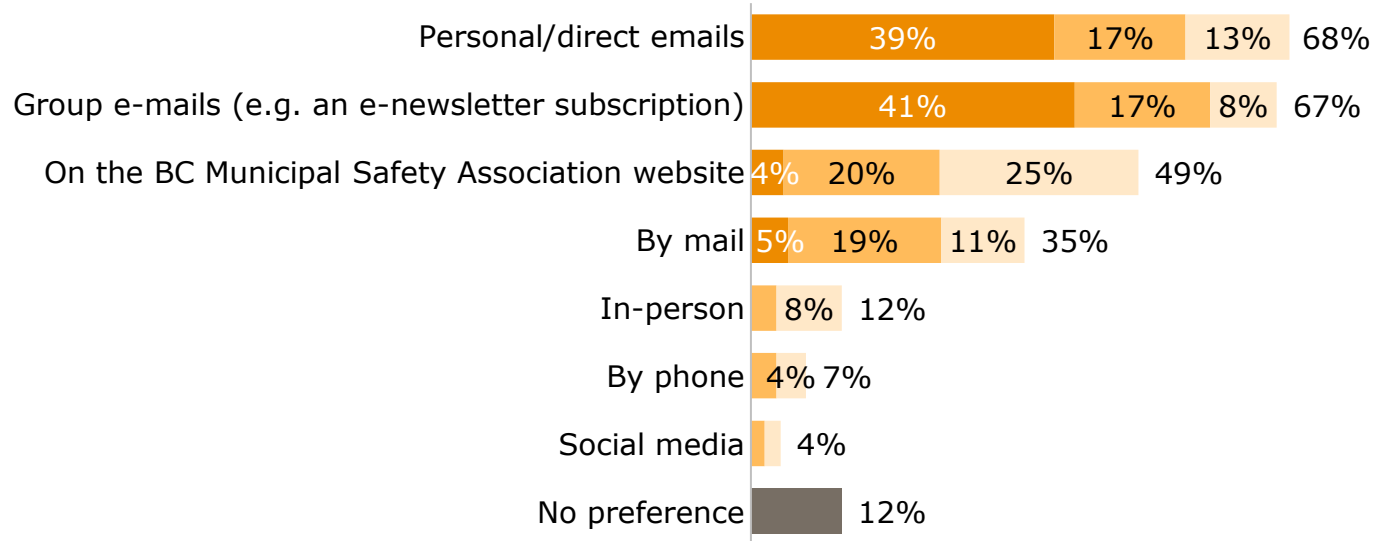


Base: Total 2022 (54)

Q8. Looking ahead, what kinds of services, resources, or information from BC Municipal Safety Association would most help you improve health and safety in your workplace? Please rank up to three items by dragging them over to the right.

Employers would like the association to communicate with them by email. 1-in-2 would like to access information via the website.

Employer Communication Preferences (% ranking top 3)

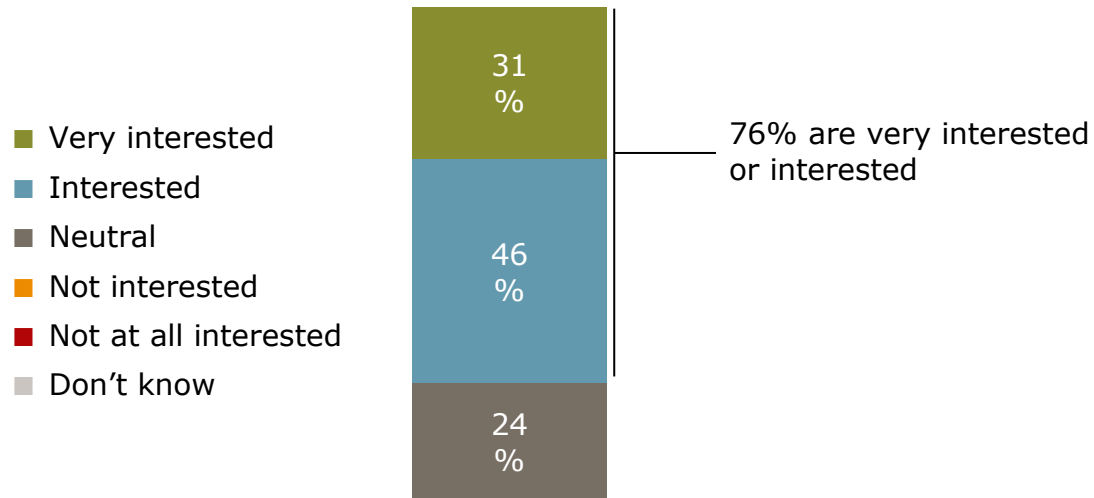


Base: Total 2022 (54)

Q9. How would you generally prefer to receive information (e.g. updates on new services and resources, health & safety news, regulatory changes) from BC Municipal Safety Association? Please rank up to three items by dragging them over to the right.

Three-quarters of employers are interested in receiving services, resources or information to improve health and safety in their workplace.

Interest in Receiving Health and Safety Resources



There is room to strengthen awareness of what the association is doing to help employers' support workers mental health.



Base: Total 2022 (54)
 Q13. To what extent do you agree or disagree with the following statements:

Demand for mental health information is high, especially on recognizing and assisting someone with mental health struggles.

Mental Health Information

(% of employers who would be interested in receiving more information)



Recommendations

Recommendations

1**Build Awareness**

Having a relationship with employers is a necessary first step to supporting them in improving workplace health and safety. Although awareness is relatively strong, 1-in-3 employers is still unaware of the association, even when prompted with its name. Driving awareness should therefore be a priority. Email campaigns would likely be effective, as this is the top driver of awareness currently and also employers' preferred communication channel with the association.

2**Leverage Interest**

The majority (three-quarters) of employers are interested in receiving services, resources or information to improve health and safety in their workplace. Supplying such information on the topics relevant to them will help maintain this interest. The association should therefore prioritize information on stress/mental health (the most common H&S concern) as well as online training, H&S resources and updates and notifications (the most popular topics when choosing from a list).

3**Emphasize Psychological Safety**

Mental health is a popular topic, with nearly all employers interested in at least one aspect of this area (especially recognizing and assisting someone with mental health struggles). Feeding this demand is important and will likely also help drive awareness of what the association is doing in this area. Providing information on preventing mental health injuries should also be a priority, as the minority of employers feel they have sufficient resources in this area.

Appendix

Note: Q13a-e not shown due to small base size (<30)

Employer Profile

	Total	Very Small	Small	Medium	Large
(Base)	(54)	(22)	(5)	(10)	(15)
Role in Organization					
Manager	27%	18%	20%	60%	33%
Dedicated health and safety position	19%	5%	0%	10%	53%
Senior Executive	12%	5%	40%	30%	7%
Bookkeeper / accountant	9%	23%	0%	0%	0%
Business Owner	7%	9%	0%	0%	0%
Office manager / admin (unaided)	6%	9%	20%	0%	0%
Board member / trustee (unaided)	5%	14%	0%	0%	0%
All of the above (unaided)	2%	5%	0%	0%	0%
HR (unaided)	2%	0%	0%	0%	7%
Other	11%	14%	20%	0%	0%
Employer Payroll Size					
Very Small	38%	N/A			
Small	13%				
Medium	12%				
Large	30%				
Unknown	7%				

Note: All data has been weighted by the estimated employer payroll size to match the target population.

Employer Profile

	Total	Very Small	Small	Medium	Large
(Base)	(54)	(22)	(5)	(10)	(15)
Number of Employees in BC					
No employees	3%	0%	0%	0%	0%
1-3 employees	26%	59%	0%	0%	0%
4-19 employees	28%	27%	80%	60%	0%
20-99 employees	19%	14%	20%	40%	20%
100+ employees	24%	0%	0%	0%	80%
Industry Subsector					
7530 - Public Administration	100%	100%	100%	100%	100%