BC Municipal Safety Association

Market Penetration Survey – Final Report

June 30th, 2025

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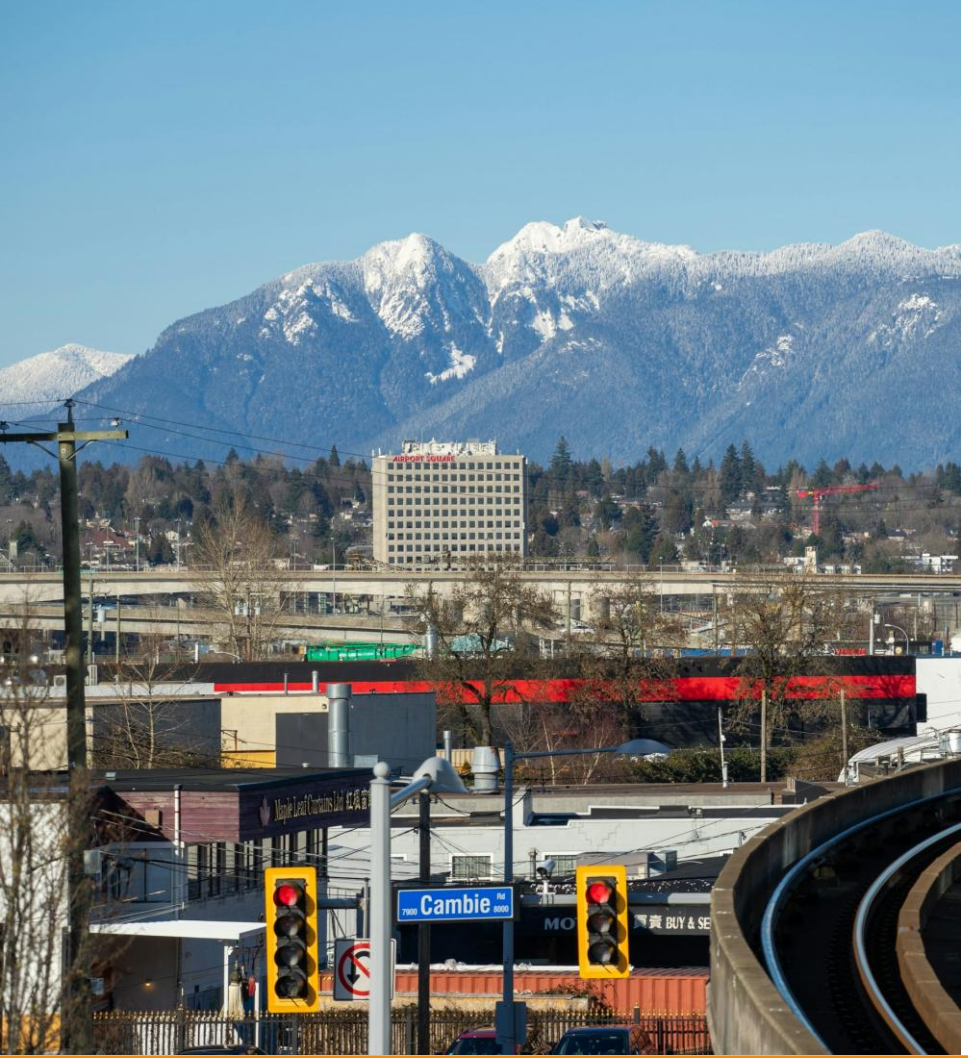

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Background, Objectives, & Methodology

Background & Objectives

WorkSafeBC funds 13 Health and Safety Associations (HSA) 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 Market Penetration Survey was first fielded in 2016, and the 2025 survey is the fourth survey wave and included 11 HSAs. The objectives of the survey 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:

- Exploring employer perceptions of health and safety
- 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 online, and among members of British Columbia Municipal Safety Association (BCMSA). This report covers the findings of the 2025 iteration of this survey. Below is information on the survey sample and fielding:

Survey wave	Fielding dates	Total responses	Overall response rate	Overall invites	Margin of Error 19 times out of 20
2025	March 3 – April 4	48**	14.8%	325	±14.6%

Important Note: At points in this report, we report on data with small sample sizes (<100n). Where this is the case, findings should be interpreted with caution and considered directional in nature.

Data has been weighted by company payroll size[1] to match the actual employer composition for the sector.

**Very small base size, interpret with extreme caution

[1]**Very Small**: employers with a calculated 2025 assessable payroll amount less than $150K, and a base WorkSafeBC assessment rate less than $3K.
Small: employers with a calculated 2025 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 2025 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 2025 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

Awareness & Usage of BCMSA

Six-in-ten employers are aware of BCMSA, and there is an opportunity to raise awareness.

About half of employers (47%) have accessed services, resources or information from BCMSA. Updates / notifications, online training, conferences / events and health and safety resources are the most widely used.

Employers generally prefer getting information via emails from BCMSA (personalized or group format), on the BCMSA website or by mail.

Employer Suggestions for BCMSA

When asked how BCMSA could better support their organization to improve workplace health and safety, employers suggest the HSA focus on providing **materials and literature** and **information in general.**

Employers believe BCMSA's **health and safety resources and online training** would be the most beneficial in improving workplace health and safety. While less popular, they also indicate that updates and notifications, mental health and safety resources and on-site training would be helpful.

Perceptions of Workplace H&S

Municipal employers generally think workplace safety is **improving** (59%) or **staying the same** (39%). When asked to name the main health and safety risks, they tend to think of **both physical and human-factor** risks. The most common concerns include slips, trips and falls and stress, mental health and anger. Secondary mentions include aggression / bullying & harassment / violence, ergonomic hazards, driving / accidents / poor road conditions / transportation, bodily strain and MSI / RSI / overexertion.

Perceptions of Psychological Safety

Most municipal employers report having an inclusive and psychologically healthy and safe workplace, and believe that mental health is taken seriously in their industry.

A small majority (59%) feel their organization has enough resources to prevent mental health injuries in the workplace.

One-in-three (34%) think BCMSA does a good job of helping employers to support workers' mental health, reflecting the fact that most are simply unsure (45%) or have no opinion (20%).

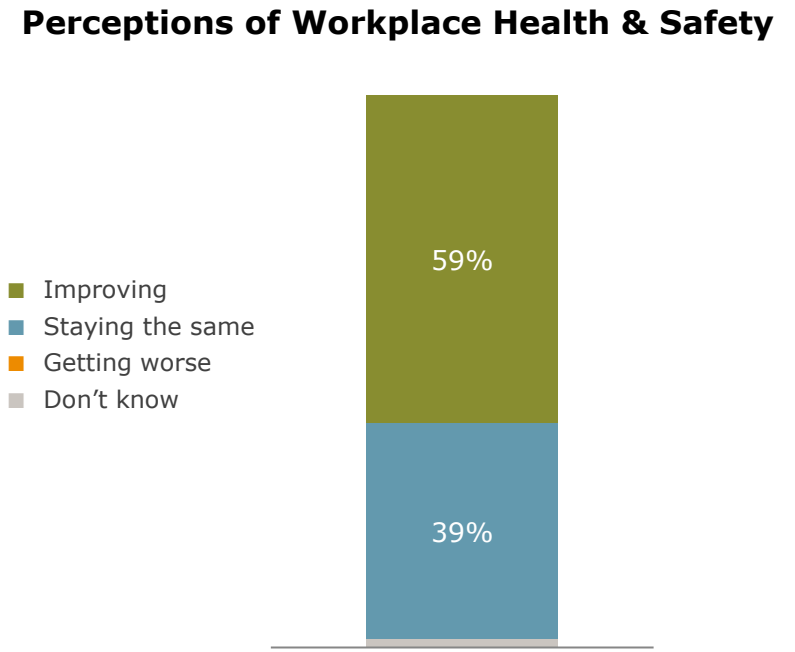
Barriers to Improving Psychological Safety

Nearly all employers are interested in **receiving information about mental health** in the workplace. The top topics of interest are how to recognize and assist someone struggling with mental health and reduce workplace stress.

Employers report that insufficient training, information and access to resources are the primary barriers to improving workplace mental health. When asked what support or resources would help, they request more resources and information, training and education as well as more communication and updates.

Detailed Findings

Six-in-ten municipal employers think workplace safety is improving. Most of the rest think it is staying the same.



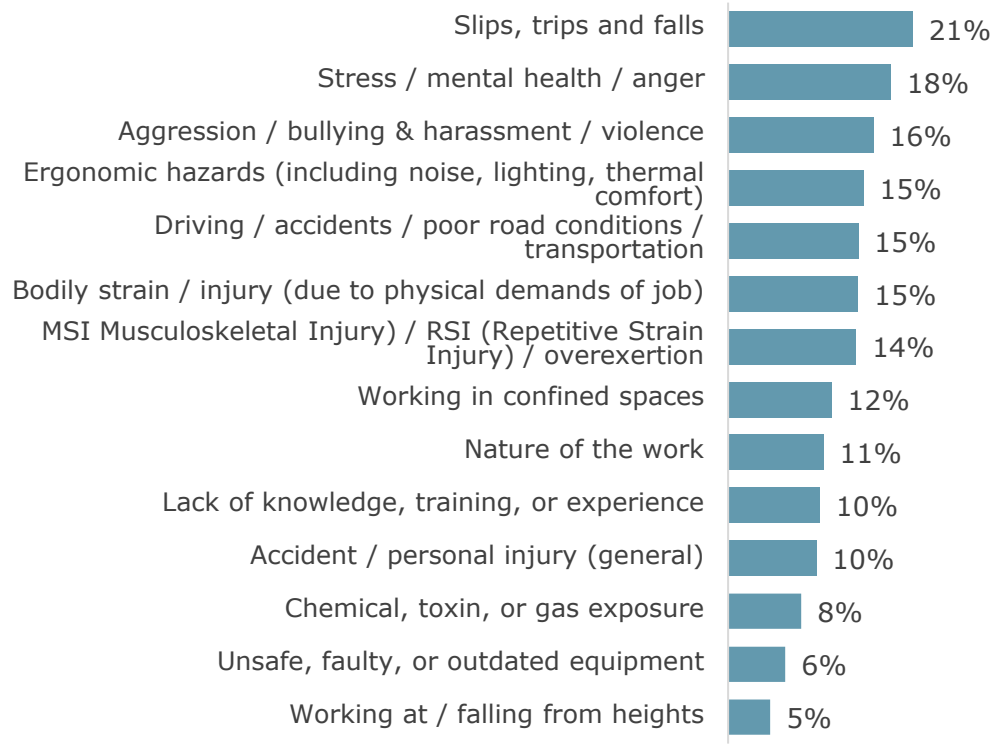
Sample: Total 2025 (48**)
**Very small base size, interpret with extreme caution
Q1. Generally speaking, would you say that workplace safety in your industry is…

Municipal employers often mention both physical and human factor risks as key health and safety risks.

Municipal employers identify a variety of risks when asked to think of the main health and safety risks. Top of mind are slips, trips and falls and stress, mental health and anger.

About one-in-six mention aggression / bullying & harassment / violence, ergonomic hazards, driving / accidents / poor road conditions / transportation, bodily strain and MSI / RSI / overexertion.

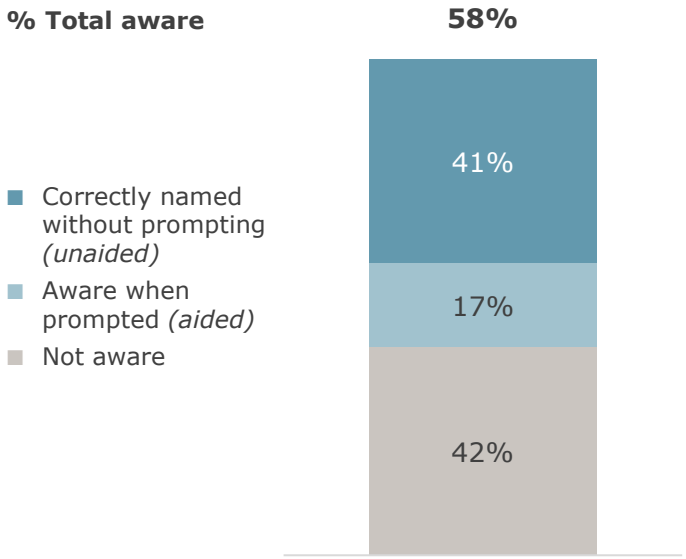
Employer Health & Safety Concerns



Sample: Total 2025 (48**)
**Very small base size, interpret with extreme caution
Note: Only concerns mentioned by 5% 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.

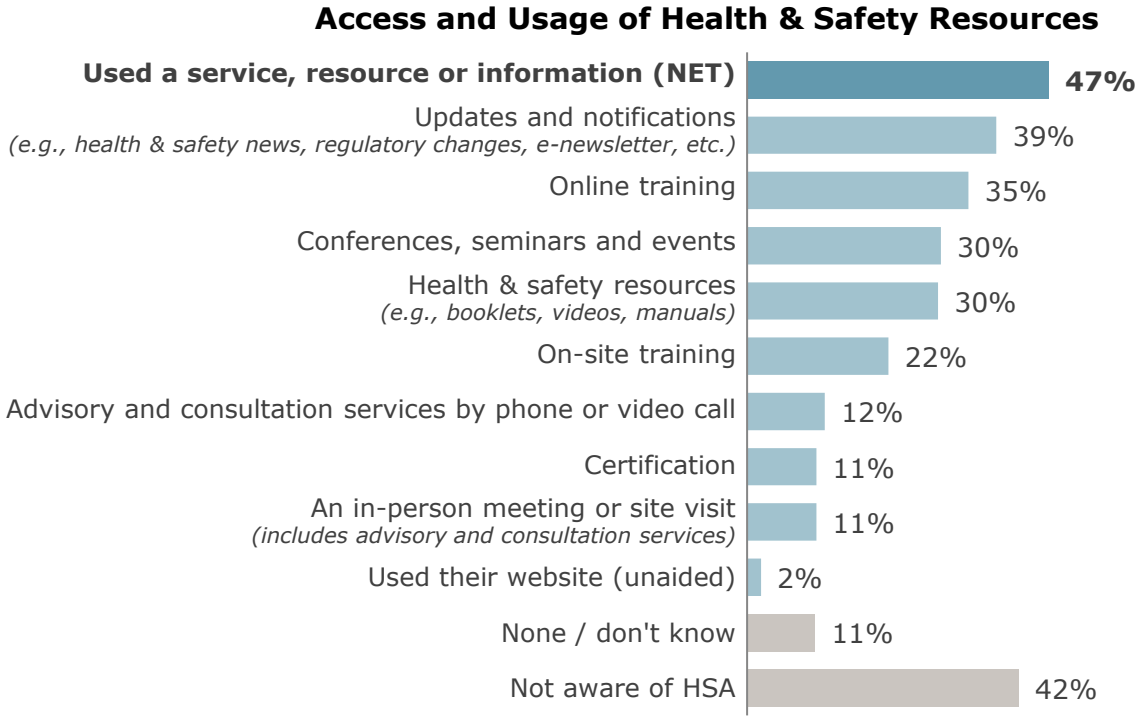
Six-in-ten municipal employers are aware of BC Municipal Safety Association.

Awareness of BC Municipal Safety Association



Sample: Total 2025 (48**)
**Very small base size, interpret with extreme caution
Note: The results for questions Q3b and Q3c are not shown because the base sizes are too small (<30) to reliably report quantitatively.
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 British Columbia Municipal Safety Association? / Q3b. How did you first hear about British Columbia Municipal Safety Association? / Q3c. What kind of advertising first made you aware?

About half of employers have accessed services, resources or information from BCMSA. Updates / notifications, online training, conferences / events and health and safety resources are the most widely used.

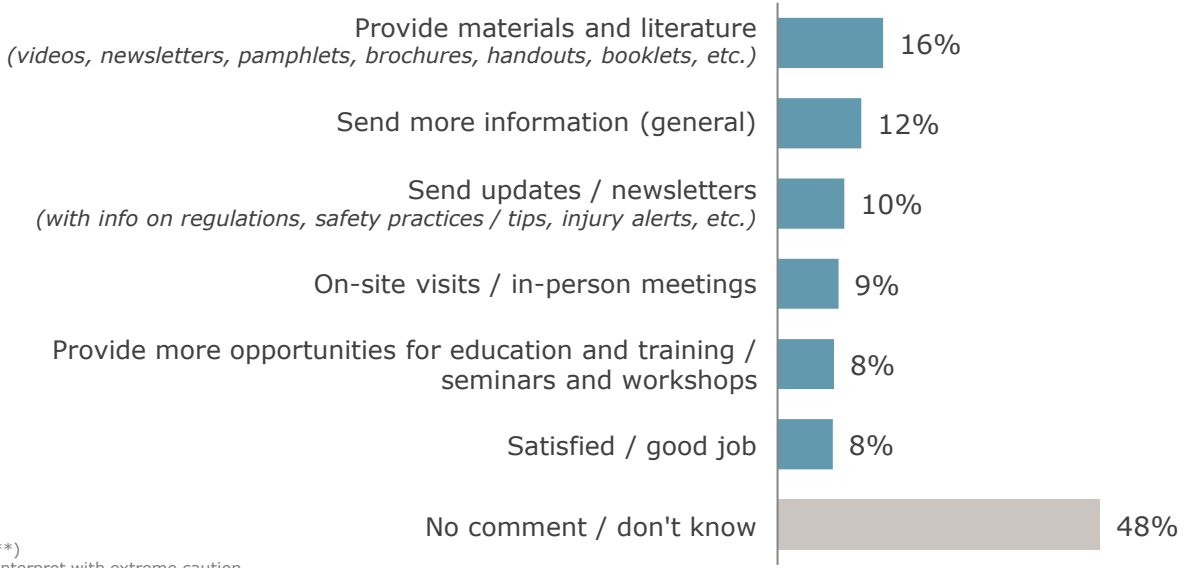


Sample: Total 2025 (48**)
**Very small base size, interpret with extreme caution.
Note: Only mentions of 2% or more are shown. Mentions of 'Other' (2%) are not shown.
Q5. British Columbia Municipal Safety Association offers various services, resources, and information on health and safety. Which of these services, resources, or information has your organization used or received from British Columbia Municipal Safety Association? Please check all that apply. / q5a_e. Which certification(s)?

To better support them in improving health and safety at work, employers suggest BCMSA could provide more materials and literature and information in general.

How BC Municipal Safety Association Could Better Serve or Support Employers to Improve their Workplace Health & Safety

(unaided comments)



52% of employers offered a comment

Sample: Total 2025 (48**)
**Very small base size, interpret with extreme caution.
Note: Only mentions of 5% or more are shown.
Q7. In what ways could British Columbia Municipal Safety Association better serve or support your organization and industry to improve health and safety in your workplace? / British Columbia Municipal Safety Association is the health and safety association for municipalities in BC. With this in mind, in what ways could British Columbia Municipal Safety Association serve or support your organization and industry 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 Better Serve or Support Employers

PROVIDE MATERIALS AND LITERATURE
(16% mentioning)

"Provide materials to members - I was not aware that this organization existed."

"Safety information videos."

"More resources and tools available; risk assessments, manuals, etc."

"Provide training aids."

"[…] BCMSA provides training for both workers and supervisors as well as promotional materials. Additional programming in this area is needed to address the industry injury rate and base rate."

SEND MORE INFORMATION (GENERAL)
(12% mentioning)

"BCMSA's EHS Analytics tool is a fabulous addition to the WorkSafeBC Employer's Toolkit, however delays in providing the information to the BCMSA from WorkSafeBC make data less useful. More timely provision of data to populate EHS Analytics would greatly help."

"Emergency procedures information and mental health information."

SEND UPDATES / NEWSLETTERS
(10% mentioning)

"Email updates regularly."

"Continue to provide information updates."

"Updates for safety manual, or current information to include in safety manual."

"Email up to date info."

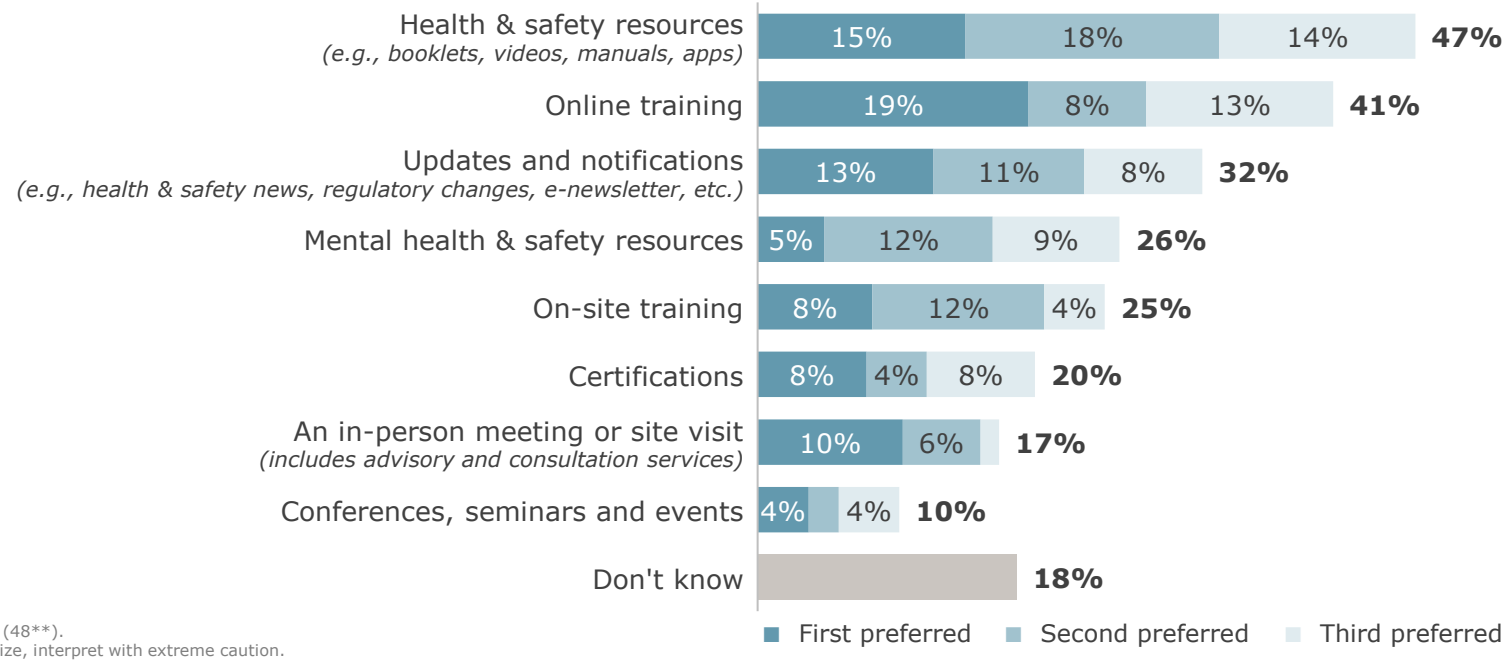
"We don't know what we don't know. i.e., if there are updates and we don't get them, I wouldn't know. It is hard to say if BCMSA is meeting our needs because we don't hear from anyone else about what we should be doing. […]"

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

Employers say that BCMSA health and safety resources and online training would most help them to enhance workplace safety in the future.

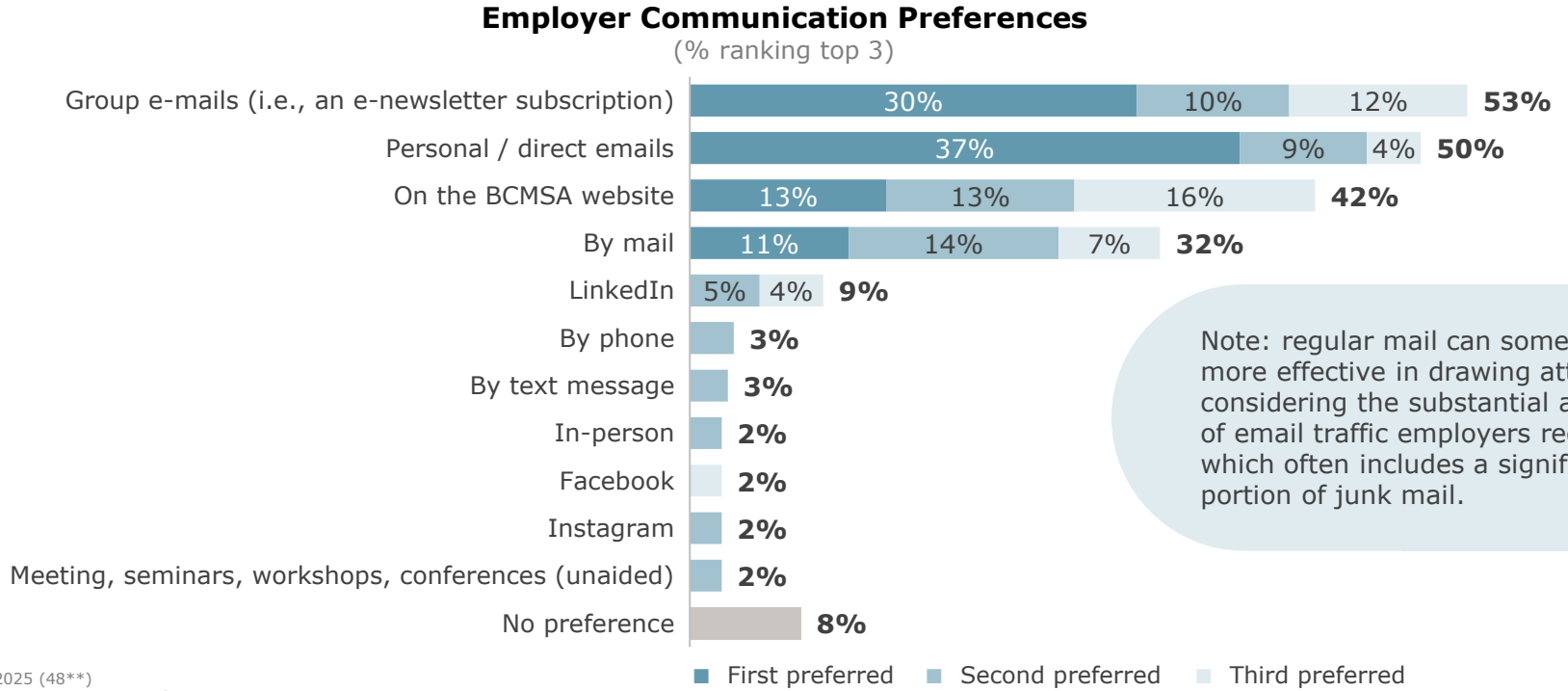
Demand for Services, Resources or Information to Help Improve Workplace Health & Safety

(% selecting from aided list)



Sample: Total 2025 (48**).
**Very small base size, interpret with extreme caution.
Q8. Looking ahead, what kinds of services, resources, or information from British Columbia Municipal Safety Association would most help you improve health and safety in your workplace? Please select up to three in preference order, with your top choice first.

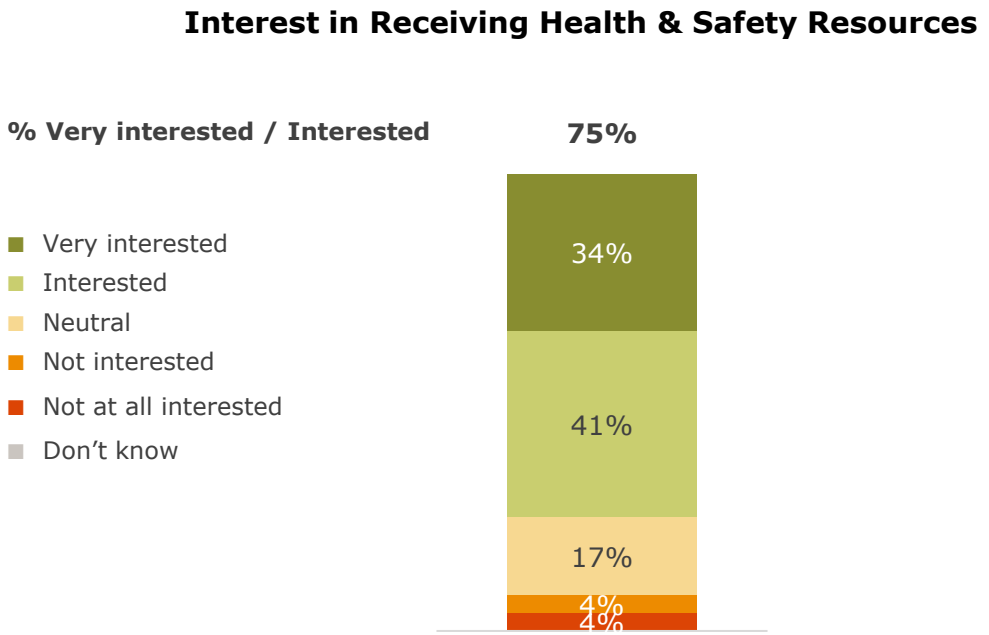
Employers generally prefer to receive information via emails from BCMSA, either personalized or in group format. The website and regular mail are also commonly preferred channels.



Note: regular mail can sometimes be more effective in drawing attention, considering the substantial amount of email traffic employers receive, which often includes a significant portion of junk mail.

Sample: Total 2025 (48**)
**Very small base size, interpret with extreme caution.
Q9. How would you generally prefer to receive information (e.g., updates on new services and resources, health & safety news, regulatory changes) from British Columbia Municipal Safety Association? Please select up to three in preference order, with your top choice first.

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

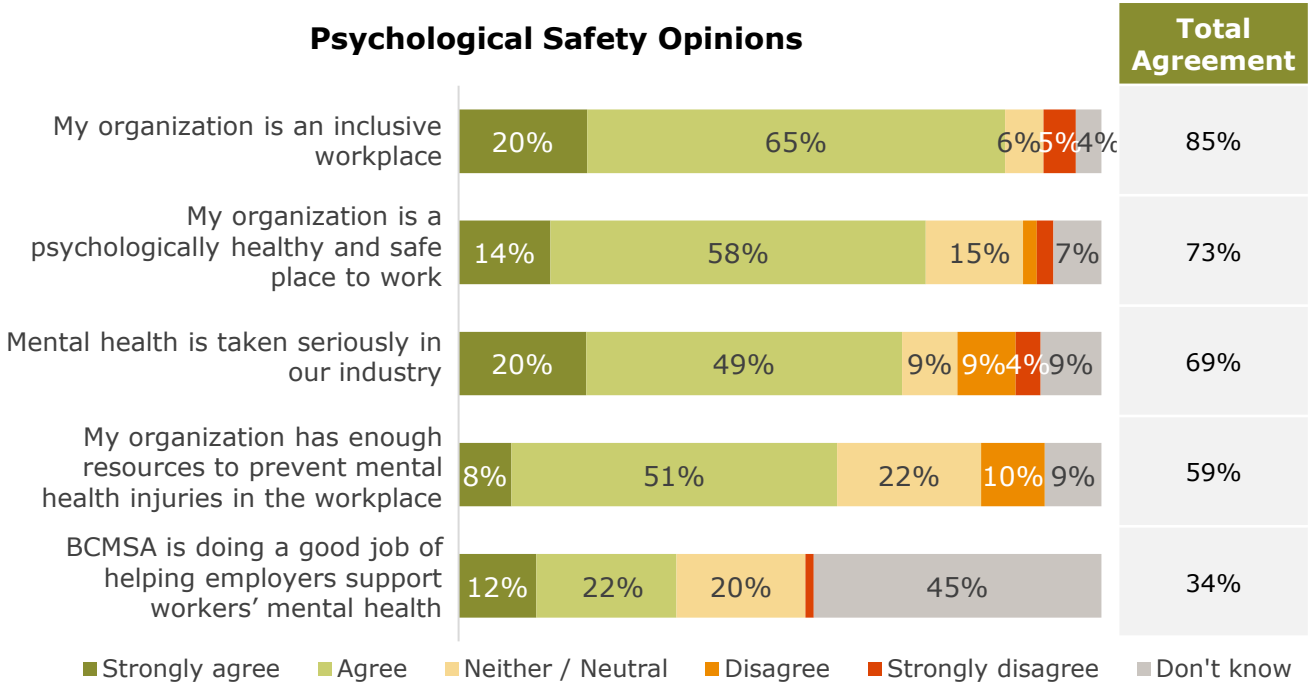


Sample: Total 2025 (48**)
**Very small base size, interpret with extreme caution.
Q9b. Generally speaking, how interested are you in receiving services, resources, or information to improve heath and safety in your workplace?

Most employers report having an inclusive and psychologically safe workplace and feel that mental health is taken seriously in municipalities.

Six-in-ten report their organization has enough resources to prevent mental health injuries in the workplace.

One-in-three (34%) employers feel BCMSA is doing a good job of helping employers to support workers' mental health, reflecting that many are unsure (45%) or don't have an opinion either way (20%).



Sample: Total 2025 (48**)
**Very small base size, interpret with extreme caution.
Q13. To what extent do you agree or disagree with the following statements:

Most employers are interested in receiving information about mental health. The top topics of interest are assisting and recognizing those struggling with mental health and reducing workplace stress.

Interest in Mental Health Information

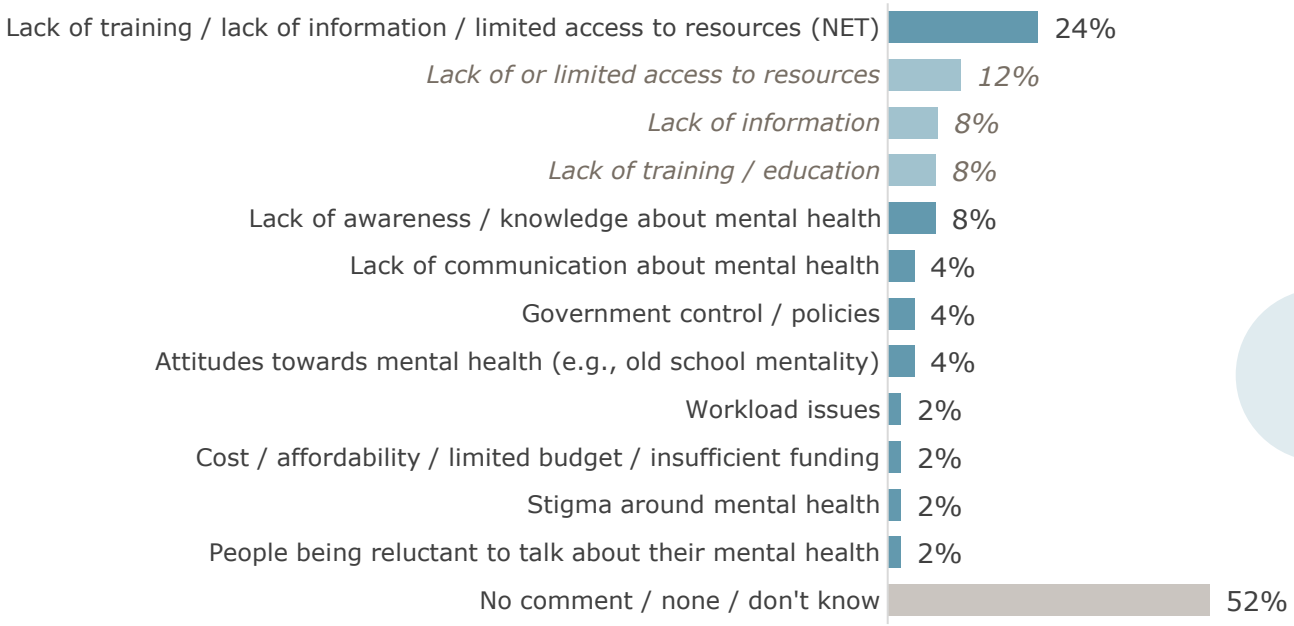
(% of employers who would be interested in receiving more information)

91% of employers are interested in 1+ topics.

Sample: Total 2025 (48**)
**Very small base size, interpret with extreme caution.
Q14. Which of the following topics related to mental health in the workplace would you be most interested in receiving information about if they were available? Select all that apply.

Employers cite insufficient training, information, and access to resources as the primary barriers to improving workplace mental health.

Barriers Organizations Face to Improving Workplace Mental Health
(unaided comments)



48% of employers offered a comment

Sample: Total 2025 (48**)
**Very small base size, interpret with extreme caution.
New question in 2025
Note: Only mentions of 2% or more are shown.
Q15. What barriers do you or your organization face (if any) in improving workplace mental health?

Examples of Employer Comments on Barriers to Improving Workplace Mental Health

LACK OF TRAINING / LACK OF INFORMATION / LIMITED ACCESS TO RESOURCES (NET)

(24% mentioning)

"No barriers... just not enough resources living in a rural community."

"Consistent training for all employees / managers to learn and apply in their roles throughout the organization."

"Lack of available resources."

"We are in a remote community, so resources are scarce."

LACK OF AWARENESS / KNOWLEDGE ABOUT MENTAL HEALTH

(8% mentioning)

"Lack of awareness and education."

"We don't have the knowledge to be able to identify any mental health concerns in the workplace."

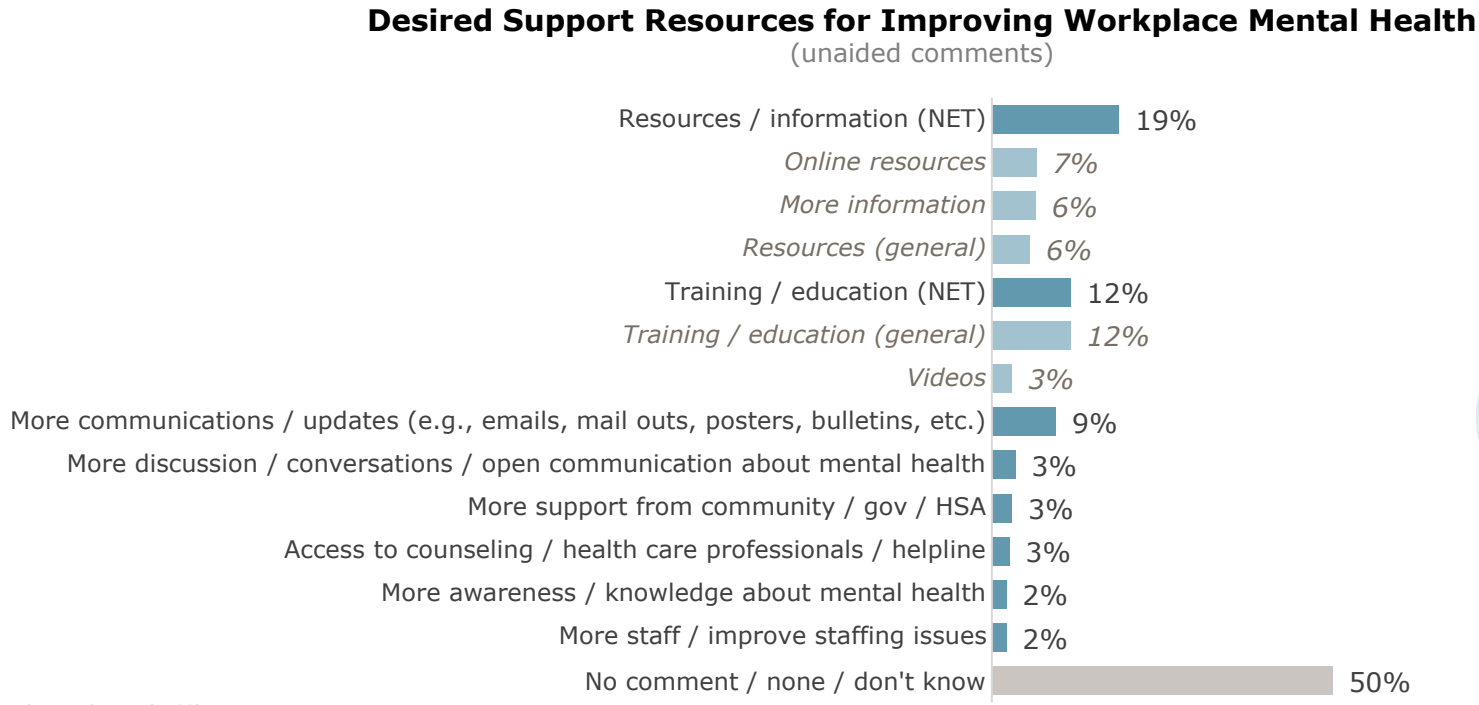
"Lack of knowledge and awareness."

"Lack of overall knowledge."

New question in 2025

Q15. What barriers do you or your organization face (if any) in improving workplace mental health?

Employers want more resources and information, additional training, and more communication and updates to improve workplace mental health.



50% of employers offered a comment

Sample: Total 2025 (48**)
**Very small base size, interpret with extreme caution.
New question in 2025
Note: Only mentions of 2% or more are shown.
Q16. What type of support and/or resources, if any, would help your organization improve workplace mental health?

Examples of Employer Comments on Desired Support Resources for Improving Workplace Mental Health

RESOURCES / INFORMATION (NET)

(19% mentioning)

"More information regarding the conversations at the Policy & Practice Consultative Committee to inform decisions on programs, resources and services that best fit with future regulation."

"Information on mental health issues, recognizing the signs early and options for support."

"Additional online and print resources."

"Having resources to recommend should someone need it."

TRAINING / EDUCATION (NET)

(12% mentioning)

"Training geared towards 'old school' leaders."

"Training, reading materials, videos."

"On-site training, resources / manuals."

"Awareness campaigns and training for all, especially senior leadership and elected officials."

"More education."

New question in 2025

Q16. What type of support and/or resources, if any, would help your organization improve workplace mental health?

Appendix

Employer Profile

	Total
Sample	48**
Role in Organization[1] (self-reported)	
Manager	29%
Dedicated health and safety position	21%
Bookkeeper / accountant	17%
Staff member	11%
Senior executive	6%
Business owner	5%
Supervisor	3%
Office Manager / admin (unaided)	3%
Board member / trustee (unaided)	1%
Other	5%
Employer Payroll Size (from sample listings)	
Very Small	31%
Small	14%
Medium	12%
Large	37%
Unknown	6%

	Total
Sample	48**
Number of Employees in BC (self-reported)	
None / No employees	1%
1-3 employees	19%
4-19 employees	30%
20-99 employees	18%
100+ employees	31%

[1]Showing roles with at least 1% total mentions.
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Very Small: employers with a calculated 2025 assessable payroll amount less than $150K, and a base WorkSafeBC assessment rate less than $3K.
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