

# SafeCare BC Health and Safety Association

## Market Penetration Survey Report

June 18, 2019

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# Objectives & Methodology

# Objectives & Methodology

- WorkSafeBC, in partnership with SafeCare BC Health and Safety Association (SCBC), carried out a survey with employers in BC’s health care sector
- The main objectives of the survey are to measure employer awareness of SafeCare BC Health and Safety Association and identify their needs and preferences for health and safety information and support
- The survey covered the following topics:
  - General perceptions around safety in health care
  - Awareness of SafeCare BC
  - Satisfaction with SafeCare BC
  - Usage of and satisfaction with the services, resources, and information provided by SafeCare BC
  - Desired services and communication channels
- The survey was conducted by emailing employers a unique link to participate in the survey and then following up with telephone reminders
- Surveying took place from February 4 to 28, 2019
- A total of 109 surveys were obtained from employers falling within SafeCare BC Health and Safety Association industry subsector 7660 Health Care and Social Services

Employers Contacted (by email and/or phone)	Surveys Obtained	Participation Rate	Margin of Error (19 times out of 20)
629	109	17%	± 9%

- The survey sample was weighted by company size<sup>1</sup> to match the actual employer composition for the sector

<sup>1</sup> Company size is based on WorkSafeBC’s Estimated 2019 Employer Payroll Size and the categories are defined as follows:

**Very Small:** employers with a calculated 2019 assessable payroll amount less than \$150K, and a base WorkSafeBC assessment rate less than \$3K.

**Small:** employers with a calculated 2019 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 2019 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 2019 assessable payroll amount greater than or equal to \$1.6 million, and a base WorkSafeBC assessment rate greater than or equal to \$40K.

# Executive Summary

# Executive Summary

## **Health Care Industry Perceptions of Workplace Health & Safety**

BC health care employers tend to be optimistic about the state of safety in the industry, with four-in-ten (44%) saying that workplace safety is improving. Most others think that it is stable (38% say it is staying the same).

The biggest health and safety concerns for health care employers are aggression, bullying and harassment, which are mentioned by almost half of employers. Employers also recognize that physical demands of the industry are cause for concern; bodily strains or injuries, Musculoskeletal Injury (MSI), Repetitive Strain Injury (RSI), overexertion and heavy lifting and loading are also cited by employers as important risks to health care workers. SafeCare BC has the opportunity to provide on-going support and education to employers via services, information and resources on common types of health and safety risks in health care.

## **Awareness and Satisfaction with SafeCare BC**

Overall, approaching six-in-ten health care employers (58%) have heard of SafeCare BC. At 56%, very small and small companies are slightly less aware of SafeCare BC than medium and large organizations, among whom 67% are aware.

SafeCare BC is top of mind for nearly one-in-five employers (19%), who remember the name of the association without being prompted.

Employers typically become aware of SafeCare BC from proactive association communications that include email, direct personal call and or contact. Employers who are aware of SafeCare BC are largely satisfied (57%) with the association's performance on promoting health and safety in the industry.

# Executive Summary

## **Access and Usage of Health & Safety Resources**

More than six-in-ten employers who are aware of SafeCarBC recall receiving and/or using some kind of service, resource or information from SafeCare BC. They are most likely to recall receiving updates and notifications (e.g., H&S news, regulatory changes, etc.), health & safety resources (e.g. booklets, videos, manuals) and conferences, seminars, and events. The vast majority (75%) of employers are satisfied with the current SafeCare BC updates and notifications they receive.

## **Opportunities to Provide Improved Support to Employers**

Employers offer a number of top of mind suggestions for SafeCare BC to help improve their workplace health & safety; requests for increased opportunities and access to education and training are most popular, especially among medium and large companies. Improvements to the corporate website and additional materials and literature are other popular suggestions. In general, very small and small companies are less likely to offer a suggestion.

Looking to the future, employers, when given a list of options to choose from, prioritize SafeCare BC providing them with health and safety resources (e.g., booklets, videos and manuals), online training and regular updates and notifications via H&S news, regulatory changes and newsletters. Demand for online training tends to increase with company size, while interest in updates and notifications is slightly stronger among smaller organizations. Medium and large companies are also more interested in on-site training compared with small and very small companies.

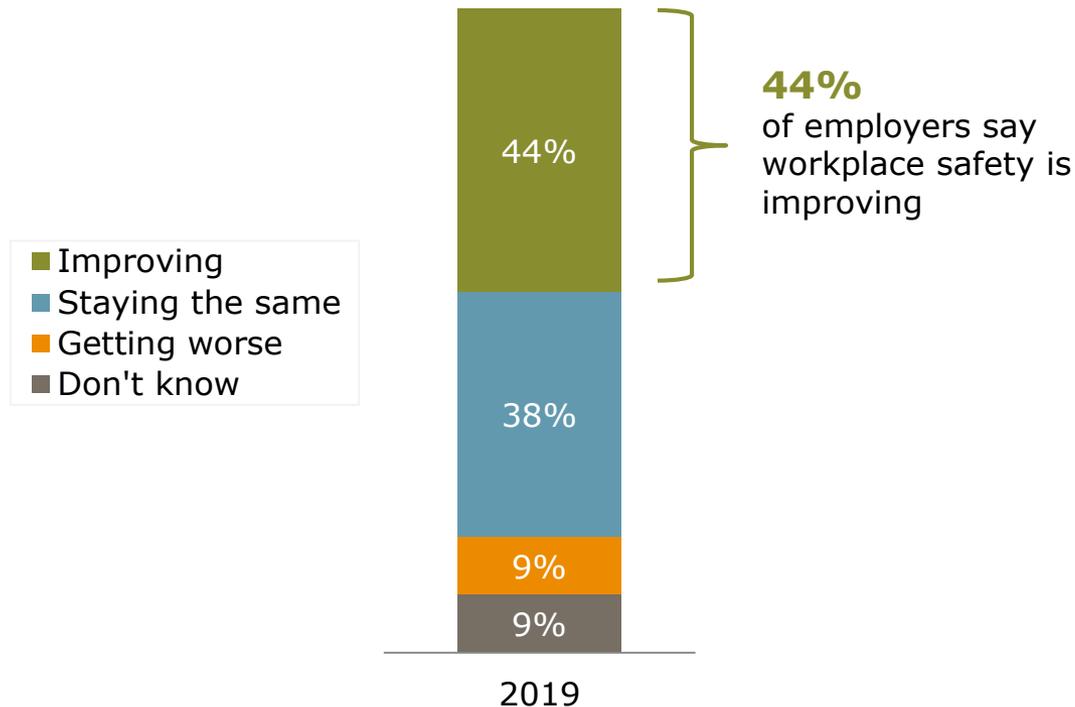
# Executive Summary

## **Employer Communication Preferences**

There is strong interest among employers (71%) in receiving services, resources or information to improve workplace health and safety. Employers prefer to receive communication from SafeCare BC via personal email, group emails (i.e., newsletters), mail and on SafeCare BC's website.

# Summary of Findings

# Health care sector employers tend to be positive about workplace safety; four-in-ten say it is improving



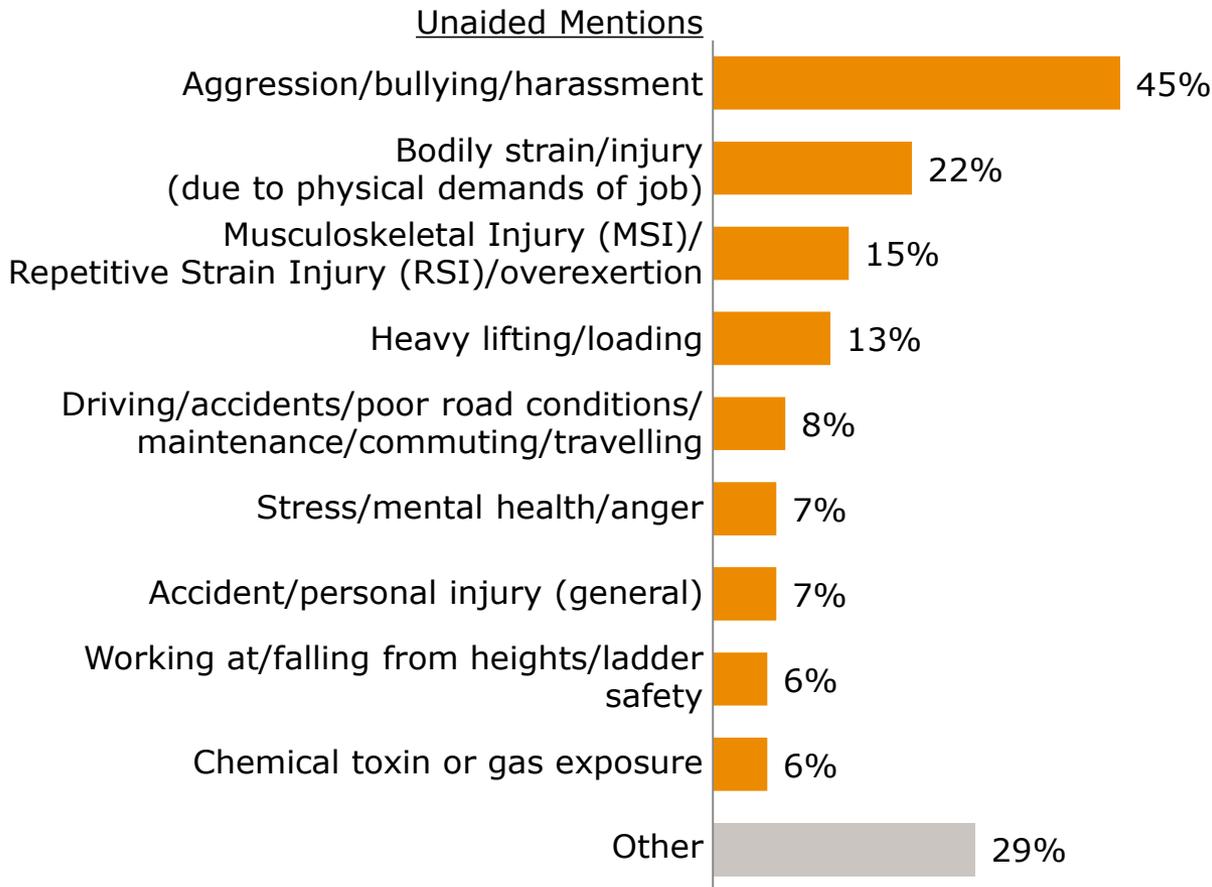
At 36%, small and very small companies are less likely to say workplace safety is improving compared with medium and large companies (among whom 63% think it is improving).

These small and very small companies tend to think workplace safety is staying the same, not getting worse.

Base: SafeCare BC Health and Safety Association employers: 2019 (109)

Q1. Generally speaking, would you say that workplace safety in your industry is...

# Nearly half of health care employers cite aggression, bullying and harassment as the main health and safety industry risk



“ Dealing with aggressive residents

Violent patients and aggressive behaviors

Workspace harassment

Being in peoples homes that aren't safe

MSI injuries (from using equipment, lifting, improper body mechanics)

Back strains

Weather / driving conditions

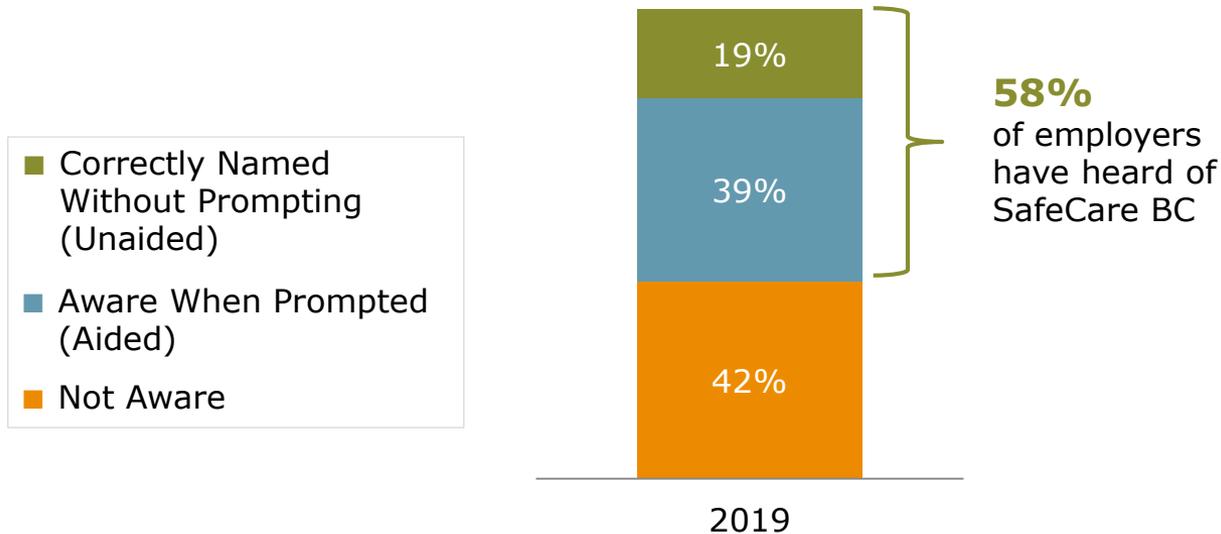
”

Note: Only mentions over 5% are shown.

Base: SafeCare BC Health and Safety Association employers: 2019 (109)

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?

# About six-in-ten health care employers have heard of SafeCare BC



At 56%, small and very small companies are slightly less aware of SafeCareBC than their medium and large counterparts, among whom 67% are aware.

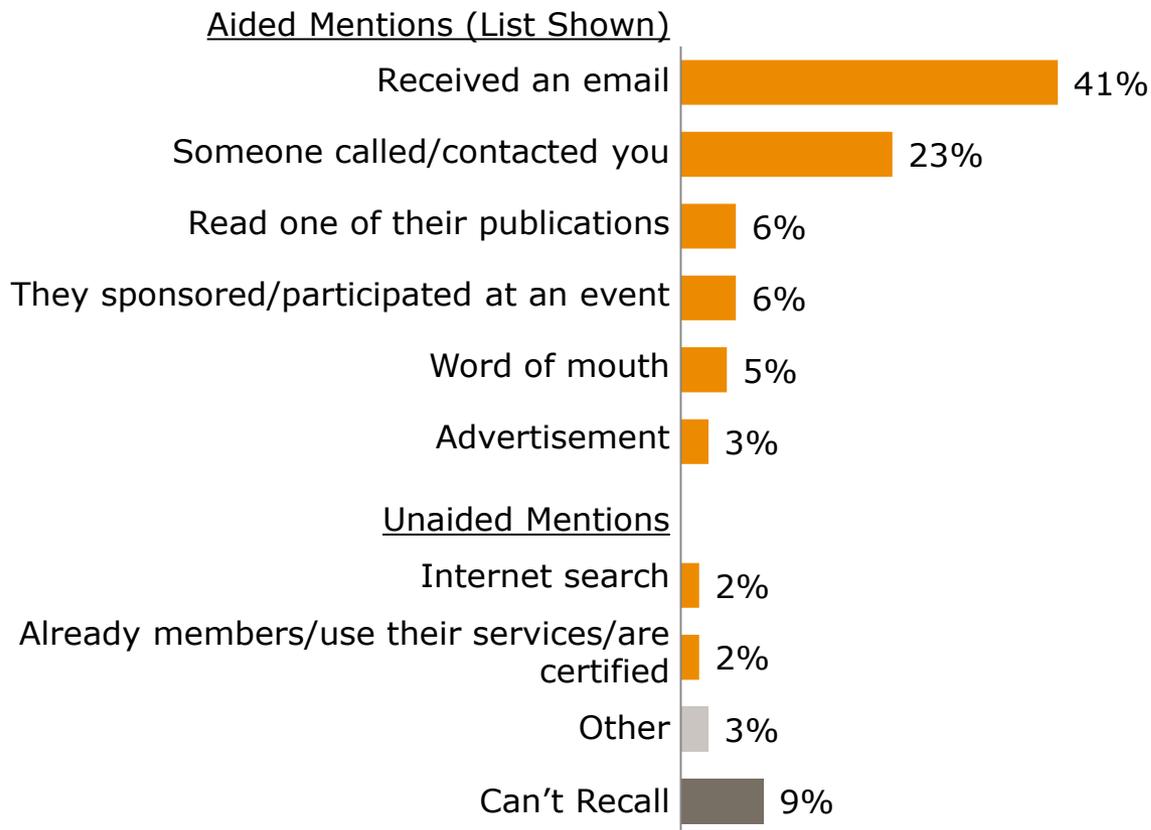
Other Health & Safety Organizations Named (Unaided)	2019
WCB / Worker's Compensation Board / WorkSafe BC	21%

Base: SafeCare BC Health and Safety Association employers: 2019 (109)

Q2. Can you think of any organizations in BC that support or promote workplace health and safety in Health Care?

Q3a. Have you heard of SafeCare BC Health and Safety Association?

# Employers are most likely to become aware of SafeCare BC via email or direct contact

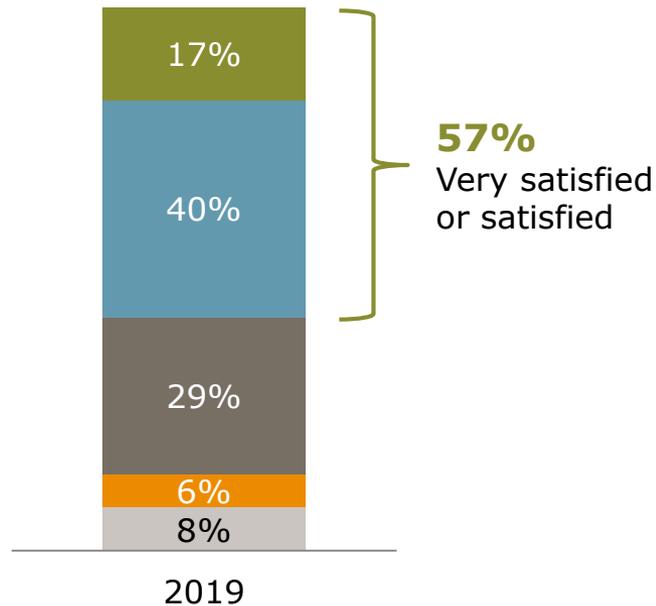


Base: Among those aware of SafeCare BC Health and Safety Association: 2019 (65)

Q3b. How did you first hear about SafeCare BC Health and Safety Association?

Q3c. What kind of advertising first made you aware? (base size too small to report)

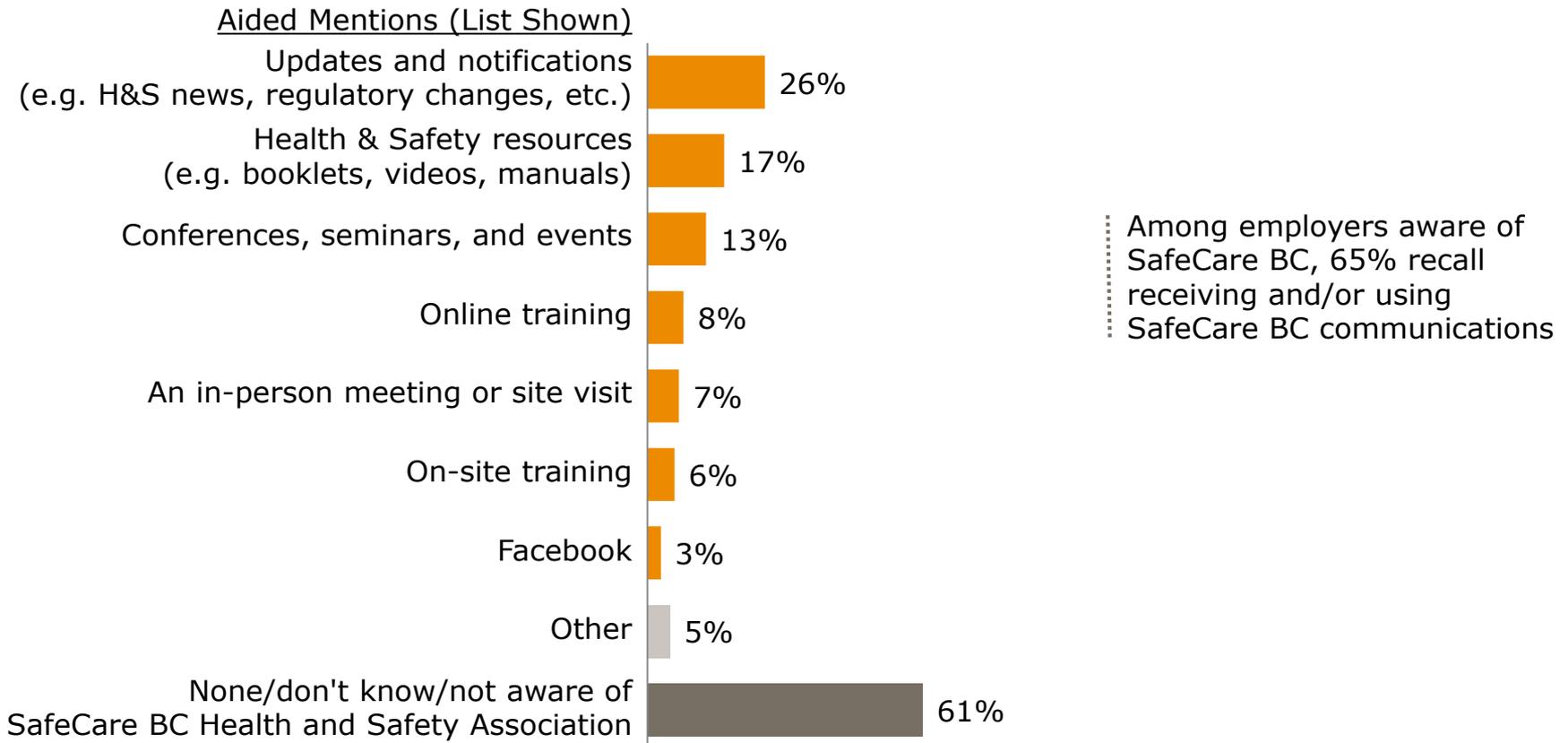
# The majority of employers who are aware of SafeCare BC say they are satisfied with its performance promoting health and safety



Base: Among those aware of SafeCare BC Health and Safety Association: 2019 (65)

Q4. Overall, how satisfied are you with what SafeCare BC Health and Safety Association is doing to promote health and safety in your industry?

# Four-in-ten employers recall receiving and/or using SafeCare BC communications; updates/notifications, and health & safety resources are the most utilized



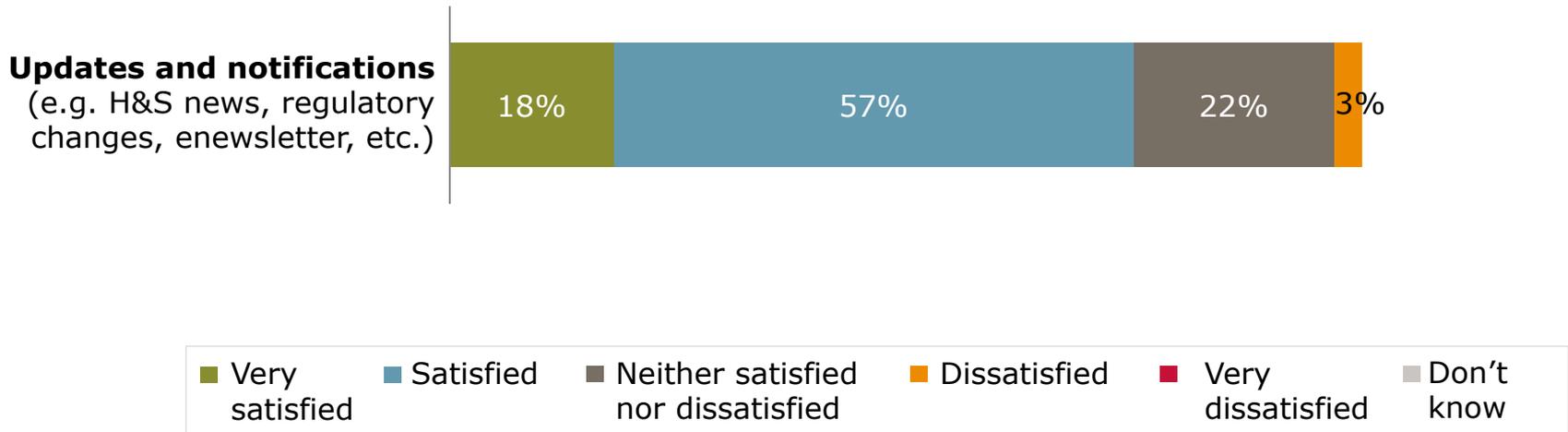
Note: Only mentions of 3% or more are shown.

Base: SafeCare BC Health and Safety Association employers: 2019 (109)

Q5. The SafeCare BC Health and Safety Association offers various services, resources, and information on health and safety. Which of these services, resources, or information has your company used or received from SafeCare BC Health and Safety Association?

# Three-quarters of employers that receive SafeCare BC updates and notifications say they are satisfied

Among the 26% of employers that receive updates and notifications (based on a small sample of 30 employers):

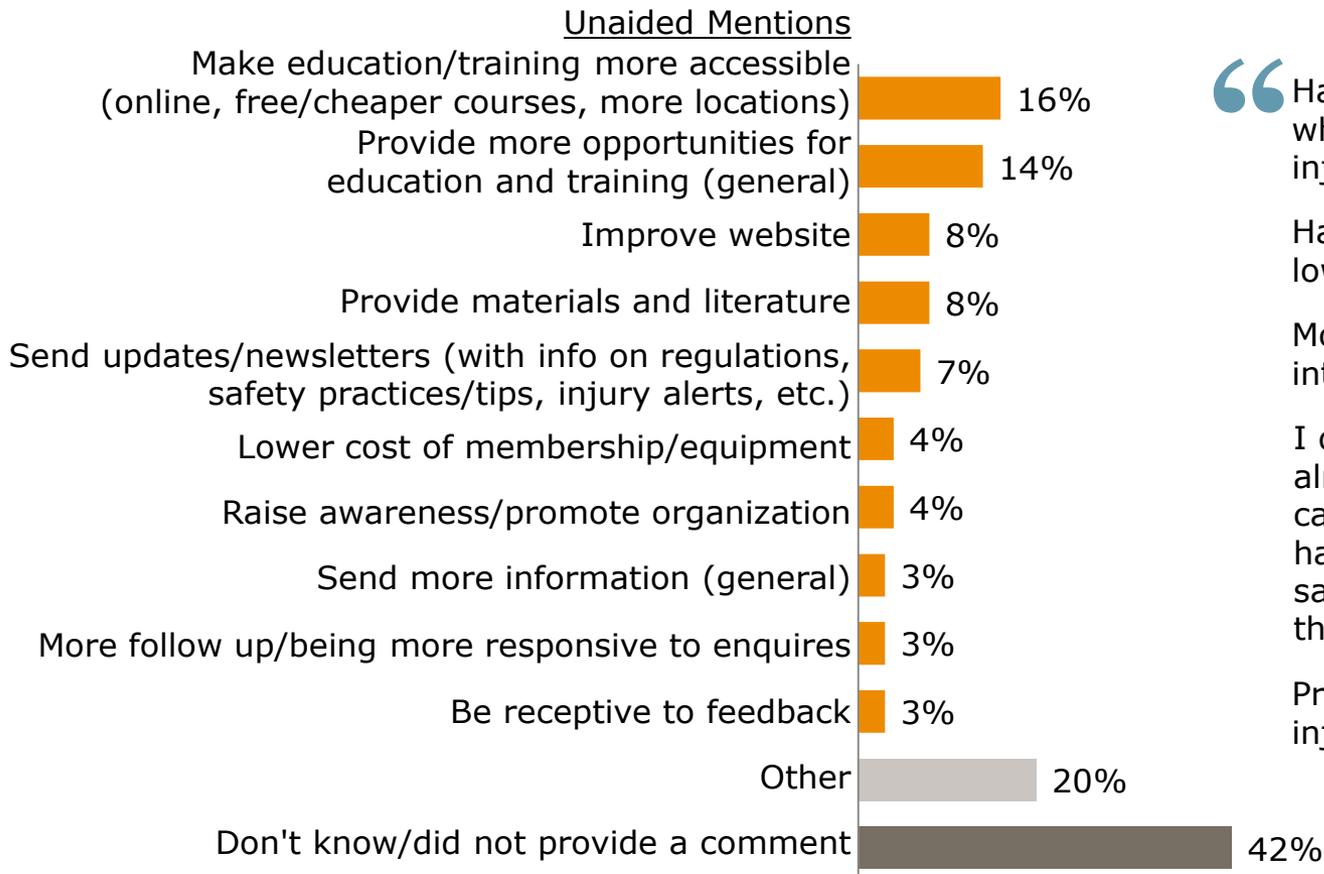


Base: Among those receiving updates and notifications from SafeCare BC Health and Safety Association: 2019 (30). Note this base size is the actual number of employers responding (i.e. the unweighted base size)

Note: Only services/resources with 30+ responses are shown.

Q5. The SafeCare BC Health and Safety Association offers various services, resources, and information on health and safety. Which of these services, resources, or information has your company used or received from SafeCare BC Health and Safety Association? / Q6. How would you rate the [INSERT EACH ITEM USED/RECEIVED IN Q5] on meeting your needs?

# Employers are most likely to request an expanded range of education & training opportunities to better support H&S



“ Having webinars on being safe while cleaning or how to minimize injury

Half day workshops in a variety of lower mainland locations

More one-on-one in training and interaction.

I don't know if you have this already, but some web links that I can forward to my caregivers that has tips/instructions on how to be safe working in homecare (with the elderly and disabled). Thanks

Providing materials on avoiding injuries.”

Note: Only mentions of 3% or more are shown.

Base: SafeCare BC Health and Safety Association employers: 2019 (109)

Q7. In what ways could SafeCare BC Health and Safety Association better serve or support your company and industry to improve health and safety in your workplace? / SafeCare BC Health and Safety Association is the health and safety association for the Health Care industry in BC. With this in mind, in what ways could SafeCare BC Health and Safety Association serve or support your company and industry to improve health and safety in your workplace?

# Looking ahead, employers want SafeCare BC to focus on providing health & safety resources, online training and updates and notifications, in support of workplace H&S

	Total	First Preferred	Second Preferred	Third Preferred
	2019	2019	2019	2019
	%	%	%	%
<b>Aided Mentions (List Shown)</b>				
Health & Safety Resources (e.g. booklets, videos, manuals)	53	17	24	12
Online training	53	25	16	12
Updates & notifications (e.g. H&S news, regulatory changes, enewsletter, etc.)	46	19	12	15
Conferences, seminars, and events	29	5	12	12
On-site training	26	9	12	5
Certification	22	5	5	12
An in-person meeting or site visit	22	12	3	7
Other	4	1	1	2
Don't know	7	7	n/a	n/a

Note: Second and third preferences were optional. Employers could only choose 'don't know' as their first preferred.

Base: SafeCare BC Health and Safety Association employers: 2019 (109)

Q8. Looking ahead, what kinds of services, resources, or information from SafeCare BC Health and Safety Association would most help you improve health and safety in your workplace?

# Most employers prefer receiving information from SafeCare BC via email, mail and the website

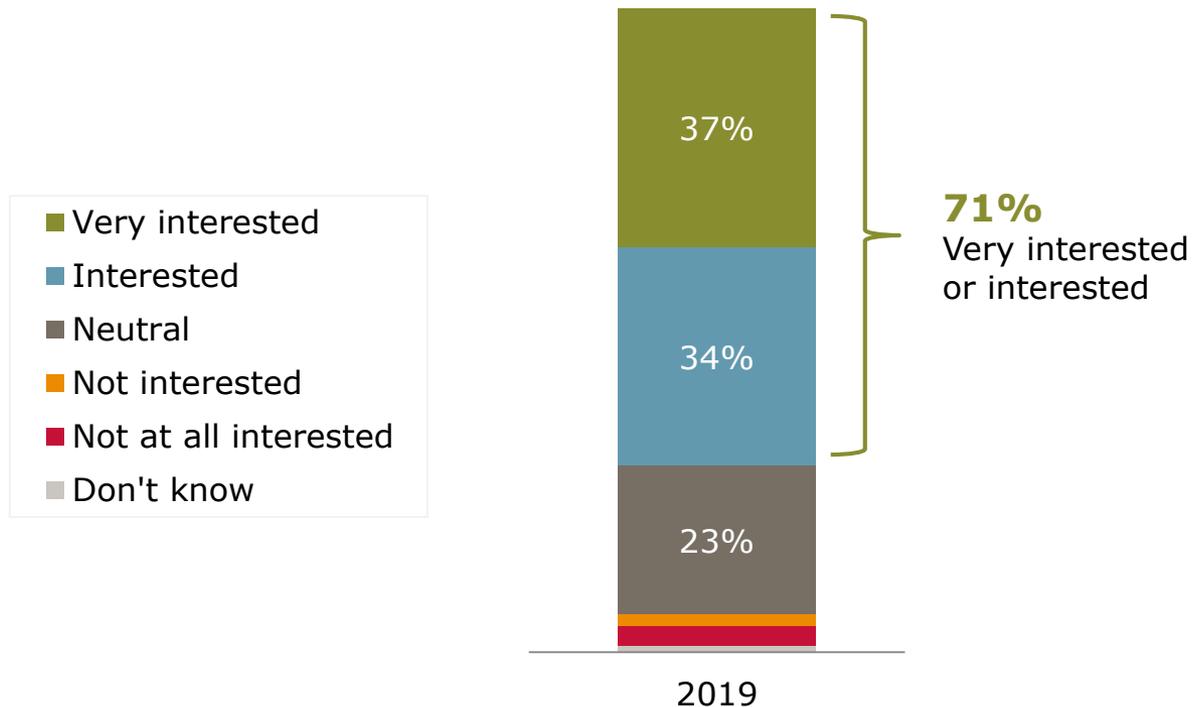
	Total	First Preferred	Second Preferred	Third Preferred
	2019 %	2019 %	2019 %	2019 %
<b>Aided Mentions (List Shown)</b>				
Personal/direct emails	68	43	15	10
Group emails (i.e. enewsletter)	51	20	20	11
By mail	47	15	18	14
On the SafeCare BC Health and Safety Association website	44	11	18	15
YouTube	9	3	3	3
By phone	8	2	4	2
In person	7	2	3	2
Facebook	6	1	1	4
LinkedIn	2	0	0	2
Instagram	2	0	0	2
No preference	3	3	n/a	n/a

Note: Only options chosen by 2% or more in total are shown. Second and third preferences were optional. Employers could only choose 'don't know' as their first preferred.

Base: SafeCare BC Health and Safety Association employers: 2019 (109)

Q9. How would you generally prefer to receive information (e.g. updates on new services and resources, H&S news, regulatory changes) from SafeCare BC Health and Safety Association?

# Most employers in health care are interested in receiving services, resources or information to improve workplace health and safety



Base: SafeCare BC Health and Safety Association employers: 2019 (109)

Q9b. Generally speaking, how interested are you in receiving services, resources, or information to improve health and safety in your workplace?

Appendix

# Employer Profile

	Total	Very Small	Small	Medium	Large
(base)	2019 %	2019 %	2019 %	2019 %	2019 %
	(109)	(52)	(22*)	(13*)	(21*)
<b>Number of Employees in BC</b>					
None/No employees	3	6	-	-	-
1-3 employees	33	65	-	-	-
4-19 employees	21	19	50	-	-
20-99 employees	25	8	50	69	14
100+ employees	18	2	-	31	86
<b>Subsector</b>					
7660 Health Care and Social Services	100	100	100	100	100

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

\*Caution: small base size.

# Employer Profile

	Total	Very Small	Small	Medium	Large
	2019 %	2019 %	2019 %	2019 %	2019 %
(base)	(109)	(52)	(22*)	(13*)	(21*)
<b>Role in Company</b>					
<u>Aided List</u>					
Business owner	53	70	63	30	9
Senior executive	14	4	18	23	33
Manager	14	2	9	31	43
Staff member	6	8	-	8	5
Supervisor	4	4	5	-	5
Dedicated health and safety position	2	2	5	-	-
<u>Unaided Mentions</u>					
All of the above	2	4	-	-	-
Director	2	2	-	-	5
Self employed	2	4	-	-	-
Office Manager / Admin	1	-	-	8	-

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

\*Caution: small base size.

## Email Invitation

Subject: WorkSafeBC would like to hear from you!

From: WorkSafeBC & Sentis Research



## Share Your Feedback

**We are conducting a research study about health and safety in your industry.** If you are the person responsible for health and safety in your [company IF BCMSA CONTACT SUBSTITUTE organization] or the owner/operator of your company, we would really like to hear from you! (If not, then please forward this email to the right person – thank you!)

The survey is quick and easy. We've enlisted Sentis Research to conduct the survey and keep all responses confidential. Only aggregated results will be shared with WorkSafeBC and industry member health and safety associations.

Please answer the question below to get started. Don't have much to say on the topic? That's okay. We still want to hear from you. You can begin the survey by clicking the start survey button below.

Generally speaking, would you say that **workplace safety in your industry is...**

<input type="radio"/> Improving
<input type="radio"/> Staying the same
<input type="radio"/> Getting worse
<input type="radio"/> Unable to rate

[Start Survey](#)

We really appreciate your feedback. If you wish to verify this research, please contact Tracy Klass, Manager, Market Research at WorkSafeBC at [tracy.klass@worksafebc.ca](mailto:tracy.klass@worksafebc.ca) or 604-279-7572

Regards,  
WorkSafeBC & Sentis Research

Having trouble? Copy and paste the link below into your web browser: [\[SURVEY URL\]](#)  
You can also email us at [worksafebc@sentis.ca](mailto:worksafebc@sentis.ca)

**About this Survey:** WorkSafeBC has enlisted an independent research firm, Sentis Market Research, to conduct this survey. Your participation is completely voluntary. All responses will be kept confidential by Sentis; though, if you include personal information in your responses, you will be considered to have consented to that personal information being collected and used by WorkSafeBC for the purpose of this survey.

[Privacy Policy](#)  
[Unsubscribe](#)



**Sentis Market Research Inc.**  
6th Floor, 543 Granville Street  
Vancouver, BC, V6C 1X8  
[sentisresearch.com](http://sentisresearch.com)

**1<sup>st</sup> Email Reminder**

Subject: WorkSafeBC would like your feedback

From: WorkSafeBC &amp; Sentis Research

**Share Your Feedback**

There is still time to participate in WorkSafeBC's health and safety survey!

Please complete the survey by **Friday, February 22<sup>nd</sup>**.

**If you started the survey but didn't finish it, you can pick up right where you left off.**

[Start / Continue Survey](#)

*If you're not the person responsible for health and safety in your [company/organization] [, or the owner/operator of your company], then please forward this email to the right person – thank you!*

**It's really easy and should only take about 7 minutes.**

Don't have much to say on the topic? That's okay. We still want to hear from you

We've enlisted Sentis Research to conduct the survey and keep all responses confidential. Only aggregated results will be shared with WorkSafeBC and industry member health and safety associations.

Regards,  
WorkSafeBC & Sentis Research

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[sentisresearch.com](http://sentisresearch.com)

**2<sup>nd</sup> Email Reminder**

Subject: Deadline Extension: please complete by Feb 28

From: WorkSafeBC & Sentis Research

**Share Your Feedback**

There is still time to participate in WorkSafeBC's health and safety survey!

The deadline has been extended to **Thursday, February 28<sup>th</sup>**.

**If you started the survey but didn't finish it, you can pick up right where you left off.**

**Start / Continue Survey**

*If you're not the person responsible for health and safety in your [company/organization] [, or the owner/operator of your company], then please forward this email to the right person – thank you!*

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**Sentis Market Research Inc.**  
6th Floor, 543 Granville Street  
Vancouver, BC, V6C 1X8  
[sentisresearch.com](http://sentisresearch.com)

**Welcome to the WorkSafeBC Industry Survey**

The survey will take about 5 minutes and all responses will be kept confidential.

If you have any questions or problems with the survey, please email us at [worksafebc@sentis.ca](mailto:worksafebc@sentis.ca)

PROGRAMMING NOTE: THE FIRST SURVEY QUESTION IS ALSO EMBEDDED IN THE EMAIL; ONCE ANSWERED THE RESPONDENT IS BROUGHT DIRECTLY INTO THE SURVEY AT Q2. THE RESPONDENT CAN ALSO ENTER THE SURVEY BY CLICKING THE LINK ON THE EMAIL AND THAT WILL BRING THEM TO Q1. IF A RESPONDENT LEAVES THE SURVEY MID-WAY THEY ARE ABLE TO RE-ACCESS LATER WHERE THEY LEFT OFF.

Q1. [single choice]

Generally speaking, would you say that **workplace safety in your industry** is...

- 3. Improving
- 2. Staying the same
- 1. Getting worse
- 98. Don't know

Q2. [open end]

Can you think of any organizations in BC that support or promote workplace health and safety [in/for INSERT NAME OF SECTOR]?

*Please list up to three.*

*POP UP IF LEFT BLANK: If you can't think of any please type "don't know" in the first box.*


SKIP Q3a IF ALREADY MENTIONED IN Q2. IF HSA IS MISPELLED RESPONDENT WILL BE ASKED Q3a.

Q3a. [single choice]

Have you heard of **[INSERT HSA]**?

1. Yes
2. No – SKIP TO Q7

Q3b. [single choice]

How did you first hear about **[INSERT HSA]**?

RANDOMIZE

1. Advertisement → POP UP AND RAOMIZE OPTIONS: Q3c. What kind of advertising first made you aware? [single choice]
  1. Radio
  2. YouTube
  3. Facebook
  4. Instagram
  5. Twitter
  6. LinkedIn
  7. TV
  8. Media/news article
  96. Other (please specify)
2. Read one of their publications
3. Word of mouth
4. Someone called/contacted you
5. Received an email
6. They sponsored/participated at an event
96. Other (please specify)
98. Can't recall

Q4. [single choice]

Overall, how satisfied are you with what **[INSERT HSA]** is doing to promote health and safety in your industry?

5. Very satisfied
4. Satisfied
3. Neither satisfied nor dissatisfied
2. Dissatisfied
1. Very dissatisfied
98. Don't know

Q5. [multi choice]

The **[INSERT HSA]** offers various services, resources, and information on health and safety.

Which of these services, resources or information has **your [IF HSA <> 12 "company", else "organization"] used or received** from **[INSERT HSA]**?

**SHOW AS ORDERED FOR HALF SAMPLE, SHOW IN REVERSE ORDER FOR OTHER HALF OF SAMPLE**

*Please check all that apply.*

- a. Health & safety resources (e.g. booklets, videos, manuals)
- b. Updates and notifications (e.g. health & safety news, regulatory changes, newsletter, etc.)
- c. On-site training
- d. Online training
- e. Certification [IF SELECTED, POP UP MULTI LINE TEXT BOX "Specify which certification(s):"]  
> **TEXT REQUIRED IN FIRST OF 3 TEXT BOXES ONLY. SEMI MANDATORY.**
- f. Conferences, seminars and events
- g. An in-person meeting or site visit (includes consultation services)
- h. LinkedIn
- i. Twitter
- j. Facebook
- k. Instagram
- l. YouTube
- 96. Anything else? \_\_\_\_\_ [ANCHOR AT BOTTOM]
- 98. None/don't know [ANCHOR AT BOTTOM]

POP UP FOR EACH ITEM SELECTED

Q6a-96. [single choice]

How would you rate **[INSERT EACH ITEM USED IN Q5]** on meeting your needs?

- a. the health & Safety resources (e.g. booklets, videos, manuals)
- b. the updates and notifications (e.g. health & safety news, regulatory changes, newsletter, etc)
- c. the on-site training
- d. the online training
- e. the certifications
- f. the conferences, seminars and events
- g. the in-person meetings or site visits (includes consultation services)
- h. their updates on LinkedIn
- i. their tweets on Twitter
- j. their posts on Facebook
- k. their posts on Instagram
- l. their posts on YouTube
- 96. INSERT OTHER ("Anything else") FROM Q5

SCALE:

Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied	Don't know
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Q7. [open end]

IF Q3A=1: In what ways could **[INSERT HSA]** better serve or support your [IF HSA <> 12 "company", else "organization"] and industry to improve health and safety in your workplace?

IF Q3A=2: **[INSERT HSA]** is the health and safety association for [INSERT SECTOR NAME] in BC.

With this in mind, in what ways could **[INSERT HSA]** serve or support your [IF HSA <> 12 "company", else "organization"] and industry to improve health and safety in your workplace?

*Please provide up to three suggestions.*

*PROMPT IF LEFT BLANK: You missed this question. If you are unable to provide feedback, please click 'Next' to continue.*

ALLOW 4 LINES FOR EACH BOX.

Q8. [multi choice; drag and drop, maximum of 3]

Looking ahead, what kinds of services, resources, or information from **[INSERT HSA]** would most help you improve health and safety in your workplace?

*Please rank up to three items by dragging them over to the right.*

Ranking  
(#1, #2, #3)

RANDOMIZE

1. Health & safety resources (e.g., booklets, videos, manuals)
2. Updates and notifications (e.g., health & safety news, regulatory changes, newsletter, etc.)
3. On-site training
4. Online training
5. Certifications
6. Conferences, seminars and events
7. An in-person meeting or site visit (includes consultation services)
8. Anything else? (please drag over and specify)
98. Don't know [EXCLUSIVE]

ASK ALL Q9

Q9. [multi choice; drag and drop]

**SHOW AS ORDERED FOR HALF SAMPLE, SHOW IN REVERSE ORDER FOR OTHER HALF OF SAMPLE**

How would you generally prefer to receive information (e.g., updates on new services and resources, health & safety news, regulatory changes) from **[INSERT HSA]**?

*Please rank up to three items by dragging them over to the right.*

Ranking  
(#1, #2, #3)

- 1. In-person
- 2. Personal/direct emails
- 3. Group e-mails (i.e., an e-newsletter subscription)
- 4. By phone
- 5. By mail
- 6. On the [INSERT HSA] website
- 7. LinkedIn
- 8. Twitter
- 9. Facebook
- 10. Instagram
- 11. YouTube
- 96. Other (please specify)
- 99. No preference [ANCHOR AT BOTTOM]

Q9b. [single choice]

Generally speaking, how interested are you in receiving services, resources or information to improve health and safety in your workplace?

- 5. Very interested
- 4. Interested
- 3. Neutral
- 2. Not interested
- 1. Not at all interested
- 98. Don't know

Q10. [open end]

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.*

*PROMPT IF LEFT BLANK: You missed this question. If you are unable to provide feedback, please click 'Next' to continue.*

Q11a: [open end, numbers only, no maximum or minimum]

And for classification purposes...

Approximately how many workers does your company employ in BC?

\_\_\_ (number of workers in BC)

Q11b. [single choice]

Which of the following best describes your role in your organization?

1. Business owner
2. Senior executive
3. Manager
4. Supervisor
5. Staff member
6. [IF HSA=10, "Driver"]
7. Dedicated health and safety position
8. Bookkeeper/accountant
96. Other (please specify)

Q12. [single choice]

Does your [company IF BCMSA CONTACT SUBSTITUTE organization] look after the bookkeeping or accounting for other businesses, including managing WorkSafeBC premium payments on their behalf?

1. Yes (we are an accounting/bookkeeping firm)
2. No

**Those are all out questions.  
Please click submit to complete your survey.**

**Thank you very much for your feedback. Your survey has been submitted.**