

SafeCare BC Health and Safety Association

Market Penetration Survey – Final Report

June 30th, 2025





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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 SafeCare BC Health and Safety Association (SCBC). 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	66*	11.0%	602	±12.2%

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 size¹ to match the actual employer composition for the sector.

*Small base size, interpret with 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 of SCBC

About six-in-ten employers (59%) are aware of SCBC, and there is an opportunity to raise awareness among your membership.

Employers typically become aware of SCBC via email, with word of mouth, SCBC publications / services and advertisements (usually on TV), playing a secondary role.

Satisfaction & Usage of SCBC

Seven-in-ten employers (69%) who know about SCBC are satisfied with what it does to promote health and safety in the healthcare sector. Most of the rest feel neutral (21%) or unsure (10%). None are actively dissatisfied.

Overall, 44% of the healthcare sector employers have accessed SCBC services, resources or information. Updates / news and health and safety resources are the most widely used.

Employer Suggestions for SCBC

When asked how SCBC could better support their company to improve workplace health and safety, employers suggest the HSA focus on providing **more training**, more **accessible training**, **raising awareness** of SCBC and **clarifying guidelines, policies and procedures**.

Employers believe SCBC's **online training, mental health and general health and safety resources, and updates and notifications** would be the most beneficial in improving workplace health and safety. They prefer getting information via emails from SCBC.

Perceptions of Workplace H&S

Employers in the healthcare sector generally think workplace safety is **improving** (38%) or **staying the same** (53%). Only 1% think that it is getting worse. When asked to name the main health and safety risks in the healthcare sector, they tend to think of **both physical and human-factor** risks. The most common concerns include bodily strain / injury, aggression / bullying & harassment / violence and stress, mental health or anger.

Perceptions of Psychological Safety

Most employers report having a psychologically healthy, safe and inclusive workplace, and that mental health is taken seriously in healthcare. Two-thirds report that they have enough resources to prevent mental health injuries at work. Only 40% think SCBC does a good job supporting workers' mental health, reflecting the fact that most are simply unsure (27%) or have no opinion (20%).

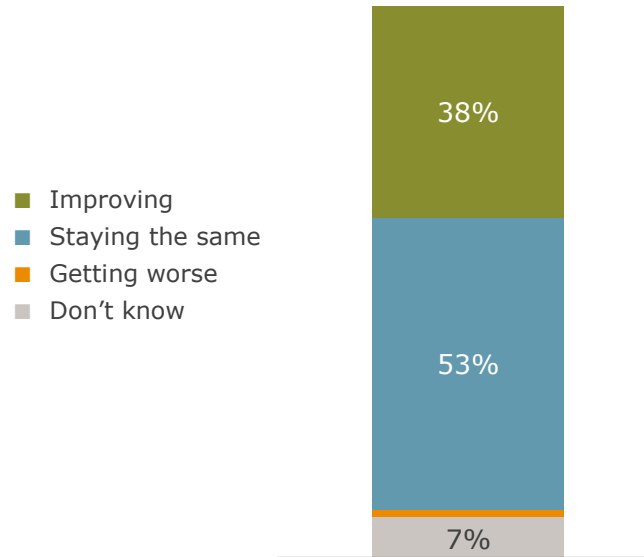
Barriers to Improving Psychological Safety

Employers say a **lack of adequate training, information, and resource availability** and cost and affordability are the main obstacles to improving mental health in the workplace. When asked what support and resources would help their organization with workplace mental health, employers frequently raise those same issues and ask for more training, resources and financial support as well as greater awareness of mental health.

Detailed Findings

Nearly four-in-ten employers in the healthcare sector think workplace safety is improving. Most of the remaining think it is staying the same.

Perceptions of Workplace Health & Safety



Sample: Total 2025 (66*)

*Small base size, interpret with caution

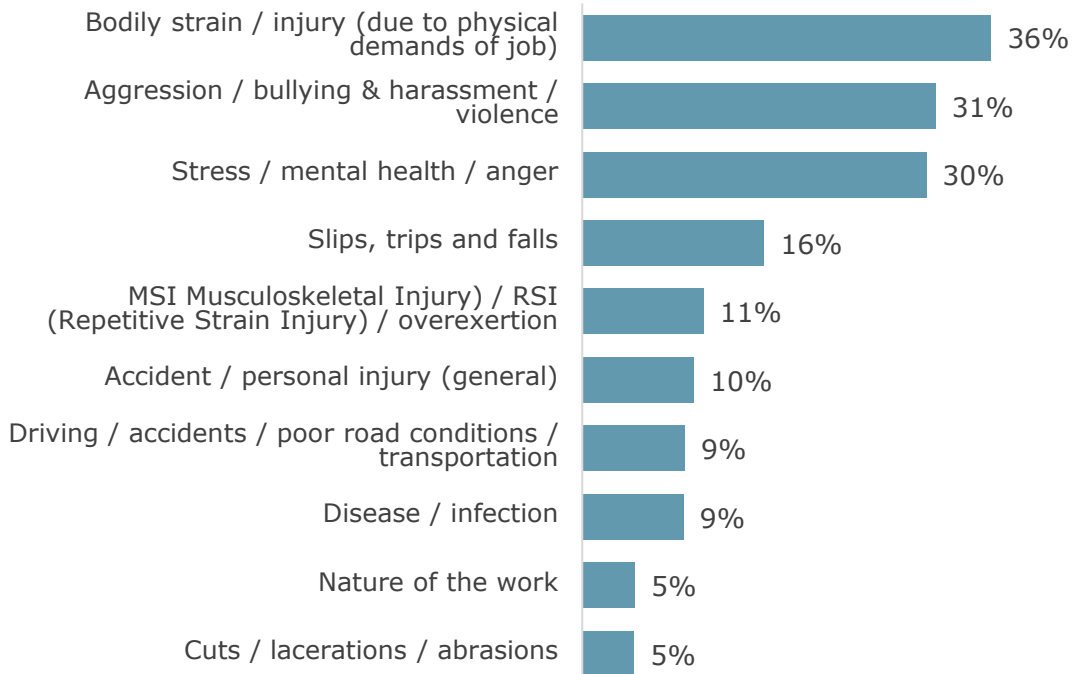
Q1. Generally speaking, would you say that workplace safety in your industry is...

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

Bodily strain / injury, aggression / bullying & harassment / violence and stress, mental health and anger are the most frequently mentioned risks.

About one-in-six also mention slips, trips and falls.

Employer Health & Safety Concerns



Sample: Total 2025 (66*)

*Small base size, interpret with 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 employers are aware of SCBC, with emails being the primary driver of awareness.

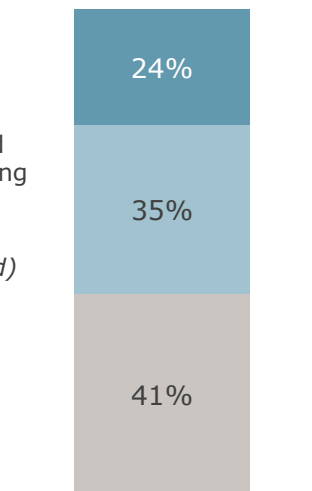
Awareness of SafeCare BC (SCBC)

Sample: Total 2025 (66*)

% Total aware

59%

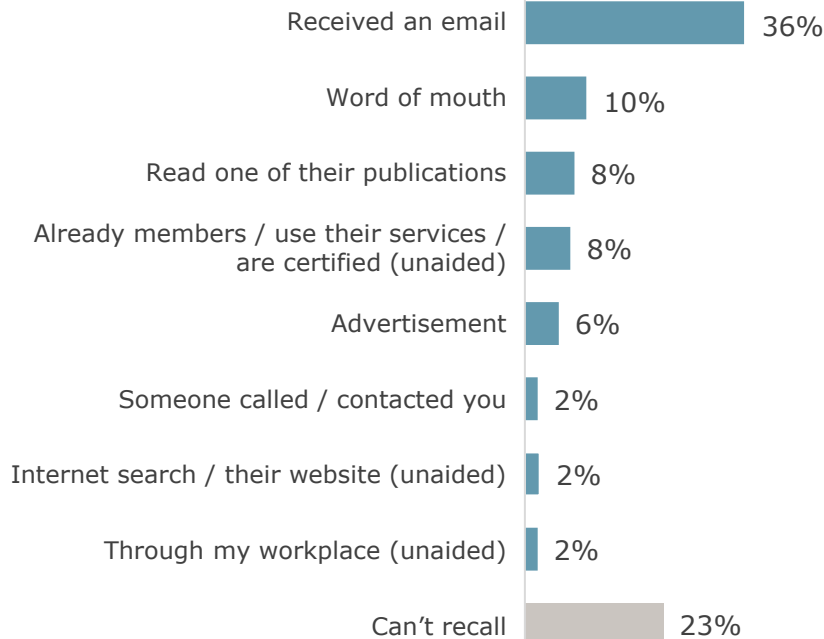
- Correctly named without prompting (*unaided*)
- Aware when prompted (*aided*)
- Not aware



Source of Awareness:

How employers first learn about SCBC¹

Sample: Those aware of SafeCare BC (39**)



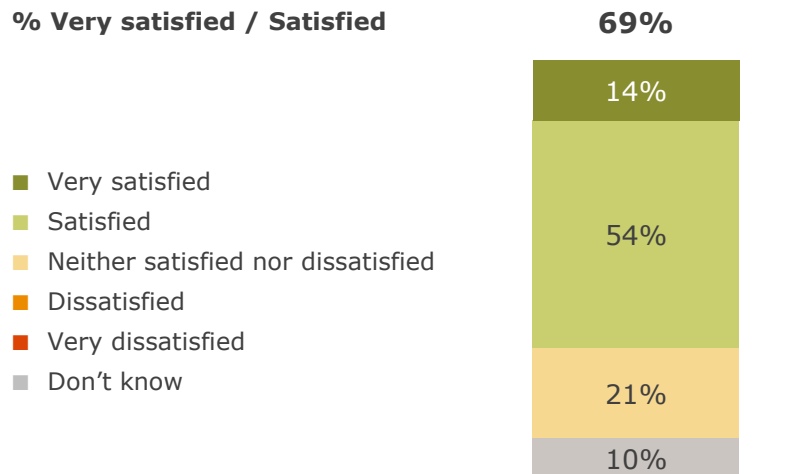
¹Note: Only mentions of 2% or more are shown. Not showing 'Other' (2%).

*Small base size, interpret with caution / **Very small base size, interpret with extreme caution

Q2. Can you think of any organizations in BC that support or promote workplace health and safety in the healthcare sector? Please list up to three. / Q3. Have you heard of SafeCare BC Health and Safety Association? / Q3b. How did you first hear about SafeCare BC Health and Safety Association? / Q3c. What kind of advertising first made you aware?

Seven-in-ten of those aware of SCBC are satisfied with its efforts to promote health and safety in the industry.

Satisfaction with SafeCare BC's Health & Safety Initiatives



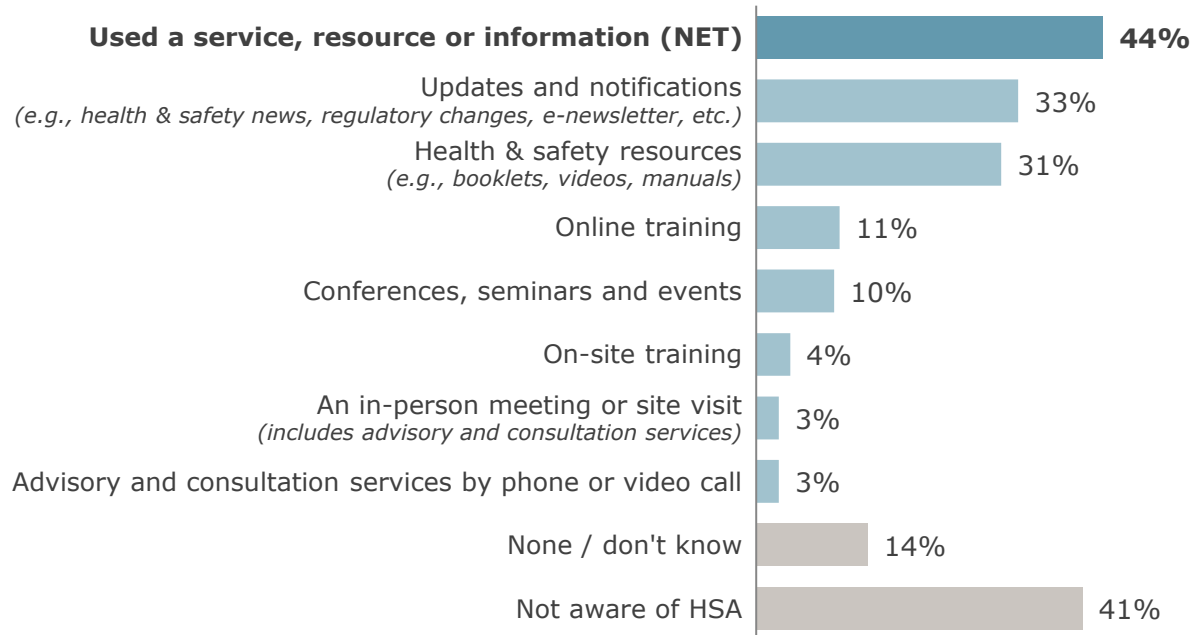
Sample: Those aware of SafeCare BC (39**)

**Very small base size, interpret with extreme caution

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

Slightly more than four-in-ten employers have accessed services, resources or information from SCBC. Updates / notifications and health and safety resources are the most widely used.

Access and Usage of Health & Safety Resources



Sample: Total 2025 (66*)

*Small base size, interpret with caution

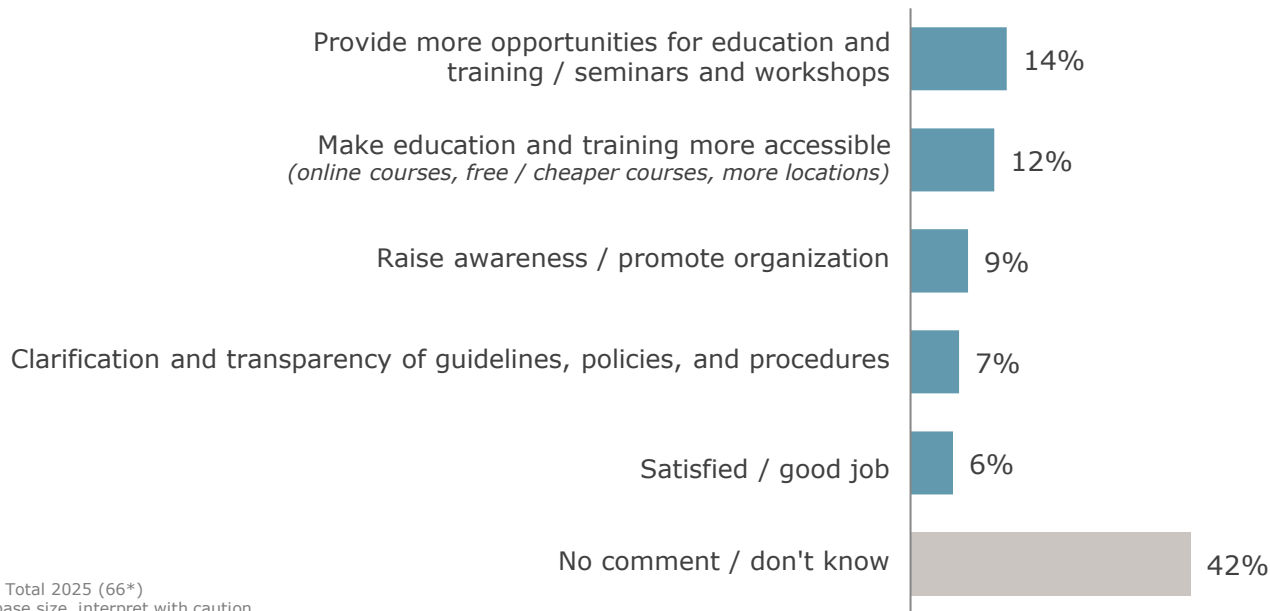
Note: Only mentions of 2% or more are shown.

Q5. 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 organization used or received from SafeCare BC Health and Safety Association? Please check all that apply.

To better support them in improving health and safety at work, employers suggest SCBC could provide more education opportunities and make education and training more accessible.

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

(unaided comments)



58% of employers offered a comment

Sample: Total 2025 (66*)

*Small base size, interpret with caution

Note: Only mentions of 5% or more are shown.

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 healthcare sector 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? Please provide up to three suggestions.

Examples of Employer Comments on How SafeCare BC Could Better Serve or Support Employers



PROVIDE MORE OPPORTUNITIES FOR EDUCATION AND TRAINING

(14% mentioning)

"Conferences or focus groups specifically for this industry to build the work safety knowledge and challenges from different organizations."

"Offering in person training to upper management on how to support their organization."

"Offer more specialized training programs that address risks unique to home healthcare settings, such as patient handling in non-clinical environments, infection control in home settings, and workplace violence prevention for lone workers."



MAKE EDUCATION AND TRAINING MORE ACCESSIBLE

(12% mentioning)

"Have small specific conferences online or in person."

"Have free sessions provided by the government for health and safety for staff, that are either virtual or available in your hometown."

"More online courses."

"Have an easy access online for employees."

"Free information sessions for staff."



RAISE AWARENESS / PROMOTE ORGANIZATION

(9% mentioning)

"I had never heard of them until today - better marketing or reaching out to organizations directly."

"Increase awareness."

"Advertising to reach middle companies working in the industry."

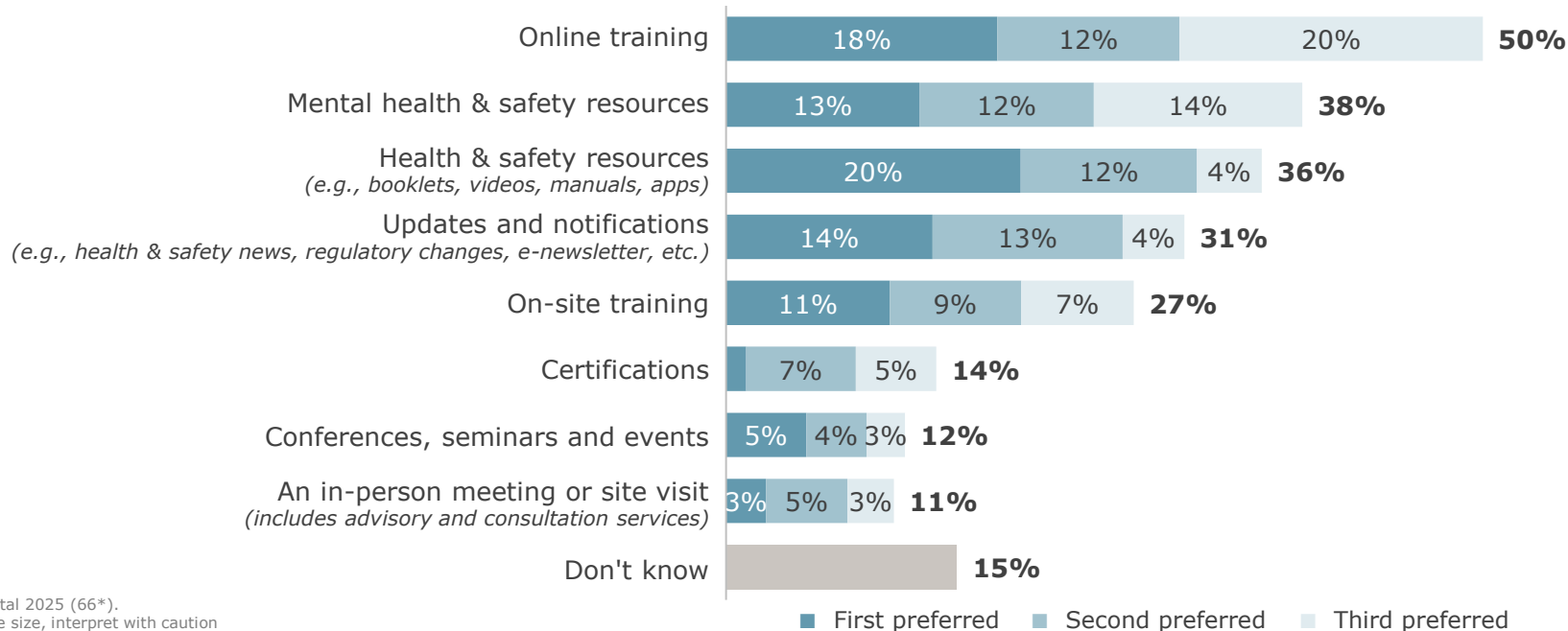
"I would like to know what they offer and if there is any cost associated with any of their services."

"Facebook ads?"

Employers say that online training from SCBC would most help them to enhance workplace safety. There is also interest in mental health and general health and safety resources, as well as updates and notifications.

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

(% selecting from aided list)



Sample: Total 2025 (66*).

*Small base size, interpret with caution

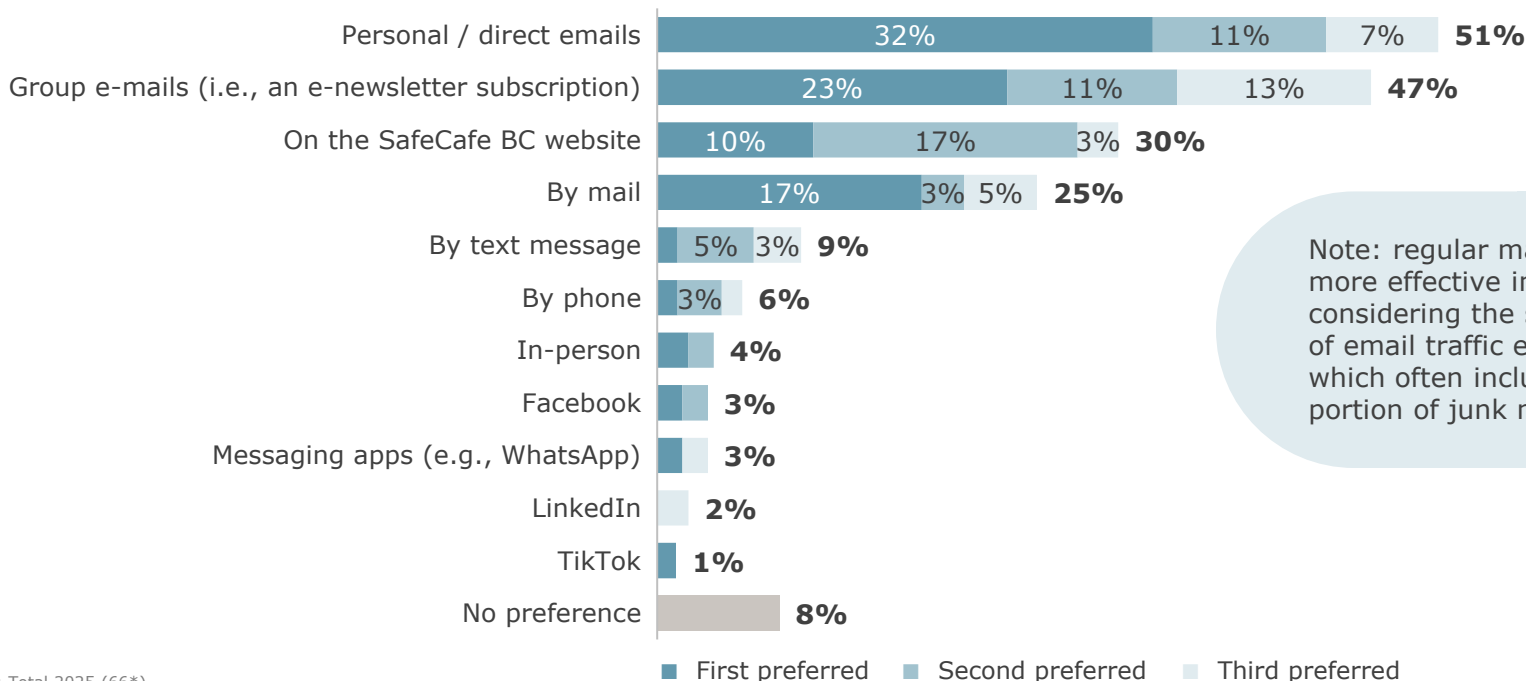
Note: Unaided mentions (1%) and 'Other' (2%) are not shown.

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? Please select up to three in preference order, with your top choice first.

Employers prefer to receive information via emails from SCBC, either personalized or in group format.

Employer Communication Preferences

(% ranking top 3)



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 (66*)

*Small base size, interpret with caution

Q9. How would you generally prefer to receive information (e.g., updates on new services and resources, health and safety news, regulatory changes) from SafeCare BC Health and Safety Association? Please select up to three in preference order, with your top choice first.

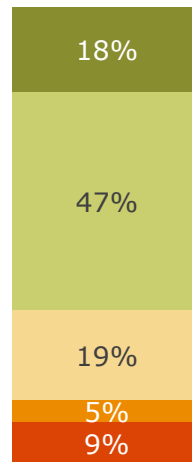
About two-thirds of employers are interested in receiving services, resources or information to improve health and safety in their workplace.

Interest in Receiving Health & Safety Resources

% Very interested / Interested

65%

- Very interested
- Interested
- Neutral
- Not interested
- Not at all interested
- Don't know



Sample: Total 2025 (66*)

*Small base size, interpret with caution

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

Most employers report having a psychologically safe and inclusive workplace, and that mental health is taken seriously in healthcare.

Two-thirds report having enough resources to prevent mental health injuries in the workplace. Most of the remaining are neutral (17%) or unsure (9%).

Only two-in-five (40%) employers think SCBC is doing a good job of helping employers support workers' mental health. Most either don't know (27%) or don't have an opinion either way (20%).

Psychological Safety Opinions



Sample: Total 2025 (66*)

*Small base size, interpret with 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 reducing workplace stress and assisting those struggling with mental health.

Interest in Mental Health Information

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



92% of employers are interested in 1+ topics.

Sample: Total 2025 (66*)

*Small base size, interpret with caution

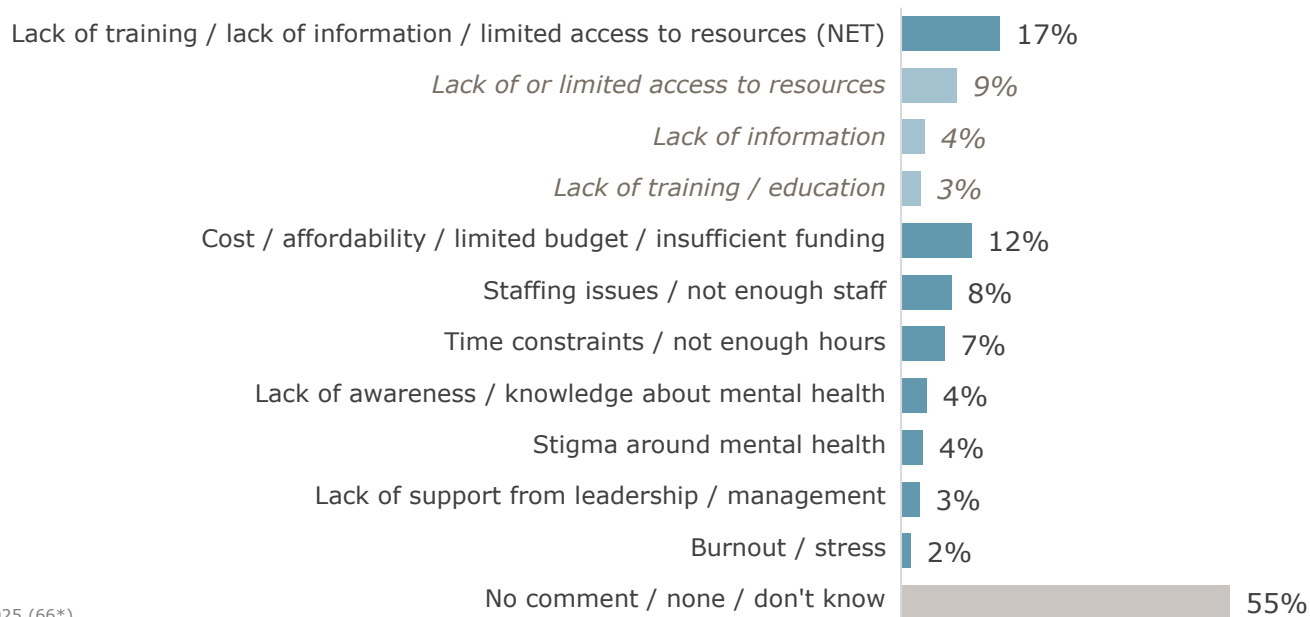
Note: Mentions of 'Other' (2%) are not shown.

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 and cost or affordability as the main barriers to improving workplace mental health.

Barriers Organizations Face to Improving Workplace Mental Health

(unaided comments)



45% of employers offered a comment

Sample: Total 2025 (66*)

*Small base size, interpret with 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)

(17% mentioning)

"One of the barriers is the lack of dedicated mental health resources specifically designed for the home care and housekeeping sector. Staff often work alone in clients' homes, making it hard to monitor their well-being and offer real-time support. There is also a stigma around mental health that discourages some workers from speaking up."

"Lack of information and resources in the community."

"All training and support should be in person—not through 'Zoom-doom' or online sessions! Virtual training is just lip service and a waste of time, money, and resources."



COST / AFFORDABILITY / LIMITED BUDGET / INSUFFICIENT FUNDING

(12% mentioning)

"Financial and time constraints."

"Lack of resources in terms of funding, knowledge and professionals in dealing with mental health issues."

"Providing resources that are available and free or low cost affordable."

"Not a lot of readily available information on the subject. Without costing a small fortune."

"Funding and insufficient workforce."



STAFFING ISSUES / NOT ENOUGH STAFF

(8% mentioning)

"Being overwhelmed and understaffed."

"Need more compassionate workers in the psych ward and more staff also."

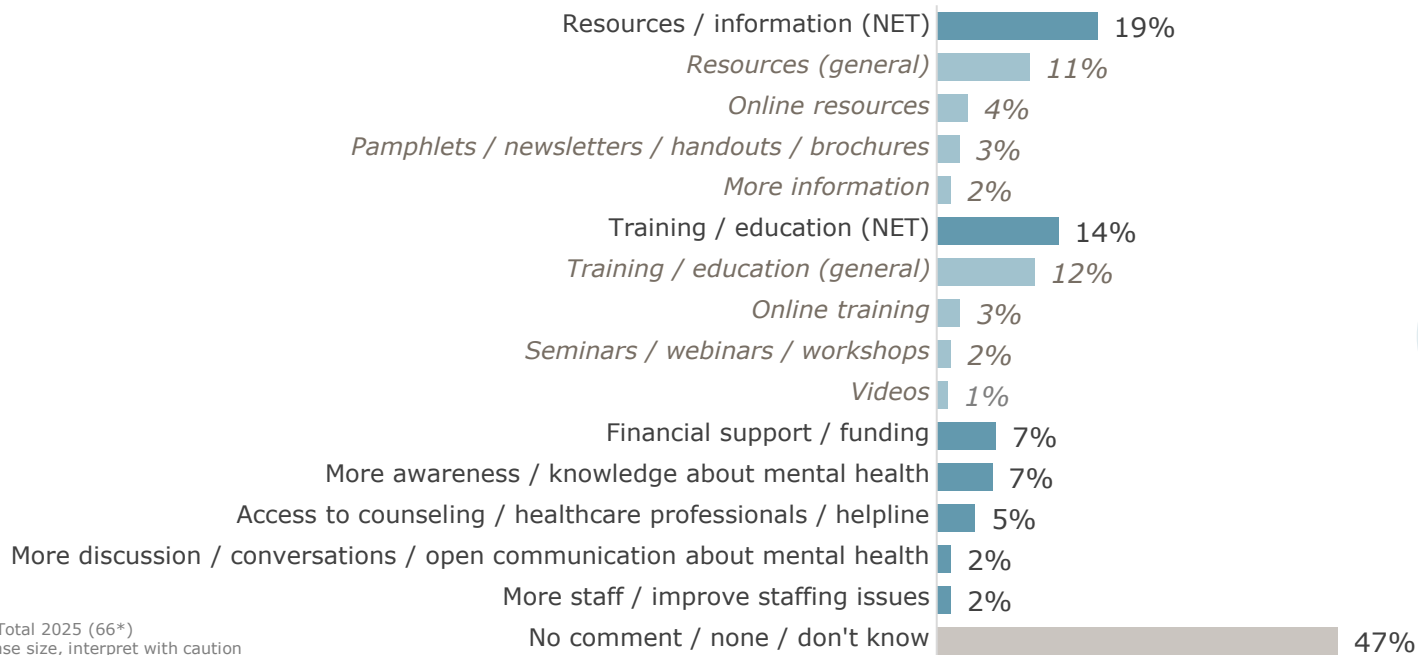
"The lack of time and staffing to focus."

"Not enough employees in this industry."

Employers want more resources and information, additional training, greater financial support and increased awareness in order to improve workplace mental health.

Desired Support Resources for Improving Workplace Mental Health

(unaided comments)



53% of employers offered a comment

Sample: Total 2025 (66*)

*Small base size, interpret with caution

New question in 2025

Note: Only mentions of 2% or more are shown. Themes with <2% that are part of a net grouping 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)

"Building pathways. We have resources and a mental health team within our health department. I would like a roadmap so that if someone comes to me with a concern, I can easily direct them on the ways in which they are supported."

"Any printed material to give staff."

"A list of resources, free counselling, how to deal with stress / coping."

"More resources in the immediate community."

"Information if any employee would like to read about [mental health]."



TRAINING / EDUCATION (NET)

(14% mentioning)

"More education and awareness. Creating a safe space for people to talk about a mental health crisis."

"Training / webinar."

"We would benefit from accessible mental health training for frontline staff, primarily focused on stress management, burnout prevention, and emotional resilience. Multilingual resources would help us better reach our diverse team."

"Videos, modules, staff training."



FINANCIAL SUPPORT / FUNDING

(7% mentioning)

"Money to access supports."

"Funding. Help in attracting more workforce to this industry and our organization. Speed up EDMP claims processes. Resources to support employers to provide support to employees who struggle with mental health issues. Resources to support employers in managing some staff who exploit the system."

"Knowledge of identifying and dealing with staff with mental health issues. Funding for mental health training and campaigns at workplace."

"Financial support."

Appendix

Employer Profile

	Total
Sample	66*
Role in Organization¹ (self-reported)	
Business owner	61%
Senior executive	11%
Manager	9%
Staff member	6%
Supervisor	4%
Bookkeeper / accountant	3%
HR (unaided)	2%
Self-employed (unaided)	2%
Other	2%
Employer Payroll Size (from sample listings)	
Very Small	36%
Small	20%
Medium	11%
Large	20%
Unknown	12%

	Total
Sample	66*
Number of Employees in BC (self-reported)	
None / No employees	5%
1-3 employees	19%
4-19 employees	31%
20-99 employees	22%
100+ employees	23%

¹Showing roles with at least 1% total mentions.

*Small base size, interpret with caution

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

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.