

# BC Forest Safety Council

## Market Penetration Survey

2022



BC Forest Safety  
Safety is good business

**WORK SAFE BC**

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# Background

WorkSafeBC funds several 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 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 company size<sup>1</sup> to match the actual employer composition for the sector.

Survey Timeframe	Survey Responses	Margin of Error
February 1 – March 3, 2022	352	±5%

<sup>1</sup>**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

**Awareness of and satisfaction with BC Forest Safety Council is high.** Nine-in-ten employers know about the Council, typically first becoming aware of it through word of mouth. Eight-in-ten employers have used one of its services, resources or information, most commonly the updates & notifications, H&S resources and certifications. Satisfaction with the various service offerings is high.

2

**Employers in forestry and logging tend to feel that workplace safety is improving.** Their main concerns are around driving, accidents and poor road conditions. Some also mention lack of knowledge, long hours and unsafe worksite conditions as concerns. Most employers are interested in receiving services, resources or information to improve health and safety in their workplace, with updates and notifications, H&S resources and online training being the most popular. Emails (both personal and direct) and the website are the preferred communication channels.

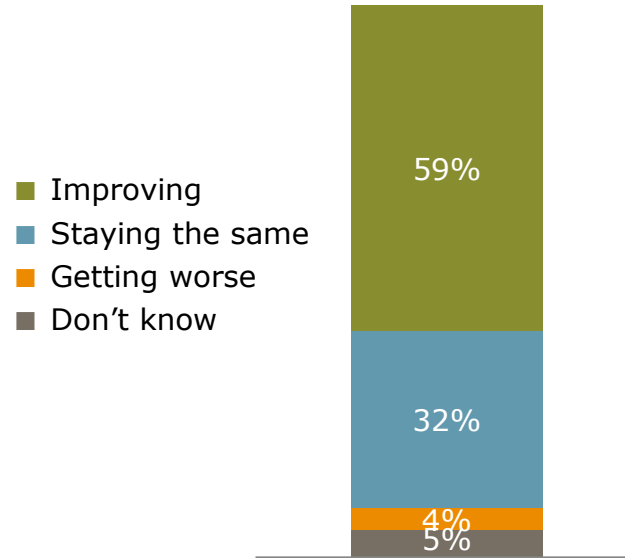
3

**Employers feel they are doing a good job of creating inclusive workplaces that are psychologically healthy and safe.** However, they tend to be unsure or rate 'neither/neutral' when it comes to feeling they have enough resources to prevent mental health injuries, that mental health is taken seriously in the industry and that BC Forest Safety Council is doing a good job of helping employers support workers' mental health.

Detailed Findings

The majority of employers feel workplace safety is improving, and the balance of the remaining feel it is staying the same.

### Perceptions of Workplace Health & Safety





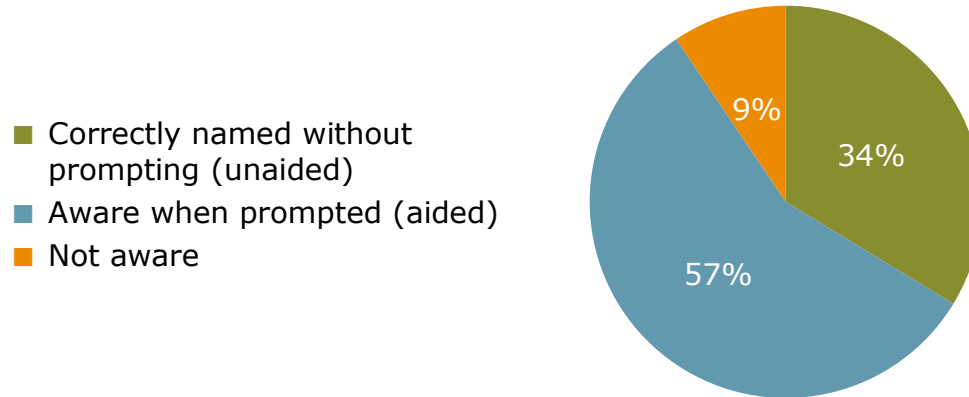
Driving, accidents and road conditions are the most frequently mentioned H&S risk among employers in forestry and logging.

### Employer Health and Safety Concerns



The vast majority of employers are aware of BC Forest Safety Council, including 1-in-3 who can name it without prompting.

### Awareness



Base: Total 2022 (352)

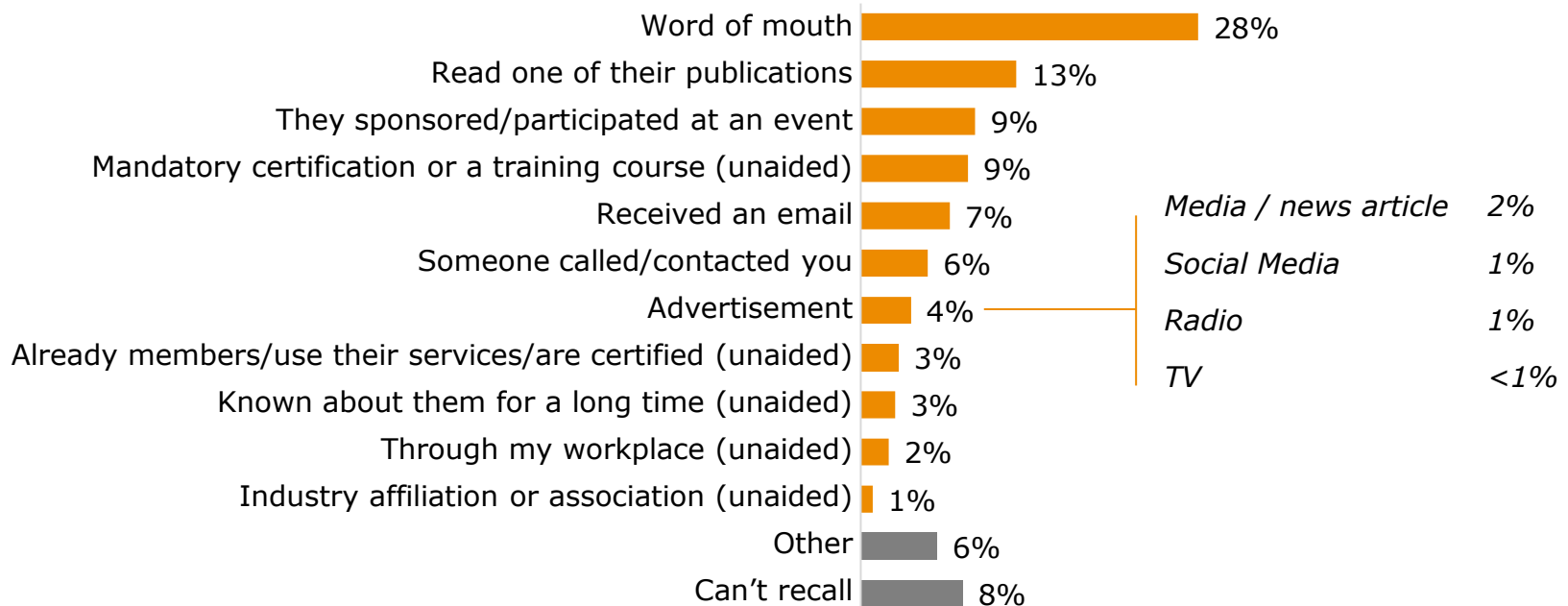
Q2. Can you think of any organizations in BC that support or promote workplace health and safety in forestry and logging? Please list up to three.

Q3. Have you heard of BC Forest Safety Council?

# Word of mouth is the primary driver of awareness for BC Forest Safety Council.

## Source of Awareness

(how employers first learn about BC Forest Safety)

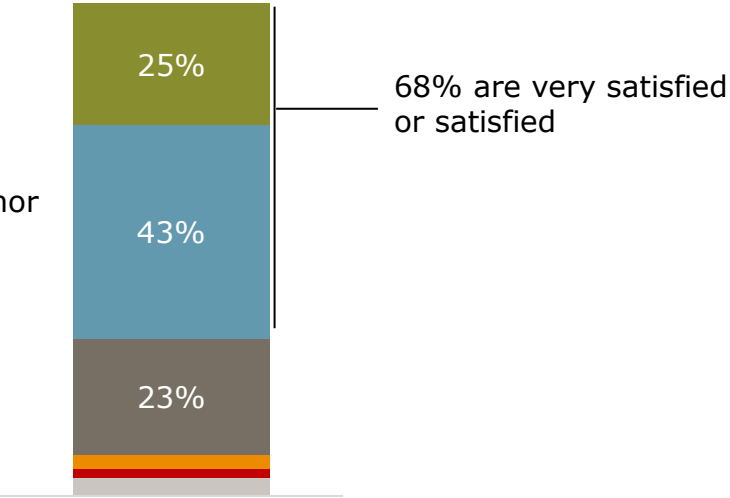


# Satisfaction with BC Forest Safety Council is high.

## Satisfaction

Satisfaction tends to drive overall positivity about H&S. Among employers who know about and are satisfied with BC Forest Safety Council, 75% think H&S is improving in forestry and logging, compared with just 37% among those who aren't satisfied with the association.

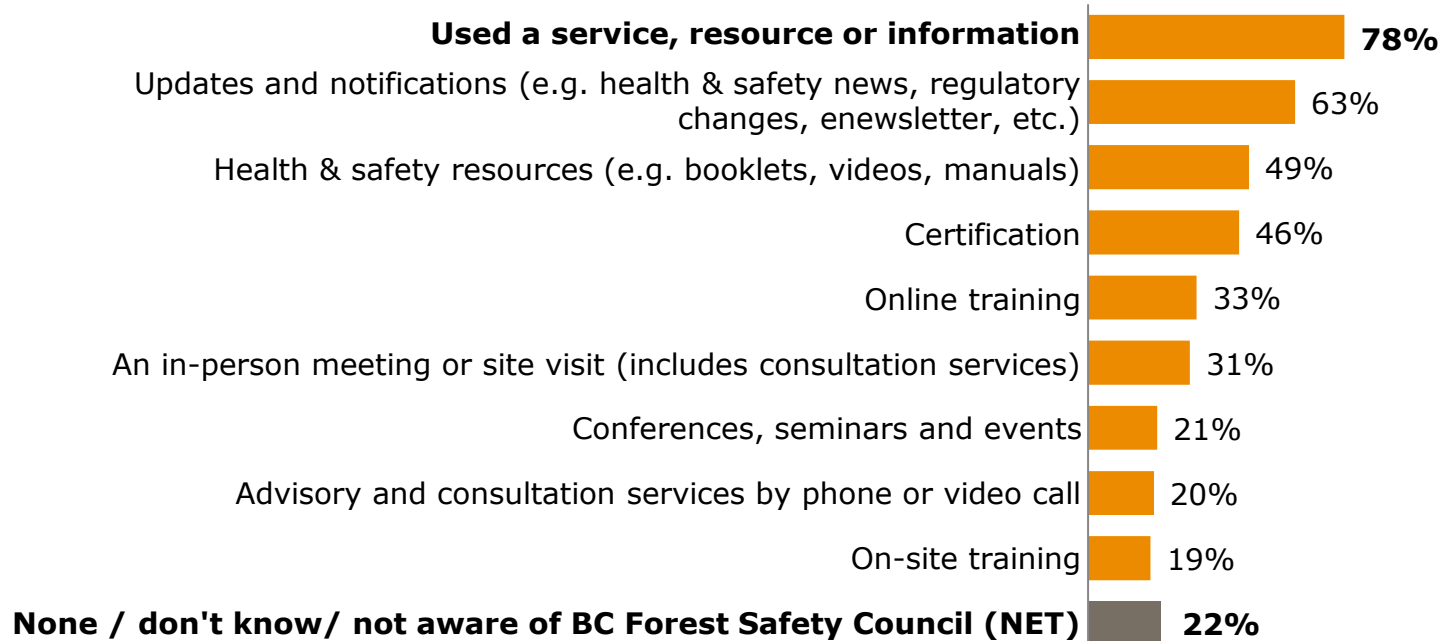
- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know



Base: Those aware of BC Forest Safety Council (320)  
Q4. Overall, how satisfied are you with what BC Forest Safety Council is doing to promote health and safety in your industry?

Most employers (8-in-10) have used at least one service, resource or information from BC Forest Safety Council.

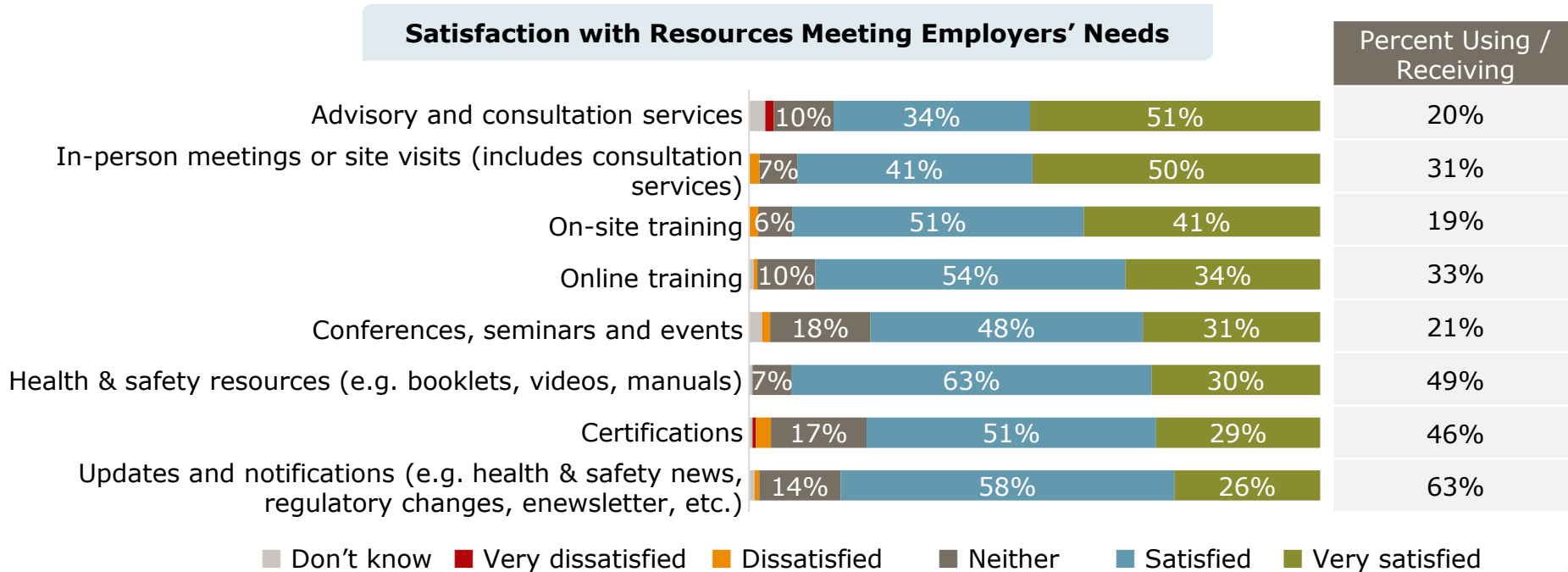
### Access and Usage of Health & Safety Resources



Base: Total 2022 (352). Note: 'Other' (1%) not shown in the chart.

Q5. BC Forest Safety Council 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 Forest Safety Council? Please check all that apply.

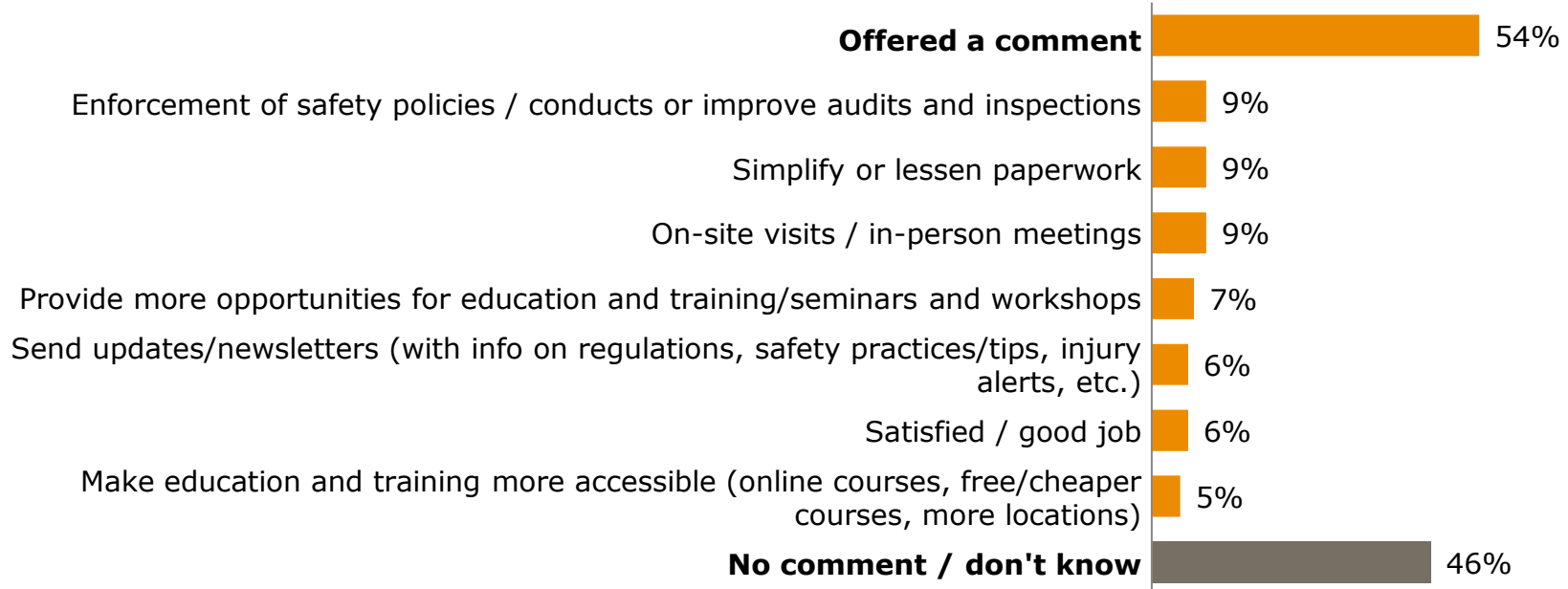
Employers are highly positive about the resources they have used from BC Forest Safety Council.



Base: Among those using each service, resource or information (64-223).  
 Q6a-h. How would you rate [SERVICE / RESOURCE / INFORMATION] on meeting your needs?

Employers suggest the Council focus on enforcement, simplifying paperwork and conducting more on-site visits.

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



Base: Total 2022 (352). Note: only mentions of 5% or more are shown.

Q7. In what ways could BC Forest Safety Council better serve or support your company to improve health and safety in your workplace? / BC Forest Safety Council is the health and safety association for forestry and logging in BC. With this in mind, in what ways could BC Forest Safety Council serve or support your company to improve health and safety in your workplace? Please provide up to three suggestions.

## Examples of Employer Comments on How BC Forest Safety Could Serve or Support

They need to focus less on the regulations/paperwork side of the industry and more on the actual work site. Anyone can write up a safety meeting/prework inspection report. In my experience, a lot of this paperwork is being done by a safety officer that never leaves his desk

On site inspections of work site and worker training

Change the system from being all about paperwork to more about training the right people

More in person audits

Streamline the paperwork. So many of the forms ask for the same information that's on other forms - just in a different way. Some of the new supporting documents I've used this year seem to cover a few more areas on the one form

Streamline the paperwork that is required. Too much duplication and cover your butt stuff. I understand the necessity of documentation but I question its effectiveness

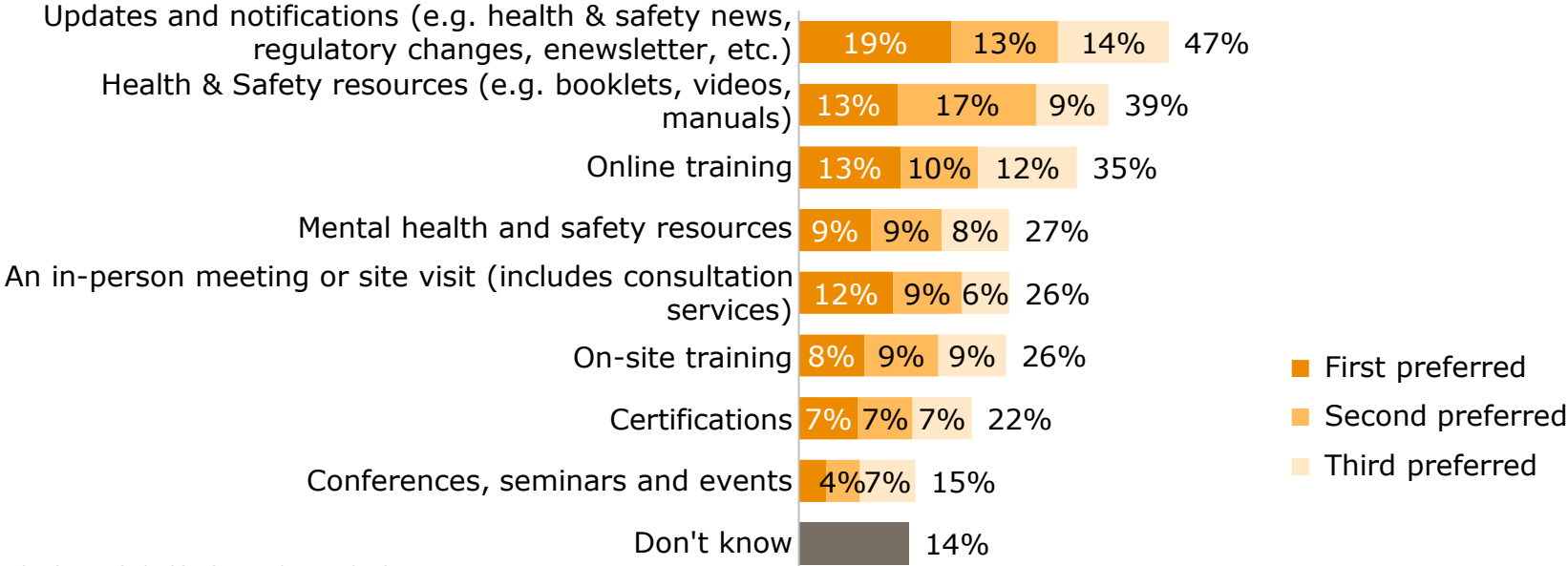
More training for young people

Better options for education and training with more locations available



Employers are most interested in updates and notifications. H&S resources and online training round out the top three resources employers are interested in.

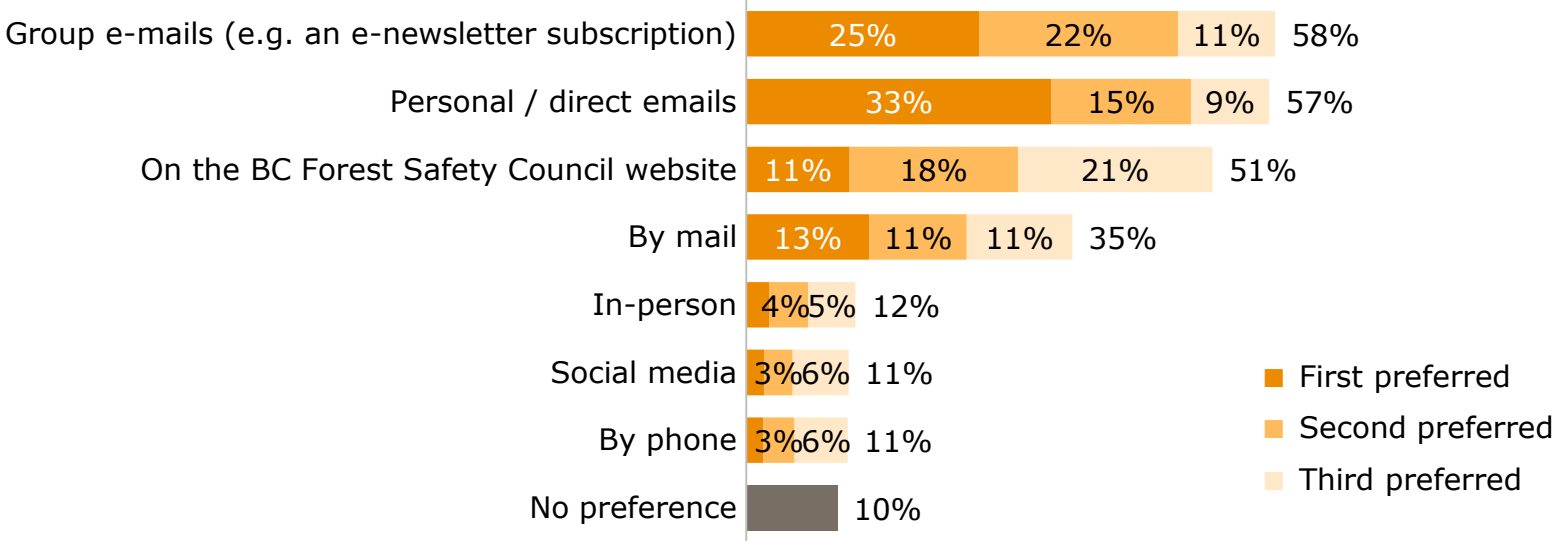
**Demand for Services, Resources, or Information to Help Improve Workplace Safety**  
 (% selecting from aided list)



Base: Total 2022 (352). Note: 'Other' (1%) is not shown in the chart.  
 Q8. Looking ahead, what kinds of services, resources, or information from BC Forest Safety Council would most help you improve health and safety in your workplace? Please rank up to three items by dragging them over to the right.

When receiving information, most employers prefer email (group or personal) or to visit the BC Forest Safety Council website.

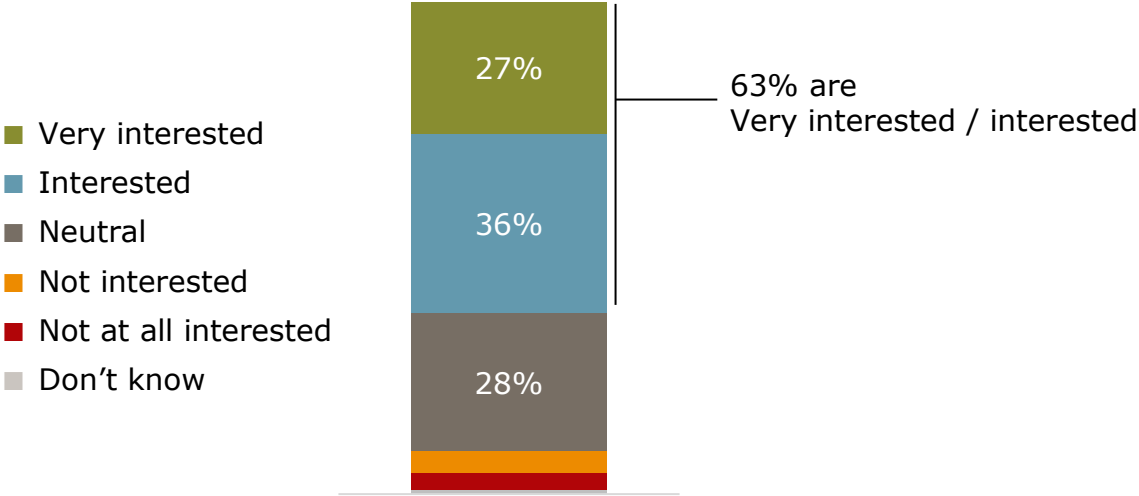
**Employer Communication Preferences**  
(% ranking top 3)



Base: Total 2022 (352)  
 Q9. How would you generally prefer to receive information (e.g., updates on new services and resources, health & safety news, regulatory changes) from BC Forest Safety Council? Please rank up to three items by dragging them over to the right.

The majority of employers are interested in receiving information about improving health & safety in their workplace.

**Interest in Receiving Health and Safety Resources**



Base: Total 2022 (352)  
Q9b. Generally speaking, how interested are you in receiving services, resources, or information to improve health and safety in your workplace?

There is room to build awareness of what BC Forest Safety Council is doing to help employers support workers' mental health.



Most employers are interested in mental health information, especially recognizing signs of mental health struggles.

### Mental Health Information

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



Recommendations

# Recommendations

1

**Consider driving awareness and usage of the resources that are currently less popular**, including on-site training, advisory or consultation services by phone/video call and conferences, seminars and events (used by about 1-in-5 employers). Letting employers know these resources are available and how to access them can be done via email and by posting on the website, as these are the preferred communication channels among employers in forestry and logging.

2

**Communicate what the Council is doing to enforce safety policies, lessen paperwork and conduct on-site visits**, as these are the top suggestions from employers on how BC Forest Safety Council could support their company to improve H&S. The Council is likely already taking action in these areas, so the goal should be making sure employers are aware of all the HSA is doing.

3

**Promote psychological safety resources, specifically on preventing mental health injuries, and communicate what the Council is doing to help employers support workers' mental health.** Again, communication by email and on the website is preferred by employers. Including this information in online training and certifications could also help, as at least 1-in-3 employers already use these types of resources from BC Forest Safety Council.

# Appendix

Note: Q13d and Q13e not shown due to small base size (<30)



# Employer Profile

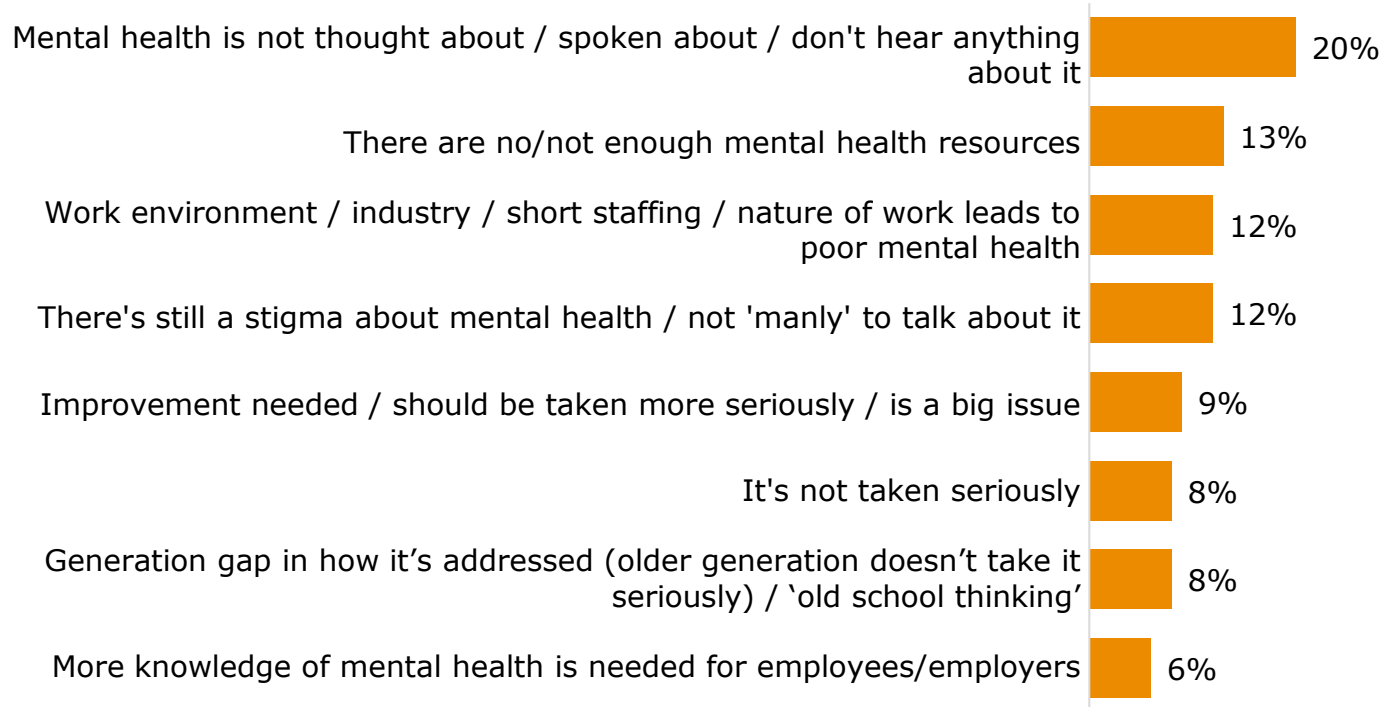
	Total	Very Small	Small	Medium	Large
(Base)	(352)	(124)	(131)	(30)	(8)
<b>Role in Organization</b>					
Business owner	60%	68%	60%	43%	25%
Bookkeeper/accountant	13%	9%	17%	23%	13%
Manager	7%	6%	5%	20%	25%
Dedicated health and safety position	6%	3%	5%	7%	25%
Supervisor	5%	6%	4%	0%	0%
Staff member	3%	2%	3%	0%	13%
Owner / operator (unaided)	2%	2%	2%	0%	0%
Senior executive	1%	1%	1%	7%	0%
All of the above (unaided)	1%	0%	2%	0%	0%
Office manager / admin (unaided)	1%	0%	1%	0%	0%
None / don't know / refused	1%	1%	0%	0%	0%
Other	1%	1%	0%	0%	0%
<b>Employer Payroll Size</b>					
Very Small	35%	N/A			
Small	37%				
Medium	6%				
Large	3%				
Unknown	18%				

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

# Employer Profile

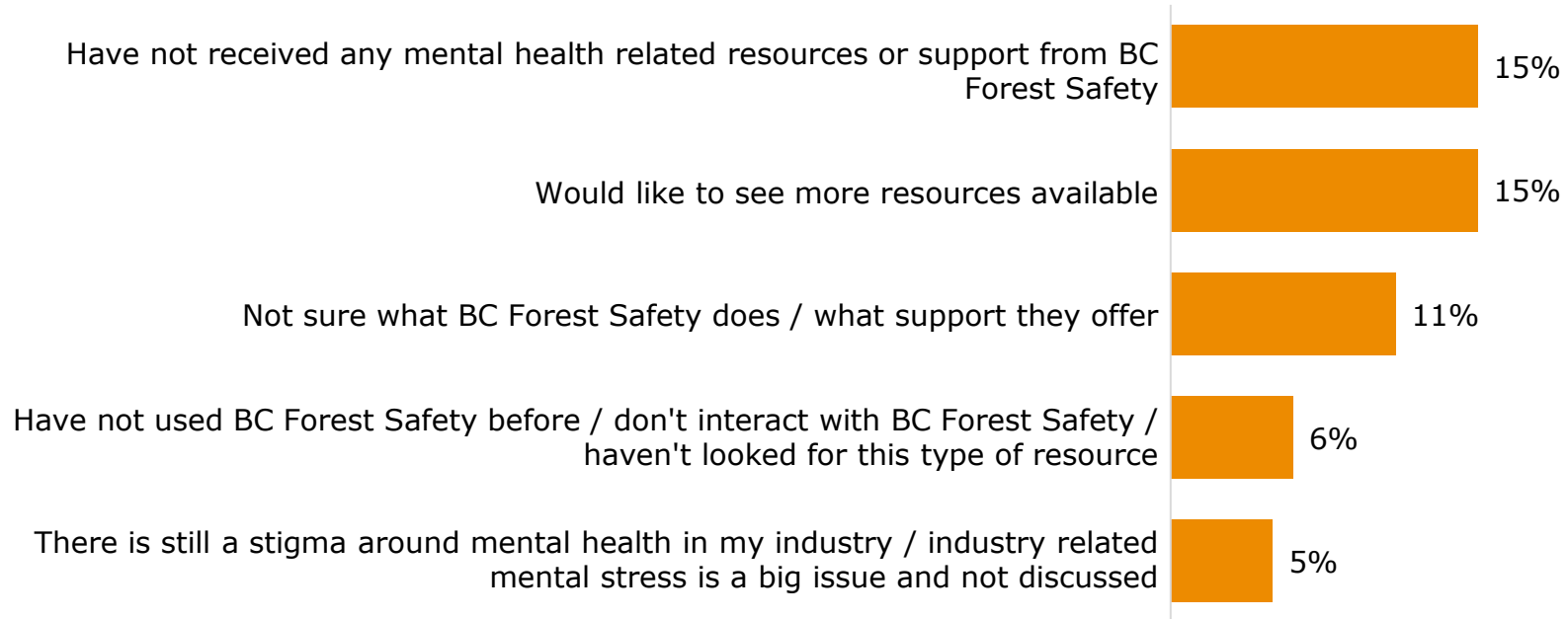
	Total	Very Small	Small	Medium	Large
(Base)	(352)	(124)	(131)	(30)	(8)
<b>Number of Employees in BC</b>					
None / No employees	5%	7%	1%	0%	0%
1-3 employees	50%	66%	43%	0%	0%
4-19 employees	28%	16%	41%	63%	13%
20-99 employees	14%	8%	12%	33%	63%
100+ employees	4%	2%	3%	3%	25%
<b>Industry Subsector</b>					
7030 - Forestry	72%	77%	60%	87%	88%
7140 - Wood and Paper Products	2%	2%	1%	3%	13%
7320 - Transportation and Related Services	26%	21%	39%	10%	0%

**Employer Comments about “Mental health is taken seriously in our industry”**  
(among those rating neutral, disagree or strongly disagree)



**Employer Comments about “BC Forest Safety Council is doing a good job of helping employers support workers’ mental health”**

(among those rating neutral, disagree or strongly disagree)



**Employer Comments about “My company has enough resources to prevent mental health injuries in the workplace”**

(among those rating neutral, disagree or strongly disagree)

