

BC Forest Safety Council

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 BC Forest Safety Council (BCFSC). 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	339	11.8%	2880	±5.4%

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.

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 BCFSC

Most employers (89%) are aware of BCFSC, including one-in-three who can correctly name the association without prompting.

Employers of all sizes are equally likely to be aware of BCFSC when given its name, although **very small employers are less likely to be able to name the association without prompting** (26% can vs. 40% among small, medium and large employers).

Satisfaction & Usage of BCFSC

Nearly two-thirds (63%) of employers who know about BCFSC are satisfied with what it does to promote health and safety in forestry and logging. Most of the rest feel neutral (19%) or unsure (12%). Very few are actively dissatisfied.

Overall, 72% of forestry and logging employers have accessed BCFSC services, resources or information, and **those who make use of them are usually satisfied**. Updates / notifications, health & safety resources and certifications are the most widely used.

Employer Suggestions for BCFSC

When asked how BCFSC could better support their company to improve workplace health and safety, employers suggest the HSA focus on increasing access and opportunities for training, enforcing safety policies, and conducting audits and on-site visits.

Employers believe BCFSC's **updates / notifications, health & safety resources and online training** would be the most beneficial in improving workplace health & safety. They generally prefer getting information via emails from BCFSC, either personalized or in a group.

Perceptions of Workplace H&S

Employers in forestry and logging generally think workplace safety is **improving** (55%) or **staying the same** (32%). Only 3% think that it is getting worse. When asked to name the main health and safety risks in forestry and logging, they tend to think of **both physical and human-factor** risks. The most common concerns include driving / accidents / poor road conditions, a lack of knowledge, training or experience and long or late hours, fatigue and sleep deprivation.

Perceptions of Psychological Safety

Most employers report having a psychologically safe workplace. About six-in-ten agree that they have enough resources to prevent mental health injuries, with most of the rest unsure or ambivalent. Three quarters of employers are interested in receiving information about mental health. When it comes to attitudes towards mental health in forestry and logging, **49% believe it is taken seriously**. 39% think BCFSC does a good job supporting workers' mental health. Most of the remaining are unsure (31%) or have no opinion (25%).

Barriers to Improving Psychological Safety

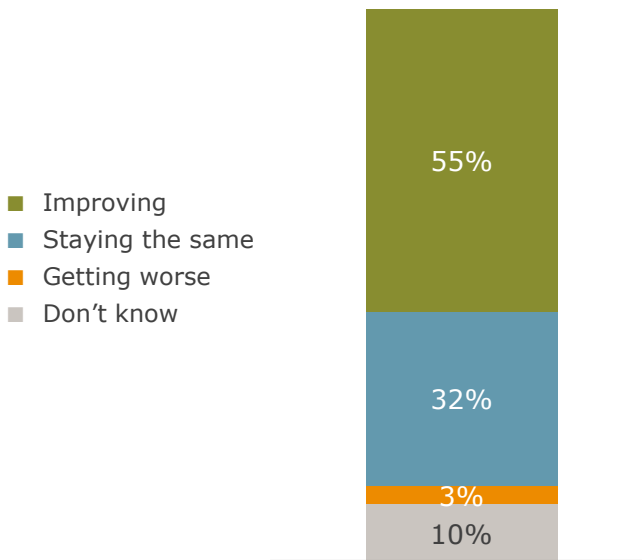
Employers say a **lack of adequate training, information, and resource availability** are the main obstacles to improving mental health in the workplace. When asked what support and resources would help their organization with workplace mental health, employers frequently raise those same issues and ask for improved access to counseling and healthcare professionals.

Detailed Findings

Just over half of employers in the forestry and logging industry think workplace safety is improving.

Employers who are aware of BCFSC are more likely to say that workplace health & safety is improving in the industry.

Perceptions of Workplace Health & Safety

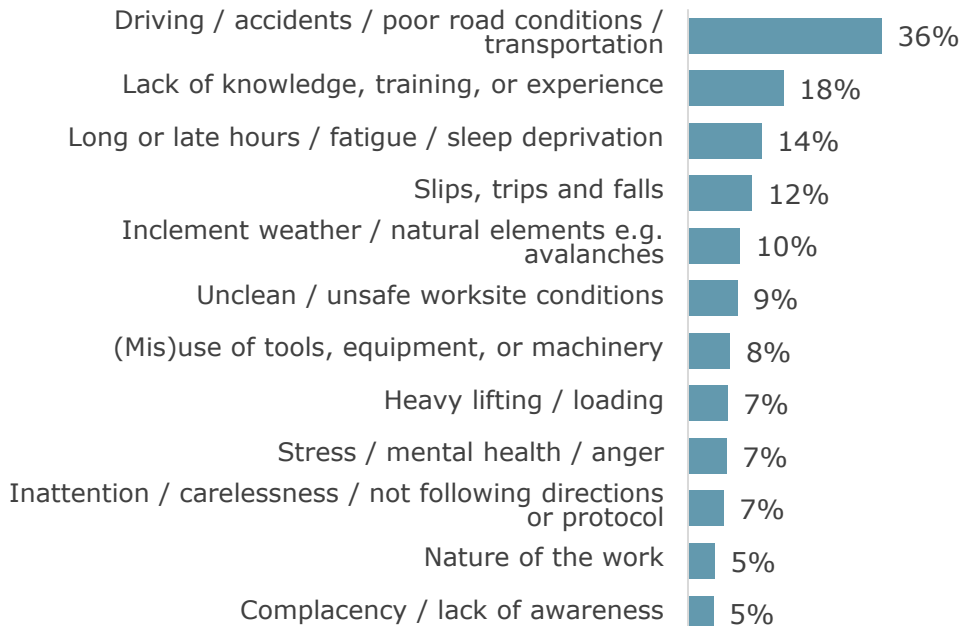


Forestry and logging employers often mention both physical and human factor risks as key H&S risks.

Driving, accidents, poor road conditions and transportation in general are the main risks mentioned by employers in forestry, with long or late hours, fatigue and sleep deprivation, and slips and trips also being commonly mentioned physical risks.

Human-factor risks are also among the top three concerns: 18% of employers say a lack of knowledge, training or experience is one of the main health and safety risks in their industry.

Employer Health and Safety Concerns



Sample: Total 2025 (339)

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.

Most forestry and logging employers are aware of BCFSC, with word of mouth being the primary driver of awareness.

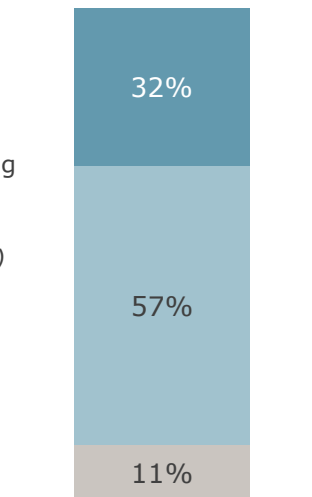
Awareness of BC Forest Safety Council (BCFSC)

Sample: Total 2025 (339)

% Total aware

89%

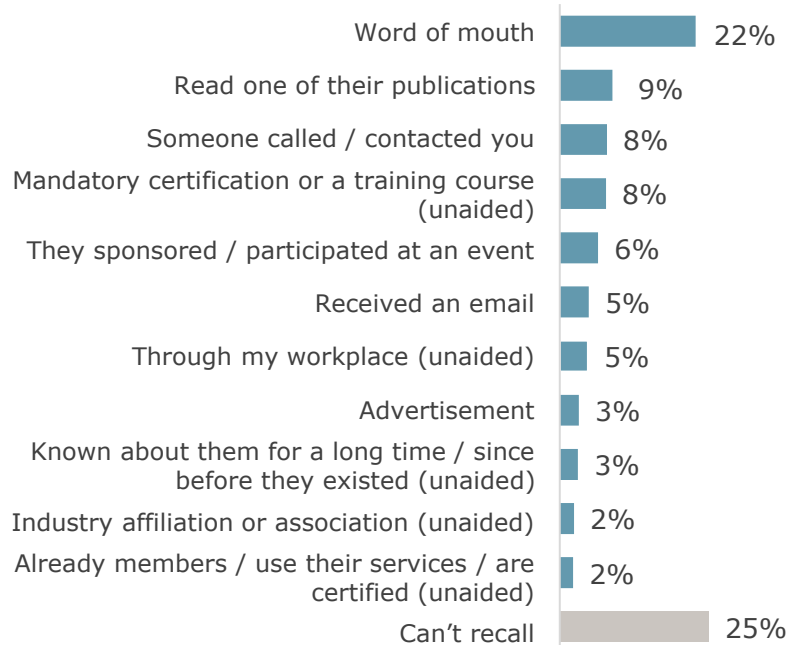
- Correctly named without prompting (*unaided*)
- Aware when prompted (*aided*)
- Not aware



Source of Awareness:

How employers first learn about BCFSC¹

Sample: Those aware of BC Forest Safety Council (301)



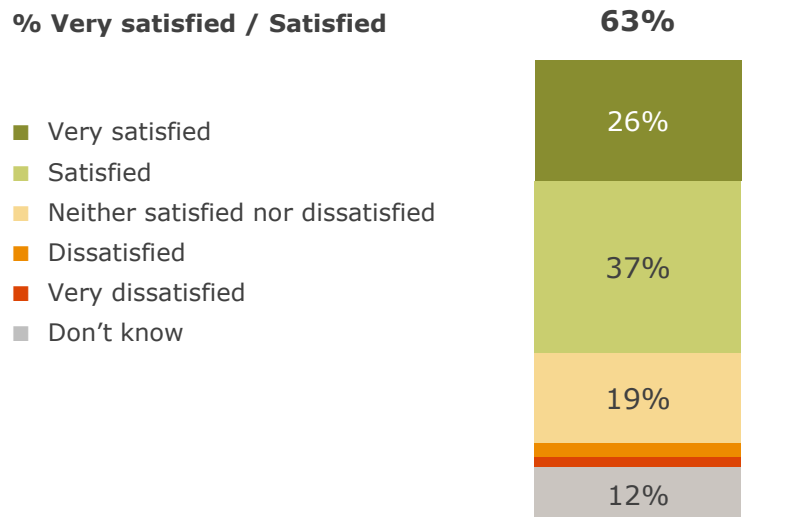
¹Note: Only mentions of 2% or more are shown. Not showing mentions of 'Other' (2%).

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? /

Q3b. How did you first hear about BC Forest Safety Council?

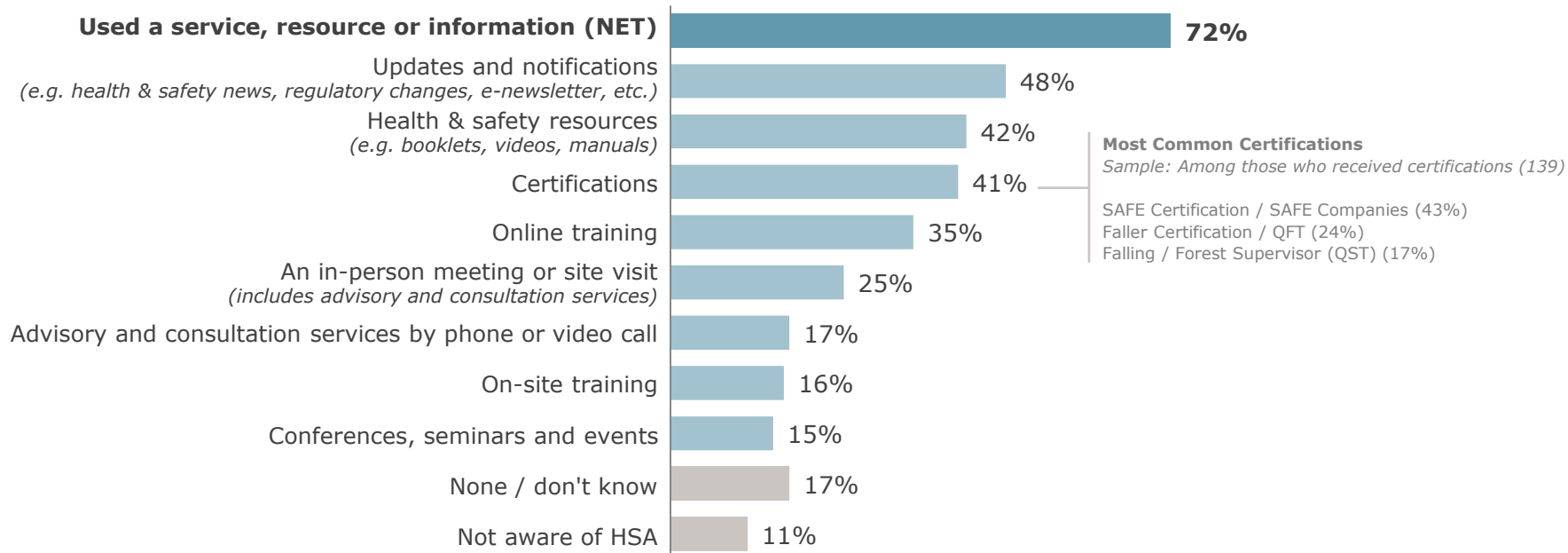
Nearly two-thirds of those aware of BCFSC are satisfied with its efforts to promote health and safety in the industry.

Satisfaction with BCFSC's Health and Safety Initiatives



Close to three-quarters of employers have accessed services, resources or information from BCFSC. Updates / notifications, health & safety resources and certifications are the most widely used.

Access and Usage of Health & Safety Resources



Sample: Total 2025 (339)

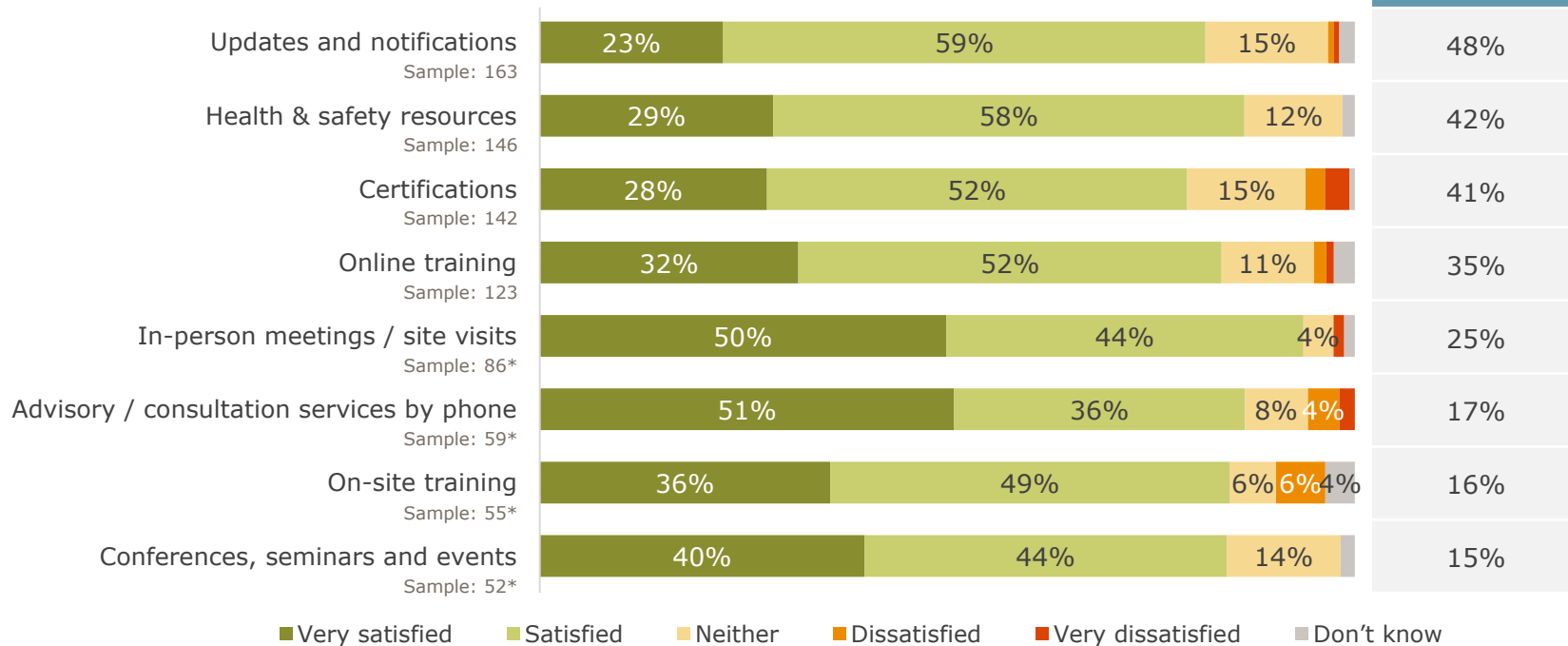
Note: Only mentions of 2% or more are shown.

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. / Q5a_e. Which certification(s)?

BCFSC's resources are well-rated by those who use them.

Satisfaction with Resources Meeting Employers' Needs

(Among those using each service, resource or information)



*Small base size, interpret with caution

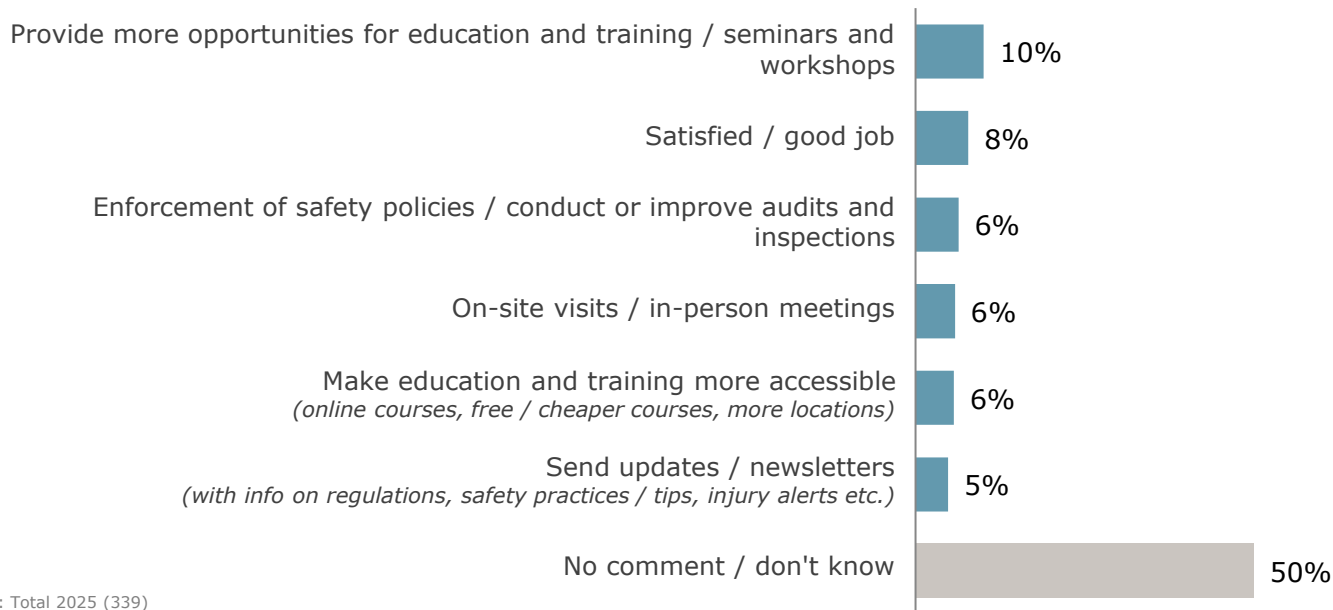
Note: Only services / resources with 30+ responses are shown.

Q5a. Which of these services, resources or information has your company used or received from BC Forest Safety Council? / Q6a-f. How would you rate [RESOURCE] on meeting your needs?

To better support them in improving health & safety at work, employers suggest BCFSC improve education opportunities and accessibility, focus on enforcing policies, and conduct audits and on-site visit.

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

(unaided comments)



50% of employers offered a comment

Sample: Total 2025 (339)

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

Q7. In what ways could BC Forest Safety Council better serve or support your company and industry 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 and industry to improve health and safety in your workplace? Please provide up to three suggestions.

Examples of Employer Comments on How BC Forest Safety Council Could Better Serve or Support Employers



PROVIDE MORE OPPORTUNITIES FOR EDUCATION AND TRAINING

(10% mentioning)

"Provide more manufacturing business safety training – i.e., CS entry, LOTO and equipment guarding."

"More training for younger people for the fire season (BCWS need more training to use chainsaws) and any other forestry and silviculture activities in BC."

"Offering more classroom supervisory training more frequently [that relates] to communication and diligence."



ENFORCEMENT OF SAFETY POLICIES / AUDITS AND INSPECTIONS

(6% mentioning)

"Glad to have auditors come to worksites to interact with workers and see for themselves the working environment. Plus endorse management's role."

"I think they need to carry out RANDOM on-site inspections rather than warning companies that they will be coming out. It is very easy for companies to look good on the day that an auditor / inspector comes but be lax the rest of the time..."

"Revision of the SAFE Company program [...]. We see many other contractors who are SAFE certified that are not practicing the expected standards."



ON-SITE VISITS / IN-PERSON MEETINGS

(6% mentioning)

"Increase on-site support for fallers, supervisors and trainees."

"Need to be available to come out to worksites for certifications. Need to travel as some of our sites are remote."

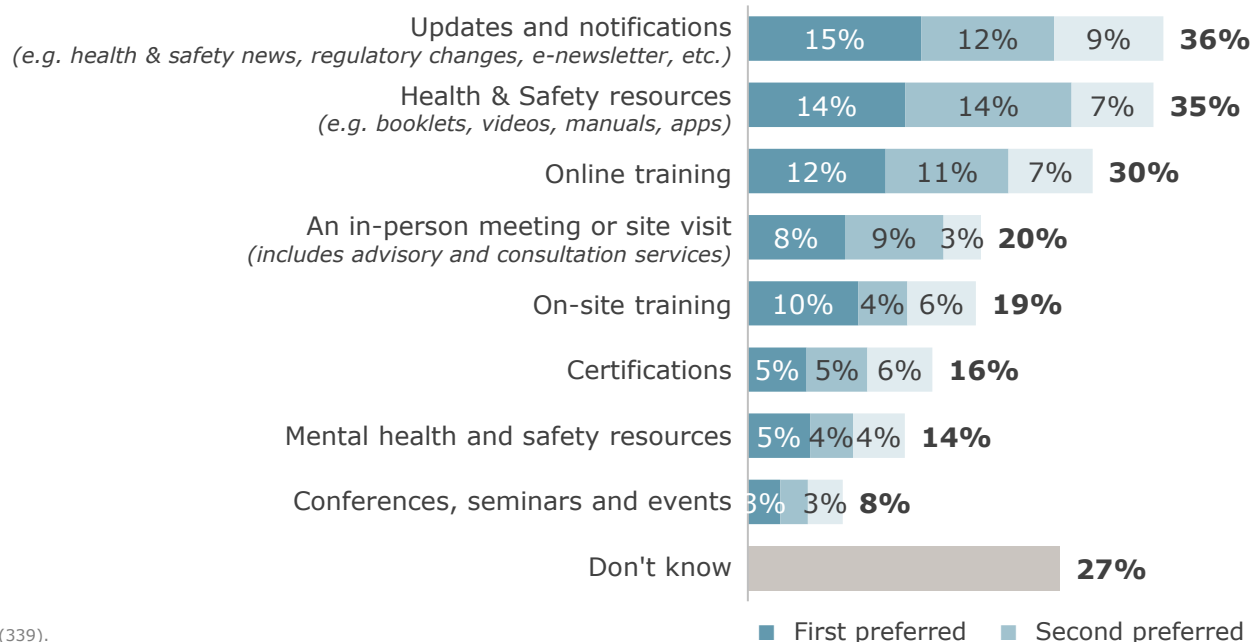
"Show your face once-in-a-while. [We have] never see a real person. All recent contact is online [...]."

"Go to the field to help people understand that we are all working together to create a safe environment."

Employers say that BCFSC updates / notifications, health & 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 (339).

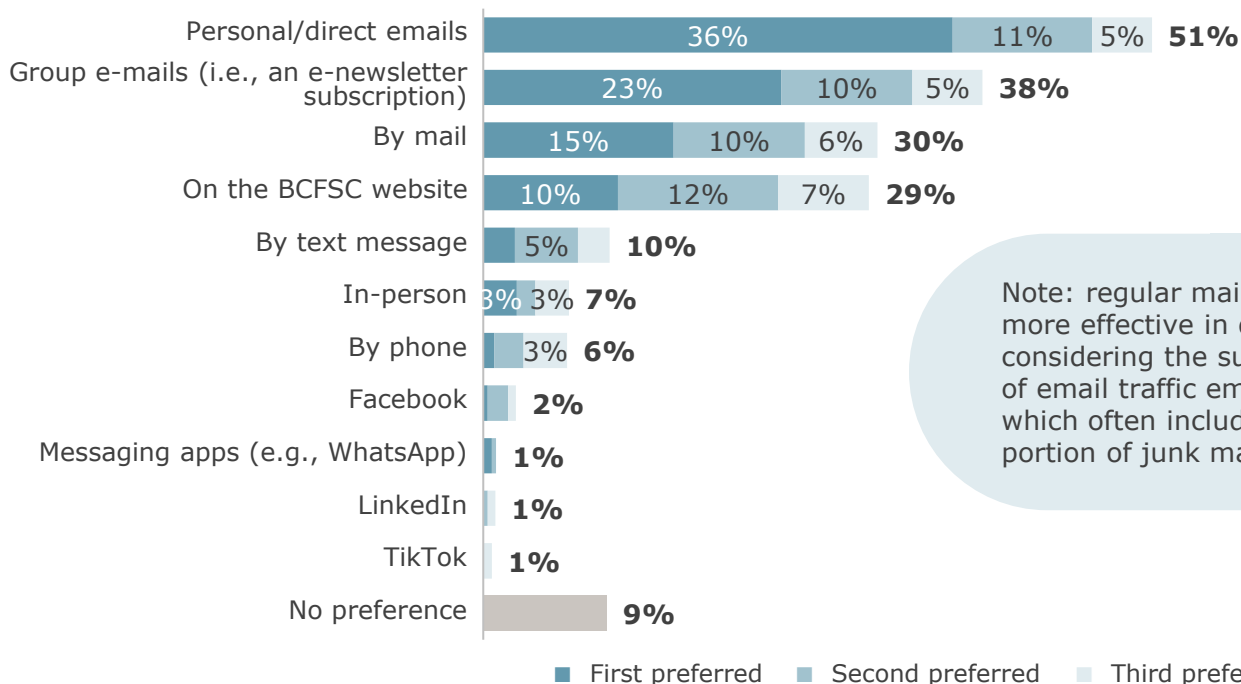
Note: Mentions of 'Other' (1%) are not shown.

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

Employers generally prefer to receive information via emails from BCFSC, 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 (339)

Note: Mentions of <1% are not shown.

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

Just over six-in-ten employers are interested in receiving services, resources or information to improve health and safety in their workplace.

Interest increases with employer payroll size. Among very small employers, only 53% are interested.

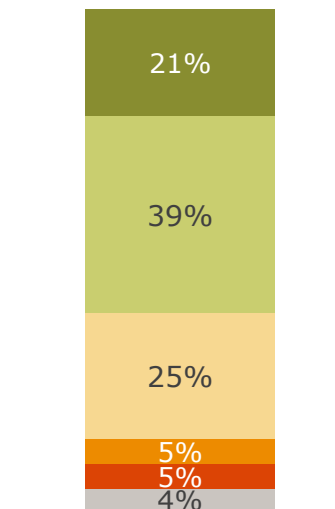
By contrast, 71% of small, medium and large companies are interested.

Interest in Receiving Health and Safety Resources

% Very interested / Interested

61%

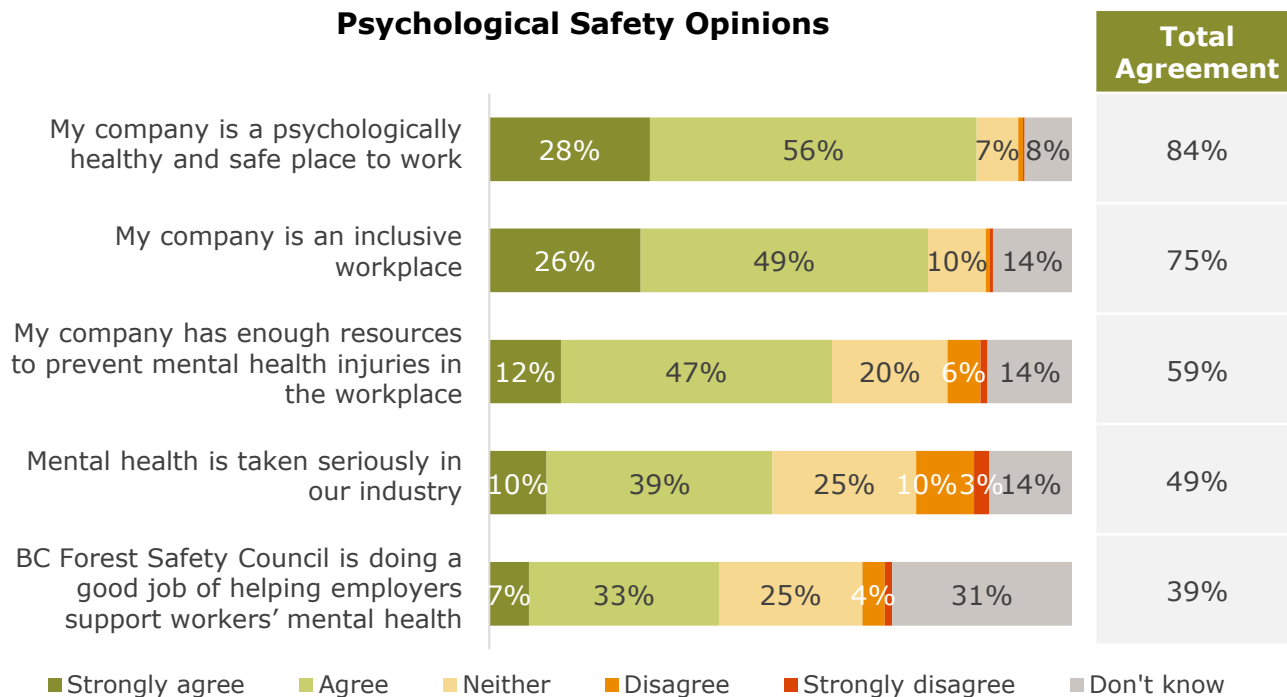
- Very interested
- Interested
- Neutral
- Not interested
- Not at all interested
- Don't know



Most employers report having a psychologically safe and inclusive workplace. Six-in-ten feel they have enough resources to prevent workplace mental health injuries.

Half think mental health is taken seriously in the industry. The remaining are mostly neutral or unsure, leaving just 13% that think it is not taken seriously.

39% of employers think BCFSC is doing a good job of helping employers support workers' mental health. Most either don't know (31%) or don't have an opinion either way (25%).



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

Interest in Mental Health Information

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



74% of employers are interested in 1+ topics

Sample: Total 2025 (339)

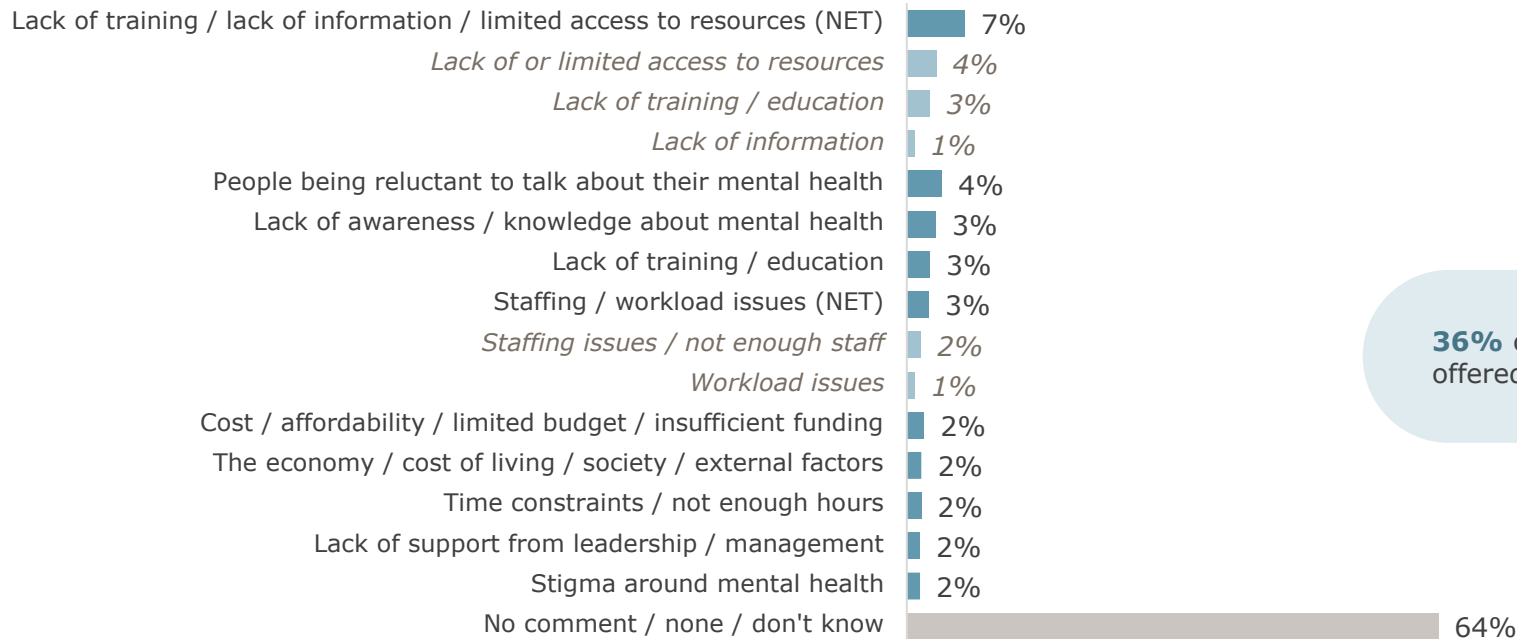
Note: Mentions of 'Other' (1%) are not shown.

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 as the primary barriers to improving workplace mental health.

Barriers Organizations Face to Improving Workplace Mental Health

(unaided comments)



36% of employers offered a comment

Sample: Total 2025 (339)

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.

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)

(7% mentioning)

"We live in small towns. Resources for mental health help are far and few between. Our workdays and hours are also long, and we work in areas where there is no cell service to make a call or do online counselling."

"Access to occupation-specific mental-health resources (i.e., it is not one size fits all)."

"Access to relevant information and training."

"Lack of resources in small communities, hospital diversions with no one available to speak with."



PEOPLE BEING RELUCTANT TO TALK ABOUT THEIR MENTAL HEALTH

(4% mentioning)

"Men don't talk about their feelings in a peaceful manner, they just get aggressive over the radio or confront each other. In most cases it's the working conditions that are causing them to stress."

"We work with primary First Nations employees and find them to be private about their mental health struggles if they have any."

"Mental health issues are not always an easy thing for employees to talk about so a lot of times they will keep things to themselves."



LACK OF AWARENESS / KNOWLEDGE ABOUT MENTAL HEALTH

(4% mentioning)

"One barrier would be the lack of understanding [regarding] how serious poor mental health can affect an employee's performance, and how management is a big part of improving or decreasing mental health in the workplace."

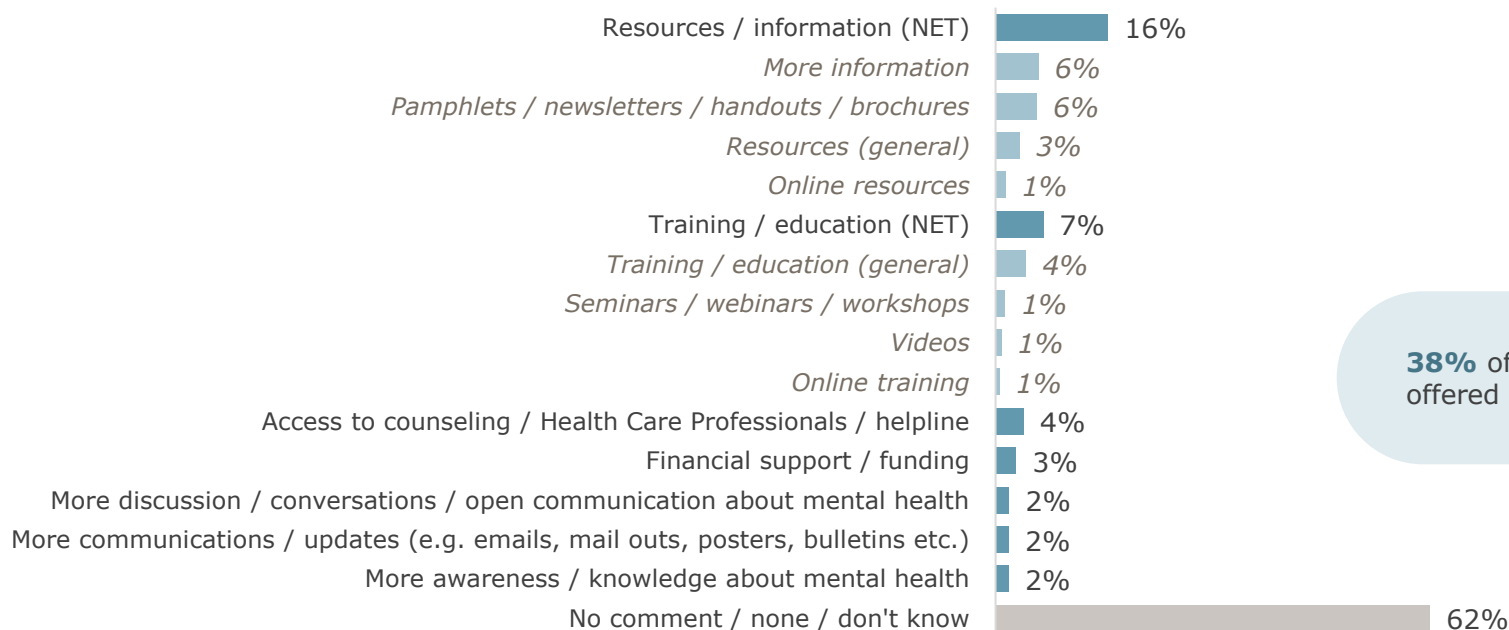
"Understanding how to deal with an employee's mental health issues when it is difficult to tell if it is work related or personal life related - how to support workers ultimately."

"Identification of mental health problem amongst field workers due to limited interaction and communication with them."

Employers want more resources and information, additional training, and greater access to counselling and health care professionals to improve workplace mental health.

Desired Support Resources for Improving Workplace Mental Health

(unaided comments)



Sample: Total 2025 (339)

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)

(16% mentioning)

"Have pamphlets or other resources readily available in our office or coffee room."

"More information on Mental Health claims process and resources on how to effectively assist employees if they require help with mental health."

"Any support or resources is always helpful."

"Resources that staff can contact for support. CISM resources for critical incidents."

"To include an online brochure regarding mental health with onboarding package."



TRAINING / EDUCATION (NET)

(7% mentioning)

"Training courses and on-site training."

"Specific information for supervisors / managers / owners with examples of appropriate and inappropriate conversations to help them learn what is appropriate in the workplace. Short videos would be good for this as they wouldn't take too long and would keep the viewer's interest."

"Webinar / seminars. Videos and training. Easy access to information and support."

"Skills training for managers and supervisors relating to mental health in the workplace."

"Easily accessible training with financial support."



ACCESS TO COUNSELING / HEALTH CARE PROFESSIONALS / HELPLINE

(4% mentioning)

"Available counsellors. Just one is not going to work for everybody. If the person does not connect with the counselor, the sessions are ineffective."

"Mental health counsellors to be available, whether in person or online, in our area."

"Maybe better access to online counsellors."

"Where to direct workers if they report mental health issues - our town specifically does not have many options to seek counselling. Who pays for this and what resources are available to send workers to - maybe online counselling services provided by WCB or BCFSC?"

Appendix

Employer Profile

Employer Payroll Size				
	Total	Very Small	Small	Medium / Large
Sample	339	132	106	40**
Role in Organization¹ (self-reported)				
Business owner	61%	67%	58%	30%
Bookkeeper / Accountant	12%	11%	12%	18%
Manager	8%	5%	13%	20%
Supervisor	6%	6%	4%	10%
Dedicated health and safety position	4%	1%	4%	19%
Owner / Operator (unaided)	3%	5%	2%	0%
Staff member	2%	2%	2%	2%
Senior executive	2%	1%	2%	0%
Office Manager / Admin (unaided)	1%	1%	3%	0%
All of the above (unaided)	1%	2%	0%	0%
Employer Payroll Size (from sample listings)				
Very Small	43%	N/A		
Small	28%			
Medium	6%			
Large	3%			
Unknown	20%			

¹Showing roles with at least 1% total mentions. / **Very small base size, interpret with extreme caution

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

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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.

Employer Profile

Employer Payroll Size				
	Total	Very Small	Small	Medium / Large
Sample	339	132	106	40**
Number of Employees in BC (self-reported)				
None / No employees	8%	8%	2%	0%
1-3 employees	59%	77%	53%	0%
4-19 employees	23%	11%	39%	42%
20-99 employees	7%	4%	4%	38%
100+ employees	3%	0%	3%	19%

**Very small base size, interpret with extreme caution

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

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