

Actsafes Safety Association

Market Penetration Survey

2022

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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 size¹ to match the actual employer composition for the sector.

Survey Timeframe	Survey Responses	Margin of Error
February 1 – March 3, 2022	161	±8%

¹**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

Employers in arts and entertainment are positive about health and safety in their industry, with 1-in-2 thinking it is improving. The main health and safety concerns are fatigue, stress/mental health and COVID-19.

2

1-in-2 employers is aware of Actsafe, and that awareness is mainly driven through word of mouth. One-third of employers have used a service, resource or information from Actsafe, with health & safety resources and updates and notifications being the most popular. Among employers who are already aware of Actsafe, satisfaction with the association is strong, with 6-in-10 feeling very satisfied or satisfied. Going forward, employers would prefer to receive group or personalized emails from Actsafe, or to access information via the website.

3

There is demand for health and safety resources, with 6-in-10 employers reporting they are interested in receiving services, resources or information to improve health and safety in their workplace. When choosing from a list, employers indicate they are most interested in receiving updates & notifications, health & safety resources, online training and mental health & safety resources. To further support their companies, employers (through unaided comments) suggest Actsafe provide more opportunities for education, send updates and raise awareness of the organization.

Key Findings

4

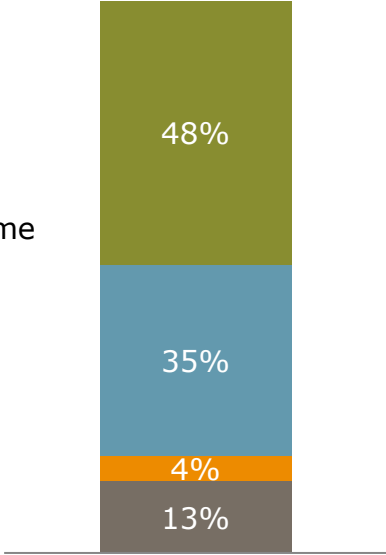
Employers are positive about their companies being inclusive and psychologically healthy and safe places to work. However, employers are a bit more tempered in their attitudes when it comes to mental health being taken seriously in the industry and their company having enough resources to prevent mental health injuries in the workplace. When it comes to Actsafe doing a good job of helping employers support workers' psychological safety, most are unable to give a rating because they were previously unaware of the association or rate 'neither / neutral'.

Detailed findings

Just under half of employers in arts and entertainment think workplace safety is improving.

Perceptions of Workplace Health & Safety

- Improving
- Staying the same
- Getting worse
- Don't know

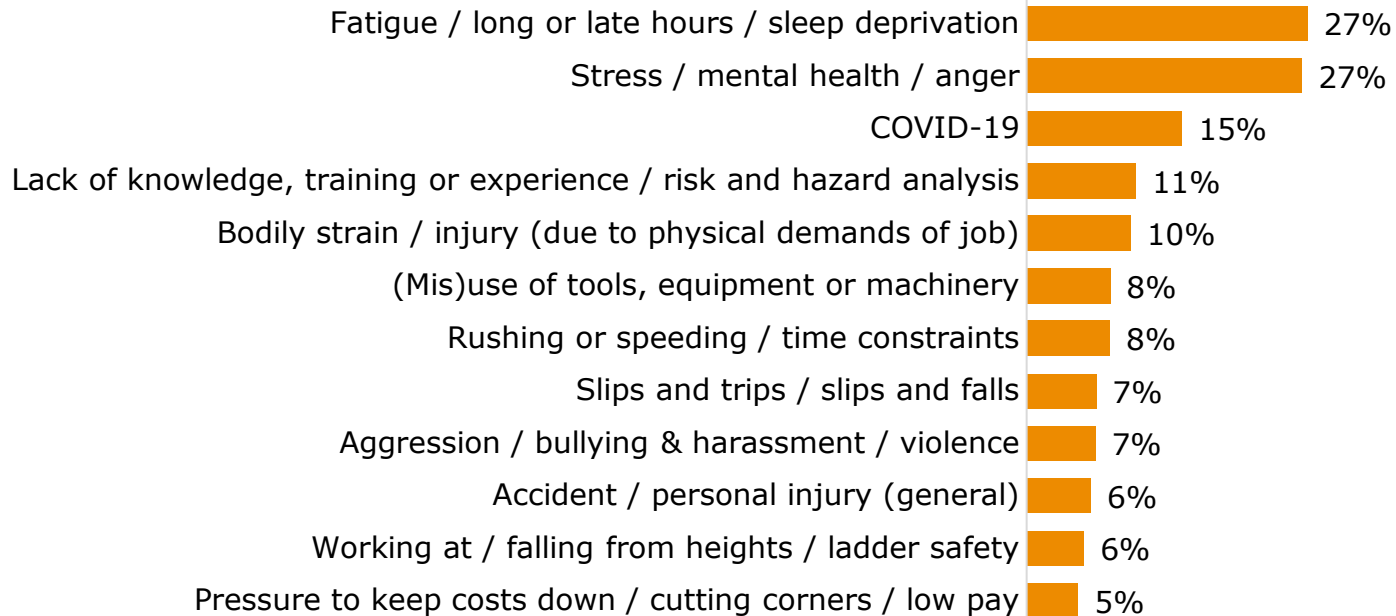


Awareness tends to bolster confidence. Among employers aware of Actsafe, 65% think workplace safety is improving, compared with 32% among those who aren't aware of Actsafe.

Base: Total 2022 (161)
Q1. Generally speaking, would you say that workplace safety in your industry is...

Fatigue and stress/mental health are employers main health and safety concerns. COVID-19 is also mentioned by 1-in-7.

Employer Health and Safety Concerns



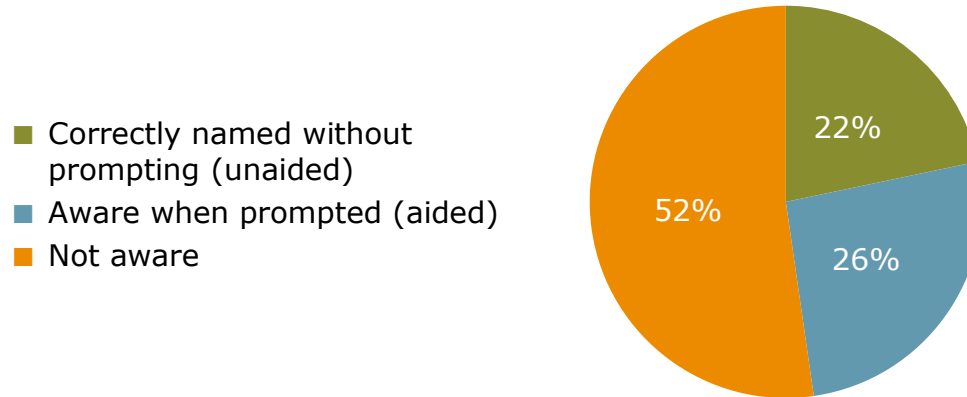
Base: Total 2022 (161)

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.

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

Slightly less than half of employers are aware of Actsafe.

Awareness

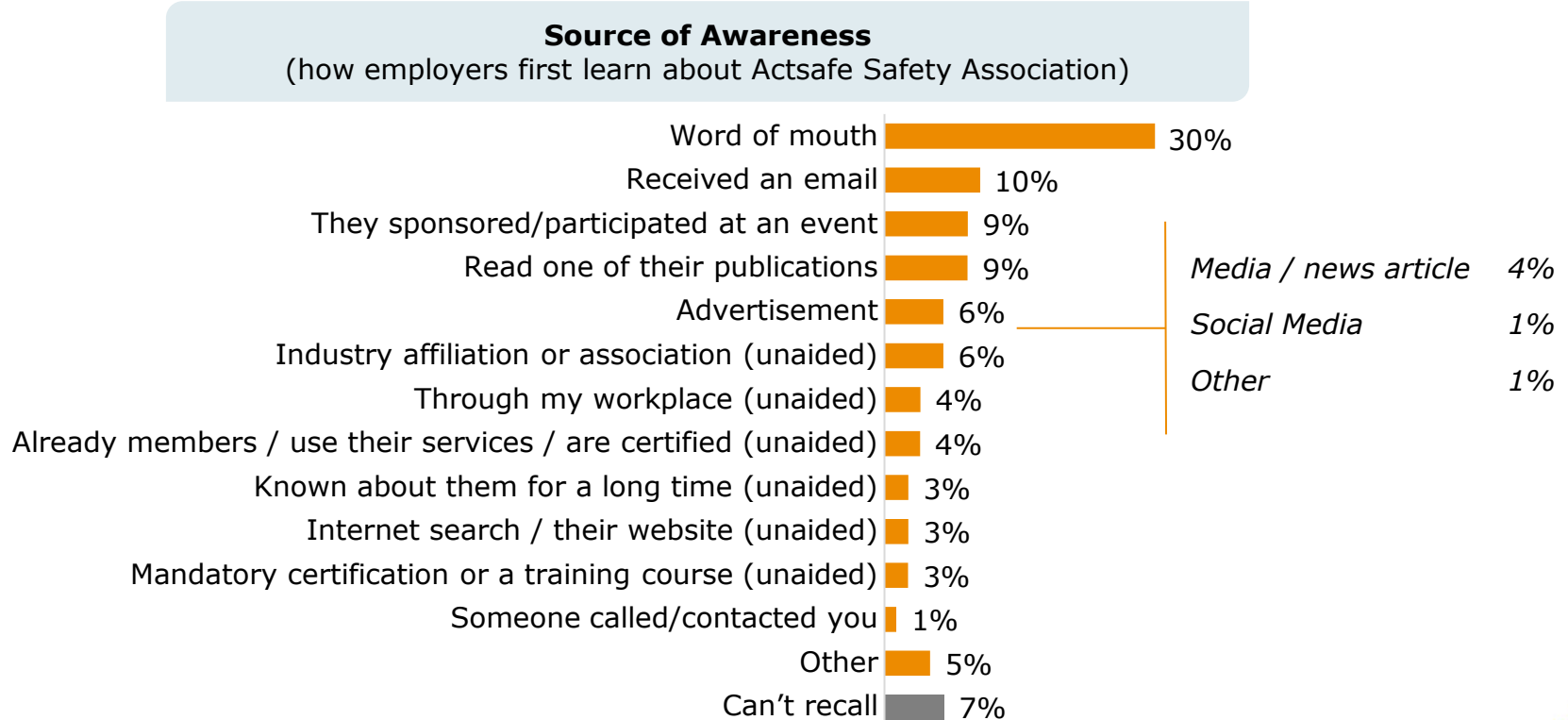


Base: Total 2022 (161)

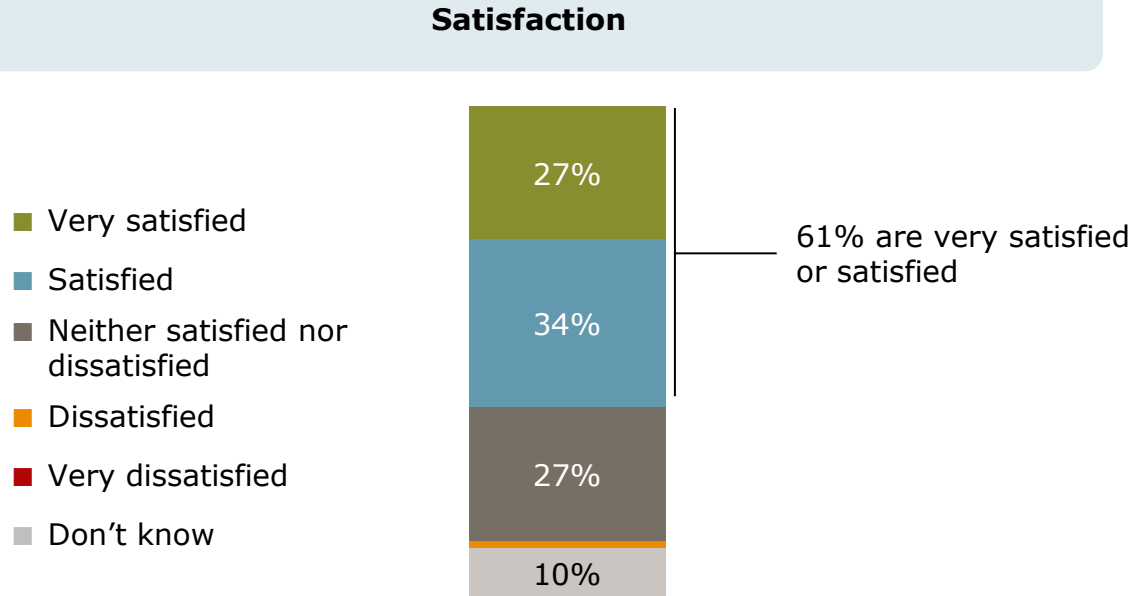
Q2. Can you think of any organizations in BC that support or promote workplace health and safety in arts and entertainment? Please list up to three.

Q3. Have you heard of Actsafe Safety Association?

Word of mouth is the main driver of awareness for Actsafe.

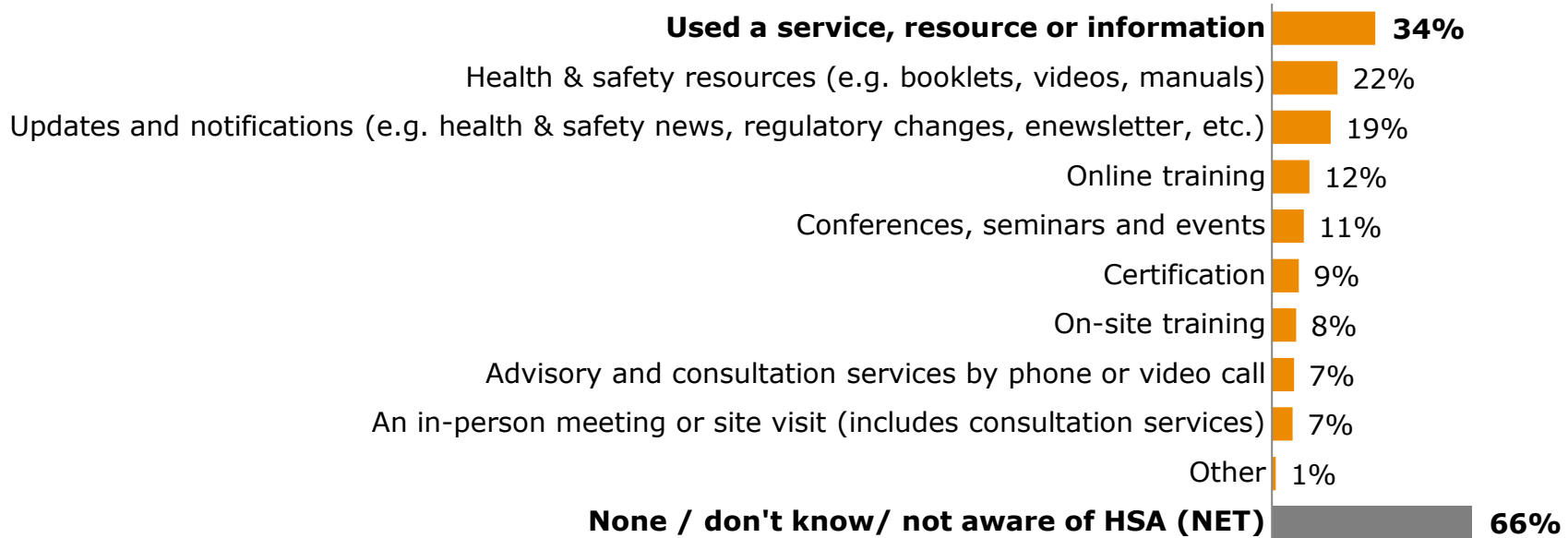


6-in-10 of those aware of Actsafe are satisfied with what it is doing to promote health and safety in the industry.



One-third of employers have used a service, resource or information from Actsafe. Health & safety resources and updates and notifications are most popular.

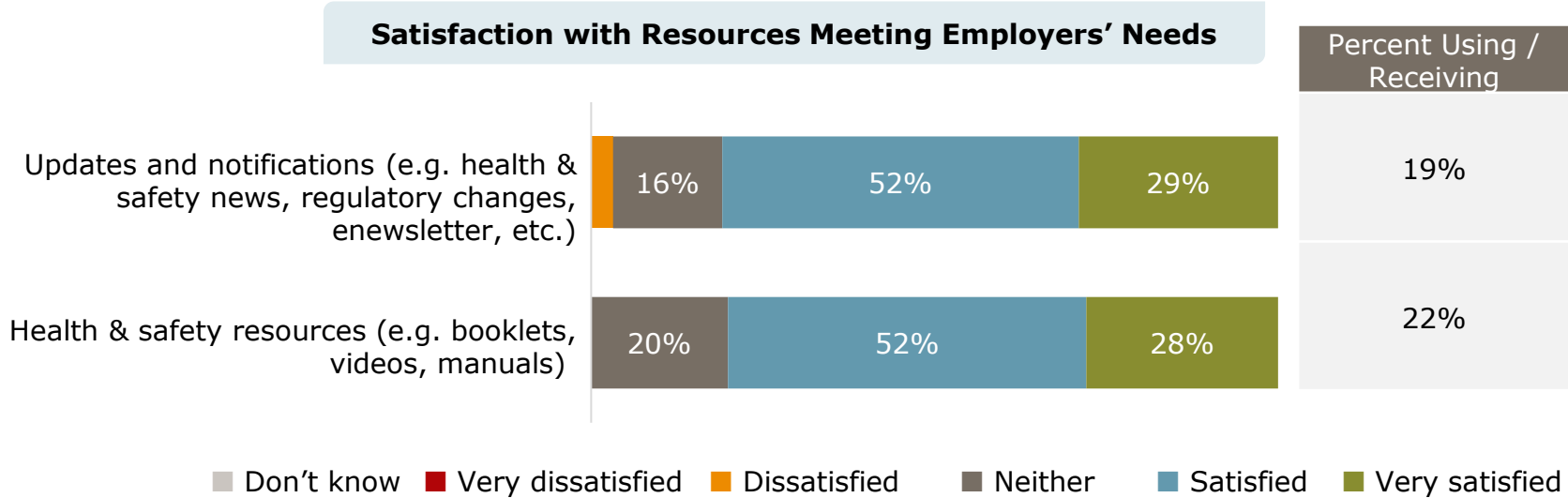
Access and Usage of Health & Safety Resources



Base: Total 2022 (161)

Q5. The Actsafe 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 Actsafe Safety Association? Please check all that apply.

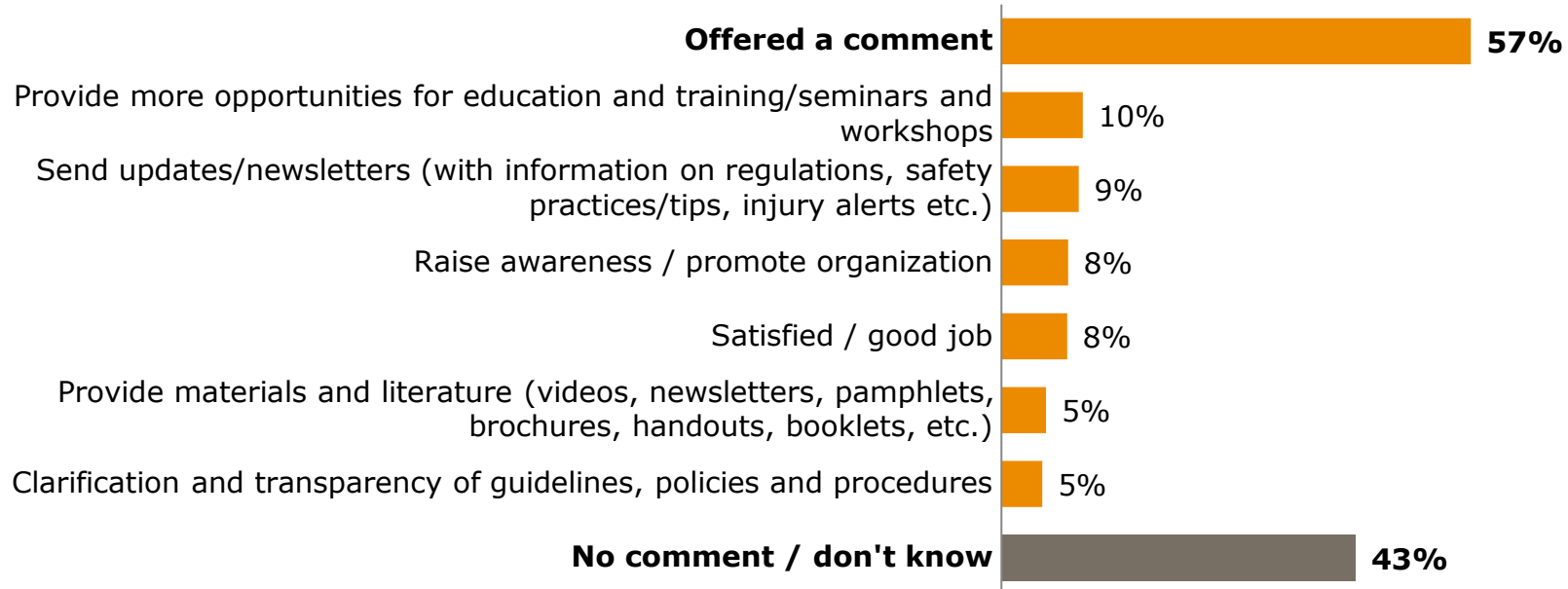
Actsafes's services, resources and information are well-received. Most employers using the updates and notification and health & safety resources are satisfied.



Base: Among those using each service, resource or information (31-35). Note: Only services/resources with 30+ responses are shown. Q6a-f. How would you rate [RESOURCE] on meeting your needs?

Employers suggest Actsafe provide more education opportunities, send more updates and raise awareness of the association.

How Actsafe Safety Association Could Better Service or Support Employers to Improve their Workplace Safety
(unaided comments)



Base: Total 2022 (161)

Q7. In what ways could Actsafe Safety Association better serve or support your company to improve health and safety in your workplace? / Actsafe Safety Association is the health and safety association for the Arts & Entertainment industry in BC. With this in mind, in what ways could Actsafe Safety Association serve or support your company to improve health and safety in your workplace? Please provide up to three suggestions.

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

Examples of Employer Comments on How Actsafe Safety Association Could Serve or Support

Free workshop online

More trainers available for in-person training. Group trainers

Modules or downloads for employers to purchase in safety training

Providing detailed accounts of accidents and safety failures, causes, outcomes and recommendations to help companies learn from the mistakes of others. Avalanche safety has benefited from these kinds of publications as a valuable learning tool

Send out monthly info directly to all workers in the film industries through their unions

Provide COVID-19 health and safety protocols and guidelines to allow our sector to continue operating without flip flopping shutdowns

They have been amazing throughout the pandemic. I hope they can continue to provide the same level of support to our industry for years to come

More communication with technicians through the union / guild halls

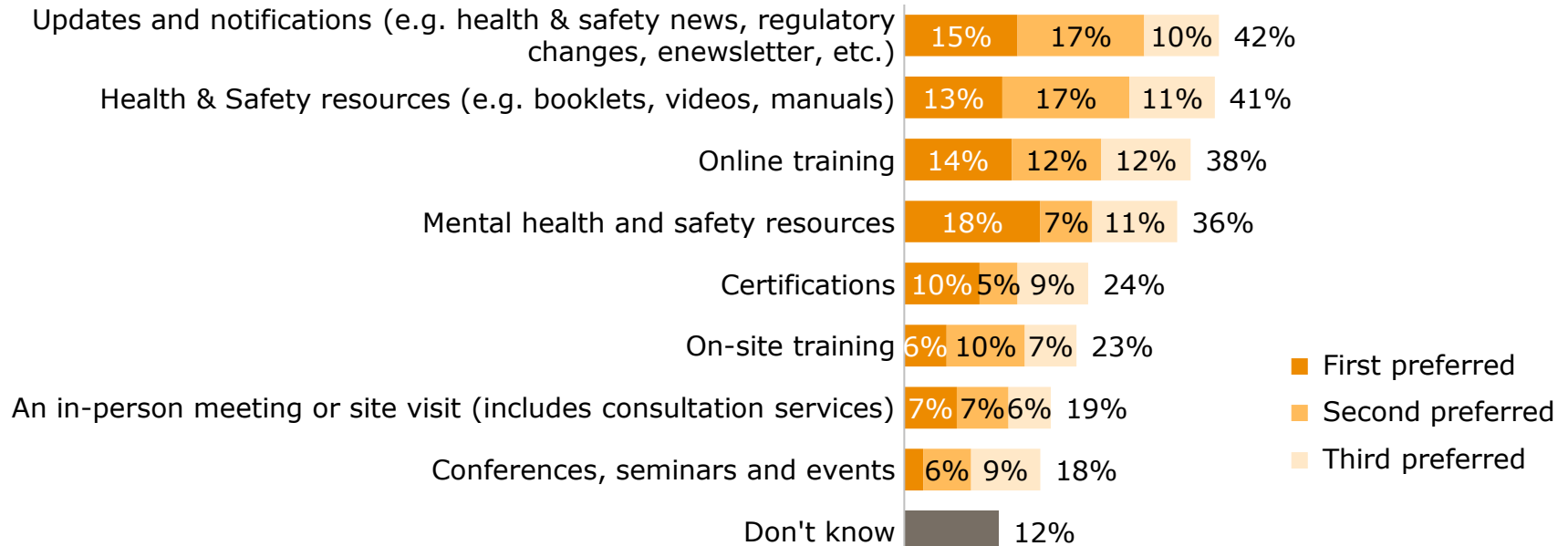
Raise more awareness through outreach and training programs for managers

Provide us specialty industry people with safety license programs where applicable



When choosing from a list, employers prioritize updates and notifications and health & safety resources.

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

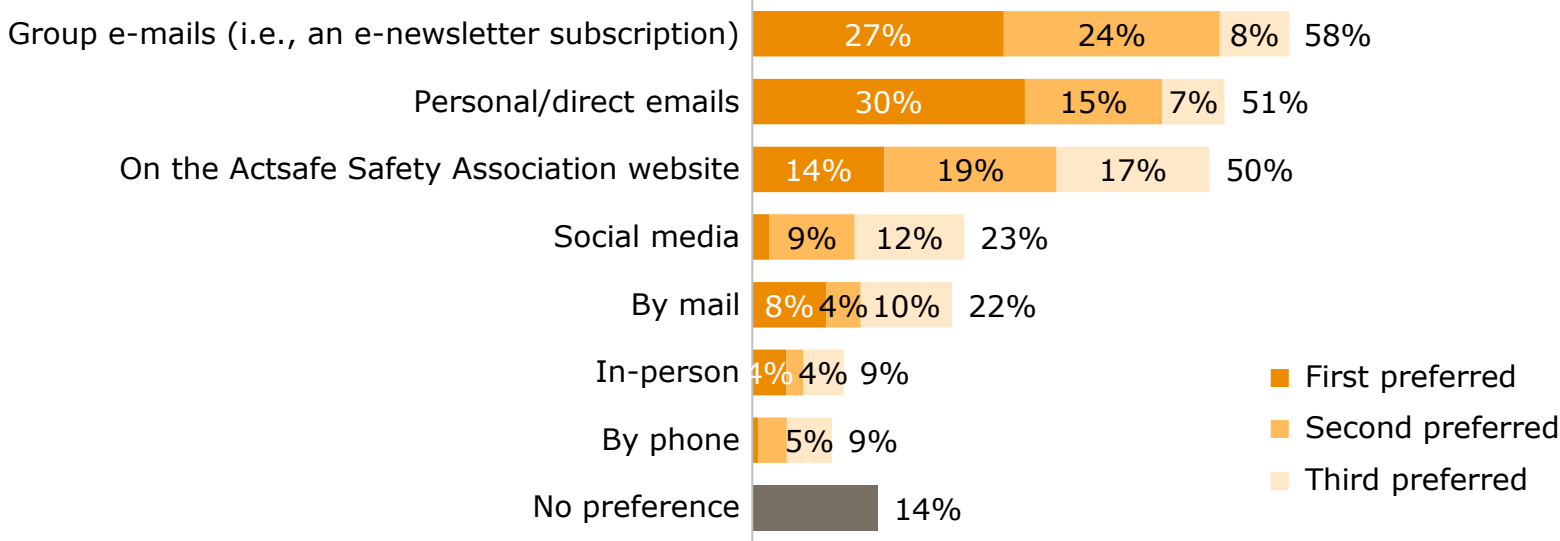


Base: Total 2022 (161). Note: unaided mentions of 1% and 'other' (1%) are not shown in the chart.

Q8. Looking ahead, what kinds of services, resources, or information from Actsafe Safety Association would most help you improve health and safety in your workplace? Please rank up to three items by dragging them over to the right.

Employers would prefer to receive emails from Actsafe, either in group format or personalized. 1-in-2 prefer to use Actsafe’s website.

Employer Communication Preferences
(% ranking top 3)

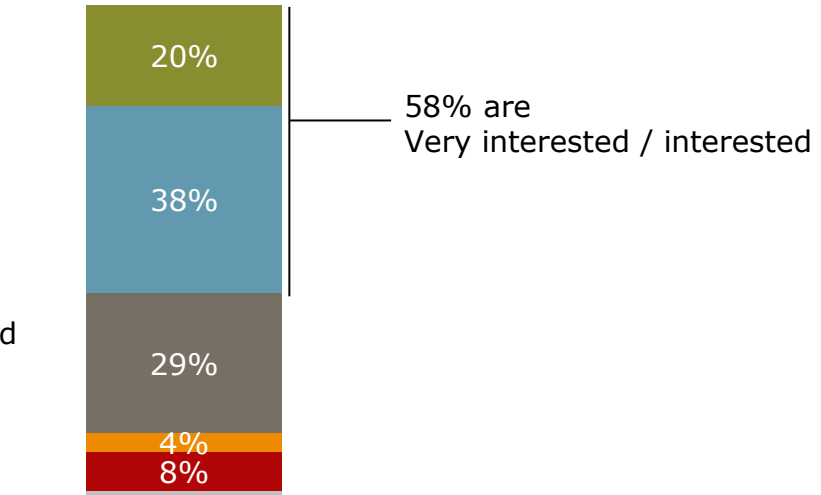


Base: Total 2022 (161). Note 'Other' (1%) and 'None/don't want info' (1%) are not shown in the chart.
 Q9. How would you generally prefer to receive information (e.g. updates on new services and resources, health & safety news, regulatory changes) from Actsafe Safety Association? Please rank up to three items by dragging them over to the right.

6-in-10 employers are interested in receiving services, resources or information to improve health and safety in their workplace.

Interest in Receiving Health and Safety Resources

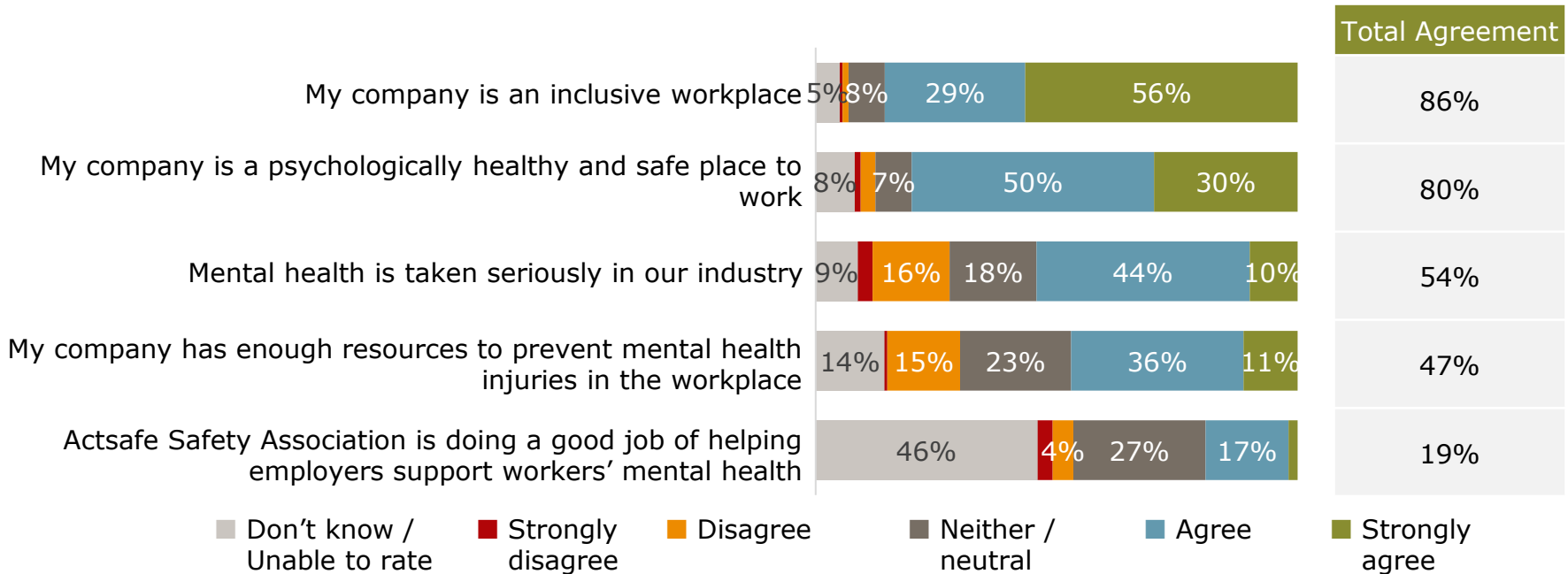
- Very interested
- Interested
- Neutral
- Not interested
- Not at all interested
- Don't know



Employers already aware of Actsafe are more interested in receiving information (66% are, vs. 51% among those previously unaware of the association).

About 8-in-10 employers are positive about their company being a psychologically healthy and safe place to work, as well as inclusive.

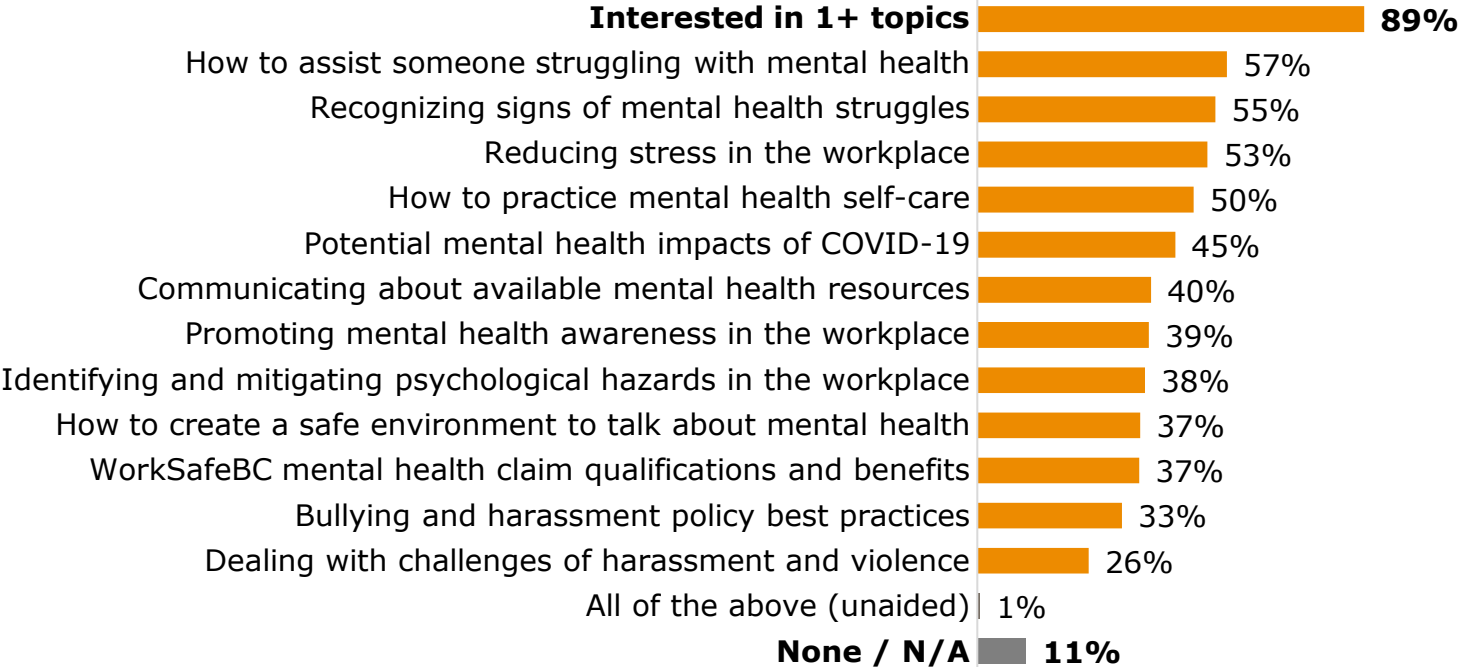
Psychological Safety Opinions



Base: Total 2022 (161)
 Q13. To what extent do you agree or disagree with the following statements:

Demand for mental health resources is high, with nearly 9-in-10 employers interested in at least one topic.

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



Base: Total 2022 (161)

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.

Recommendations

Recommendations

1

Proactively Build Awareness

While 1-in-2 employers know about Actsafe, that awareness is mostly driven informally through word of mouth. Proactively leveraging more formal channels, especially channels employers prefer such as group or personal emails, should help drive awareness. This in turn should boost overall positivity about health and safety in arts and entertainment, as employers who know about Actsafe are more likely to feel H&S is improving.

2

Meet Demand & Emphasize Support for Psychological Safety

6-in-10 employers would like more information about improving health and safety in their workplace, but only 1-in-3 has used a service, resource or information from Actsafe. Clearly communicating what Actsafe offers and how employers can access them should be a top priority. Resources around psychological safety should be showcased, as some feel it is not taken seriously in the industry or that their company has insufficient resources to prevent mental health injuries.

3

Keep Employer Size in Mind

Two-thirds of employers in arts and entertainment are 'very small' and just over half have 3 or fewer employees. Because they make up such a large proportion of the survey sample, it is difficult to assess how different the needs of these small employers may be from their larger peers. However, Actsafe should still be cognizant of employer size when creating/distributing services, resources or information to ensure it meets the needs of the majority of employers in the industry.

Appendix

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

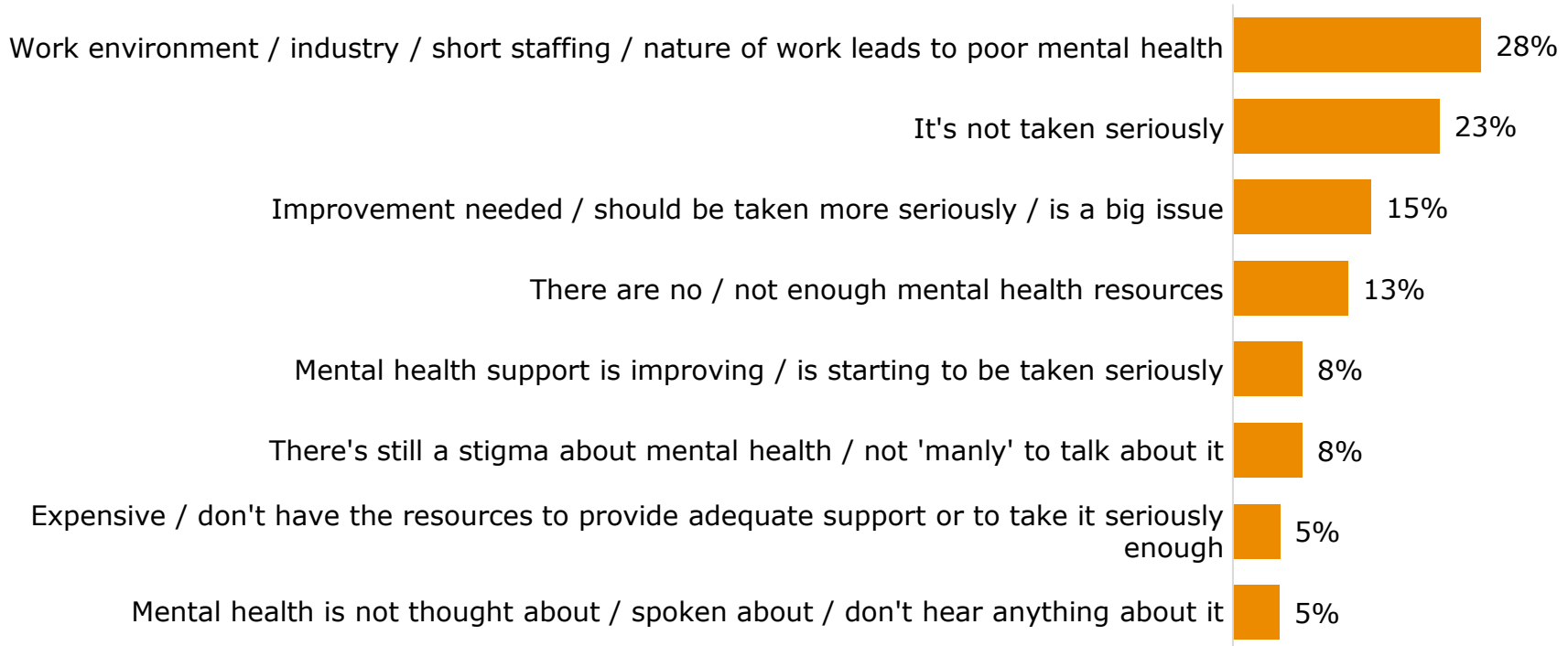
Employer Profile

	Total	Very Small	Small	Medium	Large
(Base)	(161)	(104)	(23)	(2)	(1)
Role in Organization					
Business Owner	62%	66%	39%	0%	0%
Senior Executive	13%	12%	35%	0%	0%
Manager	11%	12%	9%	50%	0%
Bookkeeper / accountant	6%	3%	13%	50%	0%
Director (unaided)	3%	3%	0%	0%	0%
Staff Member	2%	2%	4%	0%	0%
Supervisor	1%	1%	0%	0%	0%
Board member / Trustee (unaided)	1%	1%	0%	0%	0%
Self-employed (unaided)	1%	0%	0%	0%	0%
Other	1%	1%	0%	0%	0%
Employer Payroll Size					
Very Small	64%	N/A			
Small	15%				
Medium	1%				
Large	0%				
Unknown	19%				

Employer Profile

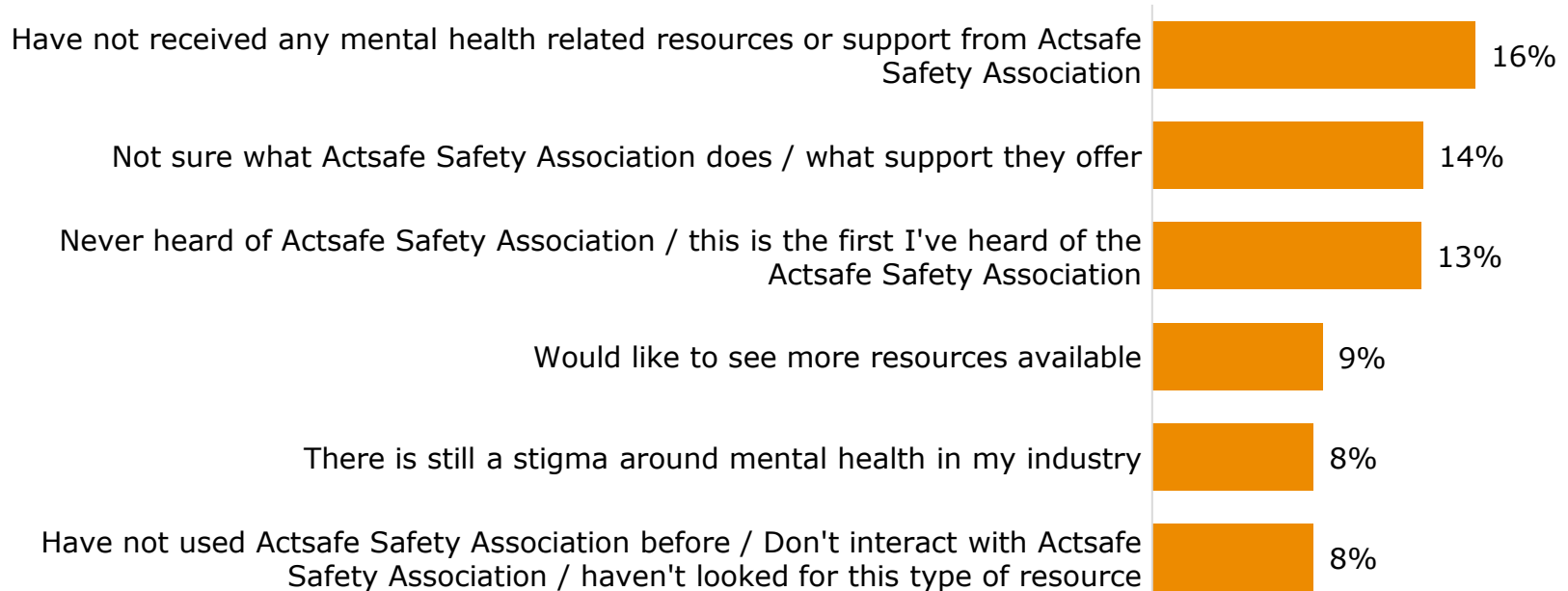
	Total	Very Small	Small	Medium	Large
(Base)	(161)	(104)	(23)	(2)	(1)
Number of Employees in BC					
None/No employees	11%	8%	4%	0%	0%
1-3 employees	43%	52%	17%	0%	0%
4-19 employees	32%	32%	48%	0%	0%
20-99 employees	11%	7%	30%	50%	100%
100+ employees	3%	2%	0%	50%	0%
Industry Subsector					
7610 - Accommodation, Food, and Leisure Services	50%	49%	74%	100%	0%
7630 - Professional, Scientific, and Technical Services	50%	51%	26%	0%	100%

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



Employer Comments about “Actsafes Safety Association 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)

