Community and Social Services Health & Safety Association of BC

Market Penetration Survey – Final Report

June 30th, 2025

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COMMUNITY SOCIAL SERVICES Health & Safety Association of BC

WORKSAFEBC

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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 Community Social Services Health & Safety Association of BC (CSSHSA). 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	275	14.5%	1898	±6.3%

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 size[1] 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 CSSHSA

Slightly less than half of employers (46%) are aware of CSSHSA, meaning there is an opportunity to raise awareness among your membership.

Awareness is primarily driven by emails and word of mouth.

Satisfaction & Usage of CSSHSA

39% of employers who know about CSSHSA are satisfied with what it does to promote health and safety in community social services. Most of the remaining feel neutral (37%) or unsure (22%). Very few are actively dissatisfied.

Overall, 27% of community social services employers have accessed CSSHSA services, resources or information, and **those who make use of them are usually satisfied**. Updates / notifications and health & safety resources are the most widely used.

Employer Suggestions for CSSHSA

When asked how CSSHSA could better support their company to improve workplace health and safety, employers suggest the HSA focus on providing **more training**, more **accessible training**, and sending **materials / literature.**

Employers believe CSSHSA's **health and safety resources (both general and mental health specific), online training and health and safety resources** would be the most beneficial in improving workplace health & safety. They generally prefer getting information via emails from CSSHSA, either personalized or in a group.

Perceptions of Workplace H&S

Employers in community social services generally think workplace safety is **improving** (31%) or **staying the same** (53%). Only 5% think that it is getting worse. When asked to name the main health and safety risks in community social services, they tend to think of **human-factor** risks. The most common concerns include stress, mental health or anger and aggression, bullying, harassment or violence.

Perceptions of Psychological Safety

Most employers report having an inclusive and psychologically safe workplace, and think mental health is taken seriously in the industry.

Slightly more than half (54%) think their company has enough resources to prevent mental health injuries in the workplace. Only one-fifth (21%) think CSSHSA does a good job supporting workers' mental health, reflecting the fact that most are simply unsure (41%) or have no opinion (30%).

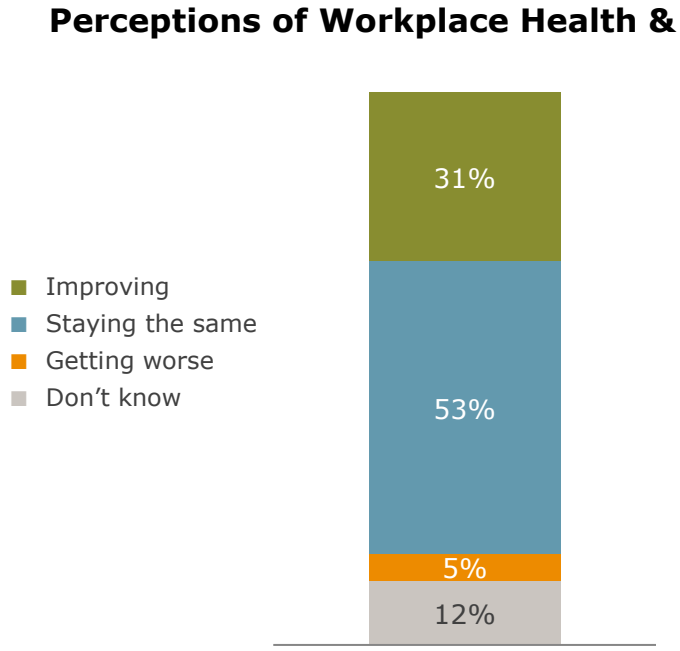
Barriers to Improving Psychological Safety

Employers say **cost / affordability and 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

Three-in-ten employers in community social services think workplace safety is improving. Nearly all others think it is staying the same.

The proportion that think workplace safety is improving increases with employer size, from 25% among very small and small employers to 46% among medium and large employers.

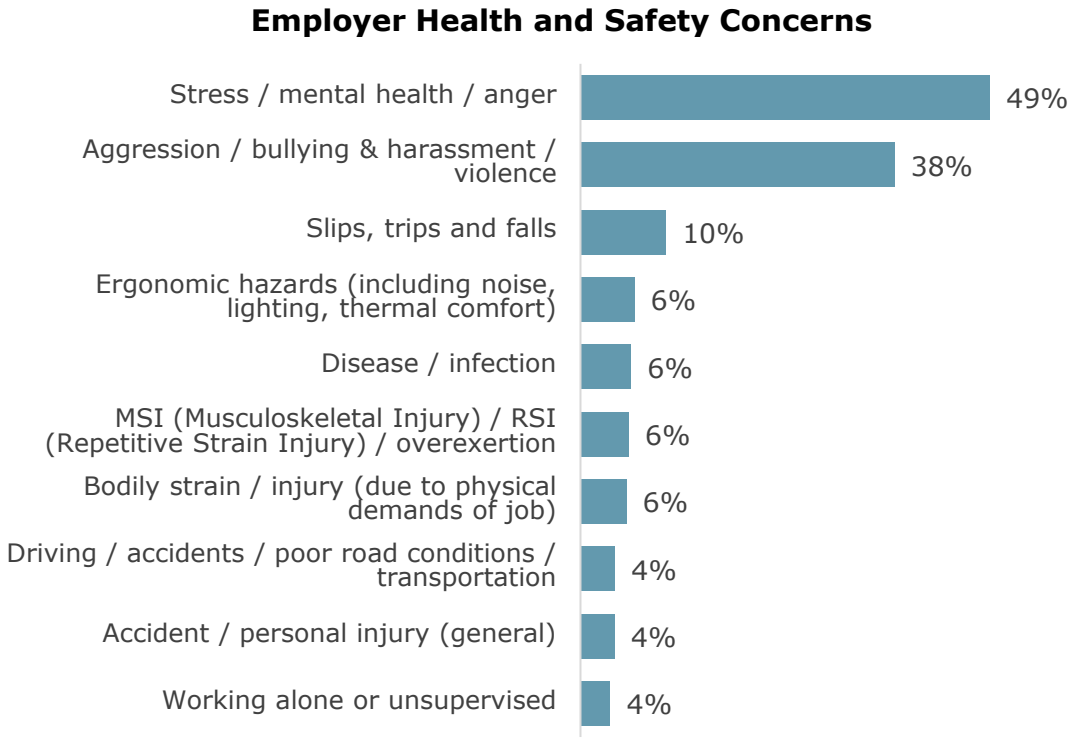


Sample: Total 2025 (275)
Q1. Generally speaking, would you say that workplace safety in your industry is…

Community social services employers typically mention human factor issues as key health & safety risks.

Stress, mental health and anger is the most frequently mentioned health and safety risk, followed by aggression, bullying and harassment or violence.

The top physical risk factor is slips, trips and falls, mentioned by 10% of employers in community social services.

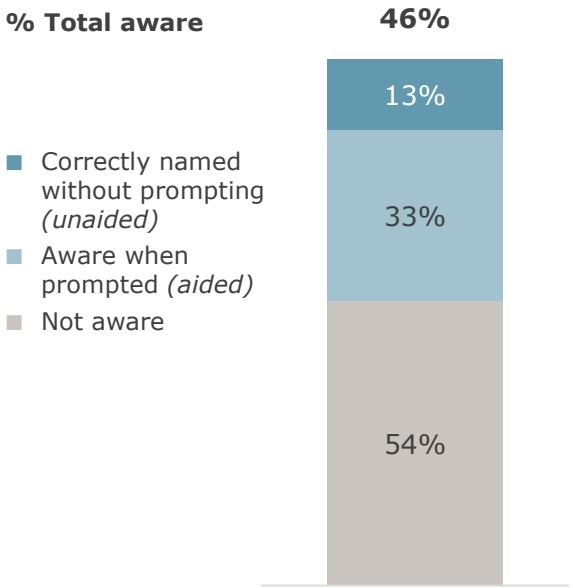


Sample: Total 2025 (275)
Note: Only concerns mentioned by 4% or more are shown.
Q10. In every industry there is some degree of health and safety risk to workers. What do you think are the main health and safety risks in your industry? Please list up to three.

Slightly less than half of employers are aware of CSSHSA, with emails being the primary driver of awareness.

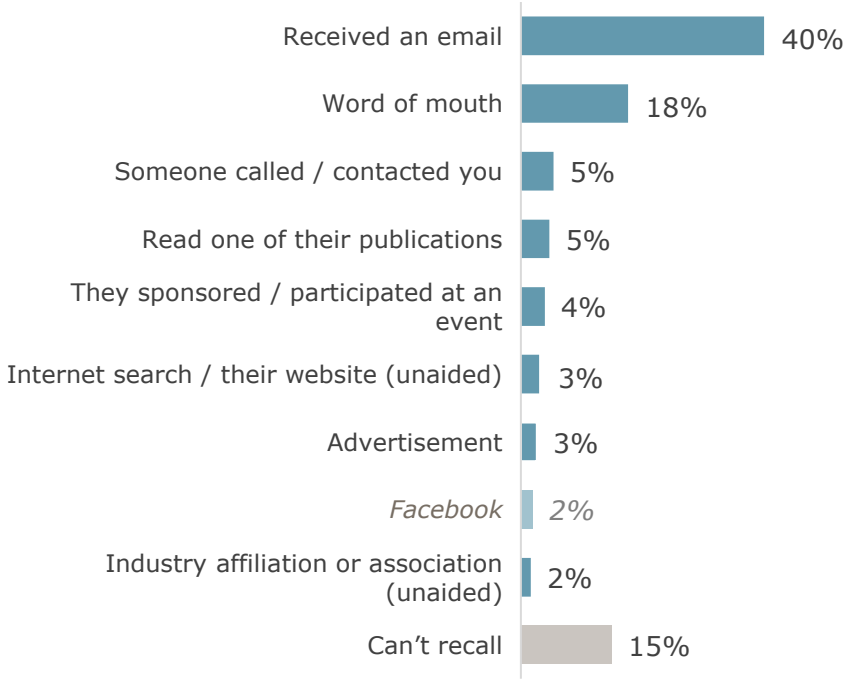
Awareness of Community and Social Services Health & Safety Association of BC (CSSHSA)

Sample: Total 2025 (275)



Source of Awareness:
How employers first learn about CSSHSA[1]

Sample: Those aware of CSSHSA (140)

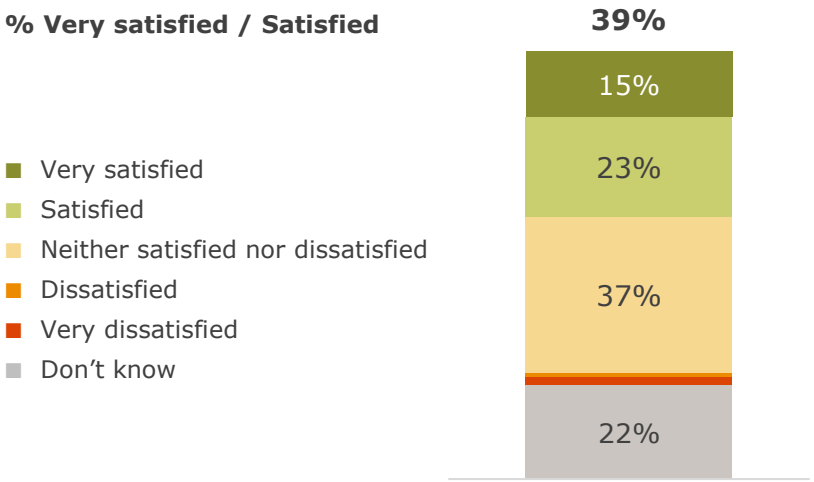


[1]Note: Only mentions of 2% or more are shown.

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

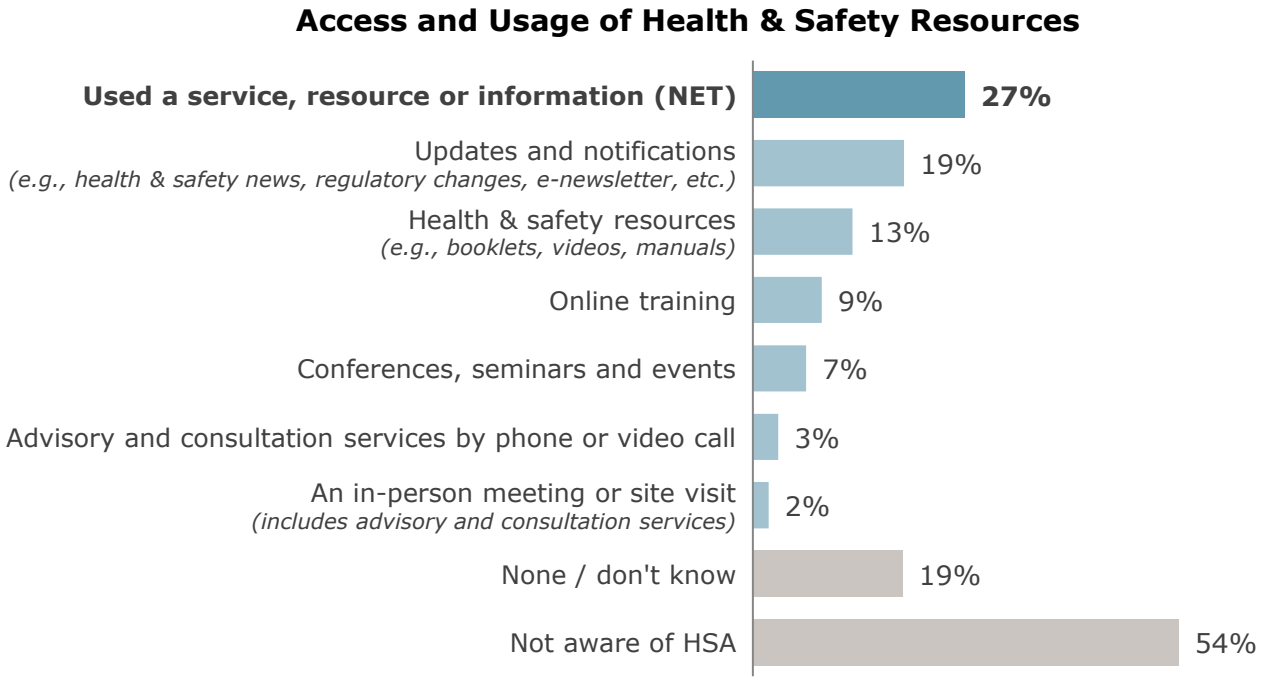
Two-in-five of those aware of CSSHSA are satisfied with its effort to promote health and safety in the industry.

Satisfaction with CSSHSA's Health and Safety Initiatives



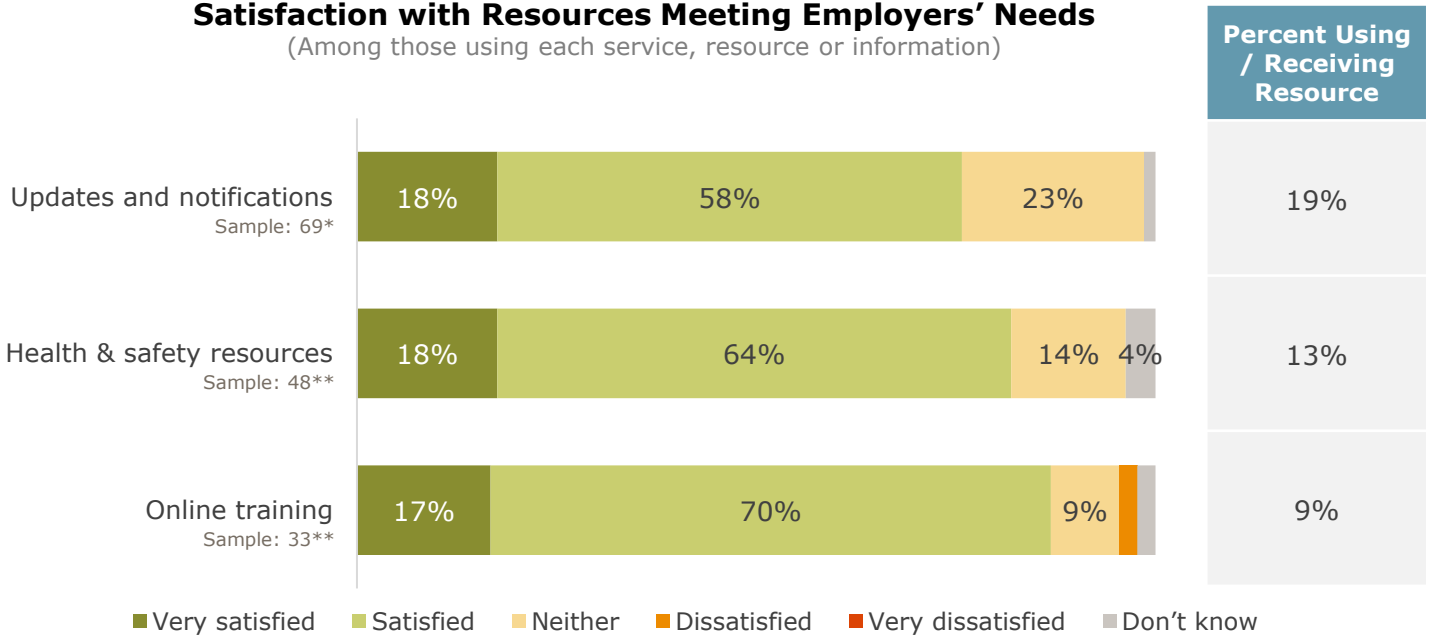
Sample: Those aware of CSSHSA (140)
Q4. Overall, how satisfied are you with what Community Social Services Health & Safety Association of BC is doing to promote health and safety in your industry?

Just over one-quarter of employers have accessed services, resources or information from CSSHSA. Updates / notifications and health & safety resources are the most widely used.



Sample: Total 2025 (275)
Note: Only mentions of 2% or more are shown.
Q5. Community Social Services Health & Safety Association of BC offers various services, resources, and information on health and safety. Which of these services, resources, or information has your organization used or received from Community Social Services Health & Safety Association of BC? Please check all that apply.

CSSHSA's resources are well-rated by those who use them, though even the most frequently used are only accessed by a minority of employers.

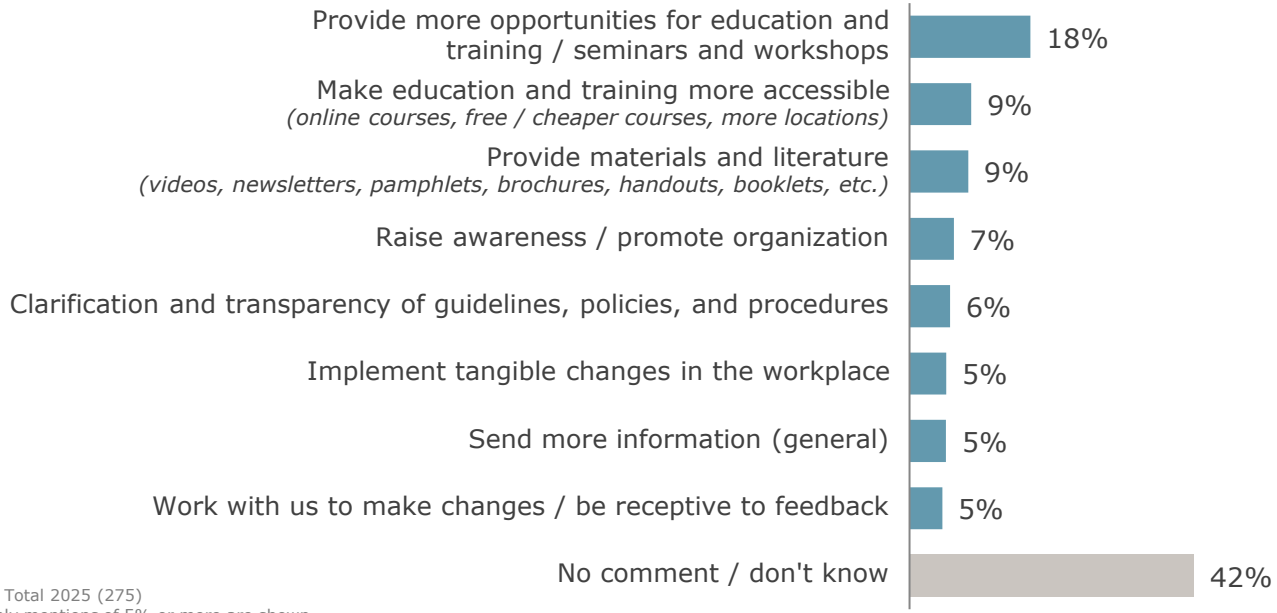


*Small base size, interpret with caution / **Very small base size, interpret with extreme caution
Note: Only services / resources with 30+ responses are shown.
Q5. Which of these services, resources, or information has your organization used or received from Community Social Services Health & Safety Association of BC? / Q6a-f. How would you rate [RESOURCE] on meeting your needs?

To better support them in improving health & safety at work, employers suggest CSSHSA could provide more education opportunities, work to make education more accessible and send materials and literature.

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

(unaided comments)



58% of employers offered a comment

Sample: Total 2025 (275)
Note: Only mentions of 5% or more are shown.
Q7. In what ways could Community Social Services Health & Safety Association of BC better serve or support your company and industry to improve health and safety in your workplace? / Community Social Services Health & Safety Association of BC is the health and safety association for the community social services sector in BC. With this in mind, in what ways could Community Social Services Health & Safety Association of BC 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 CSSHSA Could Better Serve or Support Employers

PROVIDE MORE OPPORTUNITIES FOR EDUCATION AND TRAINING
(18% mentioning)

"Offer training opportunities for small businesses in the social services sector that aren't part of the public sector - example: private clinics that don't receive public funding."

"More training and workshops on de-escalation and working with folks with substance misuse and serious mental health challenges."

"Perhaps create a partnership with organizations like BC Society of Transition Houses, BC Housing, EVA BC that foster training and growth for our types of organizations."

MAKE EDUCATION AND TRAINING MORE ACCESSIBLE
(9% mentioning)

"Online tools and resources and free webinars are always helpful ways to share information."

"Being from a small community we would like to have access to have training for our employees."

"Provide accessible information for Regulatory Compliance & Legal Standards."

"More direct employee trainings for bullying and harassment, micro aggressions, etc., but in an online format."

PROVIDE MATERIALS AND LITERATURE
(9% mentioning)

"Resources on near miss / incident reporting, infographics, reports, webinars. I was looking for a poster to illustrate what a near miss is and everything I found was construction based."

"Publications / podcasts that would assist support workers with the challenges they face on the job."

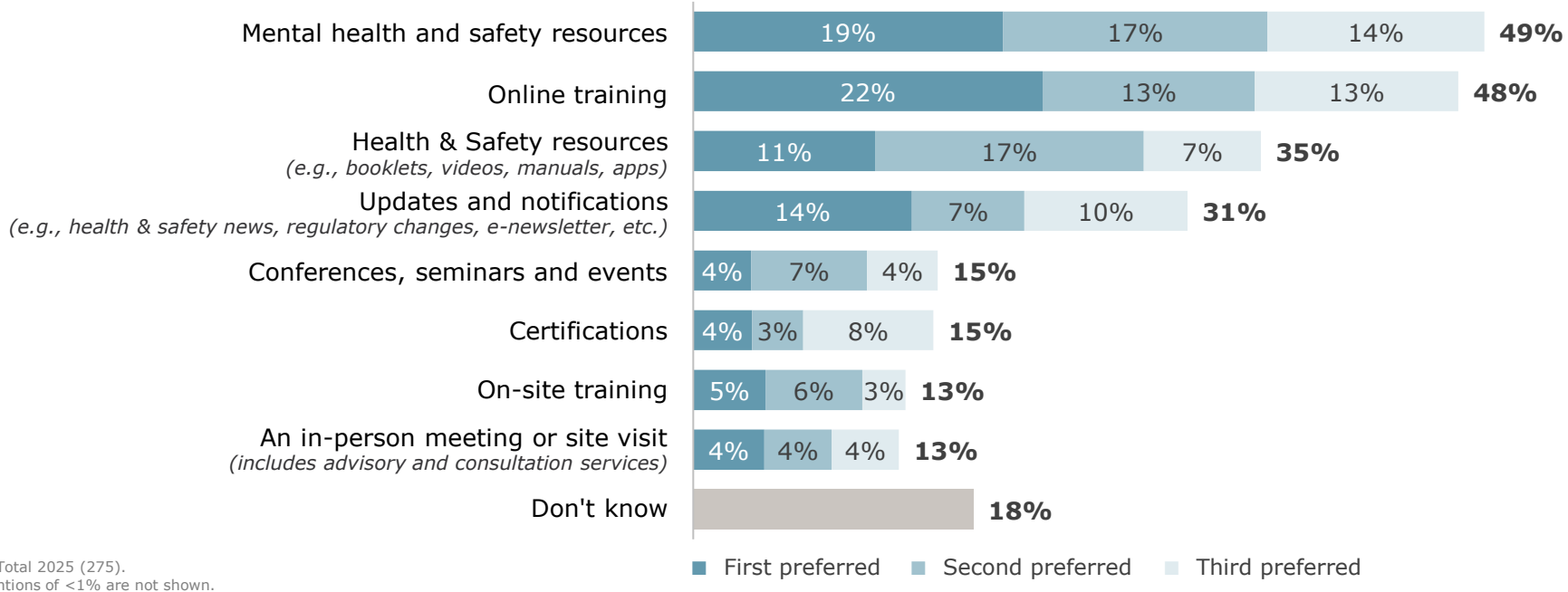
"Have a step-by-step document outlining all that we must have in place, from signage to what needs to be posted, to policies we can implement, without having to pay a fortune to have someone create them for us."

Q7. In what ways could Community Social Services Health & Safety Association of BC better serve or support your company and industry to improve health and safety in your workplace? / Community Social Services Health & Safety Association of BC is the health and safety association for the community social services sector in BC. With this in mind, in what ways could Community Social Services Health & Safety Association of BC serve or support your company and industry to improve health and safety in your workplace? Please provide up to three suggestions.

Employers say that CSSHSA mental health and safety resources and online training would most help them enhance workplace safety in the future.

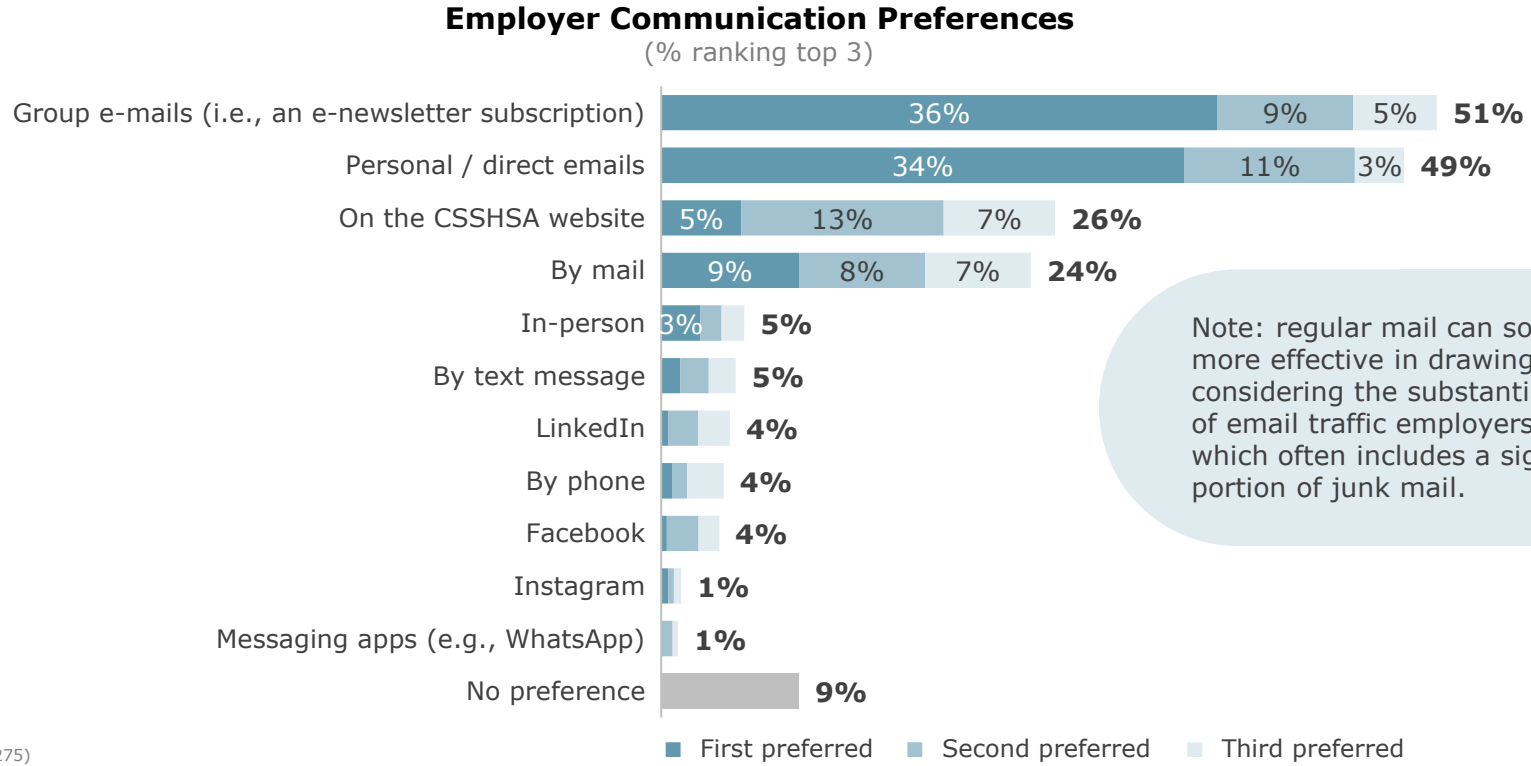
Demand for Services, Resources or Information to Help Improve Workplace Health & Safety

(% selecting from aided list)



Sample: Total 2025 (275).
Note: Mentions of <1% are not shown.
Q8. Looking ahead, what kinds of services, resources, or information from Community Social Services Health & Safety Association of BC 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 CSSHSA, either personalized or in group format.



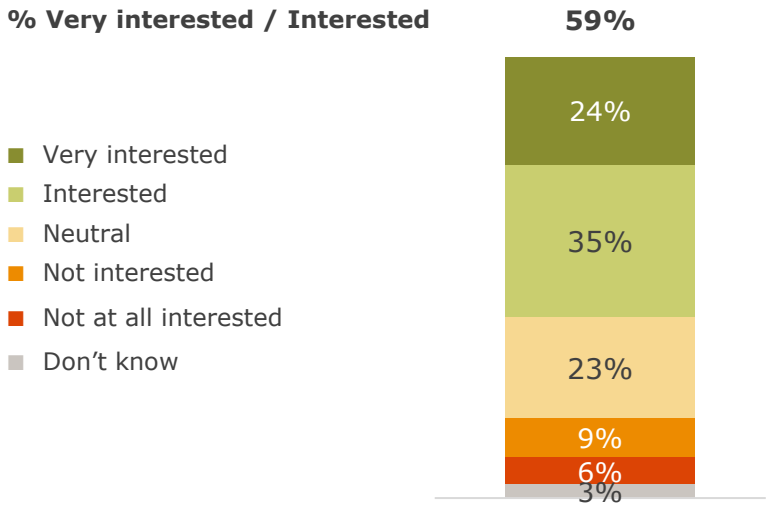
Note: regular mail can sometimes be more effective in drawing attention, considering the substantial amount of email traffic employers receive, which often includes a significant portion of junk mail.

Sample: Total 2025 (275)
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 Community Social Services Health & Safety Association of BC? Please select up to three in preference order, with your top choice first.

About 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 46% are interested. By contrast, 65% of small / medium employers are interested and 98% of large companies are interested.

Interest in Receiving Health and Safety Resources

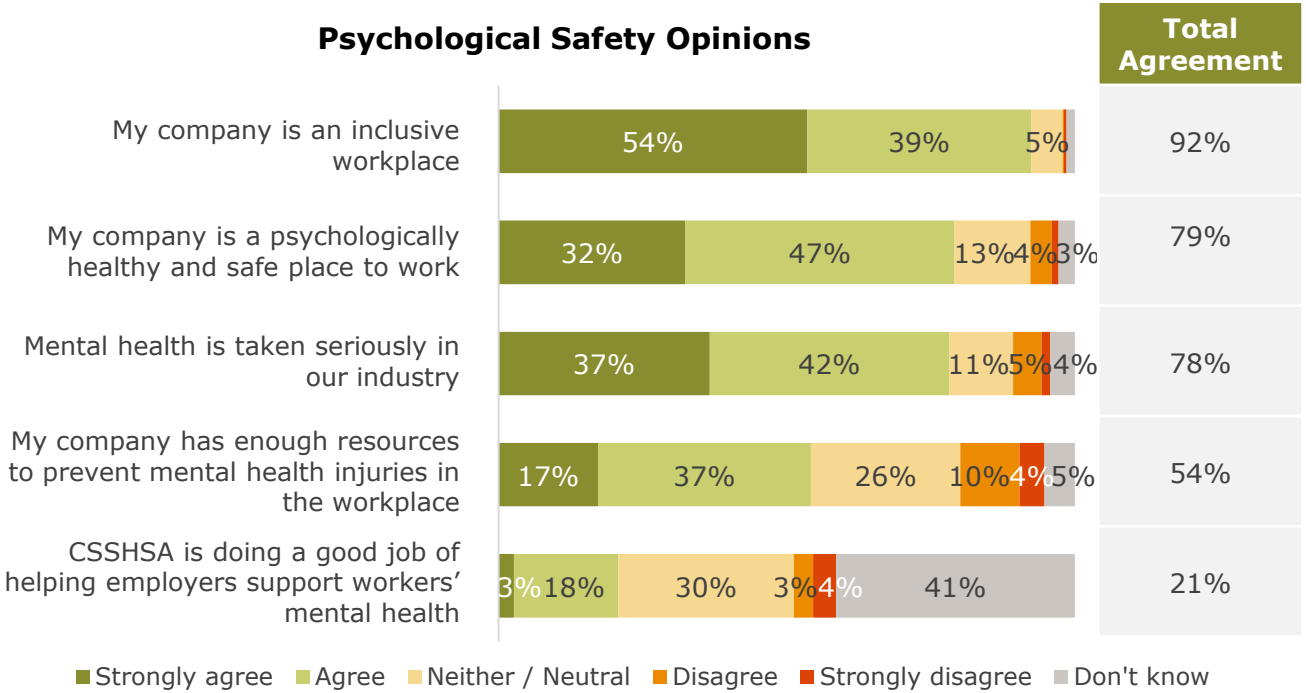


Sample: Total 2025 (275)
Q9b. Generally speaking, how interested are you in receiving services, resources, or information to improve heath and safety in your workplace?

Most employers report having an inclusive and psychologically safe workplace, and that mental health is taken seriously in their industry.

Just over half (54%) report having enough resources to prevent mental health injuries in the workplace.

21% of employers think CSSHSA is doing a good job of helping employers support workers' mental health. Most either don't know (41%) or are ambivalent (30%).

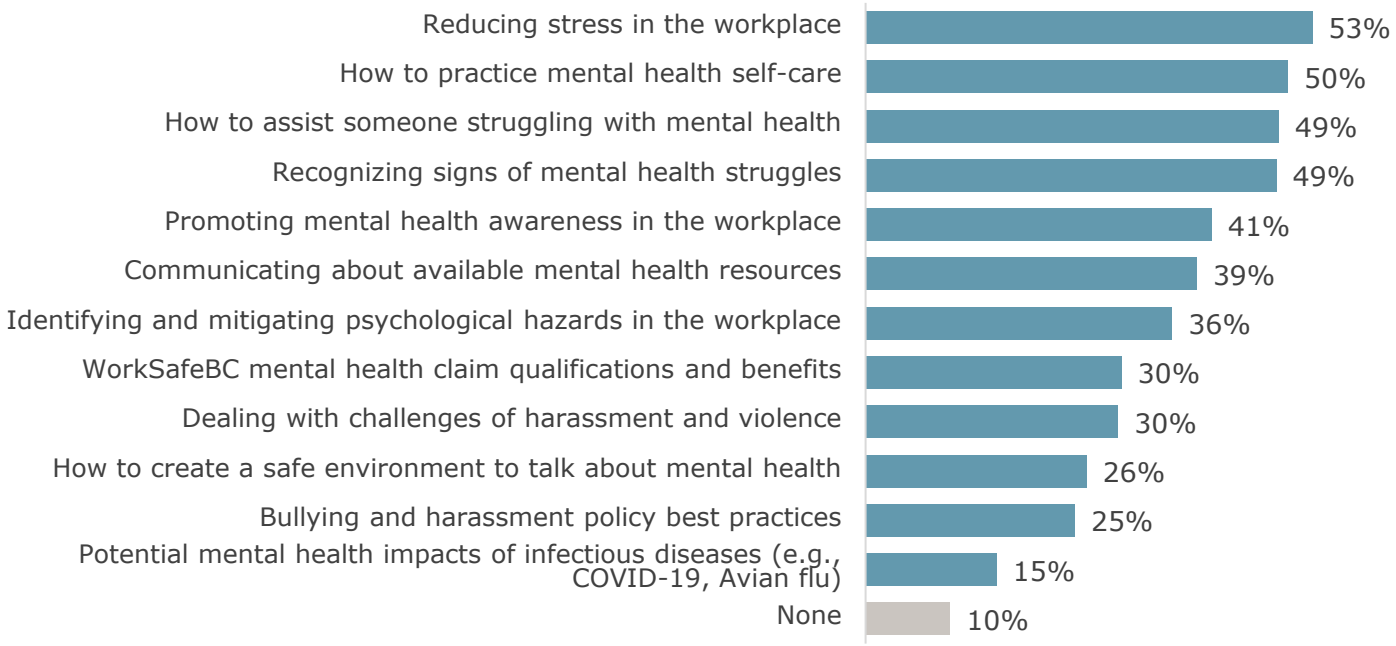


Sample: Total 2025 (275)
Q13. To what extent do you agree or disagree with the following statements:

Most employers are interested in receiving information about mental health. The top topics of interest are reducing workplace stress, practicing self-care and recognizing and assisting someone struggling with mental health.

Interest in Mental Health Information

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

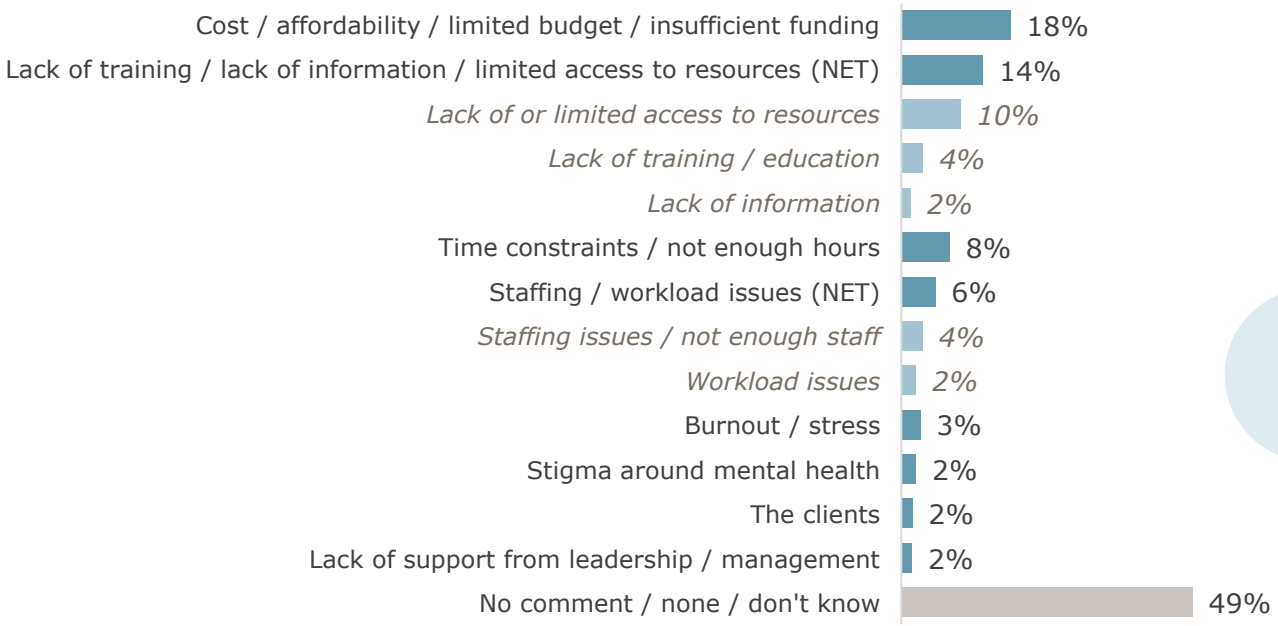


90% of employers are interested in 1+ topics.

Sample: Total 2025 (275)
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 cost, affordability and budget, and 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)



51% of employers offered a comment

Sample: Total 2025 (275)
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

COST / AFFORDABILITY / LIMITED BUDGET / INSUFFICIENT FUNDING
(18% mentioning)

"Lack of adequate, reliable and stable funding."

"Costs associated with seeing a registered clinical counsellor. Please help advocate for making this a free service."

"Being a nonprofit, we struggle to pay living and fair wages, but we make it a priority. A staff wellness / team building fund would be effective, but [we] continue to struggle with funding."

"The cost of having to pay full fees to see a mental health practitioner."

LACK OF TRAINING / LACK OF INFORMATION / LIMITED ACCESS TO RESOURCES (NET)
(14% mentioning)

"As a counselling office, we do a good job of addressing mental health in our workplace, though additional resources and updated training are always beneficial."

"Lack of teaching and training resources."

"Being a northern city, we are often not offered the same training opportunities as people living in central British Columbia and southern British Columbia."

TIME CONSTRAINTS / NOT ENOUGH HOURS
(8% mentioning)

"Resources - staff hours are limited and workload is high."

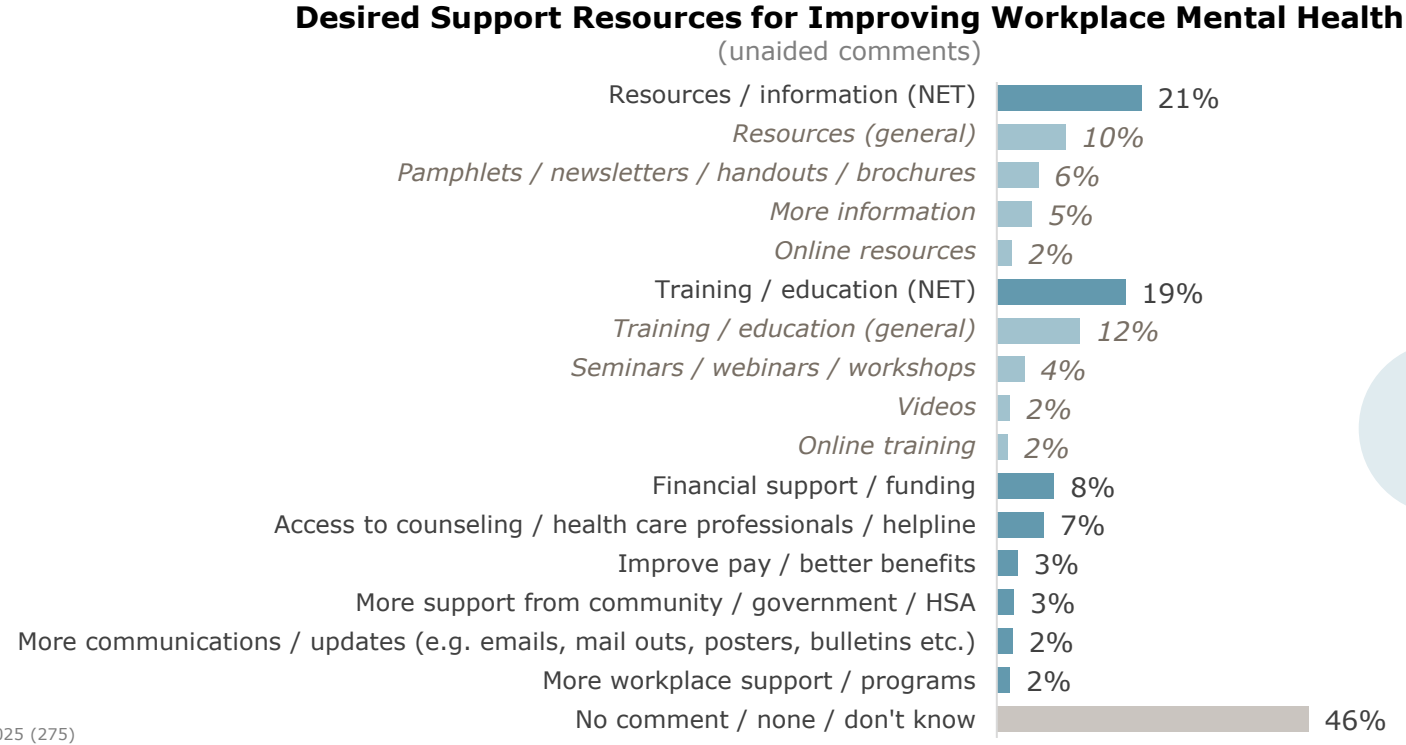
"Time off from work. It is difficult in our industry to replace qualified staff on short notice which can result in an interruption of service to our [customers]."

"We are a team of clinicians working in the MH field. We know a lot of how to take care of others, but often we suspend our own needs due to time or financial constraints."

"Hours of operations, and hours that staff are available for training."

New question in 2025
Q15. What barriers do you or your organization face (if any) in improving workplace mental health?

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



54% of employers offered a comment

Sample: Total 2025 (275)
New question in 2025
Note: Only mentions of 2% or more 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)
(21% mentioning)

"Resources for leadership on supporting mental health in the workplace."

"Developing multilingual educational resources. Providing booklets, videos, and educational materials in multiple languages can help increase awareness among employees in multicultural environments."

"Resources on how to talk about mental wellness, tips for self care, resources for World Mental Health Day or Self Care Day."

"Information and resources that can be shared with employees - pamphlets, websites, documents that share mental health supports and wellness."

TRAINING / EDUCATION (NET)
(19% mentioning)

"In person training with role playing, peer support, access to mental health professionals and support groups, funding for mental health initiatives."

"[...] Further training on how to deal with our own emotions post difficult exposures."

"Training programs for employees related to mental health, updated resources for those dealing with their own mental health issues or those of people in their lives, more resources to be able to refer clients, friends, family to if / when there is a need for support."

"Perhaps violence prevention training modules relevant to the industry would be a good place to start."

FINANCIAL SUPPORT / FUNDING
(8% mentioning)

"Money towards training for all at workplace."

"A staff wellness fund. None of our staff have enough money to do self care, so having a regular fund for [a] once-a-month team activity could supplement that through work."

"More government funding, more mandated sick days, and access to doctors and medical support."

"Our staff would benefit [from] self care funding. The more information regarding self care we have to provide to staff the better. Supervisors would greatly benefit from training, specifically in mental health care, to best support our employees.

New question in 2025
Q16. What type of support and / or resources, if any, would help your organization improve workplace mental health?

Appendix

Employer Profile

	Total	Employer Payroll Size: Very Small	Small	Medium	Large
Sample	275	94*	61*	53*	57*
Role in Organization[1] (self-reported)					
Business owner	**32%**	48%	15%	13%	2%
Senior executive	**20%**	7%	34%	30%	37%
Manager	**20%**	15%	26%	30%	28%
Bookkeeper / Accountant	**9%**	7%	15%	11%	2%
Director (unaided)	**3%**	4%	2%	2%	2%
Dedicated health and safety position	**3%**	1%	0%	4%	21%
Staff member	**2%**	2%	3%	4%	0%
Supervisor	**2%**	2%	2%	0%	4%
HR (unaided)	**2%**	0%	2%	4%	5%
Office Manager / Admin (unaided)	**1%**	2%	0%	2%	0%
Owner / Operator (unaided)	**1%**	2%	0%	0%	0%
Board member / Trustee (unaided)	**1%**	2%	0%	0%	0%
Contracted (unaided)	**1%**	2%	0%	0%	0%
Other	**1%**	3%	0%	0%	0%
Employer Payroll Size (from sample listings)					
Very Small	**44%**	N/A			
Small	**22%**				
Medium	**15%**				
Large	**11%**				
Unknown	**8%**				

[1]Showing 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.

Employer Profile

	Total	Employer Payroll Size: Very Small	Small	Medium	Large
Sample	275	94*	61*	53*	57*
Number of Employees in BC (self-reported)					
None / No employees	**6%**	13%	0%	0%	0%
1-3 employees	**32%**	62%	3%	0%	0%
4-19 employees	**32%**	18%	80%	30%	2%
20-99 employees	**20%**	5%	16%	60%	35%
100+ employees	**9%**	2%	0%	9%	63%

*Small base size, interpret with caution
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.
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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.