

# Energy Safety Canada

## Market Penetration Survey

2022

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# Background

WorkSafeBC funds several Health and Safety Associations (HSAs) 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	136	±8%

<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

**Nearly every single employer in oil and gas knows about Energy Safety Canada.** This high awareness likely contributes to the strong positivity that health and safety is improving in the industry (two-thirds think it is). The main safety risks employers are concerned about are driving/accidents, lack of knowledge and toxic/chemical/gas exposures.

2

**Two-thirds of employers who are aware of Energy Safety Canada are satisfied with what it is doing to promote health and safety.** These employers tend to first learn about the association at mandatory training or certification courses, and through word of mouth. Most employers have used at least one service, resource or information from Energy Safety Canada, with online training and certifications being the most common. Employers that have used a service tend to be very satisfied or satisfied with it.

# Key Findings

3

**When choosing from a list, employers indicate Energy Safety Canada should focus on online training and certifications, as well as updates & notifications and health & safety resources.** When given the opportunity to write suggestions in their own words, employers suggest the association focus on offering more accessible education.

4

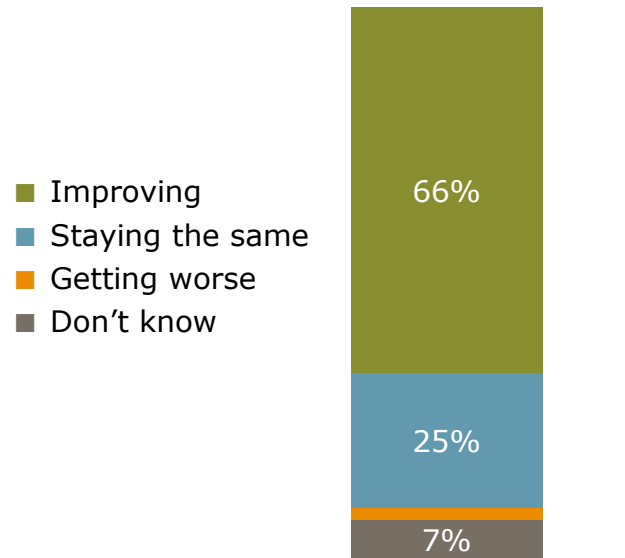
**The majority of employers in oil and gas feel their companies are psychologically healthy and safe places to work, as well as inclusive.** While agreement is slightly lower, more than half also feel their company has enough resources to prevent mental health injuries in the workplace and that mental health is taken seriously in the industry. Agreement is lowest when it comes to Energy Safety Canada doing a good job of supporting workers' mental health (one-third think it is), mostly because employers are neutral or don't have an opinion.

Detailed Findings



Two-thirds of employers think safety is improving in the oil and gas industry.

### Perceptions of Workplace Health & Safety



When it comes to H&S, employers in oil and gas are most concerned about driving, lack of knowledge and toxic exposure.

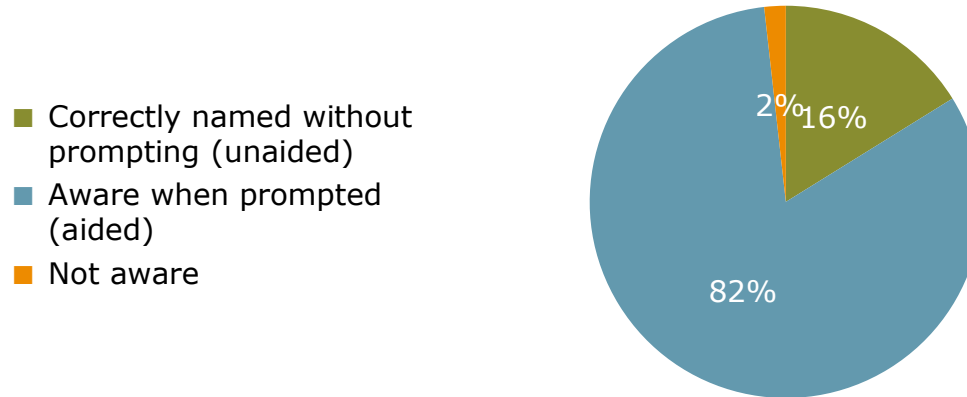


Base: Total 2022 (136). Note: only mentions of 5% or more are shown.

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.

Nearly all employers in oil and gas know about Energy Safety Canada.

### Awareness



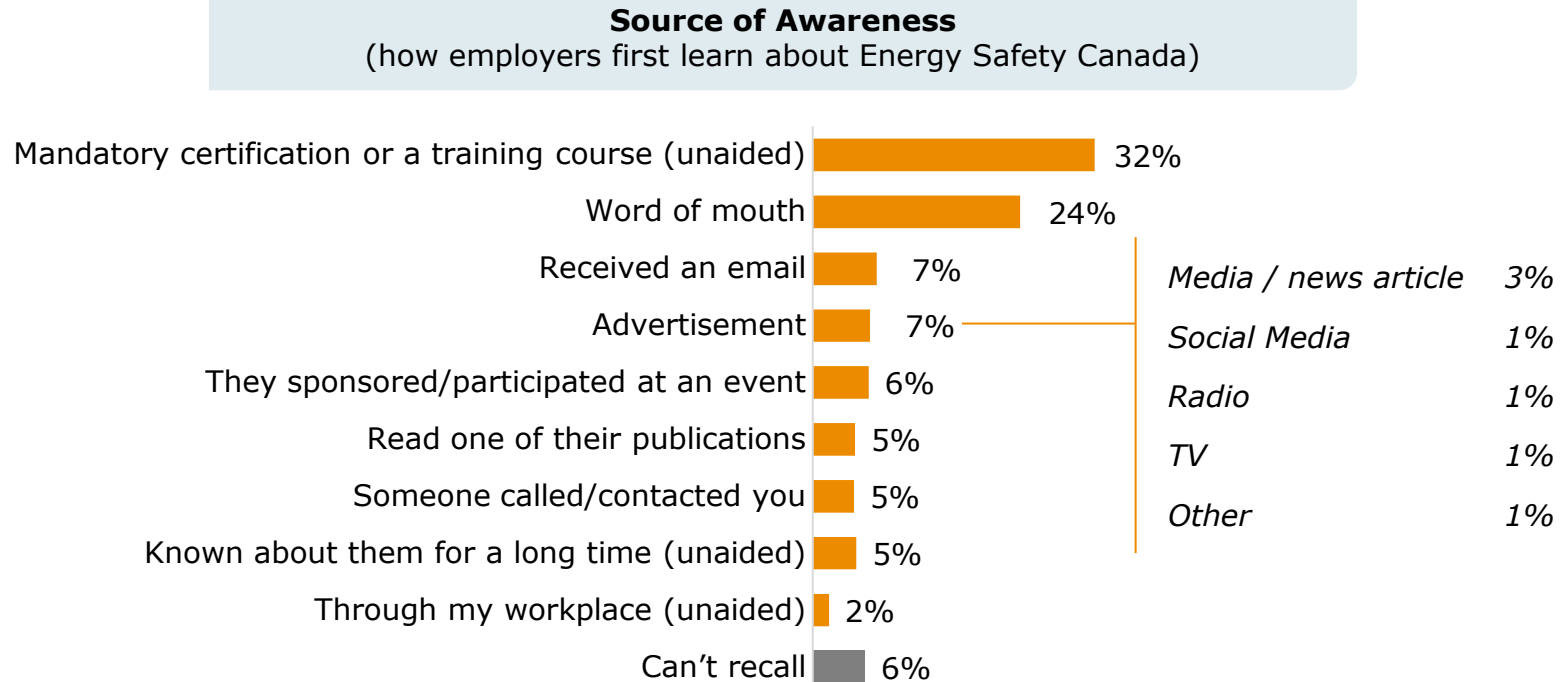
- Correctly named without prompting (unaided)
- Aware when prompted (aided)
- Not aware

Base: Total 2022 (136)

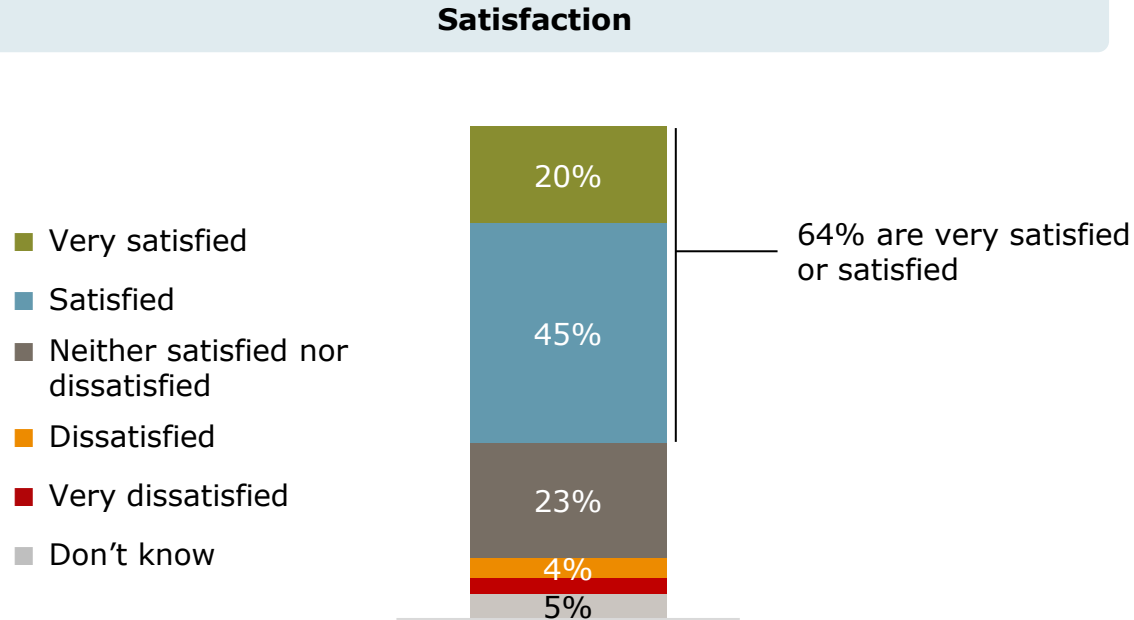
Q2. Can you think of any organizations in BC that support or promote workplace health and safety in oil and gas? Please list up to three.

Q3. Have you heard of Energy Safety Canada (formerly ENFORM)?

Employers typically first learn about Energy Safety Canada at certification or training courses and via word of mouth.

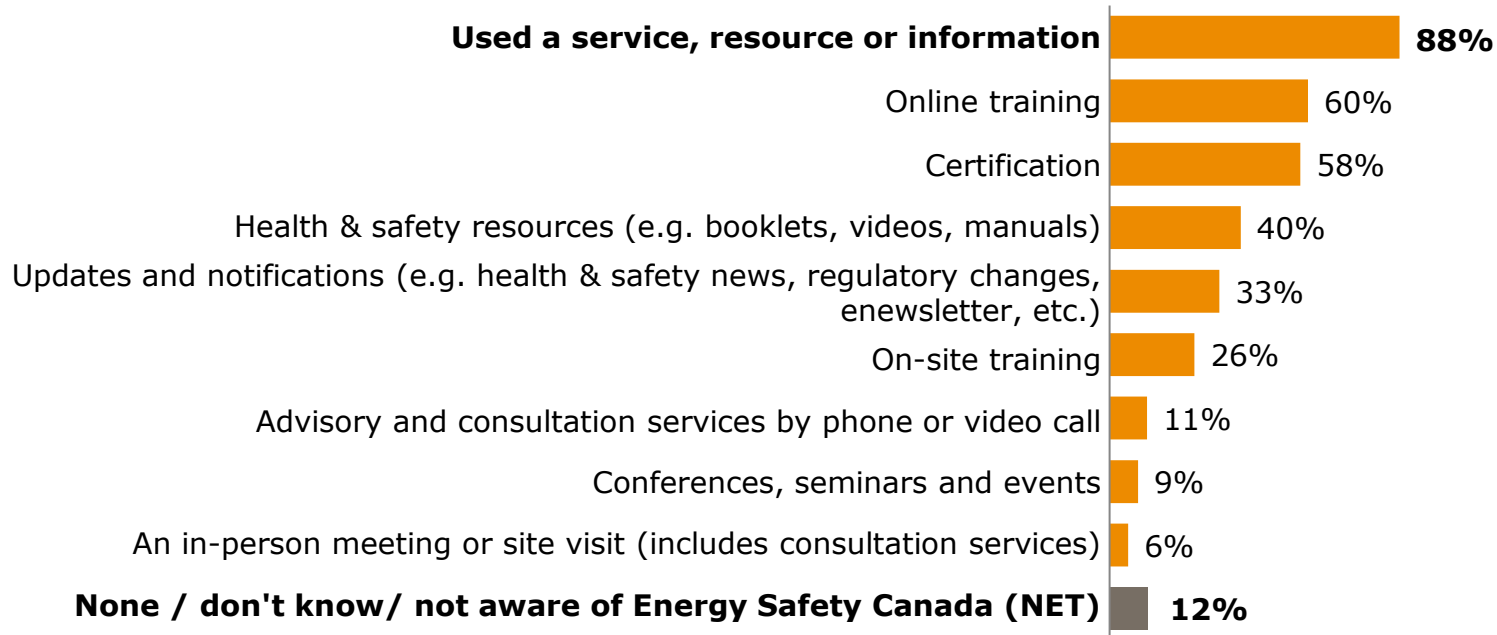


Among those aware of Energy Safety Canada, two-thirds are satisfied with what it is doing to promote H&S.



Almost all employers have used at least one resource. Online training and certifications are the most popular, used by 6-in-10.

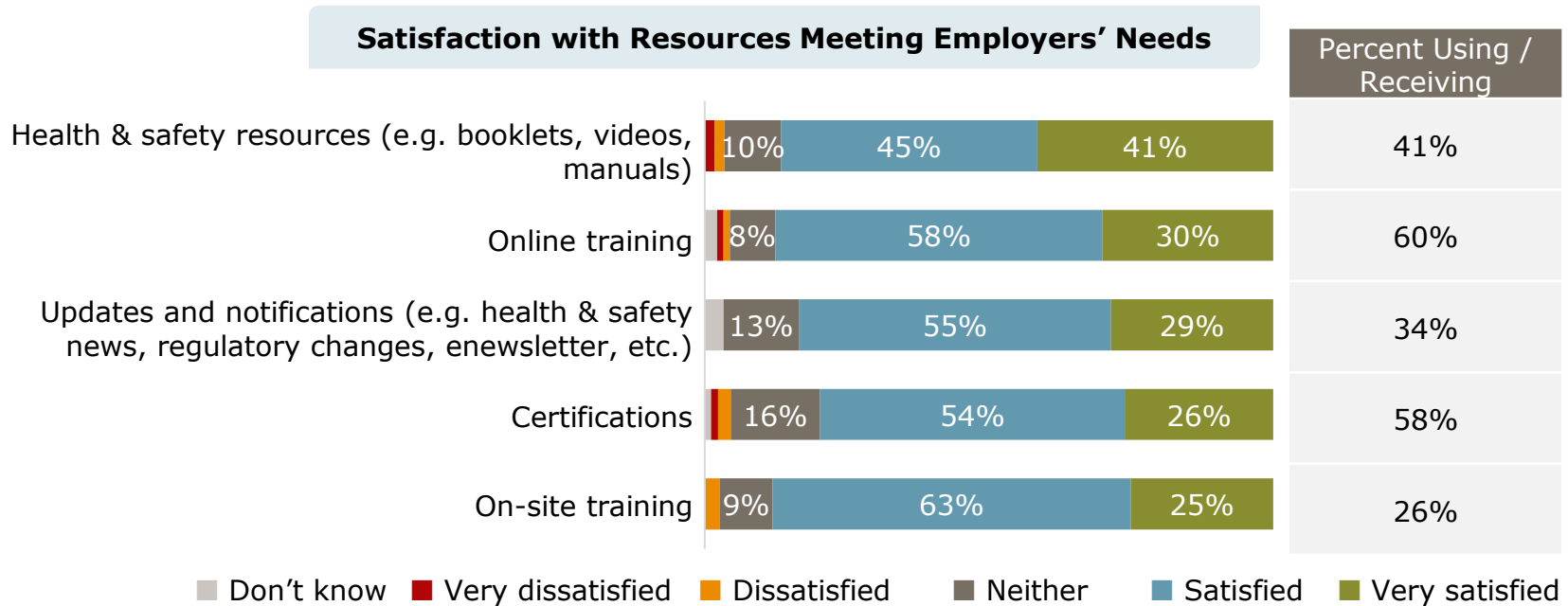
### Access and Usage of Health & Safety Resources



Base: Total 2022 (136). Note 'Other' (2%) is not shown in the chart.

Q5. Energy Safety Canada (formerly ENFORM) offers various services, resources, and information on health and safety. Which of these services, resources, or information has your company used or received from Energy Safety Canada? Please check all that apply.

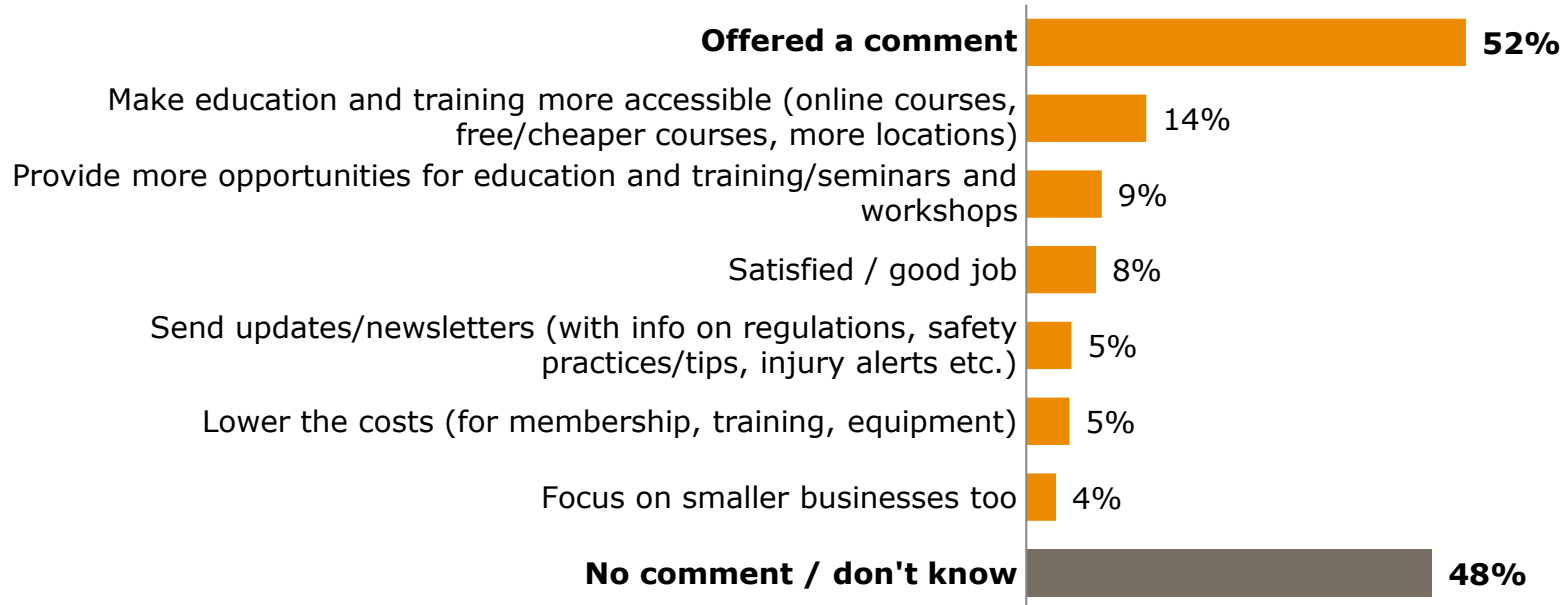
Energy Safety Canada’s resources are held in high-regard by employers who use them.



Base: Among those using each service, resource or information (35-83). Note: only services/resources with 30+ responses are shown.  
 Q6a-f. How would you rate [RESOURCE] on meeting your needs?

## Employers suggest Energy Safety Canada focus on providing more accessible training.

### How Energy Safety Canada Could Better Service or Support Employers to Improve their Workplace Safety (unaided comments)



Base: Total 2022 (136). Note: only mentions of 4% or more are shown.

Q7. In what ways could Energy Safety Canada (formerly ENFORM) better serve or support your company to improve health and safety in your workplace? / Energy Safety Canada (formerly ENFORM) is the health and safety association for oil & gas in BC. With this in mind, in what ways could Energy Safety Canada (formerly ENFORM) 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 Energy Safety Canada Could Serve or Support

Continue to share training, update changes on our industry

Send out lessons learned to the public that other companies have encountered

Put out a quarterly newsletter (similar to Worksafe BC's) which could be in a mail out or online version

Extend H2s and first-aid ticket renewal period to 5 years

Just making the website more user friendly. Menu options are hidden under other options

The micro learnings and new interactive training videos are amazing - keep doing more of those!

Every course overlaps the info from another course, most of the time not relevant to what you are there for. If they could keep it too the topic that would be great

Less safety audits for the subcontractor and more towards the primary contractor

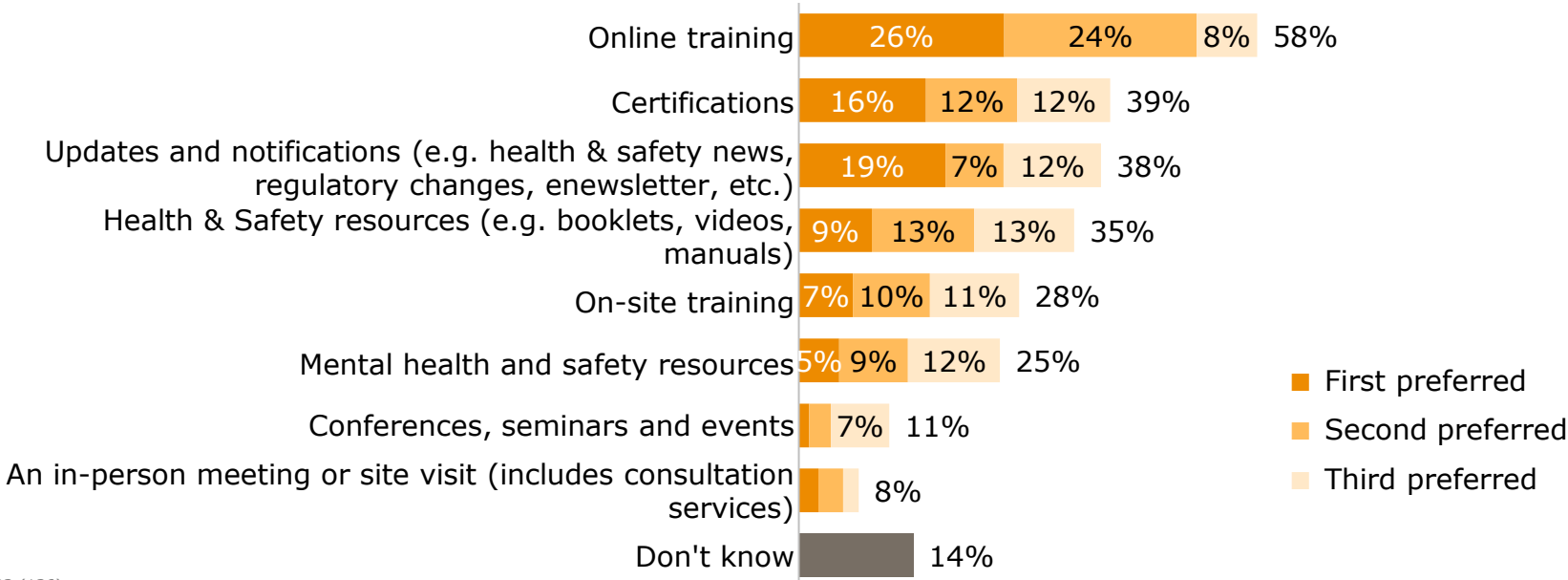
I am a smaller company so perhaps they could be more pro active in advertising to smaller companies. Reaching out even though I realize there are a lot of companies in construction

Doing a good job. No suggestions



Looking ahead, employers in oil and gas are clear that online training from Energy Safety Canada would help them improve H&S.

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

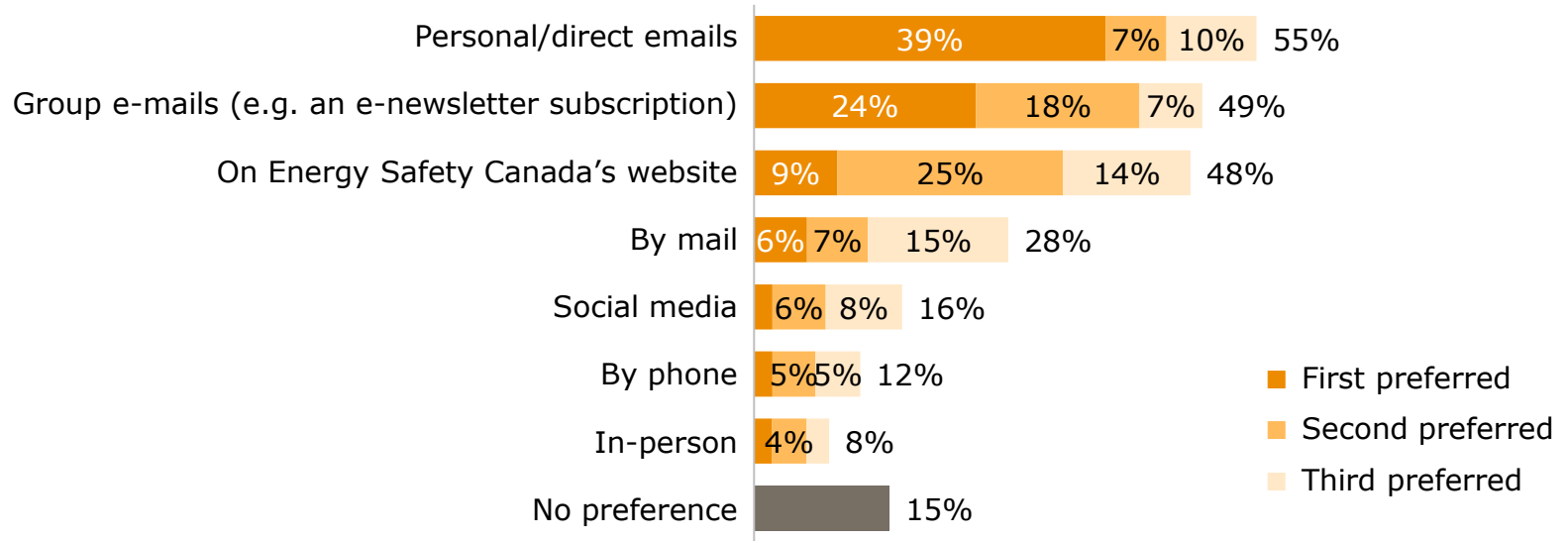


Base: Total 2022 (136)

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

To receive information, oil and gas employers generally prefer email or to visit Energy Safety Canada's website.

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

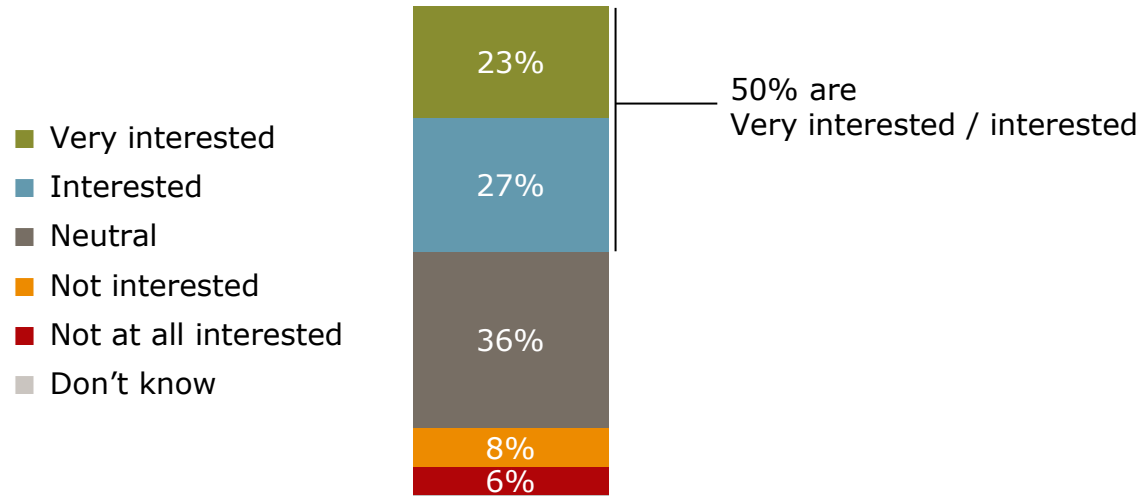


Base: Total 2022 (136). Note: 'other' (1%) and the unaided theme 'None/don't want information' (1%) are not shown in the chart.

Q9. How would you generally prefer to receive information (e.g. updates on new services and resources, health & safety news, regulatory changes) from Energy Safety Canada (formerly ENFORM)? Please rank up to three items by dragging them over to the right.

One-in-two employers are interested in receiving resources to improve health and safety in their workplace.

### Interest in Receiving Health and Safety Resources



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



Base: Total 2022 (136)  
 Q13. To what extent do you agree or disagree with the following statements:

Employers are most interested in recognizing and assisting someone struggling with mental health.

### Mental Health Information

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



Base: Total 2022 (136). Note: Unaided mention of "Not applicable" (1%) is not shown in the chart.

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****Focus on training related to driving and accident prevention.**

Employers are both highly aware of and satisfied with Energy Safety Canada, as well as positive that workplace safety in oil and gas is improving. To further improve H&S, focus on driving and accident prevention, the most common top-of-mind safety concern (mentioned by 1-in-3 employers).

**2****Leverage training courses to build robust email databases.**

Most employers first become aware of Energy Safety Canada at a course certification program. The association could use these courses/programs as an opportunity to capture employers' email addresses and build a robust database. This is important as most employers prefer to be contacted by email, either through personal/direct channels or by group.

**3****Be creative in piquing employers' interest.**

While awareness of Energy Safety Canada is almost universal in oil and gas, only 1-in-2 employers indicate they are interested in receiving resources to improve health and safety in their workplace. Topics likely to engage employers are reducing driving accidents, building safety awareness and chemical/gas exposure (the 3 top of mind safety concerns) and psychological safety, specifically how to recognize signs of mental health struggles and assist someone struggling with mental health.



# Appendix

Note: Q13c, Q13d and Q13e open-ended verbatim comment themes are not shown due to small base size (<30)

# Employer Profile

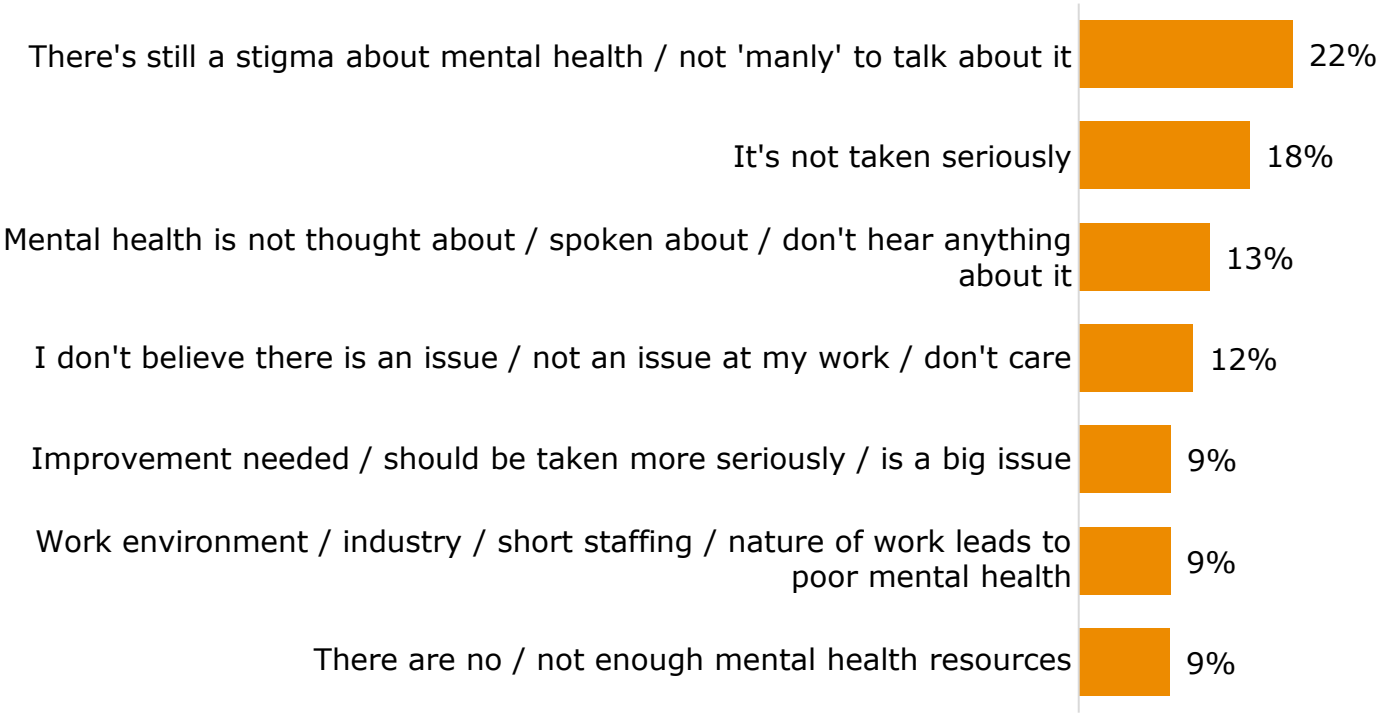
	Total	Very Small	Small	Medium	Large
(Base)	(136)	(86)	(19)	(7)	(2)
<b>Role in Organization</b>					
Business Owner	61%	73%	37%	14%	0%
Senior Executive	3%	2%	5%	0%	0%
Manager	8%	3%	26%	29%	0%
Supervisor	7%	6%	5%	14%	0%
Staff Member	3%	3%	0%	0%	0%
Dedicated health and safety position	10%	2%	21%	43%	100%
Bookkeeper / accountant	1%	1%	5%	0%	0%
<b>Employer Payroll Size</b>					
Very Small	57%	N/A			
Small	13%				
Medium	3%				
Large	2%				
Unknown	24%				

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)	(136)	(86)	(19)	(7)	(2)
Number of Employees in BC					
None/No employees	12%	3%	11%	0%	0%
1-3 employees	60%	79%	37%	0%	0%
4-19 employees	13%	8%	37%	43%	0%
20-99 employees	10%	3%	16%	57%	50%
100+ employees	4%	6%	0%	0%	50%

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



Base: Rated neutral, disagree or strongly disagree to “Mental health is taken seriously in our industry.” and left a comment (36)  
Q13a. Please provide more details here. Note: only comments of 9% or more are shown.

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

(among those rating neutral, disagree or strongly disagree)

