

Objectives & Methodology

Executive Summary



Findings



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Objectives & Methodology

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Objectives

- WorkSafeBC, in partnership with the Farm and Ranch Safety and Health Association (FARSHA, now called AgSafe), enlisted Sentis Research to develop and carry out a survey with employers in BC's Agriculture sector.
- The main objectives of the survey were to measure employer awareness of AgSafe (formerly FARSHA) and identify their needs and preferences for health and safety information and support.
- The survey covered the following topics:
 - 。 General perceptions around safety in Agriculture
 - Awareness of AgSafe/FARSHA
 - Satisfaction with AgSafe/FARSHA
 - Usage of and satisfaction with the services, resources, and information provided by AgSafe/FARSHA
 - Desired services and communication channels
- This report covers the results from the survey for AgSafe/FARSHA.

Methodology

- The survey was conducted by emailing employers an invite to participate in the survey. The email was directed to the person responsible for health and safety, or the owner/operator of the company, and contained a unique link to the online survey, hosted at www.sentis.ca.
- Surveying took place from February 2 to 28, 2016.

 A total of 230 surveys were obtained from employers falling within AgSafe/FARSHA's industry sector.

Email Sample	Surveys	Participation	Margin of Error	
Invited	Obtained	Rate	(19 times out of 20)	
1,883	230	12%	±7%	

• The survey sample was weighted by company size¹ to match the actual employer composition for the sector.

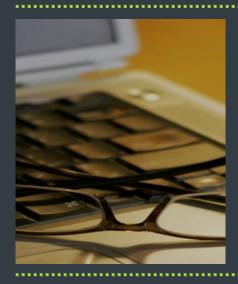
¹ Company size is based on WorkSafeBC's Estimated 2016 Employer Payroll Size and the categories are defined as follows:

Very Small: employers with a calculated 2016 assessable payroll amount less than \$150K, and a base WorkSafeBC assessment rate less than \$3K.

Small: employers with a calculated 2016 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 2016 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 2016 assessable payroll amount greater than or equal to \$1.6 million, and a base WorkSafeBC assessment rate greater than or equal to \$40K.



Executive Summary

Executive Summary

Industry Perceptions

Most BC employers involved in agriculture feel that workplace safety is improving in their industry.

62% of employers say workplace safety is improving

The most common types of health and safety risks identified by employers in the sector are:



(Mis)use of tools, equipment, or machinery (42%) Farm animal handling (25%) Chemical, toxin, or gas exposure (17%)

Awareness of AgSafe/FARSHA

Three-quarters of employers in BC's Agriculture sector have heard of AgSafe/FARSHA including 40% that named the association on an unaided basis.



73% of employers are aware of AgSafe/FARSHA

Employers typically became aware of AgSafe/FARSHA as a result of reading an AgSafe/FARSHA publication or its sponsorship/participation at an event.





event

Satisfaction with AgSafe/FARSHA

 Employers aware of AgSafe/FARSHA are largely satisfied with the organization's performance on promoting health and safety in the industry. The remainder are neutral or lack an opinion. Just 1% have a negative perception.

66%

Are satisfied with AgSafe/FARSHA's performance

Have a neutral or no opinion of AgSafe/FARSHA's performance

Usage and Satisfaction of H&S Resources

56% of employers in the sector have used AgSafe/FARSHA's services, resources, or information

(Among employers who are aware of AgSafe/FARSHA, 77% recall receiving services, resources, or information from the association).

- AgSafe/FARSHA's most utilized resources are:
 - Health & Safety resources such as booklets, videos. and manuals (48%)
 - Updates and notifications for H&S news, regulatory changes, etc. (27%)
 - Training (23%)
 - In-person meetings or site visits (22%)
- Employers are broadly satisfied with AgSafe/FARSHA's services, with eight in ten or more saying they are very satisfied/satisfied with each of the services, resources, and information they have received.

Executive Summary

How to Provide Better Support to Employers

- Employers were asked whether there was anything else AgSafe/FARSHA could do to better serve or support their company or industry. The top suggestions include:
 - Providing more opportunities for education and training (10%)
 - More on-site visits/in-person meetings (9%)
- The top services, resources, or information that employers would like AgSafe/FARSHA to provide are:
 - Health & Safety resources such as booklets, videos, and manuals (60%)
 - Updates & notifications (55%)
 - Training (47%)

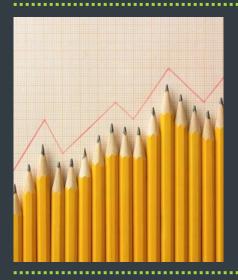
Communication Preferences

- The top choices for receiving communications from AgSafe/FARSHA are:
 - Personal/direct emails (60%)
 - Group emails such as an e-newsletter subscription (57%)
 - The AgSafe/FARSHA website (53%)
- Almost two-thirds of employers express interest in receiving services, resources, or information from AgSafe/FARSHA, while one-quarter are unsure and one in ten are not interested.

64%

of employers are interested in receiving services, resources, or information from AgSafe/FARSHA

(This compares to 56% of employers who currently use or receive services, resources, or information from AgSafe/FARSHA).



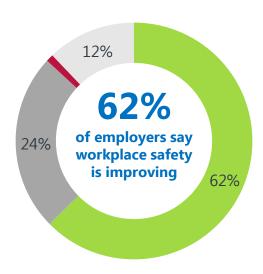
Summary of Findings

Perceptions of Workplace Safety

- Employers in BC's Agriculture sector tend to feel that workplace safety is improving in their industry. Specifically, 62% believe it is improving while most of the balance, 24%, believe there's been no change.
- Confidence that safety is improving in the industry steps up with company size, ranging from just a slight majority of Very Small companies to three-quarters of Small companies, to nearly all Medium and Large companies.

Perceptions of Workplace Safety in Agriculture



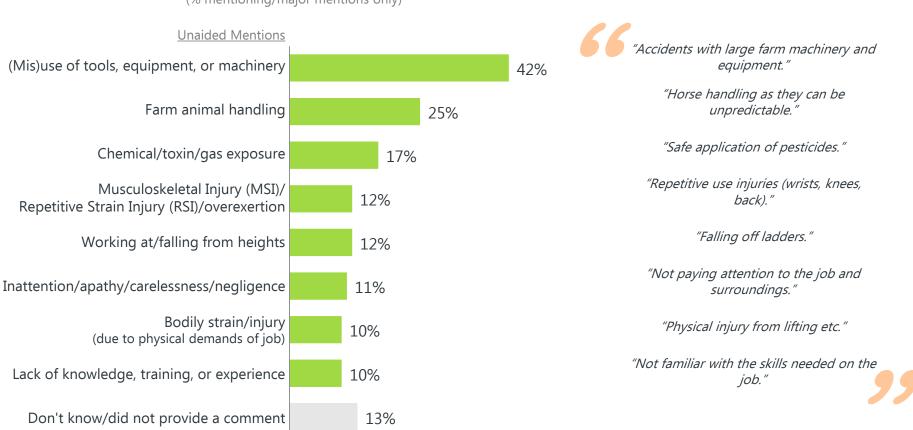


Main Health & Safety Risks in Agriculture

- There are several types of health and safety risks identified by employers in the sector.
- The most common health and safety risks are believed to be due to (mis)use of tools, equipment, or machinery, followed by farm animal handling, and chemical, toxin, or gas exposure.

Main Health and Safety Risks in Agriculture

(% mentioning/major mentions only)



Base: All AgSafe/FARSHA employers (230)

Awareness of AgSafe/FARSHA

- Three-quarters of employers in BC's Agriculture sector have heard of AgSafe/FARSHA, including 40% that were able to name the association on an unaided basis.
- Awareness particularly unaided awareness increases with company size. Still, a majority of Very Small and Small companies have heard of AgSafe/FARSHA once prompted, and among Medium and Large companies awareness is nearly universal.
- WorkSafeBC is the only other health and safety organization to garner much awareness in the sector.

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- Aware of AgSafe/FARSHA When Prompted (Aided)
- Not Aware of AgSafe/FARSHA



Awareness of AgSafe/FARSHA

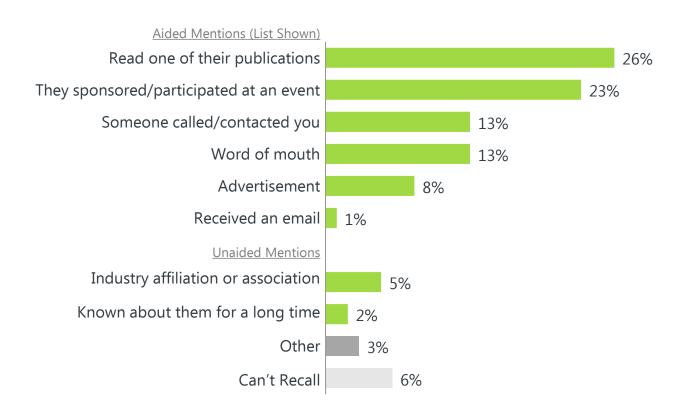
Other Health & Safety Organizations Named (Unaided)	% Mentioning
WorkSafeBC/Worker's Compensation Board	26%
BC Cattleman's Association (BCCA)	7%
BC Agriculture Association (BCAC)	5%

Sources of Awareness of AgSafe/FARSHA

• Employers typically became aware of AgSafe/FARSHA as a result of reading an AgSafe/FARSHA publication or attending an event that AgSafe/FARSHA sponsored or participated in.

Original Source of Awareness of AgSafe/FARSHA

(among those aware of AgSafe/FARSHA)



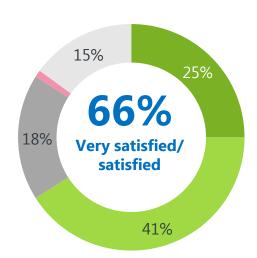
Satisfaction with AgSafe/FARSHA

- Two-thirds of employers aware of AgSafe/FARSHA are satisfied or very satisfied with the organization's performance on promoting health and safety in the industry. The remainder tend to be neutral or not have an opinion.
- Along with being highly familiar with AgSafe/FARSHA, Medium and Large companies are pleased with the job it is doing. Small and Very Small companies tend to be more reserved and unsure in their assessments, largely reflecting their lower awareness of and interaction with the association.

Satisfaction with AgSafe/FARSHA's Promotion of Health & Safety

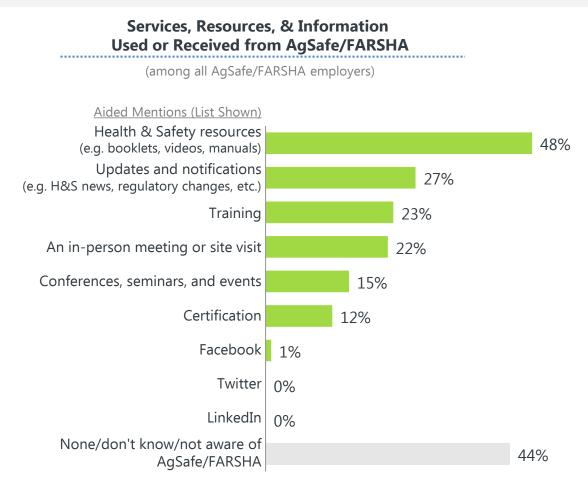
(among those aware of AgSafe/FARSHA)





Services, Resources, & Information Used or Received

- AgSafe/FARSHA's most utilized resources are health and safety booklets, videos, and manuals, which one half of employers recall using or receiving.
- Among those employers aware of AgSafe/FARSHA, three-quarters recall receiving services, resources, or information from the association.
- Broadly one-quarter each have received an AgSafe/FARSHA update/notification, attended a training session, and/or received an in-person visit.

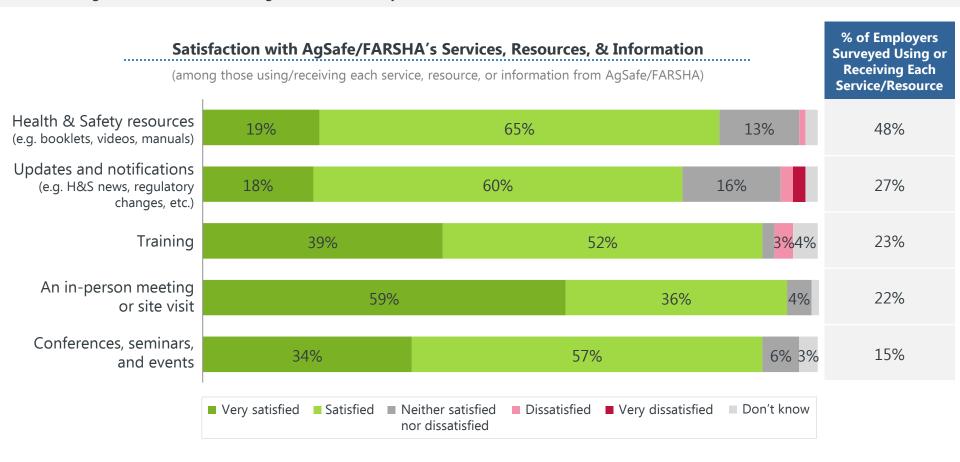


Base: All AgSafe/FARSHA employers (230)

Satisfaction with Services, Resources, & Information

Employers assessed each of the services received; presented below is the feedback on the five services that received at least 30 assessments.

- All of AgSafe/FARSHA's services, resources, and information are well received by employers.
- Eight in ten report that the health and safety resources, and updates/notifications meet their needs, while nine in ten are pleased with the training and conferences, seminars, and events they've attended or received. Employers are especially positive about the in-person meetings, with six in ten describing themselves as very satisfied.



Base: Among those receiving services, resources, and information from AgSafe/FARSHA (35-114)

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

Q5. FARSHA (Farm and Ranch Safety and Health Association), now called AgSafe offers various services, resources, and information on health and safety. Which of these services, resources, or information has your company used or received from FARSHA (Farm and Ranch Safety and Health Association), now called AgSafe?

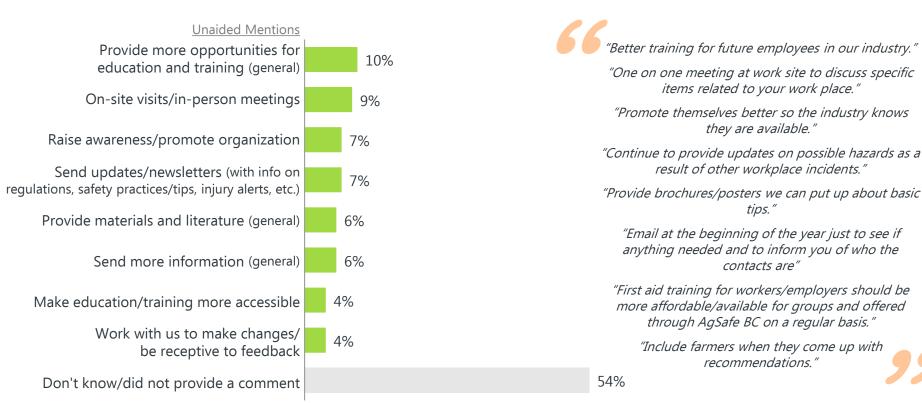
Q6. How would you rate the [INSERT EACH ITEM USED/RECEIVED IN Q5] on meeting your needs?

Suggestions for Support

• Employers were asked whether there was anything else AgSafe/FARSHA could do to better serve or support their company or industry. The top suggestions include providing more opportunities for education and training, and making more on-site/in-person visits.



(% mentioning/major mentions only)



Base: All AgSafe/FARSHA employers (230)

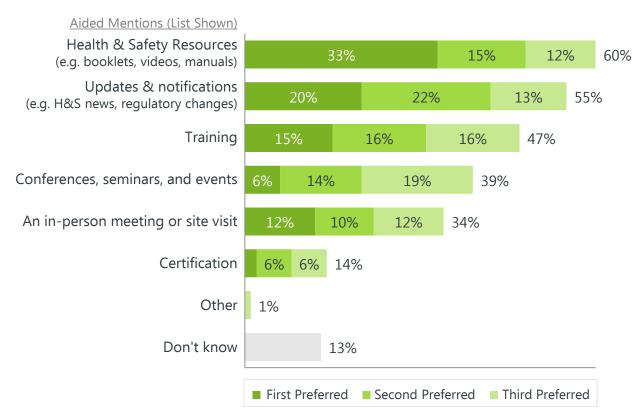
Q7. In what ways could FARSHA (Farm and Ranch Safety and Health Association), now called AgSafe better serve or support your company and industry to improve health and safety in your workplace?/ FARSHA (Farm and Ranch Safety and Health Association), now called AgSafe is the health and safety association for the Agriculture industry in BC. With this in mind, in what ways could FARSHA (Farm and Ranch Safety and Health Association), now called AgSafe serve or support your company and industry to improve health and safety in your workplace?

Preferred Services, Resources, & Information

Employers were provided with a list of ways that AgSafe/FARSHA could help their company improve health and safety, and asked to select their top three choices.

- The top preference is for AgSafe/FARSHA to provide them with health and safety resources such as booklets, videos, and manuals, which six in ten employers ranked within their top three choices.
- The next two most popular services are updates/notifications and training, both of which attract the interest of about one half of employers.





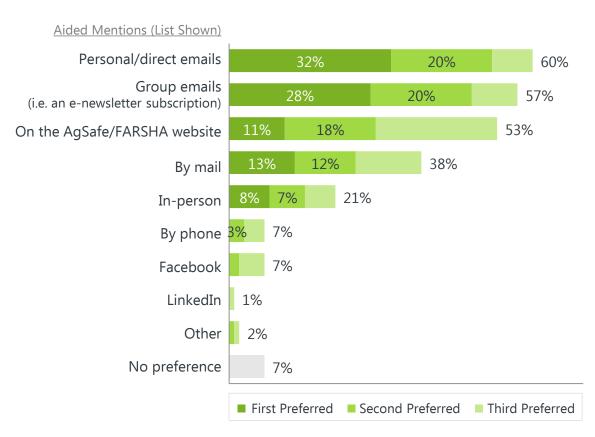
Base: All AgSafe/FARSHA employers (230)

Preferred Communication Channels

Employers were provided with a list of communication channels for receiving information from AgSafe/FARSHA and asked to select their top three choices.

- The top choice for communications is email, with about equal preference for personal/direct emails and group emails.
- The AgSafe website is also chosen, although typically as a secondary channel.





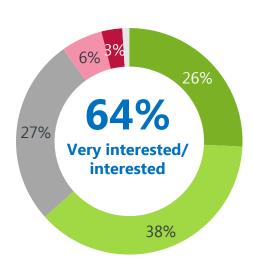
Base: All AgSafe/FARSHA employers (230)

Interest in Receiving Services, Resources, & Information

- Nearly two-thirds of employers express interest in receiving services, resources, or information from AgSafe/FARSHA, while one-quarter are unsure and one in ten are not interested.
- Interest steps up with company size, rising from six in ten Very Small companies, to seven in ten Small companies, to nearly all Medium and Large companies.







Employer Profile

- The table below shows the profile of employers that were surveyed, broken down by employer size (based on WorkSafeBC's estimated 2016 assessable employer payroll size).
- The great majority of AgSafe/FARSHA employers have less than 20 employees in BC, including 63% that have no more than 3 employees.
- Three-quarters of those completing the survey were business owners.

Estimated 2016 Employer Payroll Size

					. , ,	
		Total	Very Small	Small	Medium	Large
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	(base)	(230)	(157)	(58)	(12*)	(3*)
Number of Employees in BC						
None/No employees		17	24	-	-	-
1-3 employees		46	55	26	-	-
4-19 employees		31	20	67	25	-
20-99 employees		4	1	7	50	-
100+ employees		3	1	-	25	100
Role in Company						
Aided List						
Business owner		75	81	71	17	-
Senior executive		2	1	-	17	33
Manager		9	6	16	17	33
Supervisor		1	2	-	-	-
Staff member		<1	-	2	-	-
Dedicated health and safety position		1	-	-	8	33
Internal bookkeeper/accountant		6	4	12	25	-
<u>Unaided Mentions</u>						
All of the above		2	3	-	-	-
Office manager/admin		1	1	-	8	-
Other		2	2	-	8	-
Subsector						
7010 Agriculture		100	100	100	100	100

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

*Caution: small base size.



Appendix Questionnaire





EMAIL INVITE TO SURVEY [ALL CAP TEXT NOT SHOWN TO RESPONDENT]

Subject: WorkSafeBC would like to hear from you!

From: WorkSafeBC & Sentis Research



Dear sir/madam,

We are conducting a research study about health and safety in your industry.

If you are the person responsible for health and safety in your company, or the owner/operator of your company, we would really like to hear from you! (If not, then please forward this email to the right person – thank you!)

The survey is quick and easy. We've enlisted Sentis Research to conduct the survey and keep all responses confidential. Only aggregated results will be shared with WorkSafeBC and industry member health and safety associations.

Please answer the question below to get started.

	pro'	

O Getting worse

O Staying the same

O Don't know

Don't have much to say on the topic? That's okay. We still want to hear from you.



You can begin the survey by clicking start survey below.

Start Survey

If you are unable to click on the button, copy the entire text of this link and paste it into your web browser: {SURVEY URL}

We really appreciate your feedback.

Regards,

WorkSafeBC & Sentis Research

About this Survey: WorkSafeBC has enlisted an independent research firm, Sentis Market Research, to conduct this survey. Your participation is completely voluntary. All responses will be kept confidential by Sentis; though, if you include personal information in your responses, you will be considered to have consented to that personal information being collected and used by WorkSafeBC for the purpose of this survey.

If you have any problems with this survey, please contact us at worksafebc@sentis.ca Privacy Policy Unsubscribe Sentis Market Research Inc. 6th Floor, 543 Granville Street Vancouver, BC, V6C 1X8 sentisresearch.com •0 f y in

> If you have any problems with this survey, please contact us at worksafebc@sentis.ca







EMAIL REMINDER [ALL CAP TEXT NOT SHOWN TO RESPONDENT]

Subject: Reminder: WorkSafeBC would like your feedback!

From: WorkSafeBC & Sentis Research



Dear sir/madam,

There is still time to participate in WorkSafeBC's health and safety survey!

Please complete the survey by Friday, February 12.

Start Survey

If you started the survey but didn't finish it, you can pick up right from where you left off:

Continue Survey

If you're not the person responsible for health and safety in your company, or the owner/operator of your company, then please forward this email to the right person – thank you!

It's really easy and should only take about 7 minutes.



Don't have much to say on the topic? That's okay. We still want to hear from you.

If you are unable to click on the button, copy the entire text of this link and paste it into your web browser: {SURVEY URL}

We've enlisted Sentis Research to conduct the survey and keep all responses confidential. Only aggregated results will be shared with WorkSafeBC and industry member health and safety associations.

We really appreciate your feedback.

Regards,

WorkSafeBC & Sentis Research

About this Survey: WorkSafeBC has enlisted an independent research firm, Sentis Market Research, to conduct this survey. Your participation is completely voluntary. All responses will be kept confidential by Sentis; though, if you include personal information in your responses, you will be considered to have consented to that personal information being collected and used by WorkSafeBC for the purpose of this survey.







Industry Survey

Welcome to the WorkSafeBC Industry Survey

The survey will take about 5 minutes and all responses will be kept confidential. If you have any questions or problems with the survey, please email us at worksafebc@sentis.ca

PROGRAMMING NOTE: THE FIRST SURVEY QUESTION IS ALSO EMBEDDED IN THE EMAIL; ONCE ANSWERED THE RESPONDENT IS BROUGHT DIRECTLY INTO THE SURVEY AT Q2. THE RESPONDENT CAN ALSO ENTER THE SURVEY BY CLICKING THE LINK ON THE EMAIL AND THAT WILL BRING THEM TO Q1. IF A RESPONDENT LEAVES THE SURVEY MID-WAY THEY ARE ABLE TO RE-ACCESS LATER WHERE THEY LEFT OFF.

Generally speaking, would you say that workplace safety in your industry is...

- 1. Improving
- 2. Getting worse
- 3. Staying the same
- 97. Don't know

Q2. [open end]

Can you think of any organizations in BC that support or promote workplace health and safety in Agriculture?

Please list up to three.

POP	UP IF LEFT BLANK: If you can't think of any please type "don't know	" in the first box.

SKIP Q3a IF ALREADY MENTIONED IN Q2. IF HSA IS MISSPELLED RESPONDENT WILL BE ASKED Q3a.

Q3a. [single choice]

PROMPT IF LEFT BLANK: You missed this question. If you are unable to provide feedback, please click 'Next' to continue.

Have you heard of FARSHA (Farm and Ranch Safety and Health Association), now called AgSafe?

- 1. Yes
- 2. No SKIP TO Q7







Q3b. [single choice]

How did you first hear about FARSHA (Farm and Ranch Safety and Health Association), now called AgSafe?

RANDOMIZE

- 1. Advertisement
- 2. Read one of their publications
- 3. Word of mouth
- 4. Someone called/contacted you
- 5. Received an email
- 6. They sponsored/participated at an event
- 96. Other (please specify)
- 97. Can't recall

Q4. [single choice]

Overall, how satisfied are you with what **FARSHA** (**Farm and Ranch Safety and Health Association**), **now called AgSafe** is doing to promote health and safety in your industry?

- 5. Very satisfied
- 4. Satisfied
- 3. Neither satisfied nor dissatisfied
- 2. Dissatisfied
- 1. Very dissatisfied
- 97. Don't know

Q5. [multi choice]

The FARSHA (Farm and Ranch Safety and Health Association), now called AgSafe offers various services, resources, and information on health and safety.

Which of these services, resources or information has your company used or received from FARSHA (Farm and Ranch Safety and Health Association), now called AgSafe?

Please check all that apply.

- a. Health & Safety resources (eg. booklets, videos, manuals)
- b. Updates and notifications (eg. H&S news, regulatory changes, etc)
- c. Training
- d. Certification [IF SELECTED, POP UP MULTI LINE TEXT BOX "Specify which certification(s):"]
- e. Conferences, seminars and events
- f. An in-person meeting or site visit
- g. LinkedIn
- h. Twitter
- i. Facebook
- j. Anything else? _____ [ANCHOR AT BOTTOM]
- 98. None/don't know [ANCHOR AT BOTTOM]







POP UP FOR EACH ITEM SELECTED

Q6a-f. [single choice]

How would you rate [INSERT EACH ITEM USED IN Q5] on meeting your needs?

- a. the Health & Safety resources (eg. booklets, videos, manuals)
- b. the updates and notifications (eg. H&S news, regulatory changes, etc)
- c. the training
- d. the certifications
- e. the conferences, seminars and events
- f. the in-person meetings or site visits
- g. their updates on LinkedIn
- h. their tweets on Twitter
- i. their posts on Facebook
- j. INSERT OTHER FROM Q5

SCALE:

Very	Satisfied	Neither satisfied	Dissatisfied	Verv Dissatisfied	Don't know
Satisfied	Satisfied	nor dissatisfied	Dissatisfied	very Dissatisfied	DOIT CKNOW

Q7. [open end]

IF Q3A=1: In what ways could **FARSHA** (**Farm and Ranch Safety and Health Association**), **now called AgSafe** better serve or support your company and industry to improve health and safety in your workplace?

IF Q3A=2: The **FARSHA** (**Farm and Ranch Safety and Health Association**), **now called AgSafe** is the health and safety association for the Agriculture industry in BC.

With this in mind, in what ways could **FARSHA** (**Farm and Ranch Safety and Health Association**), **now called AgSafe** serve or support your company and industry to improve health and safety in your workplace?

Please provide up to three suggestions.

PROMPT IF LEFT BLANK: You missed this question. If you are unable to provide feedback, please click 'Next' to continue.

ALLOW 4 LINES FOR EACH BOX.	





Q8. [multi choice; drag and drop]

Looking ahead, what kinds of services, resources, or information from FARSHA (Farm and Ranch Safety and Health Association), now called AgSafe would most help you improve health and safety in your workplace?

Please rank up to three items by dragging them over to the right.

Ranking (#1, #2, #3)

RANDOMIZE

- 1. Health & Safety resources (eg. booklets, videos, manuals)
- 2. Updates and notifications (eg. H&S news, regulatory changes, etc)
- 3. Training
- 4. Certification
- 5. Conferences, seminars and events
- 6. An in-person meeting or site visit
- 7. Anything else? (please drag over and specify)
- 97. Don't know [EXCLUSIVE]

ASK ALL Q9

Q9. [multi choice; drag and drop]

How would you generally prefer to receive information (eg. updates on new services and resources, H&S news, regulatory changes) from FARSHA (Farm and Ranch Safety and Health Association), now called AgSafe?

Please rank up to three items by dragging them over to the right.

Ranking (#1, #2, #3)

- 1. In-person
- 2. Personal/direct emails
- 3. Group e-mails (i.e., an e-newsletter subscription)
- 4. By phone
- 5. By mail
- 6. On the FARSHA (Farm and Ranch Safety and Health Association), now called AgSafe website
- 7. LinkedIn
- 8. Twitter
- 9. Facebook
- 10. Other (please specify)
- 11. No preference [ANCHOR AT BOTTOM]



Industry Survey

Q9b. [single choice]

Generally speaking, how interested are you in receiving services, resources or information to improve heath and safety in your workplace?

- 5. Very interested
- 4. Interested
- 3. Neutral
- 2. Not interested
- 1. Not at all interested
- 97. Don't know

Q10. [open end]

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.

MPT IF LEFT BLANK: You missed this question. If you are unable to pr t' to continue.	ovide feedback, please click

Q11a: [open end, numbers only]

And for classification purposes...

Approximately how many workers does your company employ in BC?

employees

Q11b. [single choice]

Which of the following best describes your role in your organization?

- 1. Business owner
- 2. Senior executive
- 3. Manager
- 4. Supervisor
- 5. Staff member
- 6. Dedicated health and safety position
- 7. Bookkeeper/accountant
- 8. Other (please specify)







Q12. [single choice]

Does your company/organization look after the bookkeeping or accounting for <u>other</u> businesses, including managing WorkSafeBC premium payments on their behalf?

- 1. Yes (we are an accounting/bookkeeping firm)
- 2. No

Those are all of our questions. Please click submit to complete your survey.

Thank you very much for your feedback. Your survey has been submitted!

