

# WHAT WE HEARD REPORT

2022 STAKEHOLDER SURVEY



Alberta Construction  
Safety Association

Your Alberta Construction Safety Association (ACSA) is an independent not-for-profit association and Alberta's partner in construction safety. The association is governed by a Board of Directors, composed of members from Alberta's construction industry and trade associations. As the largest safety association in the province, ACSA serves more than 55,500 members. ACSA delivers safety training, the Certificate of Recognition (COR)<sup>™</sup> program, and designations for safety leaders in the Alberta construction industry.

## OVERVIEW

Your ACSA launched its annual survey for members and stakeholders in November 2022 to help inform the implementation of ACSA's Strategic Plan. This report summarizes the findings of the online survey.

## APPROACH

ACSA designed the survey and its distribution to gather diverse stakeholder perspectives and ideas.

The survey was structured to collect feedback and insights on:

- ACSA programs and services
- Safety prioritization in the workplace
- ACSA impact on various aspects of workplace safety (expanded in 2022)

To reach ACSA's members and stakeholders, ACSA distributed the survey to its newsletter subscribers, ACSA automatic member companies, and ACSA associate member companies. It was also shared on ACSA's social media channels. Stakeholders include:

- ACSA automatic member companies
- ACSA associate member companies
- ACSA Board of Directors
- ACSA Regional Safety Committees
- ACSA employees and contract trainers
- ACSA course participants
- COR and SECOR certificate holders
- NCSO<sup>™</sup> and HSA designation holders
- Peer and consultant auditors

## STAKEHOLDER SURVEY

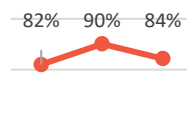
The survey was open from November 1 to 21, 2022. A direct email invitation was extended to more than 102,000 stakeholders. Survey questions were adapted and targeted to specific stakeholder categories to enable a more comprehensive and relevant data analysis.

A total of **1,864** responses were received, with **1,870** individual written comments.

## SNAPSHOT

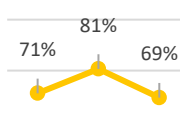
**84.3%**

of ACSA students rated ACSA's training programs as great or excellent.



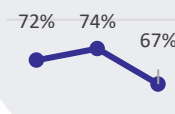
**69.3%**

of NCSO<sup>™</sup> and HSA designation holders rated ACSA's designation programs as great or excellent.



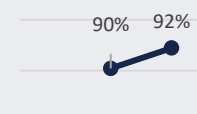
**67.3%**

of COR and SECOR holders rated ACSA's certification programs as great or excellent.



**92.2%**

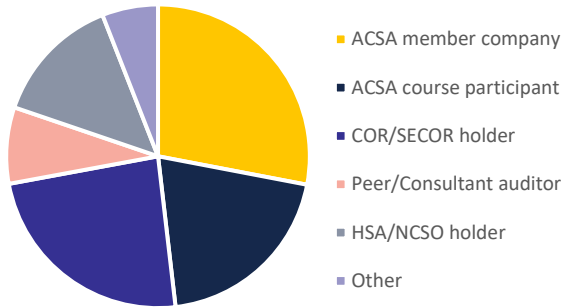
of respondents rated ACSA's impact on safety as a workplace priority a five or higher (on a scale of one to 10).



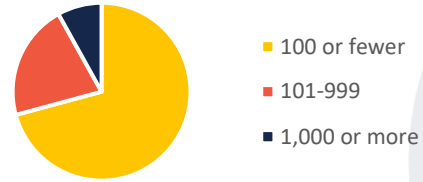
Year-over-year change  
(2020-2022):

## DEMOGRAPHIC REACH

Q. Please select all categories you identify with:



Number of employees:



Role in company:

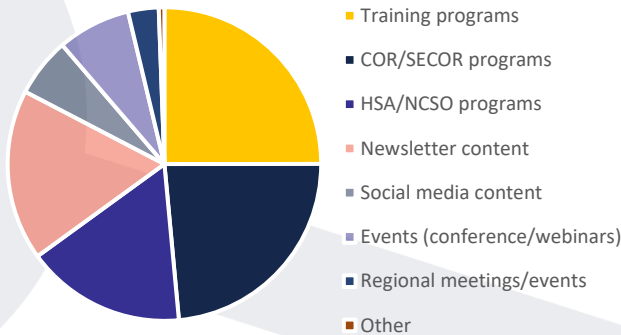


## ACSA PROGRAMS AND SERVICES

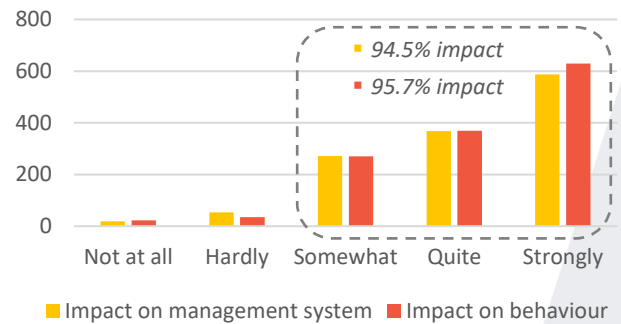
In 2022, 72.0 per cent of respondents accessed Your ACSA's programs, services and/or knowledge products.

Those who accessed ACSA offerings were asked additional questions about their experience.

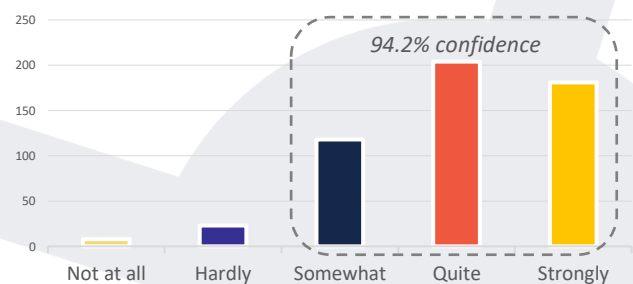
Q. Which knowledge products have you used?



Q. Please rate how much Your ACSA's offerings have impacted your safety management system and behaviour.



Q. How confident are you that others in your workplace are applying what they learnt from Your ACSA's offerings?



Q. Please let us know if there are additional programs and/or services you would like to see Your ACSA offer.

Open-ended question

About 145 respondents left comments. Common themes that emerged include:

- Increased ACSA visibility and a variety of communications and resources
- More training availability, more topics and modified registration process
- Specific suggestions on certification and designation programs
- No changes (nearly 30 per cent of all comments)

A campaign suggesting that workplace injury isn't based on men being stupid.

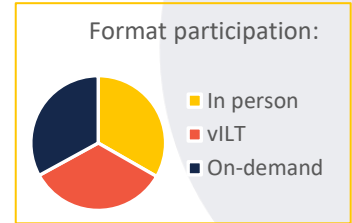
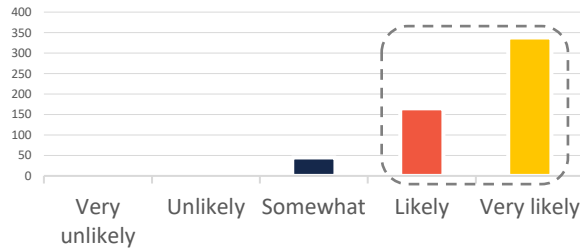
# WHAT WE HEARD

## Course participants

Six hundred and fifty (650) respondents identified as a course participant (34.9 per cent) and provided feedback on ACSA’s training programs.

*Q. How likely are you to recommend Your ACSA’s training programs to a peer?*

Overall, 90.1 per cent are likely/very likely to recommend ACSA training to a peer.



*Q. What change(s) would you like to see to Your ACSA’s training programs?*

*Open-ended question*

About 160 course participants left comments. Common themes that emerged include:

- Expanded offerings in all formats (in-person, virtual instructor-led and on-demand)
- Specific suggestions on topics, format and processes
- No changes (about 20 per cent of all comments)

*More free courses.*

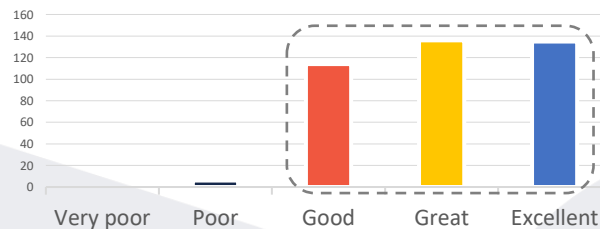
*I was particularly impressed with the vILT. I was surprised how interactive it is without the use of cameras.*

## Safety designation holders

Four hundred and forty-five (445) respondents (23.9 per cent) identified themselves as having either the Health and Safety Administrator (HSA) or National Construction Safety Officer (NCSO)<sup>TM</sup> designation and provided feedback on ACSA’s designation programs.

*Q. How would you rate Your ACSA’s designation program?*

Overall, designation holders rated their program high, with 98.5 per cent as good or better.



Holders were **motivated** by personal achievement (37.0%), then by a work requirement (26.2%)

*Q. What change(s) would you like to see to Your ACSA’s designation programs?*

*Open-ended question*

About 160 designation holders left comments. Common themes that emerged include:

- Specific feedback on training, maintenance, monitoring and promotion
- Varying feedback on level of stringency and leniency
- No changes (about 25 per cent of all comments)

*More structured monitoring.*

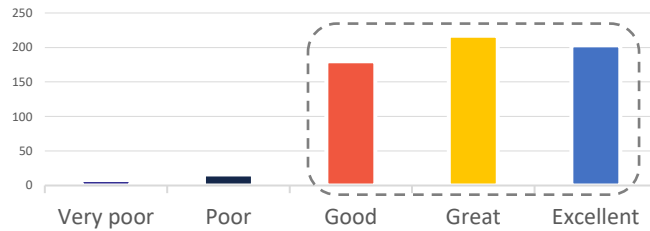
*I would like to see educational opportunities offered to facilitate progression towards alignment with the CRST and CRSP designations.*

## Certification holders

Seven hundred and seventy-one (771) respondents (41.4 per cent) identified as having either a Certificate of Recognition (COR) or Small Employer COR (SECOR) and provided feedback on ACSA's certification programs.

*Q. How would you rate Your ACSA's certification program?*

Overall, certification holders rated their program high, with 96.2 per cent as good or better.



Holders certified with ACSA due to familiarity with ACSA (26.9%), then convenience (16.0%)

*Q. What change(s) would you like to see to Your ACSA's certification programs?*

About 230 certification holders left comments. Common themes that emerged include:

- Specific feedback on the audit tool, training, auditor consistency and resources
- Expanded ACSA advisory role
- No changes (about 25 per cent of comments)

Open-ended question

More one-on-one help.

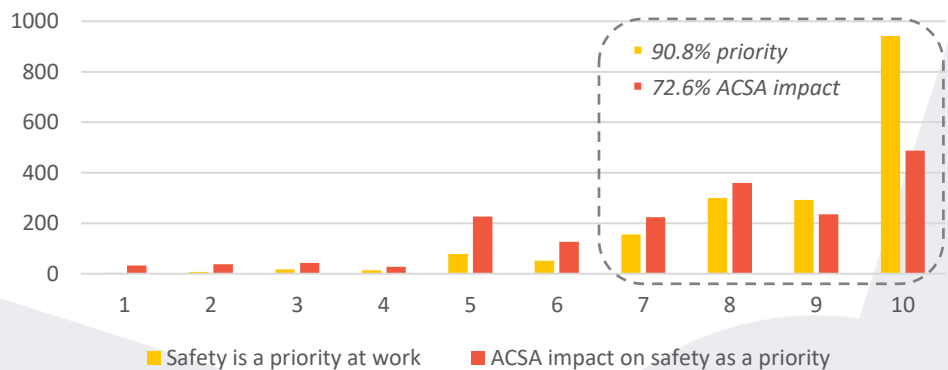
*I would like sections tailored to a specific group and we could complete the section that applied more specifically to our situation. One shoe does not fit all.*

## Safety prioritization

ACSA asked about the prioritization of workplace health and safety at the respondent's company, ACSA's impact on this prioritization, and how ACSA is meeting workplace health and safety needs.

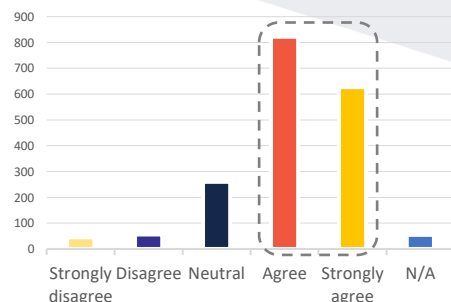
*Q. How much of a priority is workplace health and safety in your company?*

Overall, respondent companies prioritize safety very high, and ACSA has a strong impact on this.



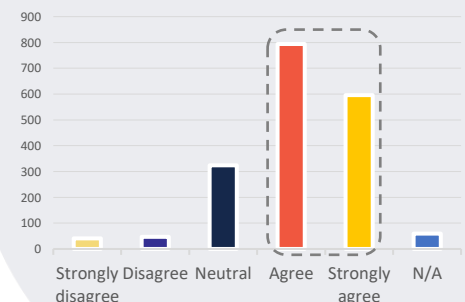
*Q. How much of an impact has Your ACSA had on making safety a priority in your company?*

*Q. Your ACSA provides the resources to meet my health and safety needs.*



77.7% agreement

*Q. Your ACSA addresses my health and safety needs in my workplace.*



74.7% agreement

## Improving safety

*Q. How can Your ACSA help improve health and safety at your workplace?*

*Open-ended question*

Of 1,864 responses, 748 (40.1 per cent) commented on how ACSA can help improve health and safety at their workplace.

Common themes that emerged include:

- Increasing specific types of resources, including best practices, templates, statistics and learnings, toolbox talk resources and printed materials
- Decreasing the cost of safety
- Increasing ACSA visibility and accessibility for general advice
- “All is well” (about 20 per cent of comments)

## WHAT WE ARE DOING

Stakeholder feedback is critical to ACSA’s continual improvement and to shaping future plans, programs and services. Since 2020, this stakeholder survey has prompted a variety of actions, including:

### ACSA training

- Increased offerings in all training formats
- Eliminated breakout rooms from vILT classrooms
- Offered weekend vILT courses
- Continued offering Construction Safety Training System (CSTS) without a fee

### Designation programs

- Harmonizing training requirements to create a national HSA designation
- Created an online registry for employers to confirm designations of potential employees and contractors
- Launched an introductory NCSO video on YouTube

### Certification programs

- Redeveloping the online auditing platform based on auditor feedback
- Hosted informational webinars on changes to the 2023 audit tools for COR and SECOR
- Promoted the Temporary Letter of Certification (TLC) and COR Action Plan options

### Safety prioritization and ACSA impact

- Creating an inventory of existing and needed resources to support the industry in reducing the most common and severe types of injuries
- Expanding resources on mental health
- Provided conference programming based on topic-specific suggestions received in these surveys

## NEXT STEPS

The survey findings will be reviewed in more detail by ACSA’s Leadership Team and used as input for ACSA’s reviews of individual programs and services, annual planning process, and broader initiatives to advance the Strategic Plan.

**Your ACSA thanks all stakeholders who provided their valuable feedback.**