



Institute
for Work &
Health

Research Excellence
Safe Work
Healthy Workers

IWH stakeholder survey 2024: results

February 2025



Please direct questions and reprint requests to:

Institute for Work & Health
400 University Avenue, Suite 1800
Toronto, Ontario M5G 1S5

info@iwh.on.ca

www.iwh.on.ca

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Uyen Vu

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Acknowledgements

The Institute for Work & Health is an independent, not-for-profit organization that conducts and mobilizes research that supports policy-makers, employers and workers in creating healthy, safe and inclusive work environments.

The Institute operates with the support of the Province of Ontario. The views expressed in this publication are those of the Institute and do not necessarily reflect those of the Province of Ontario.

The Institute operates on the traditional land of the Huron-Wendat, the Seneca and the Mississaugas of the Credit River.

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Background

In November 2024, the Institute for Work & Health conducted a stakeholder survey, the third in a series that began May 2021. Results of this survey will inform communication and knowledge translation and exchange (KTE) activities and will be reported as part of the Strategic Plan 2023-27. In particular, the survey contained questions related to social media that will inform tactical Communications decisions. This report summarizes the survey results.

About the survey

The 2024 IWH stakeholder survey consisted of nine questions: two about the respondents and seven about their relationship to IWH research and communication channels. It was sent out on November 12, 2024, and remained live until end-of-day November 29, 2024. The survey link was distributed via:

- three emails to subscribers;
- an IWH News post;
- three social media posts;
- a web banner initially placed at the footer of every page and, in the final week, at the top of every page; and
- an item in the Ministry of Labour, Immigration, Skills Training and Development (MLISTD)'s What's New newsletter.

The Institute received 623 responses to the survey. Analysis was restricted to the 540 respondents who replied to all seven questions about IWH research and communication. The vast majority (nearly 96 per cent) of responses were submitted via the survey links sent out by email to subscribers.

Respondents' profiles

The survey contained two questions about the respondents. The first asked: "Which of the following best describes your role?" The 17 response options were regrouped into nine categories. Respondents could select all that apply. The second question asked respondents: "In what area of Canada do you live?"

Roles	# of responses	% of respondents (n=525)
Occupational health & safety (OHS) professional / Environmental health & safety (EHS) professional	125	23.8
Disability management, return-to-work, legal, human resources, insurance or workers' compensation professional	100	19.1
Researcher, academic, student	61	11.6
Health-care, rehabilitation or public health professional	51	9.7
Service provider, consultant or trainer, instructor	44	8.4
Organized labour staff or steward and person with lived experience of work injury or disability	41	7.6
Business owner, C-level executive, director, manager, or supervisor	37	7.1
Policy-maker or policy analyst	19	3.6
Media, communications or KTE professional	10	1.9
Other	38	7.2

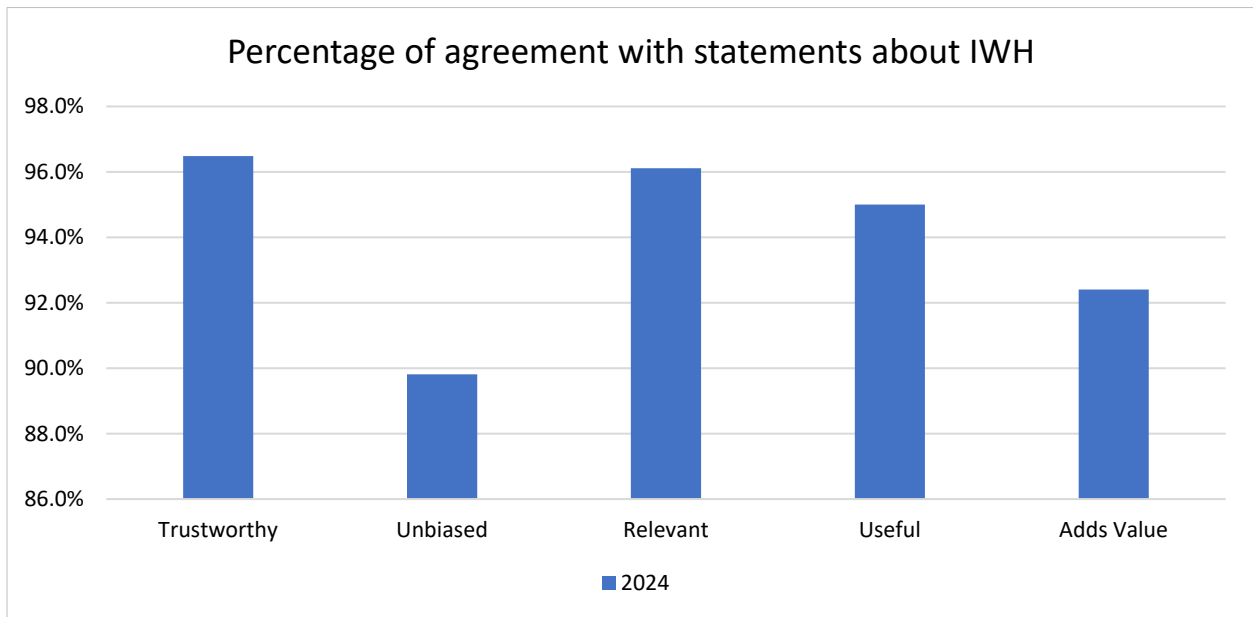
Province	# of responses	% of respondents (N=555)
Ontario	281	50.3
British Columbia	58	10.2
Alberta	29	5.3
Prairies	34	6.2
Atlantic	25	4.5
Quebec	14	2.6
Northwest Territories, Yukon, Nunavut	7	1.4
I don't live in Canada	109	19.6

Survey results

Trust, relevance, value

Question 1 asked respondents the degree to which they agreed with the statement, “IWH provides information that is trustworthy/unbiased/relevant/useful.” Question 2 asked respondents the degree with which they agreed to the statement, “IWH adds value to the work that I do (e.g., I gain new insights into work & health problems; I learn things that I can share with others or use to solve problems).”

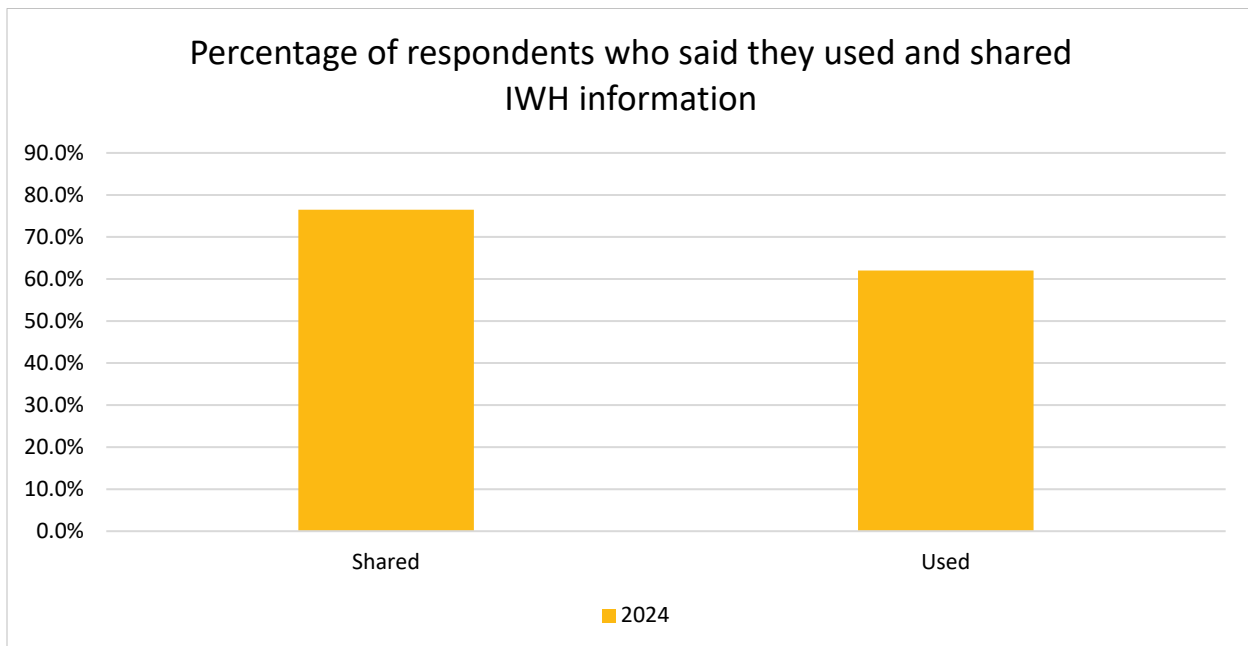
	Number of respondents who strongly agree or agree	% of respondents who strongly agree or agree
Trustworthy	521	96.5
Unbiased	485	89.8
Relevant	519	96.1
Useful	513	95.0
Adds value	499	92.4



Share and use of IWH information

In Question 3, respondents were asked to answer yes or not to the following statement: “In the last year, I shared IWH information with a work colleague or professional peer (e.g., in a one-on-one or team meeting; in a presentation or report; in a forwarded email).” They were also asked in Question 4 to answer yes or no to the statement: “In the last year, I used IWH information in the course of my work (e.g., I applied findings in a workplace or system-level policy, practice or program; I implemented information in some other area of my work; I added to or changed some aspect of the way I or others work).” Their responses are as follows:

Respondents who said yes to...	# of responses	% of respondents to this question
Sharing IWH information	413	76.5
Using IWH information	335	62.0



Examples of sharing

In a follow-up to Question 3, we asked survey respondents to tell us how they shared IWH information. There were 325 responses to this open-ended question. The most common responses involved sharing or forwarding IWH newsletters and links—and occasionally including IWH content in organizational newsletters. Some specified that they shared or forwarded IWH content with colleagues, with their teams and networks. Smaller numbers said even more

specifically that they shared with their health and safety representatives, their joint health and safety committees or their senior leadership.

Discussing IWH information was another common form of sharing described by respondents. Several said they shared via email and followed up in discussions:

“I forwarded emails with the information and discussed with my peers”

“I have had multiple discussions about information from both IWH webinars and written studies. We have shared the information among our staff in team meetings, small group discussions, by directly forwarding the PDF of the published studies, and included information as a reference in presentations that we have prepared for our clients.”

Notably, many of the respondents who emailed or discussed IWH information specified that they shared information about IWH webinars (presumably referring to the IWH Speaker Series)—either encouraging others to attend or recapping what they had learned from the sessions they themselves attended.

A number of respondents also shared IWH content in presentations and training sessions—in settings that ranged from lectures to “toolbox talks” and “safety talks.” Below are some examples:

“I teach safe work practices in an apprentice class and use IWH info as an expert opinion source”

“I am a ... national trainer and I make use of the knowledge and skills gained from IWH to support my exercise”

“I develop and deliver training materials related to workers' compensation, return to work and the duty to accommodate. I share information from IWH with those participants.”

Although the question was about sharing, a handful of respondents spoke of using IWH information to inform processes or programs. Many of these open-ended responses are mirrored in the responses to the next question (about use of IWH information). A few examples of responses received are as follow:

“Shared with colleagues and healthcare professionals I work with. Used information to develop processes at work.”

“We use it to inform our workplace injury prevention programme”

“In a cross-departmental project, I shared IWH research on injury rates and safety protocols with team members working on improving our workplace safety program. By incorporating the IWH findings into our planning, we were able to identify key risk areas and adopt targeted interventions that have led to measurable improvements in workplace safety.”

A list of selected responses, grouped under categories, can be found in [Appendix A](#).

Examples of using

Similarly to Question 4 about use of IWH information, we asked a follow-up about how survey respondents used the information. We received just over 170 open-ended responses to this question. The largest category of responses was the use of IWH information to inform practice and procedures. They range greatly, starting at one end of the spectrum with uses by individual respondents:

"I used the information on organizational policy to improve my leadership skills"

"I deal with WSIB/WSIAT appeals with injured workers. Your information assists me in this work"

"I incorporated information from an article into a treatment program for a patient."

At the other end of the spectrum, responses described an organizational integration of IWH information:

"I added to plant investigation form"

"Used for OHS communication to the organization, for procedures and or posted on the OHS central information hub"

"Compared against current practice and updated our processes"

Several responses mentioned the use of IWH information to inform programming:

"Currently working on implementing H&S program as per the WSIB Safety Excellence Program and articles/webinars from IWH have helped guide/provide input to some of these programs."

"Contributed to the development of mental health treatment programs for workers with compensated mental health disorders"

"Implemented a safety program that incorporated some information from IWH."

Notably, a number of responses to Question 4 cited the Job Demands Accommodation Planning Tool (JDAPT). Like the IWH Speaker Series, the JDAPT was mentioned by several respondents as a content they used or shared. Examples include:

"In my work as a vocational counsellor in a hospital setting, I regularly share tools such as the JDAPT with my patients, colleagues and the medical residents. Patients use it to help identify accommodation needs for RTW planning."

"JDAPT - have shared at speaking engagements and with colleagues / workers who I am supporting in RTW. Shared Speakers Series link with colleagues for continuing education credits. Shared JDAPT with colleagues and employees participating in graduated return to work. Have implemented in my support of workers struggling at work or needing accommodation"

“In a recent information gathering exercise about inclusive hiring and employee retention, I shared information about the JDAPT tool (not the first time I have shared that with HR reps at my organization). I also use IWH resources when making decisions about my own work--how I work, what accommodations I need, etc.”

“The JDAPT and DCIDE tools are invaluable to our work”

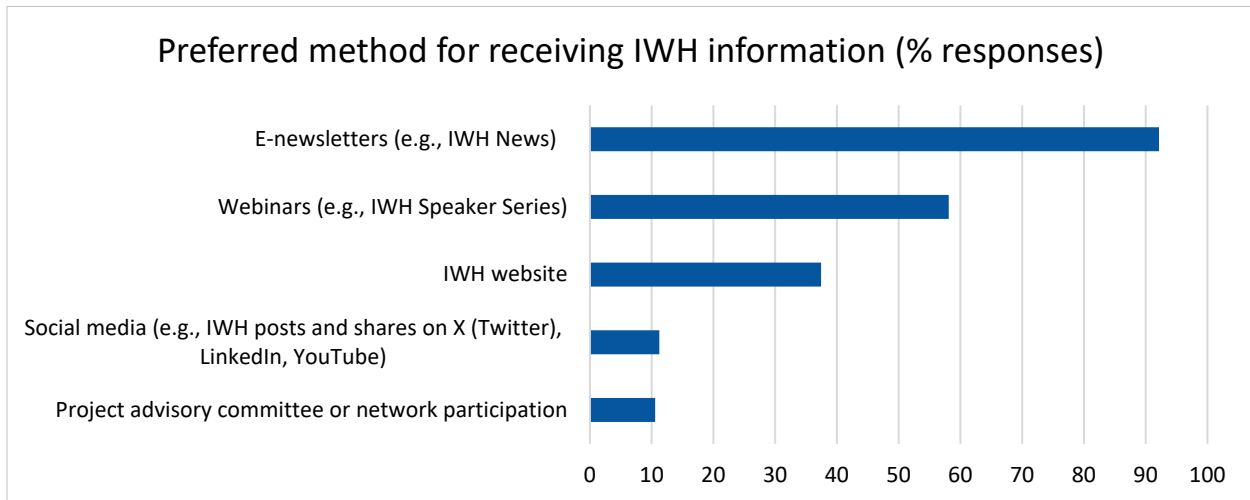
“JDAPT tool used for employees with various absences”

A list of selected responses about use, grouped under categories, can be found in [Appendix B](#).

Communications preferences

Question 5 asked: “How do you prefer to receive information from IWH? Please select up to three.” The top response, e-newsletters, was by far the most preferred.

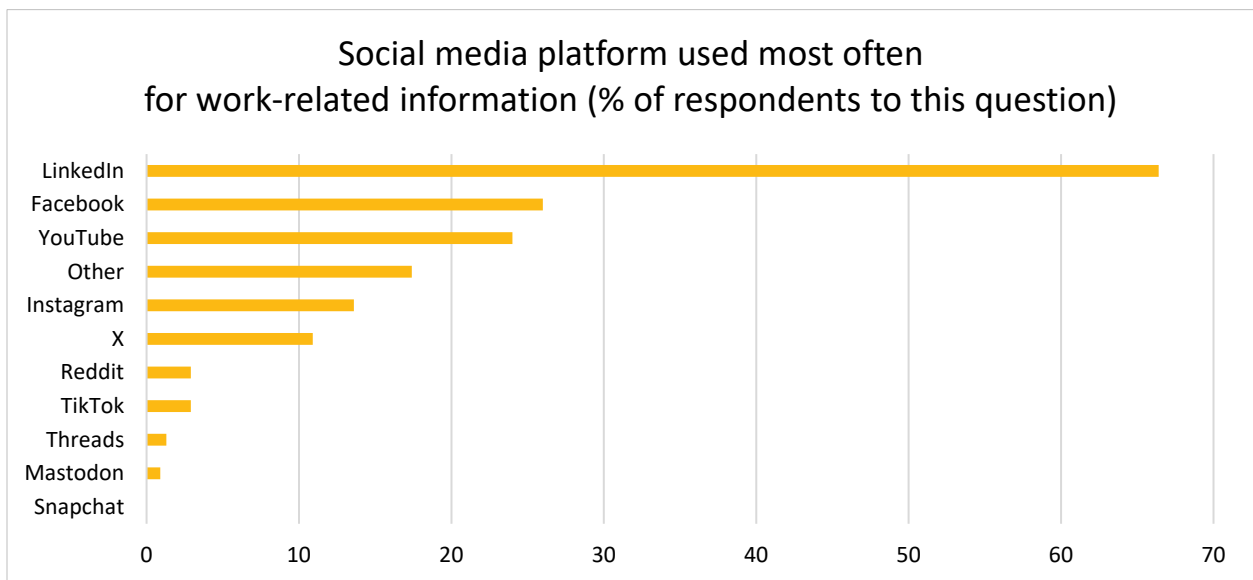
Preferred method	# responses	% of respondents
E-newsletters (e.g., IWH News)	500	92.4
Webinars (e.g., IWH Speaker Series)	321	59.6
IWH website	205	38.0
Social media (e.g., IWH posts and shares on X (Twitter), LinkedIn, YouTube)	61	11.4
Project advisory committee or network participation	57	10.6



Question 6 asked respondents: “What social media platforms do you use most often to find and share information related to your work? Please select up to three.” The responses of 450 people who answered this question are as follows:

Platform	#	% of 450 respondents who answered this question
LinkedIn	299	66.4
Facebook	117	26.0
YouTube	108	24.0
Instagram	61	13.6
X	49	10.9
TikTok	13	2.9
Reddit	14	2.9
Threads	6	1.3
Mastodon	4	0.9
Snapchat	0	0.0
Other	75	17.4

Note: Bluesky, which wasn’t included as an option on our list, was a written-in answer by nine responses.



Question 7 asked: “From time to time, IWH publishes Issue Briefings, which are summaries of key research findings and knowledge gaps on topics that are of particular interest to decision-makers (at the workplace and/or system levels). What topics would you be interested in seeing an Issue Briefing about? Please list up to three (3).” There were 401 respondents to this question. The top categories of responses are as follows:

Topics of interest	% of respondents to this question
Mental health	18.7
Disability or accommodations	15.0
Psychosocial work factors	11.5
Return to work	9.5
Violence, harassment, bullying	8.5
Ergonomics	8.2
AI or future of work	5.7
COVID	1.3
Other	43.1

Appendices

Appendix A

Below is a selection of open-ended responses to Question 3, “In the last year, I shared IWH information with a work colleague or professional peer (e.g., in a one-on-one or team meeting; in a presentation or report; in a forwarded email). Please specify.” Responses are grouped by category. Some responses have been edited to remove identifiable information.

Shared how

Email

- I forwarded emails with the information and discussed with my peers
- Sent several of your links to either articles or webinars to several hundred interested people, mostly west of [province] usually added a note saying why I thought these were good and useful
- Shared with email contacts, promoted webinars, arranged for IWH speakers to present at conference

Discussions

- At meetings, and emails and direct conversations via phone, online
- Shared in a team meeting, shared in a peer mentoring situation, forwarded information via email
- I have been invited to join IWH events through professional networks and we have discussed the events afterwards
- I spoke with some of my colleagues about different information I received from the emails you sent me
- Info learned from a webinar was shared in a team meeting and the link to the recorded session shared with my team
- I have had multiple discussions about information from both IWH webinars and written studies. We have shared the information among our staff in team meetings, small group discussions, by directly forwarding the PDF of the published studies, and included information as a reference in presentations that we have prepared for our clients

Presentations

- Presented the findings of the IWH on work-related stress and how to alleviate such future occurrences and how to prevent it in the workplace with proper guidance and measures

- Through emails, meetings, and presentations

Newsletter

- The information may be used as part of an article in our corporate newsletter or shared directly with our clients and/or students for further use

Training

- I shared the information to Board members during training
- All material is shared with JHSCs, health and safety staff, and becomes part of education resources and materials
- Given lectures on construction safety to students and staff of construction supervisor course in my institution
- I am a ... national trainer and I make use of the knowledge and skills gained from IWH to support my exercise
- Posted on LinkedIn and referenced in my teaching material
- As some material/topic/information in my lecture
- Used it as part of the Safety Talk for the month
- Shared study information with colleagues and in some cases with health and safety instructors via update sessions
- I develop and deliver training materials related to workers' compensation, return to work and the duty to accommodate. I share information from IWH with those participants
- I use information for referencing in prep toolbox topics, or any document with regard to health and safety compliance
- Via incorporation into courses and education materials, sharing at staff meetings, sharing at JHSC / JOSH committee meetings

Inform processes

- Shared with colleagues and healthcare professionals I work with. Used information to develop processes at work
- I used information about COVID-19 and indoor workplaces in health & safety matters at work
- We are active users of the OPM survey and discuss this regularly both internally and externally
- I shared the IWH KTE document with colleagues and used it to inform our practice; I regularly share updates on IWH events/seminars within our team
- Share with senior leadership team. Incorporate into projects

- Working in [provincial] department of labour, I share with OSH and other labour colleagues. In addition, we have new provincial [...] legislation, so IWH research is useful there too
- We use it to inform our workplace injury prevention programme
- Information from an article allowed me to research a product and process to improve safety within my facility
- In a cross-departmental project, I shared IWH research on injury rates and safety protocols with team members working on improving our workplace safety program. By incorporating the IWH findings into our planning, we were able to identify key risk areas and adopt targeted interventions that have led to measurable improvements in workplace safety
- In my [...] role, it is essential to use evidence-based practices and research to support program development whether it is around RTW, mental health and the injured worker, etc.
- We look at your publications and the ones that are relevant make it into our strategic monitoring
- Issues related to RTW are featured mostly in the work we do, so when I got additional information, it helped us tremendously when we were dealing with the union

Shared to whom

Colleagues

- I provide articles to my team and invite them to webinars and share especially relevant updates
- I share papers and presentations all the time with work colleagues

Clients

- In my work as a vocational counsellor in a hospital setting, I regularly share tools such as the JDAPT with my patients, colleagues and the medical residents. Patients use it to help identify accommodation needs for RTW planning
- Shared with clients and colleagues

JHSC

- All material is shared with JHSCs, health and safety staff, and becomes part of education resources and materials
- I forwarded information through work emails as the health and safety rep
- Primarily shared information with leadership team and health and safety committees

- Via incorporation into courses and education materials, sharing at staff meetings, sharing at JHSC / JOSH committee meetings

Leadership

- Have shared tools, guides and information from presentations during leadership presentations
- Shared information to influence leaders
- Sent an email regarding precarious employment to an exec at a large, local [...] company that employs mostly on-call/casual employees
- In reports to our executive and forwarding relevant info to colleagues
- Share with senior leadership team. Incorporate into projects

Students

- Shared info about IWH and its resources with client contacts and continuing education students in a course that I teach in an OH&S certificate program
- I share the newsletter with my students via email. I have shared references from the IWH website with colleagues
- I teach safe work practices in an apprentice class and use IWH info as an expert opinion source
- In a lecture to ergo students

Network

- Shared research reports and tools with other OHS practitioners
- I am a co-chair in an accommodations group and will share via email or at committee meetings
- Presented to a number of large professional meetings
- We shared the JDAPT with our network of healthcare human resource colleagues and hiring managers
- Shared with other OHS professionals in province and nationally

Appendix B

Below are selected open-ended responses to the question, “In the last year, I used IWH information in the course of my work (e.g., I applied findings in a workplace or system-level policy, practice or program; I implemented information in some other area of my work; I added to or changed some aspect of the way I or others work). Please specify.”

Improved understanding

- Improved understanding of health and safety issues facing health care
- Some of IWH's information was used to validate our understanding of our work.
- To learn more about additional risk factors for prolonged claim duration
- I think some is a good reminder of what we are doing and some is a different perspective to take into consideration
- In understanding the socio-behavioural and financial impacts

Informed decision

- I used the information to stay updated and support some decision making
- I have taken more care about my mental health. I have taken time off to address my issues
- It impacted how I made informed decisions

Shared information

- Learned and shared info from Opioids on the workplace meeting
- We have made it a practice of sharing all webinar opportunities, providing readers to your back issues file, using materials on all occupational exposures and controlling transmission risks of COVID in the workplace to keep our affiliates informed and their members safe and healthy
- There was a talk that I attended which introduced me to new concepts and ideas around disability. I found this information very insightful and whoever I have shared it with has found it has shifted the way they think about work and disability too
- In particular re. newcomer workers in precarious employment. I use in teaching undergraduate medical students re. global and immigrant health. And in contributing to outreach and educational projects in Winnipeg
- Use it in presentations to staff and managers
- Sharing and using the trends and initiatives/data available
- I used information for preventions campaigns

Informed practice, processes and programs

- Put into policy and procedures
- I added to a plant investigation form
- I am using IWH events as part of our work on policy development
- Used for OHS communication to the organization, for procedures and or for posting on the OHS central information hub
- IWH information about the relationship between work and specific health problems is useful in advocating for workers compensation coverage for individual workers and also for supporting the need for law or policy changes
- Contributed to the development of mental health treatment programs for workers with compensated mental health disorders
- JDAPT tool is one that is used quite frequently with clients that are experiencing barriers to identifying their needs. The tool allows them to answer questions in a manner that is not judgmental and then come to the table and have a wholesome discussion
- I deal with WSIB/WSIAT appeals with injured workers. Your information assists me in this work
- Research findings assist in adapting my approaches to OHS deliverables
- I used the information on organizational policy to improve my leadership skills
- I incorporated information from an article into a treatment program for a patient
- I am using IWH events as part of our work on policy development
- Process development related to managing episodic disabilities
- Annual evaluation of OHS programs and policies. Use some of the criteria to evaluate these programs and policies, including leading and non-leading indicators
- By carrying out risk assessment regarding occupational safety and health
- As a system partner, I review information and communicate to clients where appropriate
- We use data from your research all the time to help inform business decisions
- Reviewed your documents on disability management in the workplace and the elements that contribute positively to case management or returning an employee successfully back to work. This was to assist us as we reviewed our return-to-work practices
- Modified how we approach marginalized workers
- As a group we have discussed how we can make it easier for people with hidden disabilities disclose their issues in a safe and welcoming environment and provide them with the support they need
- Management systems applied research is hard to find. Used in discussions about options for reducing harms of various kinds in a wide range of workplaces
- Currently working on implementing health and safety programs as per the WSIB Health and Safety Excellence Program and articles/webinars from IWH have helped guide/provide input to some of these programs
- Adjusted programs to reflect current best practices or new research
- Revised program based on information provided

- Implemented a safety program that incorporated some information from IWH

Informed research

- I used IWH information as evidence to support the development of performance indicators that use workforce data to measure psychological health and safety performance
- Compared methods and results on critical injuries research
- Cited IWH studies in rapid scoping reviews that I put together for our leadership team
- Used IWH work to inspire evaluation design of research translation
- I used the IWH KTE document to help guide and inform our KTE work

Used or shared JDAPT

- JDAPT—have shared at speaking engagements and with colleagues/workers who I am supporting in RTW. Shared Speakers Series link with colleagues for continuing education credits. Shared JDAPT with colleagues and employees participating in GRTW. Have implemented in my support of workers struggling at work or needing accommodation
- I pass on IWH information to colleagues outside my normal distribution list if it's relevant to their work. For example, I pass on links to JDAPT to people looking for disability accommodation resources.
- In a recent information gathering exercise about inclusive hiring and employee retention, I shared information about the JDAPT tool (not the first time I have shared that with HR reps at my organization). I also use IWH resources when making decisions about my own work--how I work, what accommodations I need, etc. I have also shared information about research initiatives (that I learned about in IWH communications) with the research unit at my organization; that information is then available to an extensive network of researchers working in the fields of medicine and education.
- The JDAPT and DCIDE tools are invaluable to our work
- JDAPT
- JDAPT tool used for employees with various absences
- I share info about tools such as JDAPT.



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Institute for Work & Health
400 University Avenue, Suite 1800
Toronto, Ontario M5G 1S5

info@iwh.on.ca

www.iwh.on.ca