

Key Strategies for Medium-Large Businesses

1. Position PH&S as a Business and Safety Strategy.

What you can say:

“I believe it’s worth us looking at PH&S as part of how we run the business, not just as a wellness initiative, but as a safety and performance strategy.

It can help us reduce sick calls and keep our team members from leaving, especially during peak season when the pressure is highest. It also gives our leaders better tools for communication, decision-making, and managing stress on the team.

At the end of the day, when our workers feel supported and our business is running smoothly, we deliver a more consistent guest experience. PH&S helps us protect our team and our operations at the same time.”

2. Use Industry Data to Show This Is a Sector-Wide Issue.

Employers are more receptive when they see PH&S as an industry standard rather than an isolated concern.

According to [go2HR and CMHA’s Mental Health in the Workplace Survey](#):

- 92% of BC tourism and hospitality employers say mental health is a priority.
- 56% say leadership training is the area where they need the most support.
- 59% identify seasonality as their top workplace stressor.
- Only 30% say their current mental health policies and practices are effective.

These statistics show there is already strong commitment and desire in the industry to establish PH&S. The [WorkSafeBC PH&S Framework](#), the [WorkSafeBC Psychological Health & Safety Inspectional Initiative](#), and [go2HR and CMHA’s People Working Well Hub](#) provide helpful guidelines and resources to strengthen these gaps.

3. Highlight the Operational and Financial Risks of Inaction.

What you can say:

- “Without PH&S, we’re paying for absenteeism, turnover, and burnout every year, especially during peak season. Mental health problems are estimated to cost the Canadian economy over \$50 billion annually” ([Mental Health Commission of Canada](#)).
- “Burnout alone is costing Canadian employers between \$5,000 and \$28,000 per worker per year. PH&S helps prevent that.” ([Mental Health Research Canada, 2025](#)).
- “59% of employer identify seasonality as a top workplace stressor. PH&S helps businesses take a proactive approach to peak-season operations instead of reacting to challenges as they arise.” [go2HR and CMHA’s Mental Health in the Workplace Survey](#)

4. Strengthening Leadership Capability is Key.

What you can say:

“The way leaders support and respond to their teams plays a critical role in PH&S for medium-large employers. The good news is that building this capability doesn’t need to be costly. Employers can strengthen their leaders’ skills using the free courses and practical resources available through [go2HR and CMHA’s People Working Well Hub](#) and [go2HR’s Advisory Services](#) where they can seek one-on-one support from an industry expert.”

5. Link PH&S to WorkSafeBC and Safety Risk.

What you can say:

“WorkSafeBC is actively auditing PH&S in workplaces. PH&S builds on what we already do in OH&S and helps us stay aligned with what WorkSafeBC expects, protecting both our workers and our business. There are six key areas that we need to focus on to ensure we’re prepared...”

6. Present PH&S as a Competitive Advantage.

What you can say:

“PH&S helps us keep our team, strengthen our reputation, and deliver better guest experiences, especially during peak season. It’s how we protect our team and our operations at the same time.”

Key Strategies for Small Businesses (Less than 20 workers)

1. Team sustainability and peak-season survival.

Small businesses can't afford to lose workers.

What you can say:

“Seasonality is the biggest stressor for 59% of tourism and hospitality businesses in BC. Fostering PH&S helps us plan for peak season so we don't lose workers when we need them most.”

2. Show that small businesses want culture, but don't have the time or tools.

What you can say:

“Small businesses are more likely than larger ones to say that a strong workplace culture is a priority, but they also say they don't have the time or resources to build it. PH&S gives us a simple structure to strengthen culture by building on what we already have without adding more to our plate. We can use the [WorkSafeBC PH&S Framework](#) to guide us along the way”

3. Call out the leadership confidence gap.

What you can say:

“Only 66% of small businesses feel confident in their managers' ability to handle workplace challenges, and only 55% feel they have the training to support worker mental health. PH&S helps leaders build those skills so we can support our staff and run our business more effectively.”

4. Remove the cost objection.

Small employers worry PH&S is expensive.

What you can say:

“PH&S doesn't require heavy spending. We can start now by using [go2HR's Advisory Services](#) where you can seek one-on-one support from an industry expert and complete free PH&S training through [go2HR and CMHA's People Working Well Hub](#).”

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