

# Help Protect Our Families



Sept. 10, 2021

## Thanks to everyone for supporting the Help Protect Our Families campaign!

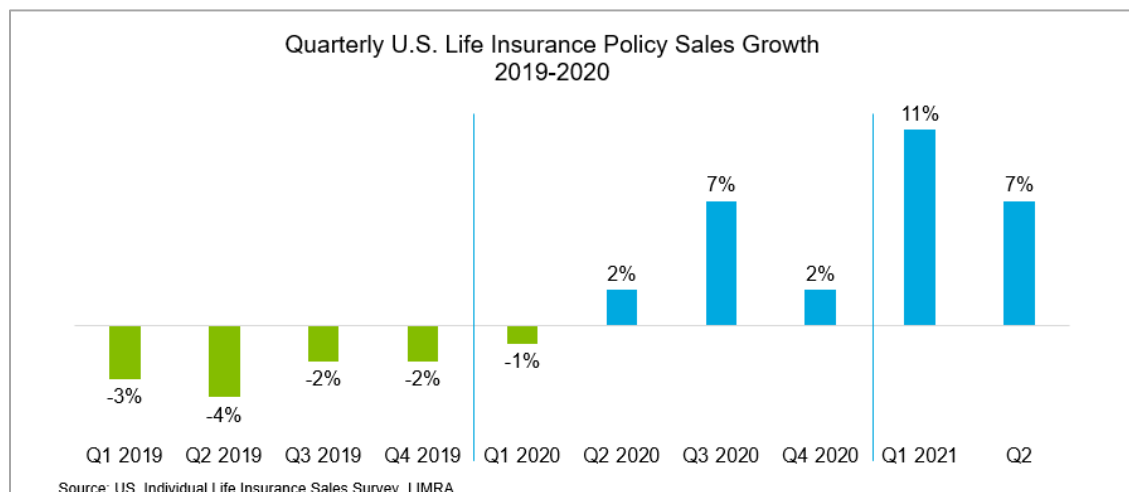
Week 33: The 2021 Life Insurance Awareness Month (LIAM) campaign is in full swing. This week, we share new resources from Life Happens to help the industry promote the important purpose of LIAM. We also share the record-breaking second quarter life insurance sales results, as well as other articles and social media posts in support of LIAM.

### Life Insurance Policy Sales Growth Highest Since 1983

In the first six months of 2021, the total number of policies sold increased 8%, compared with prior year results. This is the highest policy sales growth recorded since 1983, according to LIMRA's Second Quarter U.S. Individual Life Insurance Sales Survey.

Total U.S. life insurance premium increased 21% in the second quarter 2021, the largest year-over-year increase since third quarter 1987. For the first half of 2021, total premium increased 18%, compared with the first six months of 2020.

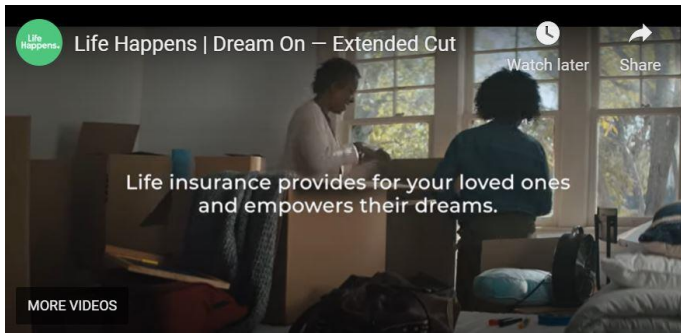
All product lines recorded positive premium and policy count growth with whole life experiencing the largest year-over-year growth in terms of absolute dollars and policies sold.



To learn more about the 2Q 2021 sales results, see this press release: [Second Quarter Individual Life Insurance Sales Results](#)

### Life Happens Releases New Resources for Life Insurance Awareness Month

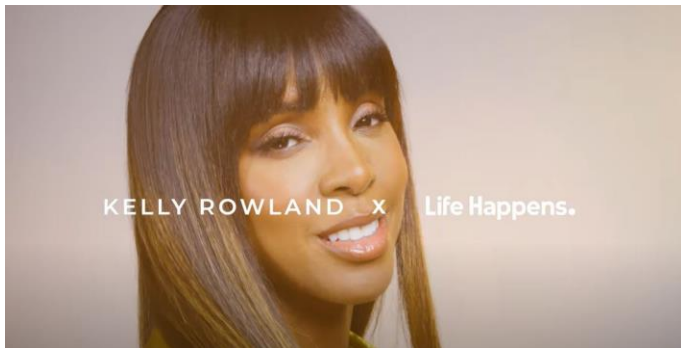
Last week Life Happens released several resources to help the industry promote Life Insurance Awareness Month. This is always an important campaign but this year, in particular, it is critical that our industry rally together to raise awareness about the important role life insurance plays in families' financial security.



For more information visit:  
[LIAM Consumer Page](#)

**#LIAM21**

Click on image or [Dream On Video](#)



Click on image or [Kelly Rowland 2021 LIAM](#)

We've added new content to the [Help Protect Our Families resource page](#). Please share the following resources with your colleagues and clients and use [#HelpProtectOurFamilies](#) in your social media posts so we can track how the message is being magnified throughout the industry!

1. An [Insurance News Net byline](#), by David Levenson, president and CEO, LIMRA, LOMA and LL Global, talking about LIAM and the need to help more people get the life insurance they need to protect their loved ones. *Please share with your colleagues to remind them of the industry's primary purpose.*
2. An [ACLI IMPACT article](#), by Susan K. Neely, president and CEO of ACLI, highlighting the industry's efforts to broaden economic empowerment in financially underserved communities across the United States. *Please share with your colleagues to remind them of the industry's commitment to support underserved communities.*
3. A [John Hancock LIAM podcast](#), featuring Alison Salka, Ph.D., senior vice president and head of LIMRA research, highlighting research and insights about the various market segments that have the greatest life insurance coverage gap and how best to engage them. *Please share with your marketing and sales teams so they can effectively engage consumers who need life insurance.*
4. **Upcoming Events:**
  - [2021 Group & Worksite Benefits Summit](#)  
LIMRA is hosting a virtual summit for workplace benefits executives and practitioners to explore emerging market trends. **Time/Date:** Sept. 14, 2021, 1:00 p.m. – 3:00 p.m. EDT
  - [The Workplace Benefits Report](#)  
This LIMRA webinar will provide an update on workplace benefits market trends. Pat Leary, corporate vice president and head of workplace benefits research, will share second quarter 2021 workplace benefits sales results and other marketplace insights. **Time/Date:** Sept. 21, 2021, 1:00 p.m. – 1:30 p.m. EDT

5. Finally, three items to post on social media: For the next several weeks, we will feature social media posts that highlight the Help Protect Our Families campaign and Life Insurance Awareness Month.

We recommend you post these on your intranet, your corporate social media accounts, and/or ask your leaders to share them on their own accounts. Remember to use the hashtag [#HelpProtectOurFamilies](#) in your social media messages.



[Click](#) for animated social media post



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