



Sept. 17, 2021

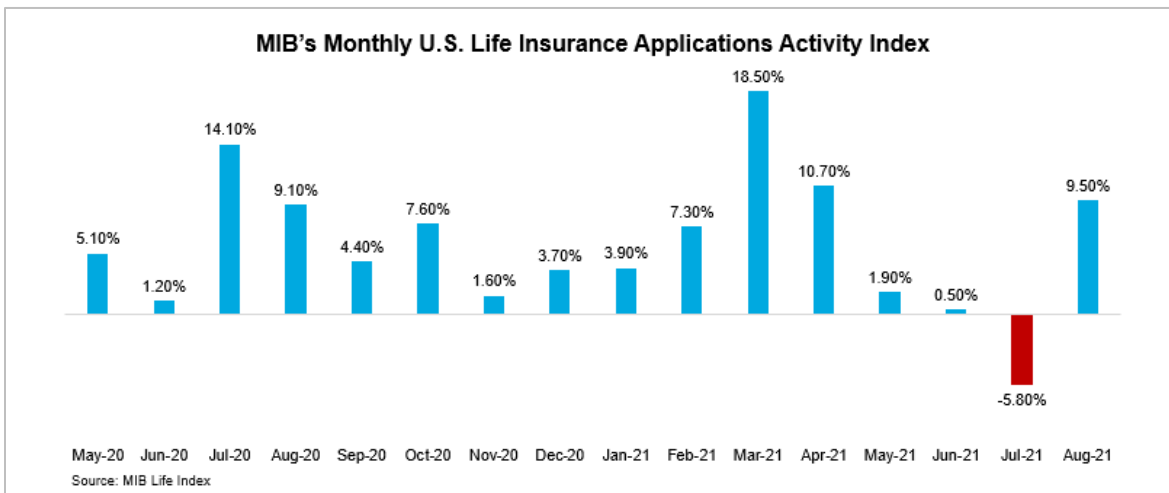
Thanks to everyone for supporting the Help Protect Our Families campaign!

Week 34: This week we are sharing August life insurance application activity results, a new video from Swiss Re and Life Happens, as well as other articles and social media posts to support LIAM.

MIB Group: Life Insurance Applications Increase in August

Following a drop in July, U.S. life insurance application activity rebounded, increasing 5.5% in August 2021, compared with August 2020 results. Every age group except those under 30 experienced positive growth in August 2021. Year to date, overall applications activity is up 5.3% year-over-year, according to MIB Group.

MIB Group reports applications with face amounts up to \$250,000 and those over \$500,000 improved in August. Growth for face amounts over \$1 million was in the double digits, with amounts over \$5 million rising 47%. This aligns with the pattern seen between February and June 2021 where face amounts over \$5 million recorded double-digit growth, compared with prior year.



Swiss Re and Life Happens Partner to Announce New Life Lessons Scholarship

In a new video by Swiss Re and Life Happens, Swiss Re's Thomas Wade and Steven Cvijanovich join Life Happens CEO Faisa Stafford to discuss the Help Protect Our Families campaign and industry efforts to address the life insurance coverage gap. They also highlight the Life Happens' Life Lessons Scholarship program and introduce the first Swiss Re-sponsored recipient of the Life Lessons Scholarship, Cameron Hillebrand.

How We're Helping Close the Protection Gap

presented by



Click on image or [here](#) to watch video

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 [ACLI IMPACT article](#), by Mehran Assadi, president, CEO and chairman, National Life Group, highlighting the ways the life insurance industry supports people in Vermont. *Please share with your colleagues to remind them of the good our industry does every day.*
2. A [BenefitsPro article](#), by Pat Leary, corporate vice president and head of LIMRA Workplace Benefits research, sharing new research findings to encourage employers to highlight the value of their life insurance benefits during the upcoming open enrollment. *Please share with your colleagues supporting workplace benefits to help them understand the unique opportunity our industry has to engage and educate more employers and workers about the critical role workplace life insurance plays in protecting families' financial security.*
3. **Upcoming Events:**
 - [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
4. **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.

COVID-19 has impacted consumers' perceptions about life insurance.



SIX IN 10 CONSUMERS said they had a heightened awareness about the value of life insurance

#LIAM21 #HelpProtectOurFamilies

Source: 2021 Insurance Barometer Study, LIMRA and Life Happens


[Click](#) for animated social media post



Overall, almost half (48%) of Americans are more likely to buy life insurance if simplified underwriting is used.

#LIAM21 #HelpProtectOurFamilies

Source: 2021 Insurance Barometer Study, LIMRA and Life Happens



Approximately 1 in 5 adults (21%) with employment-based life insurance coverage reported purchasing additional workplace coverage due to COVID-19.

#HelpProtectOurFamilies

Source: 2021 Insurance Barometer Study, LIMRA and Life Happens

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