

Help Protect Our Families



July 9, 2021

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

Week 23: This week, we feature new research on Black American life insurance ownership, a new video by Swiss Re that supports the Help Protect Our Families campaign, and two articles discussing the important role workplace benefits play in helping Americans obtain the life insurance coverage they need to protect their loved ones.

We also highlight two “can’t miss” webinars planned for later this month. The first features three MDRT financial professionals discussing how they are working to engage more Americans to make sure they are adequately insured. In the second event, three independent distribution leaders discuss how the best advisors have succeeded during the pandemic.

Please use the current and upcoming resources to help advance the mission of this campaign and our industry: to help protect families’ financial security.

Black American life insurance ownership increases but significant coverage gap remains.

The 2021 Insurance Barometer report finds the majority of Black Americans own life insurance (56%), up three percentage points from 2020 and four percentage points higher than the general population. Yet this still represents a 19-point gap from the 75% of Black Americans who believe they need life insurance.

The research shows 46% of Black Americans — 20 million adults — say they need (or need more) life insurance coverage. The good news is the study shows 6 in 10 Black Americans say they plan to purchase life insurance this year, compared with just 36% of the general population.

According to the study, while 43% of Black Americans work with a financial professional today (similar to the general population), 30% of Black Americans are looking for a financial professional to address their financial needs, which is higher than the general population (25%).

To learn more about the study’s findings and how your company can use the data to help better engage Black Americans, please visit:

[Press Release](#)

[Infographic](#)

[Full report \(LIMRA members only\)](#)

Swiss Re and Thrivent discuss the value of life insurance

Neil Sprackling, president, US Life & Health, Swiss Re America Holding Corporation speaks with Mary Jane Fortin, chief commercial officer, Thrivent, about the financial vulnerability laid bare by COVID19, and how life insurers remain dedicated to providing families a level of financial peace of mind and stability at a time when so much else is uncertain.



Swiss Re and Thrivent



(click image to view video)

New content has been added 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 amplified throughout the industry!

1. An [MDRT article](#) featuring an interview eight-year MDRT member Pham Thi Thu Hoai about the impact [COVID-19](#) had on her practice and how she found people and businesses more receptive to talk about life insurance during the pandemic than in the past. *Please share with your colleagues, employees and field force to remind them of the reason why this is the most opportune moment to engage consumers about life insurance.*
2. An [Employee Benefits News article](#) by David Healy, vice president, group benefits, Sun Life, about the growing importance of voluntary benefits — including life insurance — during [COVID-19](#). *Please share with your colleagues to remind them about the important role workplace benefits plays in protecting families.*
3. A [BenefitsPro article](#) discussing why, because of [COVID-19](#), the industry should expand efforts to educate employers about the value their workers place on life insurance and encourage them to highlight this important benefit during their next open enrollment. *Please share with your colleagues to get them thinking about workplace benefits as part of the life insurance picture.*

4. **Upcoming Help Protect Our Families events:**

- [MDRT Special Event: Mind the gap - How to motivate clients to secure adequate life coverage](#)
MDRT, as part of the Help Protect Our Families initiative, will host a webinar featuring three MDRT members to examine how advisors can help their clients and prospects get the life insurance they need to protect their loved ones. Date/Time: Monday, July 26, 2021, 1:00 pm. – 2:00 p.m. EDT

Speakers:

- David E. Appel, CLU, ChFC
- George B. Sigurdson, CLU
- Meagan S. Balaneski, CFP, RFP

- [HPOF Campaign Webinar: Independent Distribution Leaders Discuss Thriving in a Pandemic](#)

Finseca is hosting a webinar featuring CEOs from three of the largest independent distribution organizations who will share their perspectives on how the best and brightest advisors have succeeded during the last year. They will also discuss how to close the \$12T protection gap with advisor best practices for a virtual world and DEI initiatives. Date/Time: July 30, 2021, 1 p.m. EDT

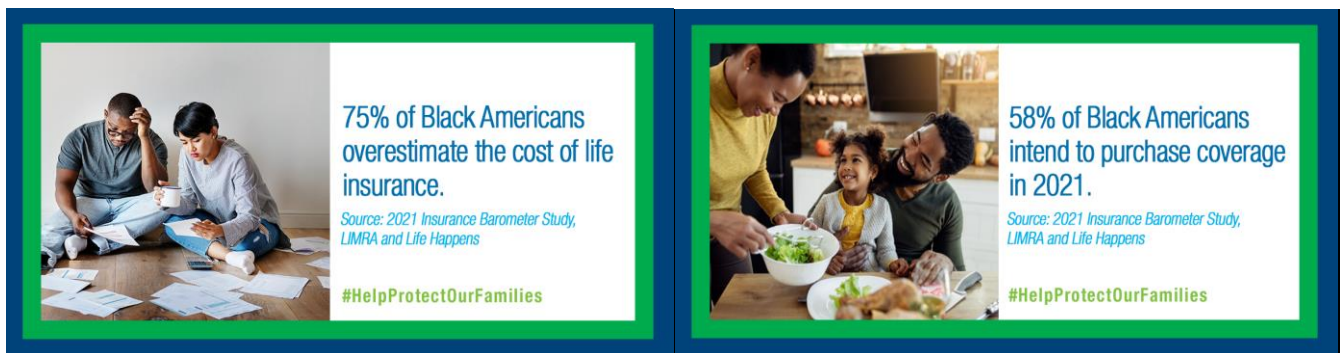
Speakers:

- Rob Carney, president, Crump Life Insurance
- Mike James, executive vice president and head of individual solutions, NFP
- Wes Thompson, president and CEO, M Financial Group

To view all upcoming events, please visit the [Help Protect Our Families Campaign Event Calendar](#).

5. Finally, two items to post on social media*: *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.*

*Please send your company's corporate social media metrics associated with [#HelpProtectOurFamilies](#) to ctheroux@limra.com every other Thursday, so we can capture and share the growing industrywide impact of the campaign. If you would like a 15-minute reminder added to your calendar, please let me know.



People who wish to subscribe to receive the weekly toolkit, can do so by visiting www.limra.com/helpprotectourfamilies and clicking on the 'Subscribe for Updates' button.