

# Help Protect Our Families



October 12, 2021

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

Week 42: This week we have the latest monthly life insurance application activity results for October and a new *Executive Insights* videos about the industry's role in educating workers about workplace life insurance.

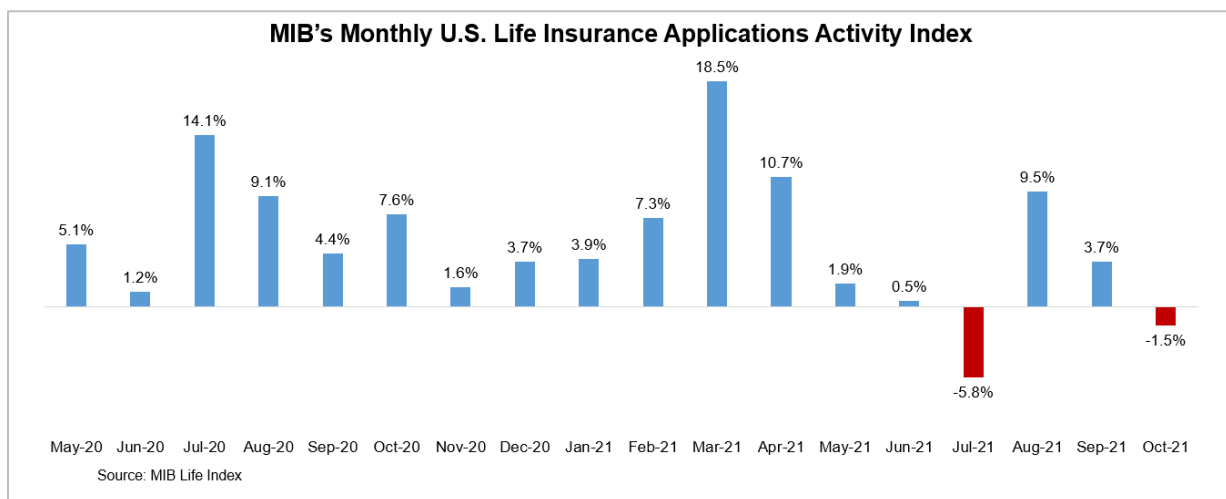
As always, there are resources to help you continue to raise awareness about the value of life insurance with your colleagues, your sales teams, and consumers.

**Reminder: To accommodate the Thanksgiving holiday, we will post and distribute the next Help Protect Our Families toolkit on Friday, Nov. 19, and not on Nov. 26.**

### Life Insurance Application Activity Falls in October

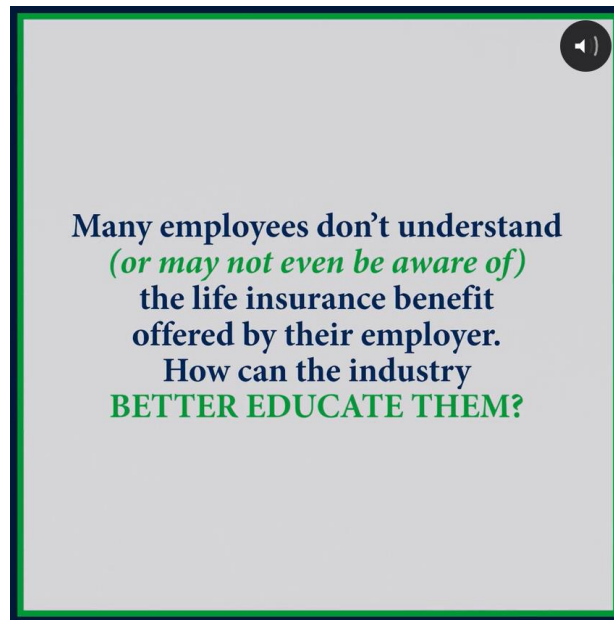
MIB Group reports that the application activity in October fell 1.5% from October 2020. In October 2020, activity grew 7.6%. Application activity for all age groups except those age 71+ dropped. While application activity for policies with face amounts over \$5 million increased by double-digits, all other face amounts declined.

October 2021 saw 7.1% growth in whole life application activity year over year, while term life dropped 5.8% and universal life contracted 7.7%.



### Workplace Benefits Leaders Highlight the Industry's Role in Educating Employees about Their Life Insurance Benefits through Work

According to recent LIMRA research, almost half of workers (48%) say they have limited understanding of their life insurance benefit. In this week's video, three workplace benefits leaders share their thoughts about how the industry can help employers educate their employees about their life insurance benefit.



Click on image or visit: [Workplace Benefits Leaders Highlight the Industry's Role in Educating Employees About their Life Insurance Benefits](#)

Thanks to the following executives for taking the time to share their insight and expertise:

- David Healy, senior vice president, Group Benefits, Sun Life U.S.
- Todd Katz, executive vice president, Group Benefits, MetLife
- Jamie Ohl, executive vice president, President, Workplace Solutions, Head of Operations and Brand, Lincoln Financial Group

*We encourage you to download and share this video on social media using [#HelpProtectOurFamilies](#)*

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

1. A [Best Review article](#), Dave Levenson spoke to Best Review about the recent surge in life insurance sales and the impact of COVID-19 on consumer perceptions about life insurance. *Please share with your colleagues so they can better understand the market trends that have led recent growth in life insurance.*
2. An [ACLI Impact article](#), by Margaret Meister, president and CEO, Symetra Financial, highlighting the ways the life insurance industry supports people in Washington State. *Please share with your colleagues to remind them of the good our industry does every day.*
3. Upcoming event:  
**LIMRA Webinar: [5 in 15: The Five Things You Need to Know About Workplace Life Insurance in 15 Minutes](#).** In this quick webinar, Pat Leary, corporate vice president, LIMRA Workplace Benefits Research, will share the five things you need to know about the changing landscape of workplace life insurance benefits in 15 minutes. **Date/Time:** Nov. 18, 2021 at 12 p.m. ET

4. Finally, three 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.*



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