

LONG-TERM CARE INSURANCE AWARENESS MONTH

# MARKETING GUIDE FOR COMPANIES

NOVEMBER 2022

## Introduction

November is Long-Term Care Insurance (LTCI) Awareness Month. While Life Happens does not oversee or coordinate this campaign, we think it's important to support our member companies who work with this product. It's a month when the industry comes together to share the message that getting long-term care insurance can cover the cost of care when you need it most.

According to the 2021 Insurance Barometer Study conducted by Life Happens and LIMRA, 37% of people say they are concerned about how to pay for long-term care expenses. Yet just 18% of people own long-term care insurance. The market for LTC coverage will only continue to grow as the population of older consumers increases, living longer than ever.

This guide provides strategies and tips you can use to participate in November's Long-Term Care Insurance Awareness Month. We encourage you to follow us on social media to see and share the latest content and [sign up for our email list](#) to receive new resources and updates.

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [LinkedIn](#)
- [YouTube](#)

## Key Messages

### How to talk about Long-Term Care Insurance Awareness Month

- Long-Term Care Insurance (LTCI) Awareness Month takes place every November.
- Life Happens provides content and resources for the LTCI campaign to support our member companies who work with this important product.
- Life Happens' mission as a nonprofit organization is to empower consumers by educating them about life insurance and its related products, including LTCI, so they can protect their loved ones.
- Those turning 65 today have a nearly 70 percent chance of needing some type of long-term care services as they age, and 20 percent will need it for longer than five years. *(Source: U.S. Department of Health and Human Services)*
- Don't leave it all to chance. Getting long-term care insurance is a simple way to protect your assets, spare your family from financial and emotional stress, and take control of your care.

## How to Launch Your LTCI Campaign

Get started right now with these quick steps

- **Review Life Happens LTCI Awareness content in this document and create your plan to share the content with your clients.**
- **Use the [LTCI Social Media Calendar](#)** to schedule your posts for the month in advance. Use our suggested graphics and captions for each day in November, or adapt to fit your needs. This is one of our most- customized resources!
- **New long-term care insurance animations.** These short, informational videos are all less than 30 seconds and the perfect “scroll-stoppers” to use on Facebook, Twitter or Instagram.
  - [4 Benefits of Long-Term Care Insurance](#)
  - [Long-Term Care Insurance Coverage Quiz](#)
  - [Reality Check – LTC Costs](#)
  - [True or False: If you have Medicare or Medicaid, you don't need long-term care insurance](#)
- Get acquainted with the helpful resources and tools on **Life Happens' website**, including our [Long-Term Care Insurance 101](#) page and [Real Life Stories](#) that feature LTCI.

### After November

All of our LTCI campaign content is evergreen, so you can continue to make the most of our resources even when Long-Term Care Insurance Awareness Month has ended. Remind your audience that **while November may be over, the need for LTCI is year-round**

**Life Happens.**

**Life Happens.**