

Agenda Item 4(b)(i)(2)
September 14/21 EOC Meeting

CAFII MEDIA ADVOCACY COMMITTEE MEETING – SEPTEMBER 7 @ 11:00 am

Item 3 – Media Advocacy Key achievements - 2021

a) CAFII Press releases (3):

1. **March 11, 2021:** CAFII Releases New Video that Explains How Credit Protection Insurance Works for Critical Illness and Disability;
2. **June 17, 2021:** Pandemic has changed the way Canadians conduct financial transactions, and for some the change will be permanent;
3. **July 8, 2021:** CAFII welcomes Canadian Tire Bank as a new member.

b) CAFII Media coverage (6):

1. **June 18, 2021:** Duffie Osentel of the *Mortgage Broker News* writes about the CAFII-commissioned Pollara study that shows the pandemic has changed the way Canadians conduct financial transactions;
2. **June 18, 2021:** Douglas Blakey, the Editor of London-based *Retail Banker International*, writes that Covid is making the majority of Canadians more comfortable conducting financial transactions online;
3. **June 18, 2021:** Lyle Adriano writes in *Insurance Business Canada* that a new report from CAFII has found that many Canadian consumers with credit protection insurance (CPI) have switched the way they conduct certain financial transactions;
4. **June 19, 2021:** In a video interview with *Retail Banker International's* Douglas Blakey, CAFII Co-Executive Director Keith Martin talks about the impact COVID-19 has had on how Canadians conduct financial and insurance transactions.
5. **June 22, 2021:** *Onside Media*, an online newsletter that covers business stories with “high-quality, forward-thinking content,” includes a CAFII-commissioned study in its news round-up.
6. **June 29, 2021:** Co-Executive Director Keith Martin appears on the *Business of Blockchain* internet radio show to talk about the CAFII-commissioned study on the impact of COVID-19 on how Canadians want to conduct banking and insurance transactions.

e) New Insights Blog postings (3):

1. **May 4, 2021:** New video helps explain insurance products, by Keith Martin;
2. **May 25, 2021:** What types of insurance should homebuyers consider, by Brendan Wycks;
3. **June 17, 2021:** Canadians embrace fintech & insurance during pandemic, by Keith Martin;

f) Website videos (1):

1. **March 11, 2021:** How Credit Protection Insurance Works for Critical Illness and Disability

Item 4 – Media Advocacy initiatives to come - 2021

a) Website videos (3):

- 1) Pollara Research highlights (targeted for September)
- 2) Job Loss insurance (targeted for October)
- 3) Consumer protection (targeted for December)

b) New FAQs (10):

- 1) Drafted mid-August but on hold pending input from Brendan

e) New Insights Blog postings (2):

- 1) Travel Insurance More Important than ever (drafted late July but on hold pending input from Brendan and CAFII Travel Medical Insurance Committee)
- 2) Consumer Education Remains a Top Priority for CAFII (drafted mid-August but on hold pending input from Keith & Brendan)