

Agenda Item 4(c)(i)(1)
November 23/21 EOC Meeting

From: CISRO-OCRA <CISRO-OCRA@fsrao.ca>

Sent: November-10-21 3:35 PM

To: CISRO-OCRA <CISRO-OCRA@fsrao.ca>

Subject: CISRO Industry Survey on Consumer Awareness Initiatives/Sondage des OCRA auprès de l'industrie sur les initiatives de sensibilisation des consommateurs

CISRO Stakeholders,

CISRO's Consumer Awareness Working Group (CAWG) is conducting a survey of key stakeholders to get an understanding of the consumer awareness strategies and initiatives currently undertaken by industry.

This is an information gathering exercise for CISRO. The results of the survey will help CISRO to determine if there are any consumer awareness needs that CISRO could address.

The CAWG has selected SurveyMonkey as the delivery method for this survey.

The survey contains 9 questions and should not take long to complete.

Responses are required by **November 30, 2021.**

Further details and instructions are included in the survey.

To access the survey, see SurveyMonkey link below:

https://www.surveymonkey.com/r/CISRO-CAWG_2021

A pdf copy of the survey is also attached for your reference.

NOTE: Please feel free to share the survey link with the relevant person in your organization/association who is best suited to complete the survey. Only one response per organization/association is required.

Thank you for your continued collaboration and support.

Regards,
CISRO Secretariat

From: CISRO-OCRA <CISRO-OCRA@fsrao.ca>

Sent: November-09-21 3:37 PM

To: CISRO-OCRA <CISRO-OCRA@fsrao.ca>

Subject: Upcoming CISRO Survey on Consumer Awareness Initiatives/Sondage à venir des OCRA sur les initiatives de sensibilisation des consommateurs

Good afternoon,

Early last year, we advised stakeholders that the Canadian Insurance Services Regulatory Organizations (CISRO) established a Consumer Awareness Working Group (CAWG) that would gather data on consumer awareness needs and initiatives, compile a catalogue on these needs and initiatives, and make recommendations on what CISRO could do to address any needs identified. CAWG's activities were subsequently suspended due to COVID-19 and reconvened in spring this year.

As part of the working group's preliminary data gathering exercise, we will be reaching out to stakeholders with a short survey to get an understanding of the consumer awareness strategies and initiatives currently undertaken by industry. As one of our key stakeholders, if your organization has undertaken any consumer awareness strategies or initiatives, we would like to hear about them.

On November 10, 2021, the SurveyMonkey link will be sent to you, our contact for your organization. Please feel free to send to the relevant person in your organization/association who is best suited to complete the survey. A pdf copy of the survey will also be attached for your reference.

We look forward to collaborating with you.

Regards,
Adrienne

Adrienne Warner

Policy Manager

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