National Insurance Awareness Day (NIAD)
is June 28, 2025
Protect What Matters Most

June 28 marks **National Insurance Awareness Day**, a timely reminder for Canadians to take a closer look at their insurance coverage and ensure it aligns with their current needs and circumstances.

This annual initiative, supported by Canadian regulators, encourages both licensed insurance agents and consumers to engage in meaningful conversations about insurance. Whether it's home, auto, life, or business coverage, understanding your policy is key to being protected when it matters most.

Why It Matters
In 2024, Canada experienced huge losses due to catastrophic events. From wildfires to floods, the risks are real and growing. This year's focus is on disaster preparedness and ensuring Canadians are equipped with the right coverage to weather any storm.

For Industry Professionals
As a licensed insurance agent, you play a vital role in helping clients navigate their policies. We encourage you to:

- Reach out to clients for policy reviews.
- Educate them on coverage gaps and disaster readiness.
- Promote NIAD through your channels.

For Consumers
Life changes - so should your insurance. Ask yourself:

- Have I renovated, moved, or made major purchases?
- Has my employment or family situation changed?
- Do I understand what my policy covers in case of a natural disaster?

If you're unsure, now is the perfect time to connect with a licensed insurance agent. This checklist can be helpful when talking with your licensed insurance agent - **https://www.cisro-ocra.com/Documents/View/2631**.

Let's Start the Conversation
ICM encourages all licence holders to participate in NIAD by promoting awareness and offering guidance to clients. Together, we can help ensure Canadians are informed, prepared, and protected.

More information and resources will be available on the CISRO website in the coming days.

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