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| Insure It. It’s Worth It. |  |
| Stakeholders toolkit |  |

The Department of Health and Human Services, in partnership with Good Shepherd Microfinance, has developed the Victorian ‘Insure it. It’s worth it’ toolkit to provide practical information and advice about the importance of home and contents insurance for people living in disaster prone areas.

This pack includes the following tools that can be used to help promote the [*Insure It. It’s Worth It*](http://goodshepherdmicrofinance.org.au/researchreports/insurance-toolkit/):

* Sample news articles for print or online
* Sample social media posts.

Tips for promoting the message

**Localise your message**

Use your local knowledge to make your messages more meaningful to your audience (for example, explaining local risks like bushfire ratings to reiterate the importance of insurance in your area).

**Find out who can help spread the message in your community**

Get to know who in your community can help spread the message about the importance of insurance. There may be community groups or leaders that work with financially vulnerable people that would be interested in having copies of the [*Insure It. It’s Worth It*](http://goodshepherdmicrofinance.org.au/researchreports/insurance-toolkit/)toolkit on hand.

**Time the release and promotion of insurance messages**

Consider what events are planned in your community and plan the distribution of your messages to coincide with them. For example, if an event is planned in your community that is focused on preparation for emergencies, consider promoting and having copies of the [*Insure It. It’s Worth It*](http://goodshepherdmicrofinance.org.au/researchreports/insurance-toolkit/) toolkit on hand.

Conversely, if there are existing emergencies in your community (such as fires, floods, or recent storms) you should consider rescheduling your messages about insurance to another time.

**Consider your channels**

Think about targeting groups that are vulnerable, particularly culturally and linguistically diverse communities. For example, if you have a large Chinese speaking population, get materials translated and included into Chinese publications. Don’t hesitate to repeat messages. The best messages are simple and repeated again and again. The average number of times a person needs to hear a message in order to recall it is 3-5 times. So say it, and then say it again.

The toolkit can be downloaded or ordered at no cost from: <http://goodshepherdmicrofinance.org.au/researchreports/insurance-toolkit/>

Thank you for supporting the distribution of this important message.

**Emergency Management Branch**Department of Health and Human Services  
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