

Consumer education

Formal insurance is unfamiliar to most low-income people. The goal of consumer education is to provide households with knowledge and skills to improve their ability to manage risk. This is important both to encourage greater demand for insurance, and to enable clients to get more from products. Insurance associations can play a crucial role in delivering consumer education to low-income households.

Show 246items per resource

Projects

Emerging Insights

Publications

Other resources

Relevant Links

Source URL: <http://www.impactinsurance.org/topic/clients/subtopic/consumer-education>