



INSURANCE ESSENTIALS OUTREACH TOOLKIT

A CONSUMER EDUCATION PARTNERSHIP INITIATIVE



**COMMUNITY RELATIONS &
OUTREACH BRANCH**

2025



Consumer Outreach Toolkit on Insurance Essentials

Welcome to the **Insurance Essentials Outreach Toolkit**! This toolkit is designed to provide you with the essential resources and materials you need to effectively raise awareness and educate your audience about basic insurance information.

Whether you're a professional working in the insurance industry, a community leader or promotor, or an individual looking to spread awareness, this toolkit offers outreach materials to help you in your outreach efforts.

All of the images in this toolkit are available for download on our official Flickr account. Feel free to browse and download any images you might find useful for your projects or promotions! You can access the images here: [CA Dept of Insurance's albums | Flickr](#)

If you need any specific images or additional assistance, don't hesitate to reach out to crob@insurance.ca.gov

Insurance Essentials Flyers

These informative flyers can be shared online or printed for distribution.

- [Renters Flood Insurance \(PDF\)](#)
- [Homeowners Flood Insurance \(PDF\)](#)
- [Commercial Insurance \(PDF\)](#)
- [What They Don't Teach You \(PDF\)](#)
- [So You've Had An Accident \(PDF\)](#)
- [California Low Cost Auto \(PDF\)](#)
- [Disaster Preparedness \(PDF\)](#)
- [Homeowners' Insurance \(PDF\)](#)
- [Renters' Insurance \(PDF\)](#)
- [Earthquake Insurance for Homeowners \(PDF\)](#)
- [Earthquake Insurance for Commercial Property \(PDF\)](#)
- [Earthquake Insurance for Renters \(PDF\)](#)

Video Clips & PSA

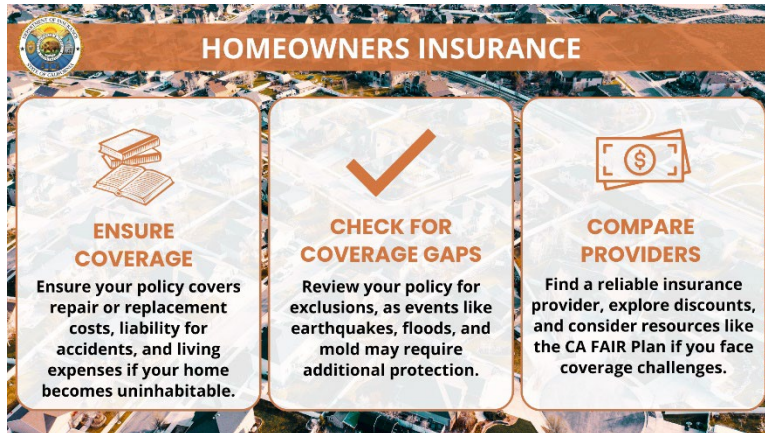
Short videos designed to inform the public about insurance related issues and how to find important resources.

- Most commonly asked consumer questions answered by Amy Bach, consumer advocate and Executive Director at United Policyholder. Learn more: <https://vimeo.com/995846231>



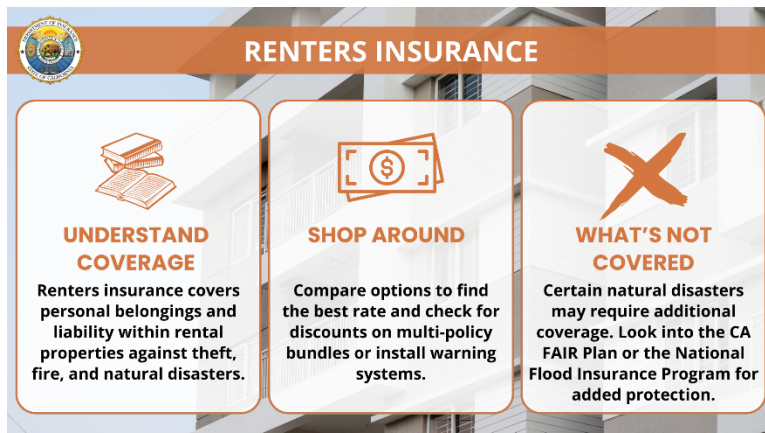
Social Media Graphics and Posts

Ready-to-use images and captions that you can post on your social media channels.



Post Caption: California is full of natural beauty, but it can also be prone to risks like wildfires, earthquakes, floods, and theft. Homeowners insurance provides essential protection and peace of mind.

Link: [Homeowners' Insurance \(PDF\)](#)



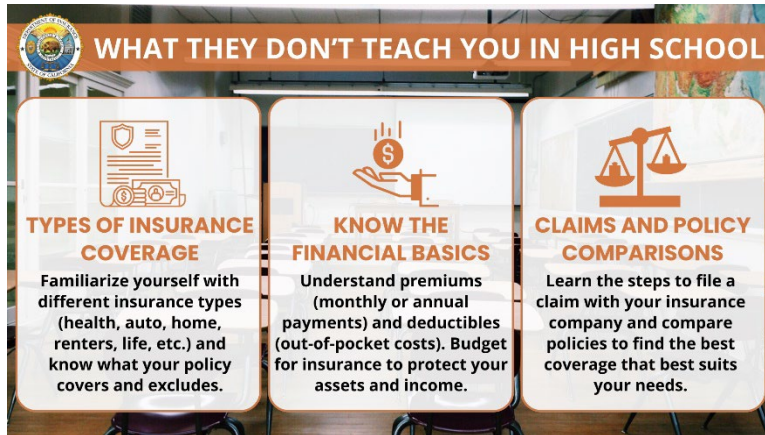
Post Caption: Renter's insurance helps close coverage gaps by protecting personal belongings and liability within a rental property, addressing risks often not covered by a landlord's insurance policy.

Link: [Renters' Insurance \(PDF\)](#)



Post Caption: If you are just starting your business or have had your business for years, it is important to understand your risks. Commercial insurance policies come in a variety of forms, each designed to handle certain risks and sectors.

Link: [Commercial Insurance \(PDF\)](#)



Post Caption: Insurance is one of those crucial life skills that often doesn't get covered in high school. Sometimes it's hard to understand how it will apply in the real world.

Link: [What They Don't Teach You \(PDF\)](#)

Additional Resources

- If you have questions about your home, auto, business, life or other insurance contact the Department of Insurance at 800-927-4357 or visit us online at <http://www.insurance.ca.gov/>
- Safer from Wildfires is an interagency partnership between Insurance Commissioner Ricardo Lara and the emergency response and readiness agencies in Governor Gavin Newsom's administration to protect lives, homes, and businesses by reducing wildfire risk. <https://www.insurance.ca.gov/01-consumers/200-wrr/Safer-from-Wildfires.cfm>
- Our Top Ten Tips for Finding Residential Insurance provides a summary of the information and options available: http://www.insurance.ca.gov/01-consumers/105-type/5-residential/Top10Tips_FindingResidentialIns.cfm
- Our Home Insurance Finder tool can help you identify insurance companies and licensed agents/brokers who have been identified to sell homeowners, renters, condominium, or mobile home insurance: https://interactive.web.insurance.ca.gov/apex_extprd/f?p=400:50

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Follow our social media channels for the latest updates, exciting content, and exclusive insights. Staying connected will ensure you're always in the loop on what's happening!

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- Threads: <https://www.threads.net/@cadeptofinsurance>
- LinkedIn: <http://www.linkedin.com/company/california-department-of-insurance>
- Facebook: <http://www.facebook.com/insurancecagov>