



# **Supporting Consumers Through Outreach:** Amplifying Public Awareness of State Insurance Departments

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# Survey Goals and Objectives

## Survey of the Public Information Officers

- October 2025

1. *What are the best practices utilized to increase public awareness?*
2. *What are some of the communication methods and metrics used to gauge success/engagement?*
3. *What barriers do departments face in educating consumers, and how can they be addressed?*



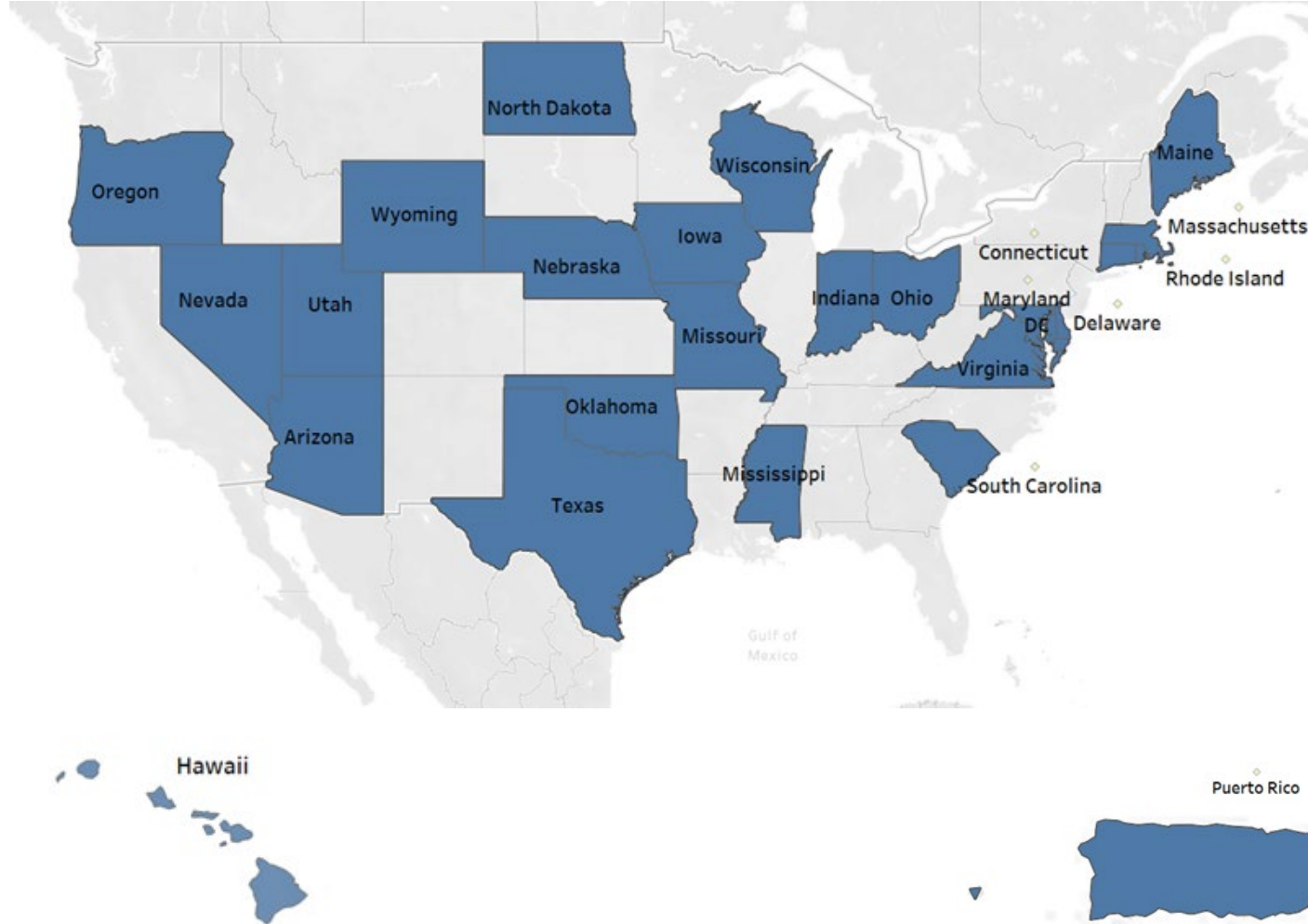


# 31 Total Respondents

## 28 States and Territories

Arizona	Nevada
Connecticut *	North Dakota
DC	Ohio
Delaware	Oklahoma *
Guam	Oregon
Hawaii	Puerto Rico
Indiana	Rhode Island
Iowa	South Carolina
Maine	Texas
Maryland *	Tennessee
Massachusetts	Utah
Mississippi	Virginia
Missouri	Wisconsin
Nebraska	Wyoming

\* Represents states with 2 respondents





*In the last year or so have you launched any consumer outreach campaigns . . .*

	Yes
<i>Primarily or solely aimed at increasing awareness about what your department does.</i>	35%
<i>Consumer outreach campaigns about a particular insurance issue or topic.</i>	81%
Responses=	25

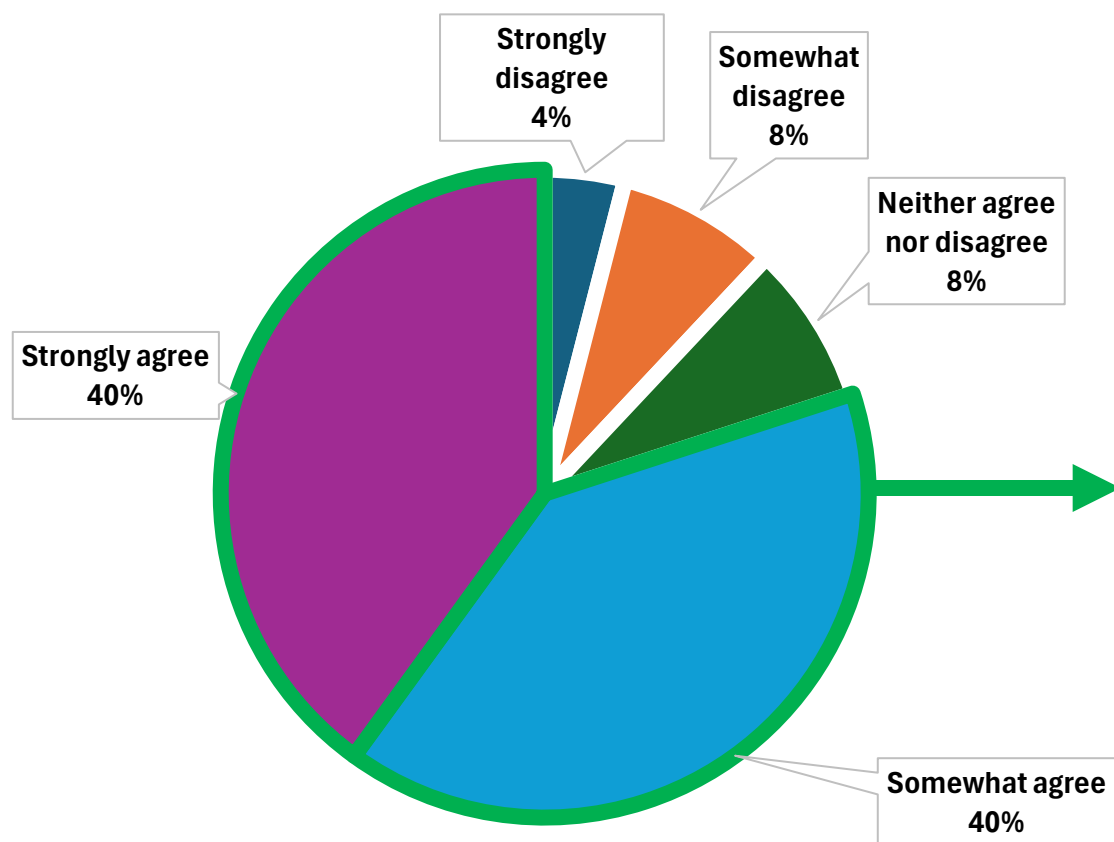
**81%** of the states surveyed are ***engaging***  
***in consumer outreach campaigns.***

Responses = 31





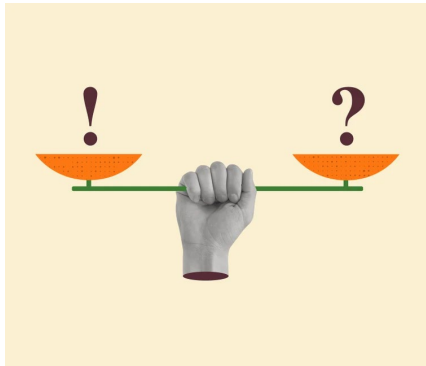
*Campaigns about insurance topics/issues are effective at raising awareness about what our department does and the services we offer.*



**80%** believe these campaigns are effective or somewhat effective for raising awareness of the department.



# Why Not?



Limited Resources  
and  
Capacity



Organizational  
and  
Structural Challenges



Competing Priorities  
and  
Focus on Specific Initiatives

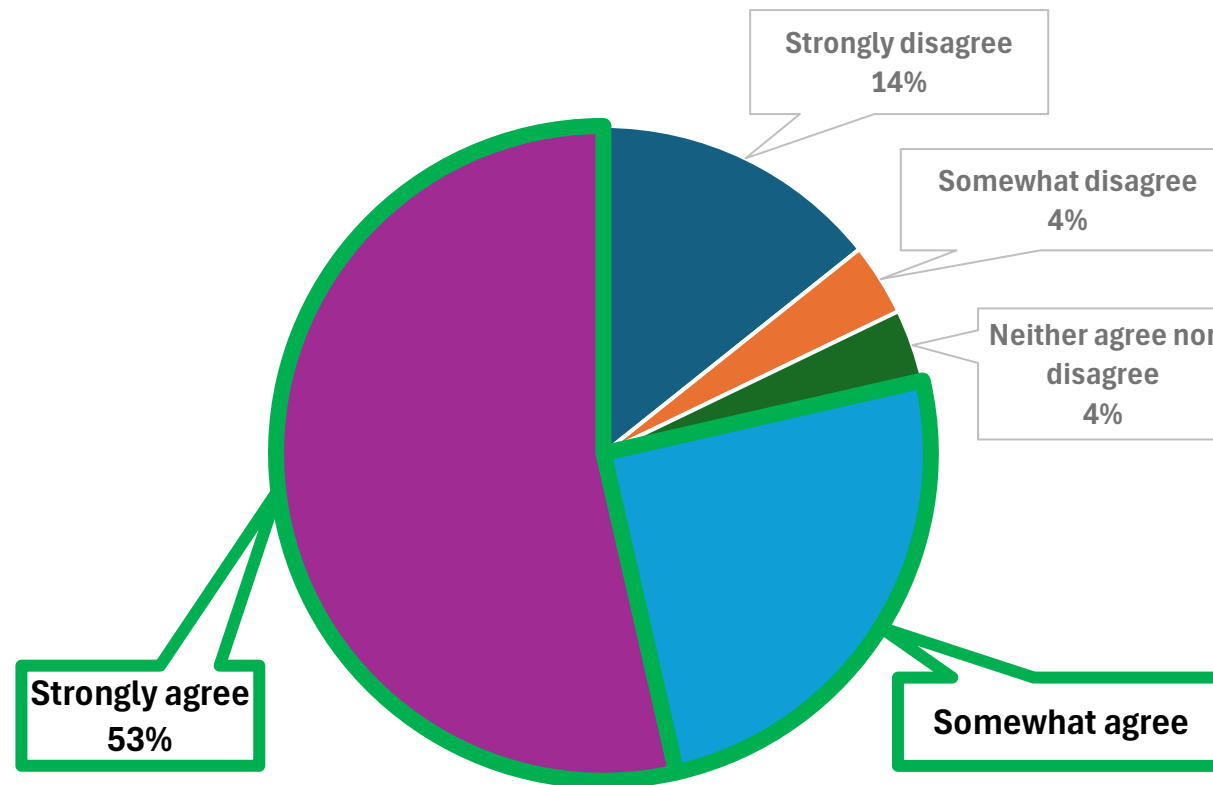


Emerging Interest  
and  
Future Plans



# *Marketing to increase awareness of our department*

78% Agree this is an important initiative

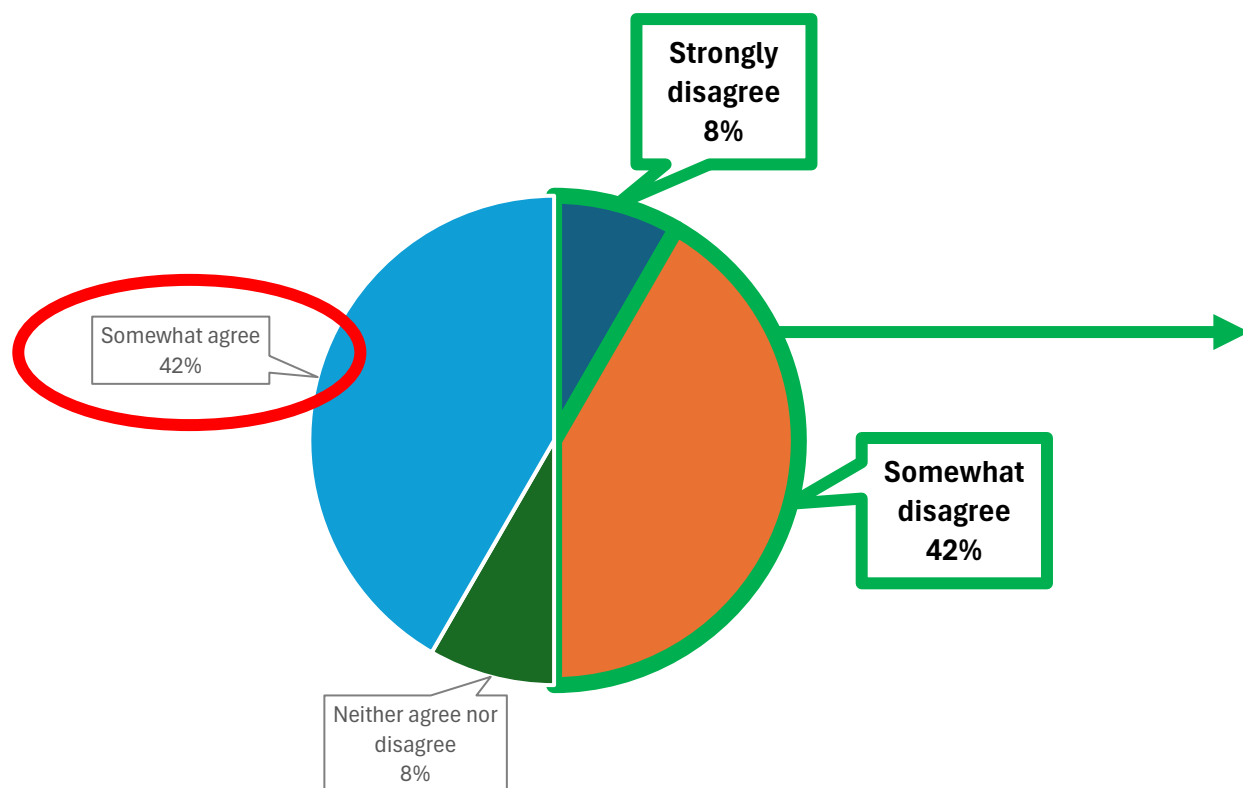


Respondents = 28





# *Awareness of the department's work and the services they offer.*



**50%** of respondents do not believe that residents are aware of the services they offer.

Responses = 24



*What aspects of your departments work do you think your states residents may not fully understand or be aware of?*

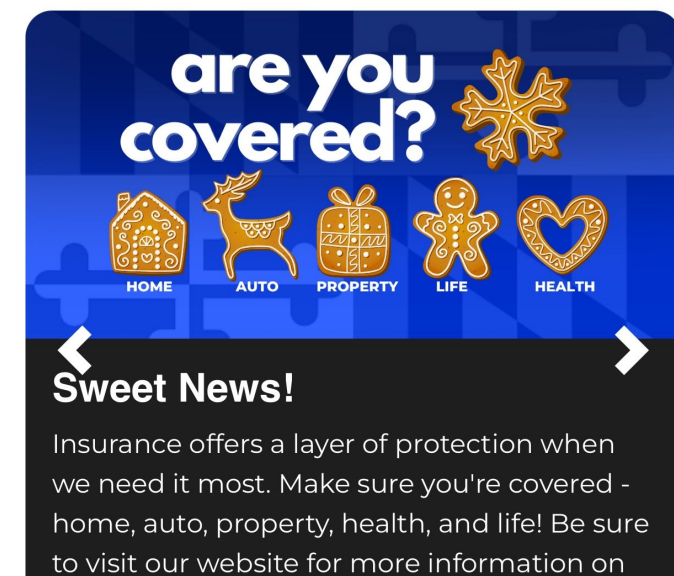
That we help consumers	87%
That we are part of state government	50%
That we provide services after disasters	47%
That our services are free	43%

Responses = 28



# Best Practices:

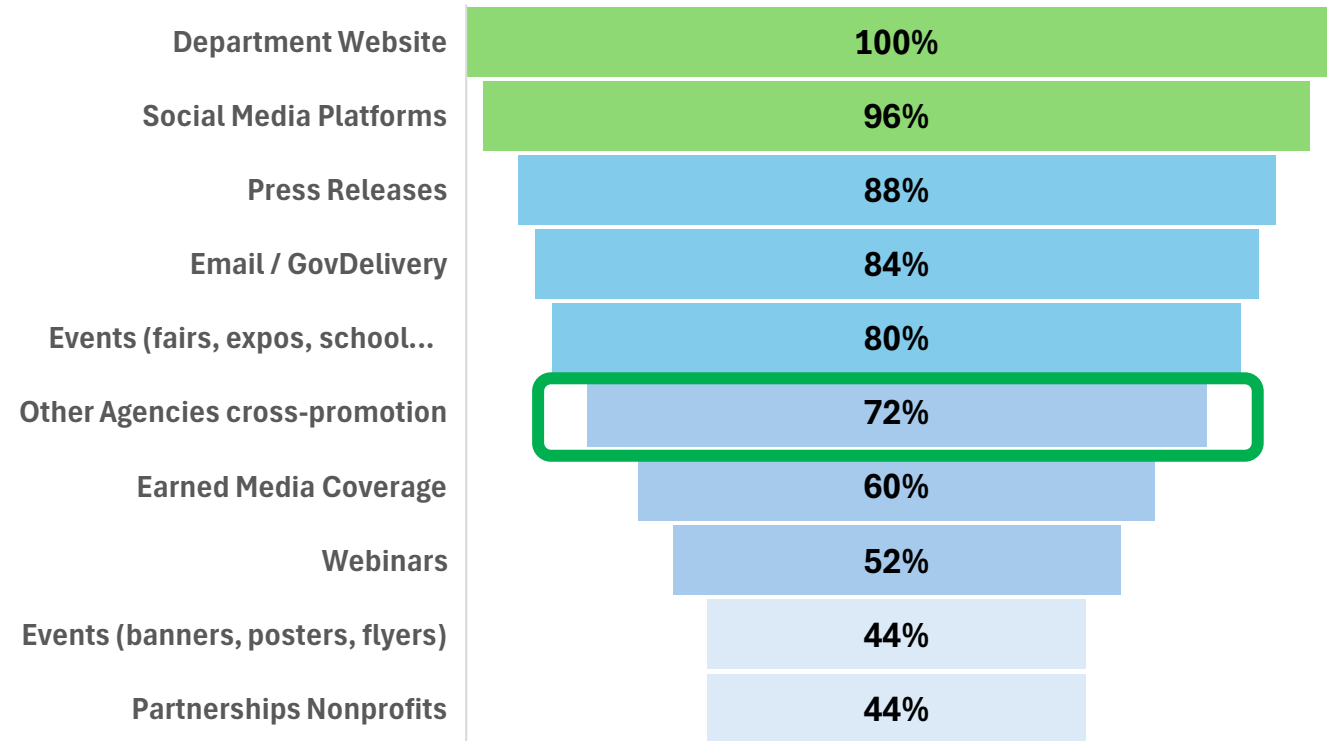
1. Use clear, simple, and consistent messaging.
2. Leverage multiple channels.
3. Evaluate and adapt messages.





# Best Practices:

1. Use clear, simple, and consistent messaging.
2. Leveraging multiple channels.
3. Evaluate and adapt messages using data.

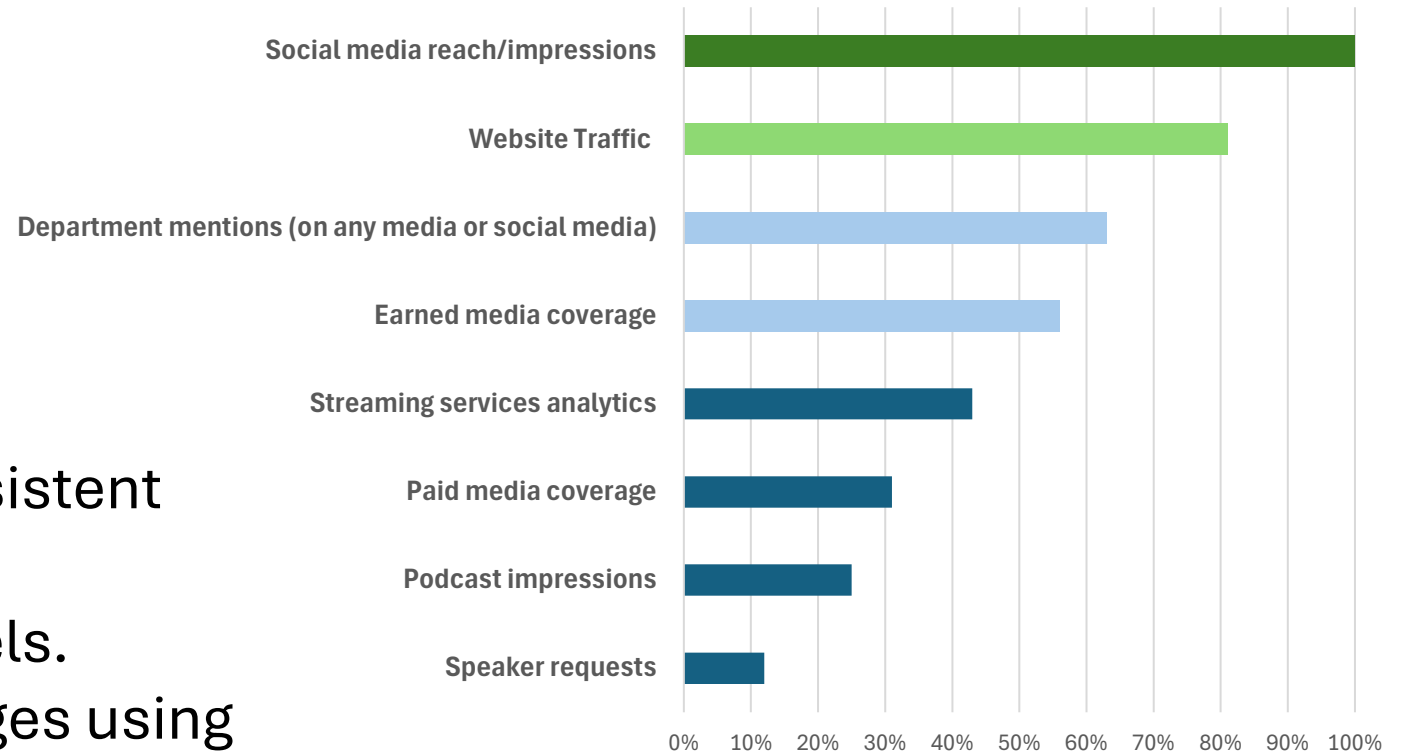


Responses = 25



# Best Practices:

1. Use clear, simple, and consistent messaging.
2. Leveraging multiple channels.
3. Evaluate and adapt messages using data.



Responses = 16

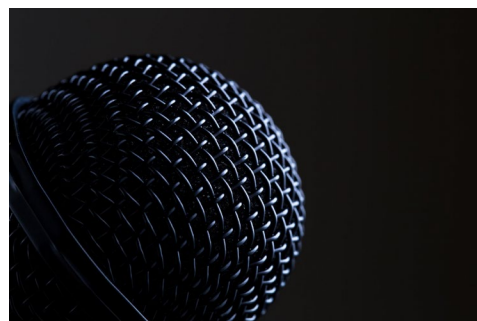
Weekly	25%
Monthly	31%
Quarterly	31%
Bi-annually	6%
Annually	6%



# What are some of the obstacles you face?



Public Awareness  
and  
Trust



Communication  
and  
Media Challenges



Resources  
and  
Capacity Constraints



Access  
and  
Equity Barriers





# How can we help?



Infographics to explain key insurance concepts or reasons to buy insurance.

Opportunities to brainstorm with individuals in other states who do the same work as you do.

Responses = 31

# Thank you



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