



**INSURANCE
INFORMATION**
INSTITUTE

2017 Conference of
United Lightning Protection Association and
Lightning Protection Institute
Woodlands, Texas
February 10, 2017

Partnership with the LPI/ULPA
An Overview of Communications Strategies

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Agenda

- ▲ Who Is the Insurance Information Institute.
- ▲ Overview of Partnership Between the I.I.I. and LPI/ULPA
- ▲ Insurance Coverage Information
- ▲ Lightning Data and Statistics
- ▲ Educational Videos
- ▲ 2017 Activities Planned
- ▲ Questions



I.I.I. Mission Statement

Improving public understanding
of insurance...

...what it does and how it works

Overview of I.I.I. and LPI/ Relationship

Mutually Beneficial

Update: Partnership Between the I.I.I. and the LPI/ULPA

- ▲ The I.I.I. and the LPI/ULPA have been working together for several years now.
- ▲ I.I.I. has benefited from the resources and expertise on lightning safety and lightning protection systems.
- ▲ LPI/ULPA content saved and highlighted on the I.I.I. website and promoted via social engagement.
- ▲ Promoted the Lightning Safety Awareness week with updated insured lightning stats.
- ▲ Reissue news releases promoting the three videos (How to Pick a Lightning Protection System, Lightning Myths and Lightning Safety).



Update: Partnership

- ▲ Made Kim Loehr available to speak to I.I.I. member companies at the I.I.I.'s all-industry weekly call, as well as the I.I.I. Communications Committee meeting.
- ▲ Distributed LPI materials to senior communicators at I.I.I. member companies.
- ▲ Incorporated lightning protection systems in the home buyers checklist.
- ▲ Provided Media Training at the 2015 LPI/ULPA Conference, as well as follow-up assistance with media inquiries as needed. This includes putting LPI members in touch with state insurance trades as required.

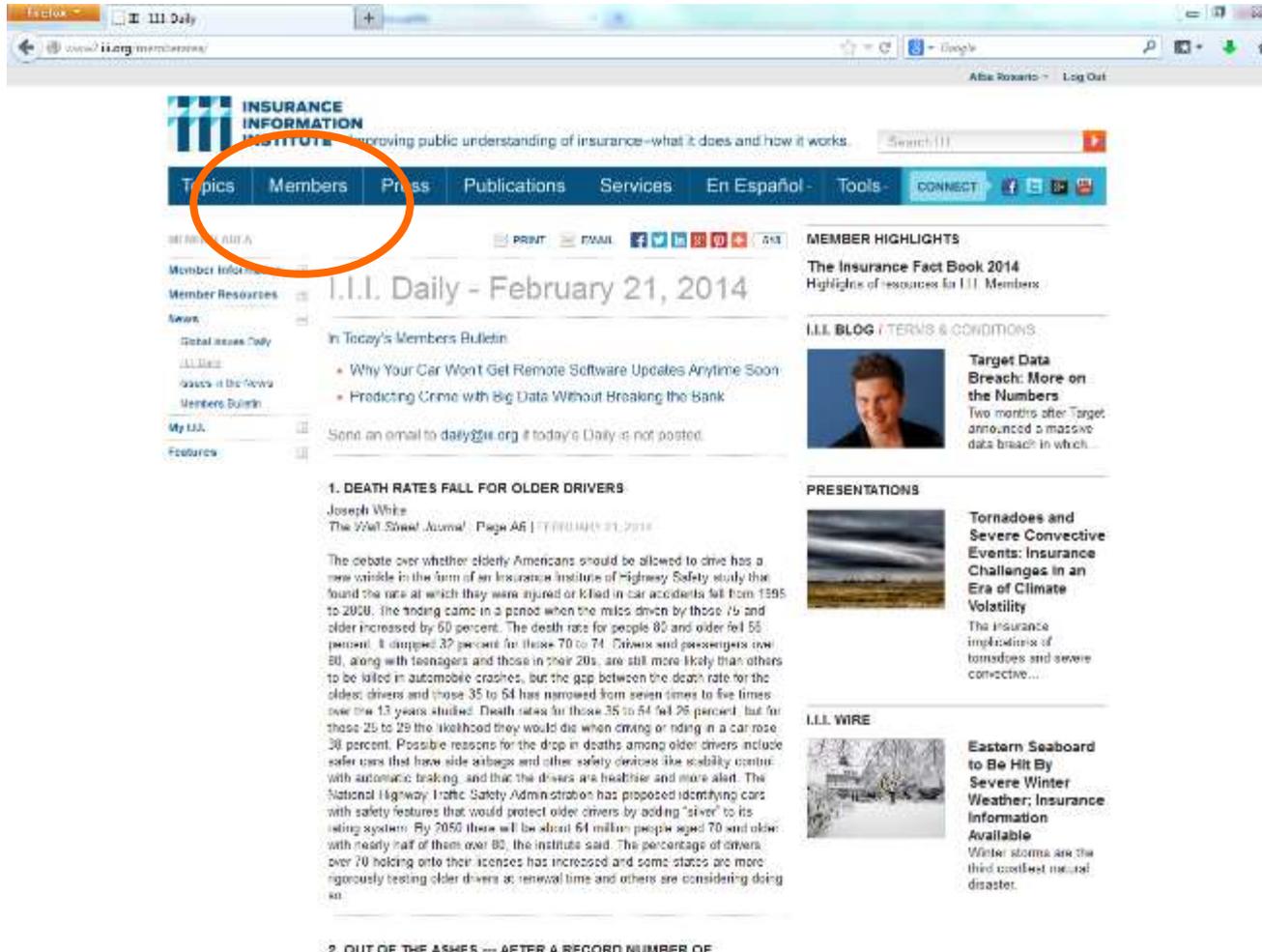


Issue News Releases – Over 25 releases were issued and posted to the I.I.I. website

Content Type	Result	Ranking
Press Release	<p>Lightning Claim Costs Continue to Rise; Surging Electronics Prices, Product Shortages, Partly to Blame</p> <p>Lightning strikes cost nearly \$1 billion in insured losses in 2011. POSTED: JUNE 21, 2012</p>	★★★★★
Press Release	<p>Thunderstruck! Average Lightning Claim Costs Up by 25 Percent, But Number of Claims Continues to Fall</p> <p>Lightning storms can cause extensive damage to life and property. POSTED: JUNE 25, 2013</p>	★★★★★
Press Release	<p>Believing Lightning Myths Is Dangerous, Especially In Florida; Get The Facts To Protect Yourself And Your Property</p> <p>Everyday storms during summer months may cause people to disregard lightning, and that could have deadly consequences. On average, lightning is responsible for more weather-related deaths in Florida than all other weather hazards combined, and Florida has the highest number of lightning casualties of all 50 states. POSTED: JUNE 15, 2011</p>	★★★★★
Press Release	<p>Lightning Protection Institute (LPI) to Host Summit on Lightning Safety</p> <p>Experts will discuss the latest developments in lightning protection technologies and safety practices. POSTED: FEBRUARY 21, 2014</p>	★★★★★
Press Release	<p>Lightning Is an Underrated Killer; Knowing Fact From Fiction Can Save Lives and Prevent Injuries</p> <p>Lightning safety tips. POSTED: JUNE 13, 2011</p>	★★★★★
Press Release	<p>"Flash Animation": Insurance Information Institute Teams Up With NOAA, LPI to Spread Word About Lightning Safety</p> <p>New I.I.I. lightning safety video. POSTED: JUNE 27, 2012</p>	★★★★★
Press Release	<p>Lightning Protection Institute Hosts "Search For Storm Heroes" During Lightning Safety Awareness Week</p> <p>Lightning Protection Institute offers tips for protecting homes against damage from lightning. POSTED: JUNE 18, 2010</p>	★★★★★



Use I.I.I. website to promote LPI to insurance companies



Media Training PowerPoint

For the 2015 Meeting Schedule, click [here](#).

TESTIMONIES

For testimonies, click [here](#).

Media Training Session 2015 LPI/ULPA Conference

JEANNE M. SALVATORE

MARCH 26, 2015

Alternative Capital: Impacts on Global Insurance and Reinsurance Markets

DR. ROBERT P. HARTWIG, CPCU

MARCH 25, 2015

What Really Keeps Insurance CEOs Awake at Night? Trends, Challenges and Opportunities

DR. ROBERT P. HARTWIG, CPCU

MARCH 19, 2015

The Commercial P/C Insurance Industry: Overview and Outlook

DR. STEVEN N. WEISBART, CLU

I.I.I. VIDEO



Beyond Thunder Dumb: When Lightning Stri

More than 80% of lightning fatalities are men who did not shelter from an approaching storm.

PRESENTATIONS



Alternative Ca Impacts on Gl Insurance and Reinsurance Markets

How alternative capital is changing the reinsurance market.

Lightning information Promoted to Florida Residents and Business Owners



Improving public understanding of insurance in Florida—
what it does and how it works



[More](#)

STRAIGHT TALK

Blogging about insurance in Florida

[Share This Story](#)



Leaky pipes a figment of fraudsters' imagination

FEBRUARY 05, 2014 |

More than two dozen people have been arrested in the past two weeks for faking damage to their homes in order to file an insurance claim. They said their cabinets and flooring were damaged by leaky pipes, but fraud investigators say their stories are all wet.

INSURANCE 101

Understanding Florida's Property Insurance Market

Dr. Robert Hartwig, CEO/President of the Insurance Information Institute, gave a presentation recently about Florida's property insurance market. He called Florida the "catastrophe epicenter of the U.S.," and the data and history bear that out. You can view the presentation to learn what affects the cost of coverage and to view the insurance industry's financial performance.

[PRESENTATION ON FLORIDA'S PROPERTY INSURANCE HISTORY AND FUTURE](#)

I.I.I. DIGITAL



iii Toolkit App

Free app suite. Everything you need to plan, prepare, respond, and restore.

[MORE](#)

Lightning

INSURANCE COVERAGE INFORMATION

Coverage Information

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Lightning Coverage and Safety

Damage caused by lightning, such as fire, is covered by standard homeowners and business insurance policies. Some home and business insurance policies provide coverage for power surges that are the direct result of lightning striking a home or business. There is also coverage for lightning damage under the comprehensive portion of an auto insurance policy.

With the explosion in the number and value of consumer electronics in homes, such as flat screen TVs, home entertainment centers, multiple computers, gaming systems as well as new smart home technology, it is more important than ever to take precautions.

Preventing Losses



LIGHTNING DATA

Overview: Lightning Facts and Statistics

Lightning

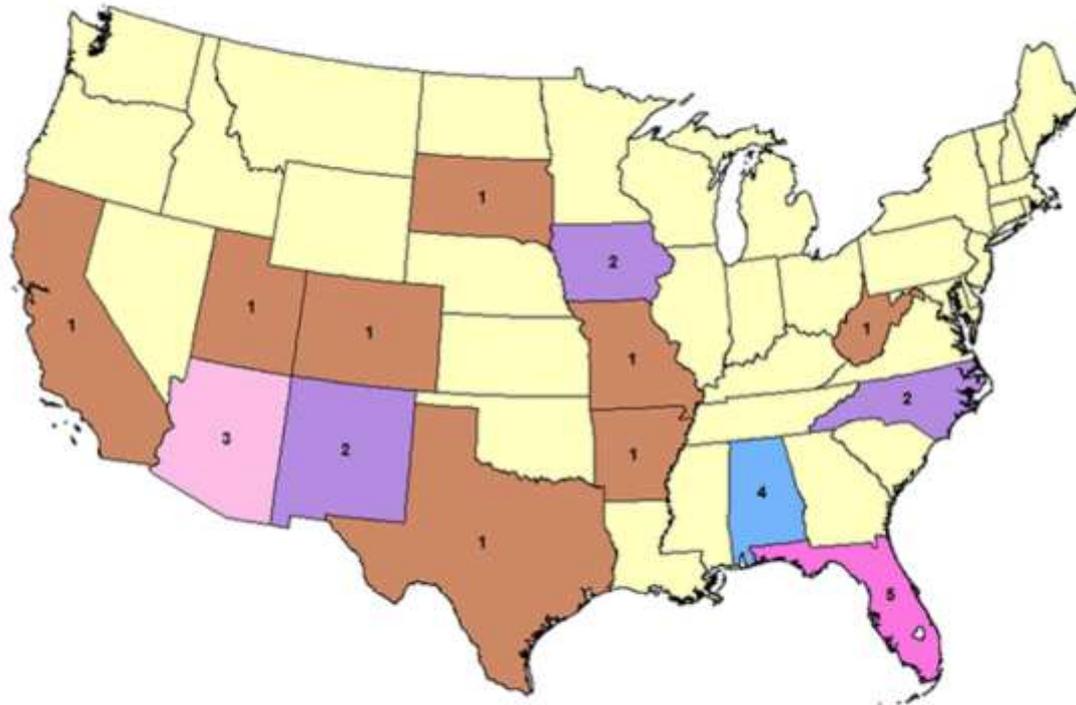
As of mid-October, 2016 there were 36 lightning deaths. Florida had the most lightning deaths so far in 2016 with seven deaths, followed by four in Louisiana and New York, according to [statistics](#) from the [National Oceanic and Atmospheric Administration \(NOAA\)](#).

In 2015 the number of direct lightning fatalities was unchanged from 2014 at 26, up from a record low of 23 in 2013. From 2006 to 2015 on [average](#) about 31 people died each year from lightning strikes in the United States, according to the National Weather Service. Going back over the last 30 years, 48 people died each year on [average](#) from lightning strikes. The significant decline in lightning deaths is due to fewer farmers working in fields, along with technological advances, better lightning protection and awareness of lightning safety.

The top states for lightning deaths in 2015 were Florida, with five deaths, Alabama with four deaths and Arizona with three deaths. Iowa, North Carolina and New Mexico each had two deaths. Eight additional states reported one lightning death in 2015: Arkansas, California, Colorado, Missouri, South Dakota, Texas, Utah and West Virginia.

U.S. Map of Lightning Deaths

LIGHTNING FATALITIES BY STATE, 2015



Source: U.S. Department of Commerce, National Oceanic and Atmospheric Administration, National Weather Service.

[View Archived Graphs](#)

Historical Data is also available on the
I.I.I. Website

Home Insurance Losses

Number of claims decreased, but the cost increased due to increasing value of consumer electronics and automated or smart homes... a trend that is likely to continue.

Homeowners Insurance Losses

The number of claims from lightning strikes in the United States fell in 2015; however, the total insurers paid on those claims rose by nearly 7 percent, according to an analysis by the Insurance Information Institute (I.I.I.) and State Farm®. Lightning strikes cost \$790 million in homeowners insurance losses in 2015 with the average claim costing \$7,947 vs. \$7,400 in 2014. “The average cost per claim is volatile from year to year,” said James Lynch, FCAS MAAA, vice president of Information Services and chief actuary, “but it has generally continued to rise, in part because of the enormous increase in the number and value of consumer electronics including increasingly popular home automation systems.” Florida had the largest number of homeowner insurance claims for lightning losses in 2015, followed by Georgia and Texas.



Lightning Claims and Payouts

Homeowners Insurance Claims And Payout For Lightning Losses, 2011-2015

	2011	2012	2013	2014	2015	Percent change	
						2014-2015	2011-2015
Number of paid claims	186,307	151,000	114,740	99,871	99,423	-0.4%	-46.6%
Insured losses (\$ millions)	\$952.5	\$969.0	\$673.5	\$739.0	\$790.1	6.9	-17.0
Average cost per claim	\$5,112	\$6,400	\$5,869	\$7,400	\$7,947	7.4	55.5

Source: Insurance Information Institute, State Farm®.

[View Archived Tables](#)

- Total insured losses from lightning rose 6.9 percent from 2014 to 2015, although losses have declined 17.0 percent overall since 2011. There were 99,423 insurer-paid lightning claims in 2015, down 0.4 percent from 2014. The average lightning claim paid was 7.4 percent more than a year ago: \$7,947 in 2015 vs. \$7,400 a year earlier. The average cost per claim rose 55.5 percent from 2011 to 2015.



Top States for Homeowners Lightning Losses

Top 10 States For Homeowners Insurance Lightning Losses By Number Of Claims, 2015

- There were 11,898 lightning-related homeowners insurance claims in Florida in 2015, the highest among the states.

Rank	State	Number of paid claims	Insured losses (\$ millions)	Average cost per claim
1	Florida	11,898	\$156.2	\$13,131
2	Georgia	10,442	61.0	5,844
3	Texas	8,844	84.9	9,595
4	Louisiana	5,333	24.4	4,578
5	Alabama	4,508	28.3	6,280
6	North Carolina	4,226	28.8	6,810
7	Pennsylvania	3,686	13.2	3,579
8	Tennessee	3,397	24.5	7,212
9	Virginia	3,174	21.0	6,607
10	South Carolina	3,163	13.7	4,318
	Total, top 10	58,671	\$455.9	\$7,771

Source: Insurance Information Institute, State Farm®.

[View Archived Tables](#)



Residential and Commercial Lightning Fires

Lightning Fires in Residential Vs. Non-Residential Properties

From 2007 to 2011 local U.S. fire departments responded to an average of 22,600 fires per year that were started by lightning, according to an analysis by the National Fire Protection Association (NFPA). These fires caused an average of nine civilian deaths and \$451 million in direct property damage per year, according to the NFPA. Home fires accounted for 19 percent of the lightning fires, fires in non-residential structures, including businesses and other non-residential properties, accounted for 7 percent; vehicle fires accounted for 1 percent. The remaining 73 percent were in outdoor and unclassified properties.

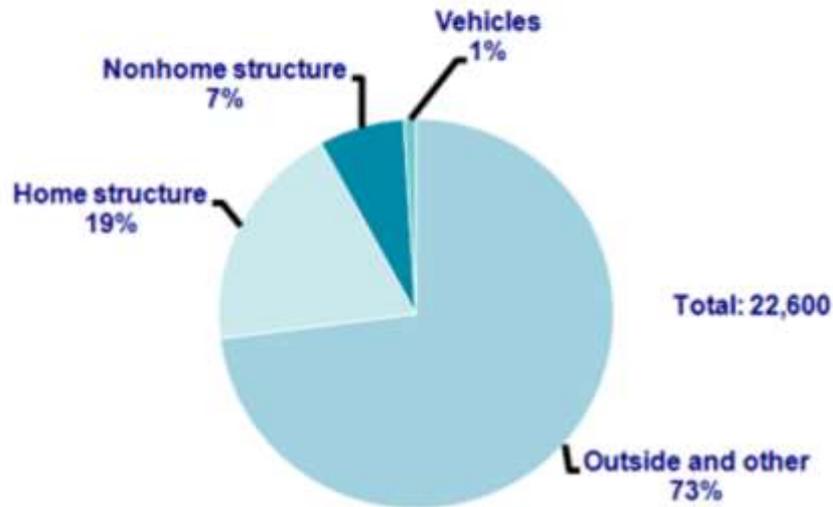
Lightning fires in non-residential properties caused an average of \$108 million in direct property damage each year from 2007 to 2011, according to the survey. The average annual damage in non-residential properties includes:

- \$28 million in storage facilities
- \$22 million in places of assembly, such as houses of worship and restaurants
- \$19 million in nonhome residential properties such as hotels and motels
- \$15 million in mercantile and business properties such as offices, specialty shops and department stores
- \$15 million in industrial and manufacturing facilities
- \$3 million in outside properties
- \$3 million in educational and healthcare facilities
- \$3 million in miscellaneous properties



Location of Fires Started by Lightning

FIRES STARTED BY LIGHTNING BY TYPE OF STRUCTURE, 2007-2011 (1)



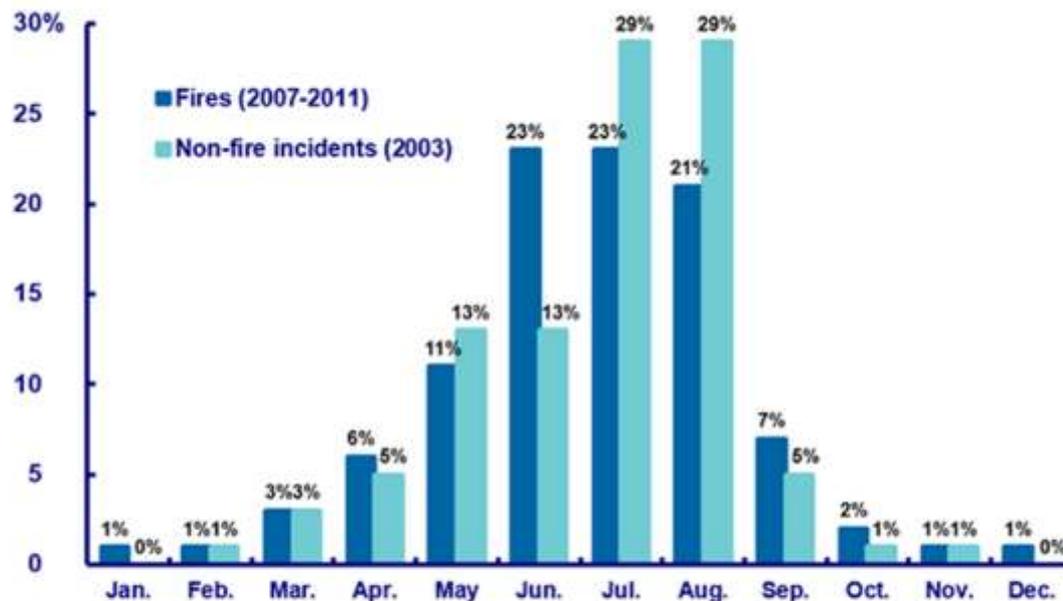
(1) Reported to local fire departments.

Source: National Fire Protection Association.

[View Archived Graphs](#)

Spring and Summer Highest Incidents of Lightning Incidents

LIGHTNING INCIDENTS BY MONTH, 2007-2011



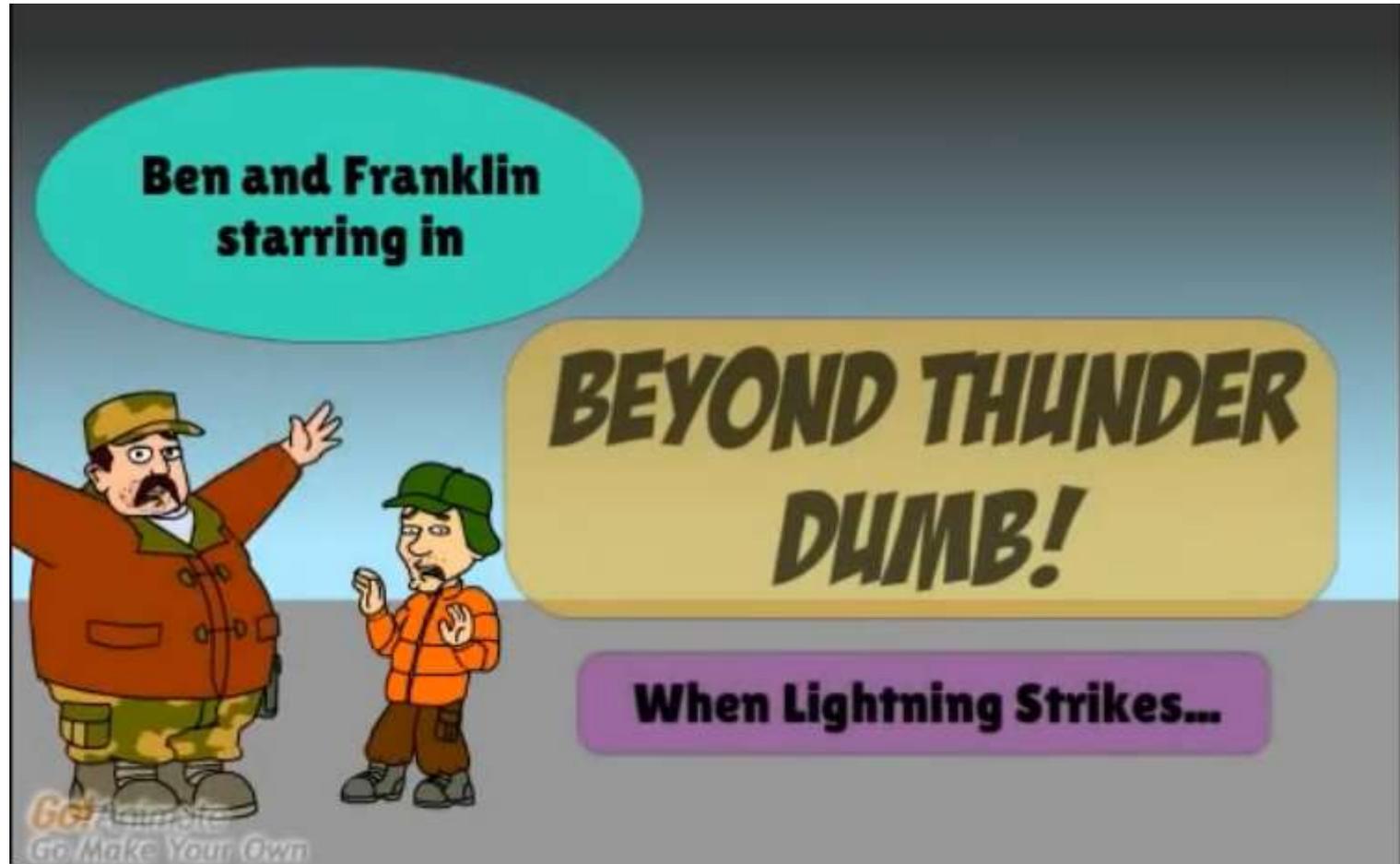
Source: National Fire Protection Association.

[View Archived Graphs](#)

For more information on lightning, please see [The Lightning Protection Institute](#).



Beyond Thunder Dumb: When Lightning Strikes...



View on I.I.I. Site: <http://www.iii.org/video/beyond-thunder-dumb-when-lightning-strikes>
View on YouTube: <https://www.youtube.com/watch?v=QR78RB52qgw>

Web Video

Lightning Myths



LIGHTNING MYTHS: TIPS TO STAY SAFE

Jeanne Salvatore dispels common myths about lightning safety and provides the basic tips for staying safe when a storm approaches.

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Podcasts and Video

How to Pick a Lightning Protection System



HOW TO PICK A LIGHTNING PROTECTION SYSTEM

Lightning can be a dangerous hazard to your home with a single bolt carrying as much as 30 million volts of electricity. Fortunately there are lightning protection systems available to keep your home safe. Find out how to choose the right system from the right professionals to protect yourself from disaster.

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Corporate Social Responsibility

February 27 is International Corporate Philanthropy Day. The P/C...

I.I.I. VIDEO



Lightning Myths: Tips to Stay Safe

Jeanne Salvatore dispels common myths about lightning safety...

FACTS & STATISTICS



Catastrophes: U.S.

Insured U.S. CAT losses totaled \$35.9B in 2011, well above...

All Facts & Statistics



I.I.I. BLOG / TERMS & CONDITIONS



Buffett's Insurance Commandments

Warren Buffett had some words of wisdom for insurers and underwriters...

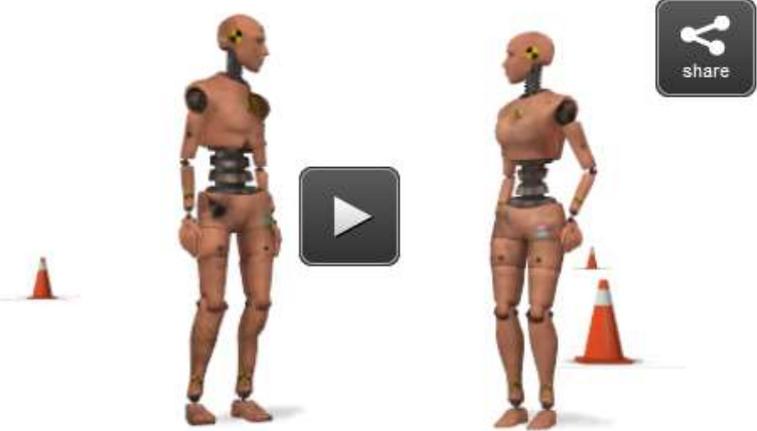
Web videos

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Don't Be a Dummy About Lightning Protection Systems



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Video: b-roll/bites

INSURANCE TOPICS

overage 

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Climate Change

Crime

Disaster Preparedness

Highway Safety

Litigation

Natural Disasters

Terrorism

Insurance Industry 

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I.I.I. SPOTLIGHT



How to Protect Your Home From Water Damage

Water damage is one of the most common and costly disasters...

I.I.I. VIDEO



How to Pick a Lightning Protection System

Lightning can be a dangerous hazard to your home with a single...

FACTS & STATISTICS



Fire

This week marks the 10th anniversary of The Station...

All Facts & Statistics 

2017 Partnership

- ▲ Continue to work closely together
- ▲ Create infographics for both residential and commercial structures
- ▲ Promote lightning safety week
- ▲ Participate in small business conference
- ▲ Include the importance on installing a lightning protection system when rebuilding a structure after a disaster





Questions/Discussion