

Commissioner Lara and Department of Insurance's wildfire actions: Social Media Toolkit

This social and digital media toolkit is designed to help you spread the word about Commissioner Ricardo Lara's latest actions to protect California homeowners, businesses, and the insurance marketplace. It includes topics like the recently announced Sustainable Insurance Strategy and the Safer from Wildfires approach. We encourage you to customize and edit the content to suit your organization's voice and membership. Please note that photos included in this toolkit may be cropped and resized to fit various platforms, and please feel free to add your organization's logo into the graphic. Below are suggested posts for X (Twitter), Facebook, Instagram, LinkedIn, and/or Threads.

Safer from Wildfires

Insurance Commissioner @ICRicardoLara announced Safer from Wildfires with state emergency leaders and consumers to protect people from wildfires. The Department of Insurance @CDInews is taking a ground-up approach to wildfire safety -- from the structure to the wider community.

Learn more: <https://t.co/Tb3YDLHLBt>

Being Safer from Wildfires Can Help With Your Insurance



Safer from Wildfires is a ground-up approach to wildfire resilience with three layers of protection - for the structure, the immediate surroundings, and the community. Following these achievable steps help you save money on your insurance.



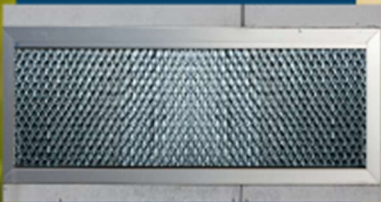
One way homeowners can do their part to protect their homes and communities before a fire is implement the actions in the Safer from Wildfires approach.

Learn more about #SaferfromWildfires & other Department of Insurance actions @CDInews here: <https://t.co/Tb3YDLHLBt>

Let's get **Safer from Wildfires**

Low-cost steps you can take today

KEEP EMBERS OUT



Install 1/16 - 1/8 inch noncombustible mesh screens over attic vents

CLEAR THE FIRST 5 FT



Remove greenery and replace wood chips with stone or decomposed granite

BE SAFER TOGETHER



With Firewise USA, a nationally recognized program, communities can create an action plan

@ICRICARDOLARA
INSURANCE COMMISSIONER

The Department of Insurance (@CDInews) has clear & achievable action steps you can take to help you protect your families & property from wildfires.

Learn how being #SaferFromWildfires can help with your insurance: <https://t.co/Tb3YDLHLBt>

Being **Safer from Wildfires** Can Help Your Insurance



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MODERNIZING OUR INSURANCE MARKET

- Accessible insurance for Californians
- Create a resilient insurance market
- Protect communities

We're in this together! Commissioner @ICRicardoLara's Sustainable Insurance Strategy is modernizing the insurance marketplace and protecting you, your community, and our state. Find out how you can be a part of the change!

More at @CDInews: <https://www.insurance.ca.gov/01-consumers/180-climate-change/SustainableInsuranceStrategy.cfm>



@ICRICARDOLARA
INSURANCE COMMISSIONER

NATURAL DISASTERS & GLOBAL INFLATION HAVE INCREASED INSURED LOSSES AND COSTS WORLDWIDE LIKE NEVER BEFORE

LEARN HOW THE DEPARTMENT IS TAKING ACTION

Commissioner @ICRicardoLara has launched the Sustainable Insurance Strategy to bolster California's insurance market! Learn how this strategy benefits you and your insurance.

More info at @CDInews: <https://www.insurance.ca.gov/01-consumers/180-climate-change/SustainableInsuranceStrategy.cfm>

FAIR Plan

As part of his comprehensive effort to give Californians more insurance options, Commissioner @ICRicardoLara announced the FAIR Plan has agreed to more than double its existing commercial coverage limits to \$20 million.

More info at @CDInews: <https://www.insurance.ca.gov/0400-news/0100-press-releases/2023/release013-2023.cfm>

