

## Why Income Protection Matters

New Video From The Council For Disability Awareness - Available May 16, 2016

***Almost half of all Americans could not afford a \$400 emergency  
- according to a 2015 study by the Federal Reserve.***

Videos designed to answer basic questions and address potential misconceptions that surround disability insurance. The videos emphasize two of the greatest benefits of disability insurance: Income protection and peace of mind. Whether someone makes \$50,000 or \$500,000 a year, we all tend to tailor our lifestyle to our income. Unless we have a secret stash of money, we rely on our paycheck.

### What happens if the paychecks stop? What is your back up plan?

The videos highlight the following questions and considerations:

- What is Disability Insurance? Even many who have it are unsure.
- Even though it uses the word disability—it is a form of income protection.
- Everything you own and want to provide for your family is dependent on income.
- How important is disability insurance?
- Disability insurance is not only for serious injuries, it's for many different situations that can interrupt income – happy times, inconvenient times, and scary times.
- Disability insurance brings peace of mind.

There are two videos, with the same storyline, but a different approach. The first is intended for industry use and features industry experts from The CDA board of directors. The second is intended more for consumer viewing, and is made both informative and relatable by combining our industry experts with a cross-section of working people grappling with the same issues and questions as any viewer might.

### About the Council for Disability Awareness

The Council for Disability Awareness (CDA) is a nonprofit organization, which seeks to empower working Americans by providing expert information to help them make responsible decisions to prepare for and maintain their financial security should an injury or illness disrupt their ability to work and earn a living.

Thank you to our [supporting member companies](#) for their contributions to this production.  
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