

ANNEX 3: RADIO CAMPAIGN SCRIPTS

PROGRAM 1

Topic: Identify common risks and their consequences

Risk is the possibility of loss or injury.

Most common risks

- Sickness
- Drought
- Accident

Consequences of risks

- Risks can cost a lot and have an impact on family income and expenses
- Some risks can affect us or cost more than others (i.e. accident that results in hospitalization)
- Risks can affect you emotionally, physically and financially
- Risks can lead to financial pressure

Sickness: Consequences

- If you don't treat a sickness right away (like malaria) the condition could worsen. This may require hospitalization and will cost more money.
- If you get sick and own a business you may lose income for your family because you cannot work

Sickness: Different costs of malaria:

- Doctor's fee/Consultation
- Transportation
- Lab Costs
- Medication
- Bed

Challenges in planning ahead for sickness:

- It is hard to know when sickness will occur
- It is hard to know how serious the sickness will be
- It is hard to know the total costs of sickness
- After meeting daily needs you may not have much left over for savings for unexpected expenses such as sickness
- Thinking that , planning ahead for sickness might bring you bad luck

You do not like or think you need to plan ahead

PROGRAMME NO 1 -

Key message: Risks in life /Understanding Risk

Title: A FRIEND INDEED

Sfx- Signature tune up and under (30 seconds)

ANNCR: Hallo and welcome to our brand new programme, “**A friend in deed**”, brought to you by Association of Kenya Insurers, AKI and Microfinance Opportunities (MFO).

“A friend in Deed” is a radio drama highlighting the importance of insurance to our daily lives. Each week, we will have a testimony explained through drama by those who have used insurance.

We will also respond to your comments and questions from you, dear listener and finally, we will hear from an insurance expert who will discuss the drama and respond to your questions and comments. This way, we all will learn a lot on *risk and insurance management* and the role of insurance in your day to day life.

Stay tuned and listen for a simple question at the end of this programme. If you answer it correctly, you stand a chance to win Ksh 500 worth of airtime. Winners will be announced every fortnight. Without further ado, let's join Andrew Funzo's family as they visit a friend. Why are they there? What will happen? Listen keenly to learn something new.

Bridge Music- (30 sec)

Sfx: Knock ...knock...knock (Brisk knock on door)

Friend(MAARIFA): Just a minute, I'm coming.

Sfx: Door opens

MAMA MAARIFA: (Joyful) Well hello, Mama Elizabeth! (NB- Elizabeth's Mum - an affectionate term of reference) Andrew! What a pleasant surprise, a blest day indeed! It's been ages since we last met.

BABA MAARIFA: Welcome! Come in, come in, feel at home. My home is your home. Oh, and the other day, Andrew, I saw you driving your lorry. I waved but you didn't seem to notice...

MAMA ELIZABETH: (Laughs) Ah! Mzee Maarifa, you shouldn't be surprised. Ever noticed how drivers glue their eyes glued on the road? They try to be so careful they hardly see beyond their eye lashes!

Sfx: Laughter

MAMA ELIZABETH: True, true. By the way, the other day I was telling my husband that I noticed that your shop had been closed for nearly two weeks.

BABA MAARIFA: And by coincidence, I remarked to my wife that same day that I also noticed your children, Moses and David have not been attending my classes at school.

ANDREW: Ah, yes! Moses and David are fine. It is true that they've missed school for nearly two weeks now. You see, our daughter Elizabeth has been very sick.

MAMA MAARIFA: (*Sympathetic*) Oh no! I'm sorry to hear that. I've always known Elizabeth to be a strong, healthy girl. I never imagined she would get so sick.

MAMA ELIZABETH: Well, she visited her grandmother in Mombasa about three weeks ago. On her return, she started complaining, "Oh my head, Oh my stomach! At first we thought it was a simple problem so we bought her medicine from the shop.

ANDREW: Yes, I was trying to save money we'd have spent at the hospital. Unfortunately, she kept getting worse. Vomiting, fever, weight loss... We eventually found out that she'd come down with Typhoid!

BABA MAARIFA: Oh, Typhoid! (*Sucks his teeth in pity*) It is one of the most common risks many of us face here in Kenya.

ANDREW: (*Surprised*) Risk? What do you mean?

BABA MAARIFA: You see, Baba Elizabeth, a risk is the possibility of loss or injury. So, an illness, like typhoid, is a risk. Even drought, or an accident, anything unexpected that can affect us negatively.

ANDREW: (*Understanding the concept*) Ah, I see! Well we definitely faced huge losses as a result of Elizabeth's sickness. Everyone in the family had to take care of her. I couldn't work, Mama Elizabeth had to close shop...her brothers didn't feel like to go to school. You know, I've come to notice that whenever she is in pain, even her two siblings feel it too. Everyone's affected! Most of all, we have all been deeply worried about her!

MAMA MAARIFA: Oh, I'm so sorry! I can feel your pain!

MAMA ELIZABETH: We tried everything we could for Elizabeth, we spent all our money on laboratory tests, doctors fees, taxi fare, medicine. I even used up the fuel money Baba Elizabeth keeps for his lorry. And then we ate into our shop's capital, and even our chickens had to be sold to pay the taxi driver. But things went from bad to worse! We've borrowed money from friends and family just to be able to pay for food and rent. I'm really worried about our current financial situation!

BABA MAARIFA: Often, one doesn't usually plan ahead for such situations.

MAMA ELIZABETH: I know. Who'd have known that a strong, healthy girl like Elizabeth would get so sick and that it would cost us so much money, time and cause so much stress?

MAMA MAARIFA: Some people think that planning ahead for sickness can bring you and your family bad luck.

ANDREW: I know, but now we've learnt that next time...

MAMA ELIZABETH: ...we should plan ahead and prepare for unforeseen eventualities like illness.

BABA MAARIFA: Very true indeed. Preparing for risks ensures that you're ready and you won't have to go through all the stress you've just been through.

Bridge Music

STUDIO- Expert analysis (Prt 1)

ANNCR: Dear listener, you have just heard the challenges that Andrew Funzo, and his wife, Mama Elizabeth are going through. Today I am joined by Mr. Joseph Jamwaka, an expert on insurance matters. Welcome to the studio Joseph. Joseph you have followed the unfortunate events befalling Andrew's family, what can you say about them?

JOSEPH: Sickness like typhoid is an example of a type of risk. A risk is the possibility of a loss. Other common examples of risks include drought or an accident.

ANNCR: That's right. And these lead to difficulties, distress or even mishaps.

JOSEPH: It is important to know that anyone can fall sick. In the drama, no one imagined that a strong, healthy girl like Elizabeth could fall sick. And when she fell sick, her whole family was affected. So it doesn't matter how healthy you are or how well you take care of yourself. You can easily fall sick anytime. As a result, your family suffers. It's important to know that one cannot say for sure how long you will be sick or how serious it will get.

ANNCR: Are you saying that the whole family will face a lot of stress because they will be worried about the medical costs when someone falls sick?

JOSEPH: Precisely. You heard how Elizabeth's brothers and parents were really worried. The whole family goes through a lot of emotional and financial stress. They might be forced to use up all their savings to cover the medical costs. They may even go into debt because of borrowing from relatives and friends, just the way Elizabeth's parents did.

ANNCR: Remember Mama Maarifa saying that some believe that preparing for illness is bad luck?

JOSEPH: That is just a myth. Remember, anyone can fall sick anytime. You have to be well prepared.

Bridge Music

ANNCR: Thank you Joseph. It is clear that risks affect anyone of us at any time and also in many ways. We may face financial difficulties, losses and injuries. Which is why you need a reliable friend to turn to. This friend is INSURANCE. Step by step, we will introduce you to your friend in deed... insurance. It's now time for YOUR VOICE.

YOUR VOICE (*Vox pop – Audience participation*)

ANNCR: Earlier today, I was in Eastlands and had a discussion on risk. I later had an opportunity to talk to some people. Here are some of their questions. One of them actually shared a personal experience about his life. (*Out of studio*)

FVO: My name is Pauline Nduta. I am married with 3 children. Today's discussion was very helpful, although there was something I didn't quite get. Isn't it bad luck to prepare for a risk? In my culture, we do not talk about preparing for misfortune. The other question is, are there some risks which are worse than others?

MVO: My name is James Okello. I was wondering, if one person faces risk, how does the whole family get affected?

FVO 2: I am Gakenia Wamugo. I wanted to know if in a family, some people may be more affected by risk than others.

MVO: My name is Paul Ruwa. Now, A few months ago my wife suddenly became sick. I work as a teacher at the local primary school while she used to sell vegetables at the market. We have two children one on secondary school, form 2 while the other one is sitting her KCPE this year. Now, one evening she had fever. She was shaking all over and really sweating. So I just bought some medicine at the kiosk. I got some tablets that were often used for malaria. In the morning, she actually got worse. I had to ask my neighbours for money to get a taxi to rush her to hospital.

ANNCR: Oh, I'm so sorry.

MVO: Then I had to look for money for her treatment, medication and a few days at the hospital. Meanwhile, I also had to help prepare my children for school, I had to help in the cooking. I tell you, it was one of the most stressful times of my life. I had to borrow a lot of money from friends and relatives. Meanwhile, my boss at the school was getting impatient as I was missing a lot of days.

Fortunately, my wife soon got better. But we learnt a very important lesson. From that day when she was discharged from the hospital, we decided to always think about the future and prepare for it.

ANNCR: Thank you so much, Paul for sharing your experience.

(Back to the studio) Expert analysis (prt 2)

ANNCR: Joseph, you have heard the questions and Paul's experience. Let's start with Pauline.

JOSEPH: Pauline raised an important issue. I will start with her second question. Yes, indeed. They are some risks that can cost you more in the long run. For example, if you get malaria. It could get worse and you may need to be hospitalized. That means you will spend a lot more on doctor's fees, lab tests, medication, beds among many others. Since you work in a supermarket, you may have to take time off. If, for example, your child falls ill, you still have to take time off to care for him or her. I'd tell Pauline that even though some risks are worse than others, you have to be prepared for all risks.

ANNCR: Joseph, some people are quite superstitious. In fact Pauline raised that issue. What about those who think that preparing for risks brings bad luck?

JOSEPH: That is just a myth, it holds no truth. For example, the same way you take your newly born baby for vaccination, for example. You're preparing its body so that in the event the baby falls sick, it will not be as bad as if the child had no vaccination. Preparing for risks is not bad luck. It's the wisest decision you can make for yourself, your family and your loved ones. That way, just in case you're faced with a risk, you will not be completely helpless. You will have some help which will help you face the challenges.

ANNCR: The gentleman called James Okello and the Gakenia asked important questions. He asked how does risk affect the whole family? Can a risk affect a family member more than others?

JOSEPH: Yes James & Gakenia need to fully understand that since many of us live together with our family members, whatever happens to one member affects the whole family. Normally because everyone has different schedules or chores to take care of, family members hardly meet during the day. You see each other in the morning or evening. Now when faced with a risk, like an illness. One family member is not able to carry out their specified functions.

ANNCR: Like in a typical family, the father and mother are usually the sole breadwinners while the children are usually students.

JOSEPH: Yes indeed. Now, if a breadwinner cannot bring income, the whole family suffers and everyone starts trying to look for money for medicine and treatment. The breadwinner may not be able to go out to look for money.

ANNCR: What if it's the children, say, for example, a primary school child?

JOSEPH: If a child falls sick, the parents will have to take time off work to care for the children. Again, that means income may be lost. Any money around will now have to be spent in treating the child.

ANNCR: Is money the only issue?

JOSEPH: No. There is also emotional stress. When one is sick, the other family members are sympathetic. They wish they could do something to make the patient feel better. So everyone is sad or a bit depressed. When you combine that with the stresses of raising money to care for the patient, it gets even more complicated.

ANNCR: So you can't really say that risk affects some family members more than others?

JOSEPH: No, a family is a unit. When just one member is affected, everyone else is.

ANNCR: Dear listener, as you have heard from Paul's experience, more and more people are learning that it is important to prepare for risks. The best time to start preparing is, now. Tomorrow may be too late. What about you, are you prepared? And now its time for today's question. Other than illness, which other risks can you encounter in your daily life? (x2)Send #your answer to A FRIEND INDEED, P.O. Box 2706 00100 or SMS 0712616004. We will select one person who sends in the correct answer and announce his or her name on air. He or she will then receive Ksh 500 worth of airtime. If you have any question or comments you can use the same address to reach us. Join us next week for another episode on risks and insurance management. On behalf of ANDREW FUNZO's family and Mr Joseph Jamwaka, my name is Good bye and stay safe.

Signature tune up to fade

Short features -1

Music- Jingle

MVO: My name is Andrew Funzo and I run a small transport business. I'm married with 3 healthy children. Recently, my daughter suddenly fell seriously sick with typhoid. Who'd have known? We took all the necessary precautions. Anyway, her sickness caused us so much emotional and financial stress. We even went into debt to raise money to cover her medical bills. That's when I learnt that all of us are at risk. It pays to be prepared. It pays to plan ahead. Don't wait for misfortune to strike before taking action. Start preparing today.

ANNCR: Message brought to you by the Association of Kenya Insurers and Microfinance Opportunities.

Feature 2

Music- Jingle

FVO: Recently, I watched a close friend of mine go through very difficult times. Her daughter fell sick. Who would have known that such a strong and healthy girl would be bed ridden for 2 weeks? Unfortunately, my friend and her family were not prepared. They thought it was bad luck to prepare for a risk. When their daughter fell ill, they used up all their savings and even went into debt borrowing money for the girl's treatment; doctor's fees, lab fees, the hospital bed, transport and other expenses. That's when I learnt that it pays to be prepared. It pays to plan ahead. Don't wait for misfortune to strike before taking action. Start preparing today.

ANNCR: Message brought to you by the Association of Kenya Insurers and Microfinance Opportunities.

PROGRAM 2

Topic: Compare financial protection and reaction measures

Evaluate long term impact of risks and their related coping strategies

Protection:

- Protection is like a shield that keeps you and your family from harm in the future
- It is important to protect your family

Coping Strategies:

- There are different ways people cope with the same type of risk/emergency
- Coping is a way we respond to an emergency situation
- **Protection measures/steps:** actions you take before a crisis or emergency occurs to help you respond.
- **Reaction measures/steps:** actions you take in response to something that happens after the fact
- **Examples of financial protection measures:** expand or diversify income, save, join welfare association, purchase small assets like a goat or a radio
- **Examples of financial reaction measures:** borrow, sell assets, reduce expenses

It is important to prepare your family for risk/emergency in the future. Emergencies mean that we have sudden unexpected costs. If we have not prepared ahead of time for these costs, then we need to find money fast. In these occasions we are forced to borrow or sell assets which ends up costing us a lot of money. Therefore it is important to prepare your family ahead of time and know about long term costs and consequences of borrowing or selling assets

Long terms costs/consequences of:

Borrowing

- Interest on loans is expensive especially from moneylenders
- You may not be able to repay the loan if you, cannot work due to sickness
- If you cannot make loan payments, you may be forced to sell assets
- It may be difficult to get a new loan if you have not paid your previous loan
- You may not want to share your financial problems with friends or family

If you borrow from family and have difficulty repaying the loan it could cause bad feelings or tension

Selling assets

- If you sell something from business or your tractor you may not be able to earn income in the future
- It may be difficult to deal with future unexpected events
- You cannot use your assets as a loan guarantee if you sold them
- You may sell asset at loss as you need money fast

You may be tempted to spend any remaining money from the sale of the asset for consumption purposes

PROGRAMME NO 2 -

Key message: Compare financial protection and reaction measures

Evaluate long term impact of risks and their related coping strategies

Title: A FRIEND INDEED

Sfx- Signature tune up and under (30 seconds)

ANNCR: Greetings and a hearty welcome to all you dear listeners. My name is You're just in time for this week's edition of, 'A friend in deed', brought to you by Association of Kenya Insurers, AKI and Microfinance Opportunities (MFO).

"A friend in deed" is a radio drama that shows and explains the importance of insurance in our daily lives. Each week, we will have a testimony explained through drama by those who have used insurance. We will also respond to your comments and questions from you, dear listener and finally, we will hear from an insurance expert who will explain the drama and discuss your questions and comments. At the end of the show, you will have a better understanding of risk and risk management. You will also be better equipped to lead a better quality life.

Last week, we were introduced to risk. Risk is a possibility of loss or injury through events such as sickness, drought or accidents, three of the most common risks we face in our daily lives. We all face risk. Last week, we heard about how Elizabeth, a strong and healthy girl, fell seriously ill. She had typhoid. As a result, the whole family suffered financially and emotionally. Dear listener, when you or a loved one falls ill, you realize that you have to spend a lot of money on treatment, medicine, doctor's fees, transport and even hospitalization costs. The result? If you are not prepared, you may use up your savings and even borrow money to pay for medication. At the same time, you undergo quite a bit of emotional stress. You may even be forced to take time off work or close your business during the period of sickness. It is important to plan ahead for risks that might occur. Preparing for risks is not bad luck, dear listener, it's a necessity.

Today, there is much more to learn. Stay tuned until the end for a question about today's program and a chance to win Ksh 500 worth of airtime if you answer it correctly Now, let's join the families of Andrew Funzo and his cousin Moses as they leave a wedding. What will they help us discover today? Listen, enjoy the show and learn.

Bridge Music- (30 sec)

Sfx: Women singing wedding songs in the background. Chants and ululations. Four pairs of footsteps.

ANDREW: Moses that was a beautiful wedding. I really enjoyed myself.

MOSES: So did I, Andrew. In fact I wish we could stay a little longer. What did you think Mama Elizabeth?

MAMA ELIZABETH: Oh, the bride looked so lovely and the husband, very handsome! Sara, did you notice how well the decorations were done?

SARA MOSES: Yes, yes! The colors were great! Blue and white! And the ribbons on the tents...

Sfx- Fade in traffic ambience on a busy road.

MAMA ELIZABETH: Be careful as we cross the road. You know how the drivers can sometimes be careless.

Sfx- Tyres screeching. Shouts and exclamations.

MOSES: Look at that! He almost hit that boda boda (Motorcycle taxi)!

ANDREW: Mama Elizabeth, you had just mentioned it! It reminds me of the accident we were involved in on Thika road last year. Remember, Moses?

MOSES: How can I forget? We were in a bus called 'Good luck'. That day we had bad luck. I was in hospital for almost 2 months!

ANDREW: And my hip is slowly healing. I still can't lift heavy loads. Oh, oh, oh...Mama Elizabeth, that was why I couldn't dance much.

SARA: You said an animal caused the accident?

MOSES: Yes, yes. You know the way the Maasai herders just walk with their animals anywhere...

ANDREW: And everywhere. As our driver was cruising at high speed, a cow suddenly stepped on the road.

MOSES: The driver tried to swerve to the left...

ANDREW: But there was a mkokoteni (handcart) there...

MOSES: So he swerved back to the right...

ANDREW: There was a lorry reversing...

MOSES: And so the driver braked

MOSES & ANDREW: (Imitating screeching tyres) Chwiiiiiiiiiiiiiiii!

MOSES: He lost control and we rolled...

ANDREW: ...and rolled....

MOSES:...and rolled...

ANDREW: ..and rolled...

MOSES: Until we hit a tree....

MOSES & ANDREW: (Imitating violent impact) Pa!

Silence.

ANDREW: The next thing, I was staring at a hospital ceiling.

MOSES: The next thing I saw was my wife staring at me...

SARA: That was the worst day of my life. As soon as we saw the accident on the news, we rushed. I feared for the worst!

MAMA ELIZABETH: I wasn't sure whether we'd find anyone alive. Though when we got there, many passengers had slight injuries. Just bruises and scratches.

ANDREW: Clearly, it was our day. I never knew my hip had a bone until that accident.

Laughter.

SARA: How can the two of you laugh about it? Do you know how much difficulty that accident caused us? At that time we had no money! Moses, my husband, couldn't work as a carpenter and I barely had time to look after our small farm while taking care of him.

MAMA ELIZABETH: You think I had it easy? Andrew couldn't work as a truck driver and so our only source of income was from my little shop.

SARA: Lucky for you, you belong to a very strong chamaa. (Note- Chama is a merry go round group)

MAMA ELIZABETH: Thank goodness for that. With Baba Elizabeth hospitalized, I approached my chamaa and they helped me raise half the bill. The other half I got from my brother who owed me some money. During the time my husband was hospitalized, I had to open the shop much earlier and close it much later as I needed every single cent I could get. And Elizabeth, my daughter, had to look after her siblings and bring them to the shop at lunch time. Ah! Those were hard times indeed. But we made it through and we were able to pay our bills without going into debt or selling any of our valuables.

SARA: Without Moses's income and with no savings, we had to raise money to pay for the hospital bill.

MOSES: Ah! I remember that day she had to sell some of my carpentry equipment. Oooh!

SARA: And the money from the equipment wasn't enough. I had to use some of this money for school fees for Carol, our last born.

MOSES: And to make matters worse, Christine, our firstborn, had to drop out of school; and work as a waitress at a hotel

.MAMA ELIZABETH: (Sympathetic) Wooo! And how did you manage your daily expenses?

SARA: I had to sell half of the goats we had. Even that was not enough. I was embarrassed to ask my family for money because no one had much to give anyway. I was forced to borrow money from a money lender. You know those ones who give instant loans.

ANDREW: Aiyayaya.....and those money lenders make sure you pay back much more money than you borrowed. Tough times indeed.

SARA: That's true. I borrowed 5,000 Ksh and had to repay 2,000 Ksh more in interest! And since I was a week late making the payment, he added an *extra* 1,000 Ksh! But looking back, I realize that it was a good experience.

MOSES: What? The bad times?

SARA: (Laughing) Of course not. But we learnt valuable lessons from the tough times.

MAMA ELIZABETH: We learnt that it is important to put money aside for emergencies.

SARA: Yes, and like you, Mama Elizabeth, I went ahead and joined a chamaa. I've also started a small business.

ANDREW: Like the wise people say, even though you cannot prevent an accident...

MOSES: You can at least prepare for it, by protecting your family at all times.

Bridge Music

STUDIO- Expert analysis (Prt 1)

ANNCR: So, there you have it, dear listener. Andrew, Moses and their families were taught very important lessons by the accident they were involved in. Two people, one accident but many, many lessons. These lessons, dear listener, can also help change your life for the better. To help us understand better, we have Mr. Joseph Jamwaka, an expert on insurance matters. Welcome to the studio Joseph. Now, Joseph, as we've heard, Andrew and Moses were involved in a serious accident that caused them to be hospitalized. What can you say?

JOSEPH: Let me start with what Moses' last comment. He talked about protecting his family at all times. Protection is like a shield that keeps your family from harm at all times. So indeed, it is important to take steps to protect your family in the future.

ANNCR: Something very interesting, I noted. Here were two men involved in the same accident. Yet they did not go through the same financial experiences since they responded to the accident in different ways.

JOSEPH: There are two major ways of coping with risks and emergencies. There are protection steps and reaction steps.

ANNCR: Protection steps and reaction steps.

JOSEPH: Yes. Now, protection steps are the actions you take before a crisis or emergency occurs. This helps you cope with the risk or emergency better. Reaction steps are the actions one takes after the risk or emergency occurs. For example, let's assume you are a farmer. You do a lot to prepare your land by fertilizing it, weeding it, and making sure that your crops are protected from danger. When you hear that flood rains are coming, you harvest before all of your crops are destroyed. These are "protective steps".

Now let's assume your neighbor does not think that the flooding will be that bad, and he decides to wait. When the flooding does come, he has to do whatever he can to save his crops. He may be able to save some, but it will be much harder than if he had prepared for the flooding and harvested his crops. Everything he does after the crisis has already hit are called "reactive steps".

Now think about other areas of your life. You do things to protect yourself from a crisis or emergency, and you do other things as a reaction to a crisis or emergency.

ANNCR: Oh I think I understand now. Joseph, what are some examples of financial protection steps?

JOSEPH: Financial protection steps include expanding or diversifying your income. It's always good to have more than one source of income. You can also join a welfare association or a SACCO or even a chamaa. Just the way Mama Elizabeth did. Another protection step is to ensure that you save an amount of your income every month. Make sure you save, save, save. Another protection step is to purchase small assets like a radio, livestock and the like. This will cushion you in times of emergencies and risks.

ANNCR: Aha! And what are some examples of financial reaction steps?

JOSEPH: These include borrowing money to offset the crisis, selling assets and also reducing expenses, like taking a child out of school to use the school fees to pay for the crisis. Sara was forced to sell half of their goats and even borrow from a moneylender.

ANNCR: Either way, it is important to prepare your family for risks and emergencies in the future.

JOSEPH: Indeed. It is important to prepare your family for risk/emergency in the future. Emergencies mean that we have sudden unexpected costs. If we have not prepared ahead of time for these costs, then we need to find money fast. In these occasions we are forced to borrow or sell assets which end up costing us a lot of money. Therefore it is important to prepare your family ahead of time and know about long term costs and consequences of borrowing or selling assets

ANNCR: Dear listener, it's getting more and more interesting. Stay with us and after the break we'll hear real life experiences emergencies and risks. These are people who could be your neighbours, friends and relatives. Let's now listen to YOUR VOICE

Bridge Music

YOUR VOICE (Vox pop – Audience participation)

ANNCR: Today, I'm at a workshop in Mathare. The participants have picked up quite a bit on financial protection and reaction measures. Some of them have experiences that they would like to share with us. That's what we're going to hear next. (Out of studio)

FVO 1: I am called Marilyn Owour from (town). I own a small shop and I try to save some money when I can in case an emergency occurs. However, this is not always possible. Even if I don't have money though, I always make do. For example, a few months ago my daughter got sick, so I took her to the hospital and spent all of my savings on the doctor's visit and medicine. Almost immediately after, my son too fell sick. I didn't have any more savings so I borrowed some money from a moneylender and sold some small things. In the end, it always seems to work out the same – both my daughter and my son are well. So why is it so important that we prepare for risks?

ANNCR: Thank you so much Marilyn for this important question. Let's hear what our insurance expert has to say about it.

(Back to the studio) Expert analysis (prt 2)

ANNCR: Now Joseph, Marilyn brings up a very good point. Why is it better to prepare for emergencies? If our child is sick we will find a way to take care of him or her whether we have prepared in advance or not. So what is the difference?

JOSEPH: Thank you. First I will say that there is no right or wrong answer here. Every family is in a different financial situation, and you can not always be prepared all the time. But here is something to consider.

Let's think back to the story from the beginning of the show. Andrew and Moses were both in that terrible car accident. Let's say that both of them needed 25,000 Ksh to recover from this accident. Andrew's family belongs to the chamaa, were owed money by family members and worked longer hours at their store for a few months. At the end, they pay exactly 25,000 Ksh. By taking protective steps before an emergency occurs like joining a chamaa and expanding their income they are not forced into debt or forced to sell any of their belongings.

Moses' family did not take any of these same protective steps to prepare for an emergency. As a result they were forced to sell some of Moses' carpentry equipment. . They were forced to sell their goats at a price of 10,000 Ksh but had they waited a few more months, they could have gotten 20,000 Ksh for them. The moneylender charged 10,000 Ksh in interest, and 5,000 Ksh more for being late. And finally, their daughter had to drop out of school and get a job to help the family. This is an expense that is hard to measure but will surely affect their daughter's life in the long-term.

At the end of it all, Andrew paid exactly 25,000 Ksh for his recovery. Moses ended up paying around 50,000 Ksh due to selling the goats at a lower price, interest and late fees!

In Marilyn's case, she paid extra money for interest on the loan she received from a moneylender. She also may have had to sell some of her things at a lower price and since she sold some of her valuables, she cannot use them in the future for an emergency or to guarantee a loan. taking protective steps before an emergency occurs ends up being much less expensive in the long run.

ANNCR: Thank you Joseph. Now we will play a little game called “Which is better?”

I’m going to give you two different strategies of coping with emergencies, and you tell me which one is less stressful. For example, is it less stressful to receive money from your chamaa or sell your farm equipment?

JOSEPH: I think most people would agree that getting help from your chamaa is much less stressful. You have money to respond to an emergency, and you still have the equipment you need to keep working. If you sell assets from your business, like Moses sold his carpentry equipment, your business will suffer, lowering your income. And like Sara, if you sell your property or livestock, you may not have other assets to sell in the future should you be faced with another crisis

ANNCR: I think you’re right. Let’s keep going with the game! Which is better? Getting your family income from one place, such as a store, or having money coming in from many places, like a store, some goats, and some carpentry work you do on the side?

JOSEPH: It is better to have money coming in from many different places. This is called “diversifying your income sources”. If you rely on one source of income, like Moses, when you are in an emergency, for example, hospitalized, and cannot work, you will be faced with a difficult financial situation. If you have other sources of income, they can help you through difficult times. That’s why it’s better not to rely on only one source of income.

ANNCR: That is very helpful information Joseph. Now which is better? Borrowing from your family and friends, a moneylender or a bank?

JOSEPH: This depends on the person. At times we find ourselves in situations where we are forced to borrow money. You can borrow money from your relatives, like Sara did. You can also borrow from friends. Whereas they are quite willing to give you the money, you have to understand that if you do not repay it as agreed, your relationship may suffer and become quite strained.

Borrowing from a bank can be a long process and if you really need money in a hurry, you will find that time may not be on your side. And again, if you do not repay a bank loan, you may not be in a position to receive another loan in the future should an emergency arise. Money lenders or shylocks, are usually quite happy to advance you with money, but like Sara discovered, their interest is quite high. They also require you to leave assets which cost much, much more than the amount you want to borrow. If you default, that is, if you don’t pay, they will keep your assets and in some cases come to your home and take away more items. So in the long run, they are very, very expensive.

ANNCR: Thank you Joseph. Dear listener. I’m sure you’ve learnt as much as I did about financial protection steps and the long-term costs of reactive steps such as borrowing or selling assets not only from Mr. Joseph Jamwaka, our insurance analyst, but also from the radio drama and live interview in Mathare. The best time to start preparing is, now. Tomorrow may be too late. What about you, are you prepared?

In addition to expanding your income or joining a chamas you can save to protect yourself. I know that saving can be hard and you all have many questions about it. Next week, we will be talking about savings and how with enough discipline and the right plan, anyone can do it!

And now its time for today's question. There are two major ways of coping with risks and emergencies. What are they?
(x2)Send your answer to A FRIEND INDEED, P.O. Box 2706 00100 or SMS 0712616004. We will select one person who sends in the correct answer and announce his or her name on air. He or she will then receive Ksh 500 worth of airtime. If you have any question or comments you can use the same address to reach us. Join us next week for another episode on risks and insurance management. On behalf of ANDREW FUNZO's family family and Mr Joseph Jamwaka, my name is Good bye and stay safe.

Signature tune up to fade

Short feature

Music- Jingle

MVO: My Name is Sara. Recently, my husband was involved in a serious road accident and had to be hospitalized. Since he is a carpenter, he could not work and so I was forced to sell some of our goats to raise money to help pay his bills. Since I urgently needed the money, I had to sell them at very poor prices. We really struggled during the time he was in hospital since we lost a lot of income. I have now learnt that it pays to save money. It also pays to have more than one source of income and that it is good to have assets that you can sell or use as security in case you need to borrow money should an emergency arise. I have also joined a chamaa. It pays to be prepared. It pays to plan ahead. Don't wait for misfortune to strike before taking action. Start preparing today.

ANNCR: Message brought to you by the Association of Kenya Insurers and Microfinance Opportunities.

PROGRAM 3

Topic: Identify ways and tips to save

Savings can be difficult due to many competing demands on money (i.e. food, school fees, transportation, health) and low income

Savings requires discipline, sacrifice and setting goals

Tips for saving:

1. Cut spending:

- Unnecessary expenses are different for each family. These expenses are usually not necessary for your survival. For example, you can decide to buy less soda.

2. Save a portion of income as soon as it is earned:

If you make Kshs 2000 on a monthly basis, you could decide to put Kshs 200 aside as soon as you receive your payment

3. Use extra money and start another small business:

You may have some extra cash at the end of the day. Instead of spending it you can start another small business that can bring you even more extra cash.

4. Use loans wisely to earn income:

You can use a loan to invest in a business activity and avoid using loans for household expenses, like buying food. In both cases, you have to make the loan payments. But in the first case, you will be building a business which should bring in extra income as well as earn money to repay the loan. You will have the business even after the loan is repaid. Using a loan to pay daily expenses does not bring these benefits.

5. Increase your income:

You can increase your income by expanding your business or planting additional crops to sell. For example you could expand your hours if you own a small store. Or if you own a small food stand you could serve both breakfast and lunch if you normally just serve one type of meal.

6. Set savings goals and develop a savings plan with your family to show commitment to save

- **7. Be disciplined about reaching your savings goals.**

• Save regularly and frequently. Get into the habit of saving even a small amount of money each day or each week.

PROGRAMME NO 3 -

Key message: Identify ways and tips to save

Title: A FRIEND INDEED

Sfx- Signature tune up and under (30 seconds)

ANNCR: A warm hello to you dear listener. It's now time for your favourite radio show, 'A friend in Need', brought to you by Association of Kenya Insurers, AKI and [Microfinance Opportunities](#) (MFO). I'm your host, welcome.

"A friend in need" is a radio drama that shows and explains the importance of protecting your family. We all face many risks in our daily lives and this program will give you new ideas about how to manage these risks, like with insurance. Each week, we will have a testimony explained through drama by those who have protected their families via insurance. We will also respond to your comments and questions, dear listener and finally, we will hear from an insurance expert who will explain the drama and discuss your questions and comments. At the end of the show, you will have a better understanding of risk and risk management and the importance of protecting one's family against the risks. You will also be better equipped to lead a better quality life.

In our previous show we discussed two kinds of steps, or coping strategies, one can take to react to an emergency or crisis. First, there are protection steps. These are actions you take before a crisis or emergency occurs to help you respond. For example, you can expand or diversify your income. Or you can save a part of your income by joining a welfare association, SACCO or chamaa. You can also purchase small assets which you can sell in the event of an emergency.

The second action is a reaction step. This is when you take immediate steps to cope with the crisis like [borrowing money](#), selling assets and reducing expenses. We also discussed some of the long-term costs of coping strategies such as borrowing money and selling assets. We concluded that it is usually better to take protection steps *before* an emergency occurs than reaction steps *after* an emergency occurs. It is important to start preparing for emergencies as early as possible.

Dear listener, today, you will discover something new that will help improve the quality of your life. At the end of this program, you will stand a chance to win Ksh 500 worth of airtime for your mobile phone when you answer today's question correctly. I will also announce the person who answered the question correctly from last week's program, the first winner of free airtime! Let's visit Andrew Funzo's home and see what he is up to. Stay tuned.

Bridge Music- (30 sec)

Sfx: Children cheering and singing happy songs.

Sfx- knock on door.

SARA: Hodi, hodi! (*Transl- Anybody home?*)

JACLYN: Karibu Sara! Come in! You're just in time for the celebrations!

SARA: Thank you.

ANDREW: Please, sit down. Mama Elizabeth will bring you a soda.

SARA: What is the special occasion?

JACLYN: Our daughter Elizabeth got a B+ in her KCPE!

SARA: Wow! Congratulations!

ANDREW: It runs in the family. Remember my father was the first person in this village to go to university! Elizabeth has the brains of her father.

JACLYN: Baba Elizabeth, are you trying to say....

ANDREW: No, no, not at all. You are the finest wife I could ever ask for. Look, you've even started a shop which is doing quite well! Elizabeth is as hardworking as you are.

JACLYN: Is that all?

ANDREW: And of course, Elizabeth is as beautiful as you!

JACLYN: (*Shy laughter*) Ok, that's enough. Let me get a soda for Sara. (*Shouting*). Elizabeth! Elizabeth! Come in and greet aunt Sara!

Sfx- running footsteps

ELIZABETH: Hello auntie!

SARA: Hallo Elizabeth! Congratulations on your great results! Which school do you want to go to?

ELIZABETH: Academic Excellence [High School!](#)

ANDREW: Ah! That's my girl. This school will help Sara learn and get great knowledge that will help her in her future life... That is the school of academic giants! Their students always do well in life.

ELIZABETH: Dad?

ANDREW: Yes, my daughter.

ELIZABETH: Can I have a small packet of chips?

ANDREW: Of course, Eliza. Here's some money, get some for you and your brothers.

Sfx- Note crumpling.

ELIZABETH: Thanks dad!

Sfx- running footsteps.

SARA: Let me go with her. She is very excited and might forget to look out for matatus and cars. I'll be right back!

JACLYN: Eh! Baba Elizabeth, what did you do to Elizabeth? She's running faster than [Usain Bolt](#)!

ANDREW: Oh, I just gave her something small to help her celebrate.

JACLYN: Where is Sara?

ANDREW: She's escorting Elizabeth to the shop. So our savings goal is to send Elizabeth to high school. The fees will be about ksh 15,000 a quarter How are we going to raise that kind of money?

JACLYN: I think we will have to put some money aside every month. We should aim to save 4000 shillings a month. This should be our savings plan to reach this goal.

ANDREW: Life is hard enough already without these extra expenses.

JACLYN: I'm sure if we think together we can come up with some good ways to help us save this money. But the price of everything keeps going up. The price of unga...

ANDREW: Up.

JACLYN: Fuel...

ANDREW: Up.

JACLYN: Clothes...

ANDREW: Up.

JACLYN: Common sense...???? Hm, not sure this is what your average low income women in Kibera will understand, Joseph and Sam, can you rephrase it? maybe use a Kswahili term for the same thing..

ANDREW: Up. (*hurriedly*) Ati? What did you say?

JACLYN: I was saying with a bit of common sense and following our savings plan, we will manage. From now, we have to spend money wisely. No more chips for the children all the time. We also have to stop buying soda.

ANDREW: And our visitors?

JACLYN: They'll just have tea like us.

ANDREW: That is true. I've also noticed that your shop does well during the planting seasons and over the December holidays.

JACLYN: Yes! People spend more during the festive seasons. So we can take advantage of those times! We will be able to save more during those times.

ANDREW: Exactly! So now, you will have to open the shop earlier in the morning.

JACLYN: Yes, to catch those customers who leave very early. I will also close much later in the evening. With the extra hours, we should be able to earn a little more that we can save . What about you?

ANDREW: Ah! I've already thought about that. Good thing I drive a truck. So I will look for more business at construction sites and with big shops. I will also now start helping people move their belongings when they move to [new houses](#). If all goes well, my brother and I will soon be able to buy our own truck so that we can hire it out.

JACLYN: If we stick to our savings plans, we will be able to comfortably manage Elizabeth's fees.

ANDREW: So Elizabeth's success has actually showed us how to make our lives better. I'll celebrate with a soda.

JACLYN: But that is Sara's soda!

ANDREW: Ah! Get another one, or you can always make some tea for her, just like you said.

Laughter.

Bridge Music

|

STUDIO- Expert analysis (Prt 1)

ANNCR: Dear listener, we've just heard Andrew and his wife, Mama Elizabeth discussing an issue that many parents have to deal with at one time or another. School fees. Once again, our resident insurance expert, Mr. Joseph Jamwaka is here with us. Karibu sana. Joseph, as much as Elizabeth got good grades, the Funzo family face a problem.

JOSEPH: Indeed. As much as a child passing his or her exam is a cause for celebration, it comes with a responsibility. However, with proper planning, raising school fees to keep the child in school is quite manageable.

ANNCR: Manageable? How so? School fees require money. How can an average family raise money during these financially difficult times?

JOSEPH: The first step one must take is to wisely manage the money that's already there. We've just heard that Andrew agreed to stop buying soda. What they've decided to do is to cut down on unnecessary expenditures. That way, you'll be able to save more money.

ANNCR: So the first step is to stop buying or spending money on unnecessary items. Streamline the budget, so to speak.

JOSEPH: Correct. Another important thing to do is to save. As soon as you get your income, put some money away, immediately. For example, if you earn 2000 shillings a month, put aside 200 shillings as soon as you receive your income.

ANNCR: Ok. Joseph. You've mentioned two important points. Cutting down on unnecessary expenditures and saving money. Are those enough steps to take?

JOSEPH: They are a good start. It is also important to look for more ways to raise additional income. If you run a business, you could increase your opening hours like Mama Elizabeth is doing. If you run a food kiosk, you could increase the number of items you sell. If you are a farmer, you can increase the types of crops you plant. The important thing is to increase your income.

ANNCR: What if you get extra money?

JOSEPH: When you get extra money, don't rush to spend it. You can save it or use it to start up a business or expand your business if you already have one.

ANNCR: What about taking up loans?

JOSEPH: If you must take a loan, do so wisely. Use the loan to invest in a business that will increase your income. At the end of the day, the loan will have to be repaid. It doesn't make much sense to take a loan just to cover household expenses. Investing in a business will bring in the income to help you repay the loan. Once you finish paying off the loan, you will still have your business and the income it earns.

ANNCR: Thank you so much, Joseph, for the insight. Dear listener, with a little patience and effort, you will be able to reap huge benefits by preparing early. It's not too late to streamline your budget and make a savings plan so you can

save some money and achieve your savings goals. Start right away and you will discover that paying school fees can be within reach. Don't touch that dial because Mr. Jamwaka will tell us more. First, let's now listen to YOUR VOICE

Bridge Music

YOUR VOICE (*Vox pop – Audience participation*)

ANNCR: Right now, I'm attending a chamaa meeting in Kayole. A group of women have come together to discuss how to make their money work better for them. They all have children in primary, secondary and some even in colleges. In fact, we're just in time to hear the guest speaker, a financial advisor, explain valuable points. Let's hear what he has to say. (*Out of studio*)

MVO: As we've learned, it is important to save. But how do we save? The first thing that you should do before saving is deciding what are you saving for? Then find out how much money you need to save. You have to set a realistic amount that you can actually save. Next you need to know the period over which you are saving. Which brings us now to how much money you need to save per month. You can calculate this by dividing the amount of your goal by the time period. Any comments? Yes Mama Brenda?

FVO: I have 3 children. One in Form four another in Form 3 and the last born in Standard 6. Over the years I discovered that in order to manage to pay their fees, it is not easy. It requires a lot of discipline and sacrifice. My husband and I started saving a small part of our incomes every month. We never touched that money, except to pay school fees. Any extra money we received was immediately added to those savings. We started saving immediately as soon as I knew I was pregnant with my first born. As the Swahili say, *haba na haba hujaza kibaba* (the pot is filled drop by drop), the small amounts we saved grew into large savings that enabled us to cover the school fees.

MVO: Excellent! Let's all clap for mama Brenda)

Sfx- Claps

ANNCR: Wonderful. Dear listener, I hope that you're learning as much as I am. Let's hear what our insurance expert has to say about what we've just heard.

(Back to the studio)

Expert analysis (prt 2)

ANNCR: Joseph, we've just heard about the benefits and importance of savings. It's quite easy to decide to save. Actually saving is quite a challenge.

JOSEPH: Very true. Like Mama Brenda pointed out, saving requires a lot of discipline and sacrifice. As it is, while saving, you also have many other expenses to cater for at the same time. So you need to manage your budget really well and cut unnecessary expenses and increase your income.

ANNCR: So how does one save money?

JOSEPH: When you have decided to save, it is important to involve your family members. Sit down with them and share your savings goals. Together, you can all come up with a savings plan. This will help show your commitment. And when you are tempted to eat into your savings, you will always be reminded of your goal.

ANNCR: How much money does one need to save?

JOSEPH: It is important to note that saving must become a habit. Again like mama brenda said, you can build huge savings by putting aside a small amount regularly. Start by putting aside a small amount of money per day. At the end of the week, you will have an amount which you put away. You'll soon realize that you can actually save quite a bit over a month.

ANNCR: That requires discipline.

JOSEPH: Plenty of it. Once you achieve your goal, you will realise how important it was. It isn't easy, but it's very rewarding. It is more beneficial to you to save frequently. Every day, every week, every month; whatever works for you. Just make sure its regular and frequent.

ANNCR: Dear listener, you've heard it from the experts themselves. Thank you Joseph. Dear listener. As you've heard, it is important that you start saving right away. That way, it will be much easier for you to pay school fees. Not only school fees, but also other savings goals that are important to your life. The best time to start saving is, now. Tomorrow may be too late. In the next show we will take about different types of savings methods and when to use savings to respond to an emergency. Dear listener, I am pleased to announce our first winner. from..... You've won Ksh 500 worth of airtime for your mobile phone. Please come and collect it. You too, dear listener can win Ksh 500 worth of airtime if you answer today's question correctly. Can you name any three ways of making sure you have enough money saved to pay school fees for your child (x2)Send your answer to A FRIEND INDEED, P.O. Box 2706 00100 or SMS 0712616004. If you have any question or comments you can use the same address to reach us. Join us next week for another episode on risks and insurance management. I hope you've enjoyed today's program. On behalf of ANDREW FUNZO's family and Mr Joseph Jamwaka, bye.Let's meet again, next week.

Signature tune up to fade

Short feature

Music- Jingle

MVO: I am Baba Florence and I live in Nakuru. I am proud to say that I've managed to educate my 4 children upto college and university level even though I run a small restaurant. I started by selling milk before I realized that I could expand. I took a loan and rented 2 rooms where I sold milk as well as tea and mandazis. Soon I was able to stay open longer and serve lunch and supper as well. Meanwhile, I put a little money away for school fees. I started by saving 300 shillings a month. By the time my first born was going to high school, my savings had grown a lot. And as my business grew, so did my savings. It pays to be prepared. It pays to plan ahead. Don't wait for misfortune to strike before taking action. Start preparing today.

ANNCR: Message brought to you by the Association of Kenya Insurers and [Microfinance Opportunities](#).

PROGRAM 4

Key messages

A. Identify which savings methods are most helpful in responding to emergencies

B. Identify guidelines for using savings or credit for an emergency

CONTENT

There are two choices most of us use to deal with an emergency – borrow money or use savings. First, let us discuss savings.

Savings

There are many different methods of saving that depend on how much money we have and what our goals are.

Some ways are more helpful than others in responding to emergencies

Advantages of saving for unexpected health problems:

- Can help you cover some of the medical costs so finding money for the unexpected event is less stressful
- Saving for unexpected events before they occur is less expensive than paying interest on a loan later or selling your small household items

Types of savings:

Saving at home

Advantages:

You have easy access to money when it is kept at home in the case of an emergency.

Disadvantages:

- Money is too accessible and therefore easily spent.
- When you have money at home you may feel tempted to spend it on unnecessary expenses.
- Children and family members often pressure you to spend any money you have on hand.
- Your money may not be safe at home because someone could take it.

Belonging to Groups

Advantages:

- The group provides great support
- A group treasurer keeps the money safe so it is not easy to access money fast therefore you will be less tempted to spend it.

Disadvantages:

- Sometimes you might have to wait for your turn to receive the group funds and not be able to respond quickly to the emergency.
- The funds available from the group may not be enough to cover the total costs of a big/ expensive emergency.

Savings vs. Credit

There are two common ways to deal with an emergency – borrow money or use savings
We will learn about a third way in the next program (teaser for next program).

Credit

There are different sources of credit such as friends/family, a moneylender, SACCO, MFI and bank.

There are some risks or disadvantages associated with borrowing:

- Interest on loans is expensive especially from moneylenders
- You may not be able to repay the loan if you cannot work due to sickness
- If you cannot make loan payments, you may be forced to sell assets
- It may be difficult to get a new loan if you have not paid your previous loan
- You may not want to share your financial problems with friends or family
- If you borrow from family and have difficulty repaying the loan it could cause bad feelings or tension

There are some advantages of using credit to respond to an emergency such as:

- Borrowing from friends or family often requires no interest
- Borrowing from a bank, microfinance institution or cooperative will allow you to build up a credit reputation.

Advantages of using savings to respond to an emergency include:

- Savings can help you cover **some** of the costs of the emergency but may not be enough to cover a large catastrophic expense like hospitalization
- Saving for unexpected crises before they occur may be less expensive than paying interest on a loan taken after they happen

It is important to consider your situation carefully before you decide if you will use savings or credit to deal with an emergency.

Guidelines for using saving or credit:

If the emergency you face affects your ability to earn income, use savings to pay for your expenses. For example, if sickness keeps you from working, use savings to pay your expenses.

If the emergency does not stop or reduce income, consider taking a loan to pay for unexpected expenses. For example, if you are sick but have someone to run your business or work at your farm in your absence, you can still make money and repay your loan.

PROGRAMME NO 4 -

Key message:

- a) Identify which savings methods are most helpful in responding to emergencies
- b) Identify guidelines for using savings or credit for an emergency

Title: A FRIEND INDEED

Sfx- Signature tune up and under (30 seconds)

ANNCR: Many greetings to you, dear listener, on this wonderful day. Get ready to enjoy, ‘A friend in deed’, your educative radio show brought to you by Association of Kenya Insurers, AKI and Microfinance Opportunities (MFO). I’m your host, welcome.

“A friend in deed” is a radio drama that shows and explains the importance of protecting your family. We all face many risks in our daily lives and this program will give you new ideas about how to manage these risks, like with insurance. Each week, we will have a testimony explained through drama by those who have protected their families via insurance. We will also respond to your comments and questions, dear listener and finally, we will hear from a savings expert who will explain the drama and discuss your questions and comments. At the end of the show, you will have a better understanding of risk and risk management and the importance of protecting one’s family against the risks. You will also be better equipped to lead a better quality life.

Last time we talked about savings. We even explored the various tips on how you can save your money. Sometimes, when we look at our monthly budget, we realize that there are many items we spend money on, that we really don’t need. Take **F**or example Andrew’s family. When their daughter, Elizabeth was ready to go to school, they realized that they needed money for her school fees, which was quite a large amount. So Andrew and his wife decided to extend their working hours. Jaclyn runs a shop, which she now keeps open earlier. While Andrew, also decided to look for extra work. Through their efforts, they were able to put aside some money every month. They also decided to follow their budget and buy only what was absolutely necessary. That way, they were able to achieve their goal of sending Elizabeth to Form One. Dear listener, you too can apply the same principles in your life and you will find that life is a little easier to cope with. It just takes determination and planning. And that’s just the beginning.

Today, dear listener, we will build upon what we learned last time. At the end of this show, not only will you learn a new secret that will improve your life, but you will also stand a chance of winning Ksh 500 worth of airtime for your mobile phone, if you answer today’s question correctly. I will also announce our second winner of airtime. And now.....off we go to Andrew Funzo’s home. Welcome!

Bridge Music- (30 sec)

Sfx: Andrew is listening to a soccer match on the radio. We can hear the roar of the fans’ cheers, chants and the referee’s whistle on his tiny transistor. Andrew is clearly enjoying himself.

COMMENTATOR: (Excited) Dear listener, this is one hot soccer match. With only 5 minutes to go, the match is drawn 1-1. Remember, this is the final and we must have a winner!

ANDREW: Come on, Rhinos! Please score now!

COMMENTATOR: The Rhino's number 7's runs with the ball! He passes one defender!

ANDREW: Yes!

COMMENTATOR: He passes the ball between another defenders legs....!

ANDREW: Ha-haa! Pass the ball!

COMMENTATOR: Number 7 passes to number nine. Listener, only the goal keeper stands between him and victory!

ANDREW: (*Hysterical*) Shoot! Shoot! Shoot!

COMMENTATOR: He runs towards the goal...

JACLYN: Baba Elizabeth...

ANDREW: Wait! Not now!

COMMENTATOR: The goalkeeper runs towards the striker, the striker has passed the goalkeeper! Surely this is going to be a goal!

JACLYN: (*Louder*) Baba Elizabeth!

ANDREW: Yes! Yes! Score!

COMMENTATOR: The whole stadium is up on its feet! He shoots...

ANDREW: Goooooo.....!

JACLYN: (*Shouting*) ANDREW!

COMMENTATOR: I can't believe this! He's missed a wide open goal!

ANDREW: What is it Mama Elizabeth? I said later! Now look, you have made the striker miss the goal!

JACLYN: In fact, I'm turning off the radio

Sfx- Silence

ANDREW: Whaat? It's almost over!

JACLYN: Yes. It is almost over for your son if you don't give me money for his medicine right away! You're making so much noise yet David is trying to sleep in the next room! I need to get his medicine to treat his typhoid, just like the doctor said!

Sfx- David groaning in the other room

ANDREW: Ok, ok! Take some money from the bank!

JACLYN: It's 7 in the evening! What bank is open now?

ANDREW: I meant our bank in the bedroom. The mattress account. Do you know where we put our money under the bed?

JACLYN: I've just checked. There's nothing there.

ANDREW: What do you mean? Don't we save 1,000 shillings every month? We've done this for 3 months so we should have at least 3,000 shillings in the house.

JACLYN: How? Remember when your team won the other day and you borrowed 500 shillings to celebrate with your friends? You didn't return it so that means that there should be 2,500 shillings.

ANDREW: Ah! Yes I remember. But I also remember that you took another 500 shillings to buy a dress for that wedding. Did you return it? No! So I'm sure that there is at least 2,000 shillings in the house.

JACLYN: I don't think so. Because I clearly remember that we lent our neighbor 500 shillings the other night when she had an emergency. And she hasn't returned it yet.

ANDREW: So, there is 1,500 shillings in our mattress account. That should be able to pay for David's medicine. Why don't you use that?

Sfx- David groaning in the other room

JACLYN: How can I use what is not there?

ANDREW: What do you mean! Did you take any more money out of our savings?

JACLYN: No, I haven't touched it since the other night when our neighbor had an emergency! Or did you use it to celebrate your team's victory?

ANDREW: How can I celebrate when I don't even know who's won yet? You've just turned off the radio!

JACLYN: So if you don't know where the money is...

ANDREW: And you don't know where the money is...

JACLYN & ANDREW: ...then we both don't know where the money is!

ANDREW: Are you thinking what I'm thinking?

JACLYN: I think you think that I know what you're thinking...Let's go check! Hurry!

Sfx- Hurrying footsteps

ANDREW: The money is usually in the bed....

JACLYN: Under the mattress...

ANDREW: ...wrapped in a black plastic bag....

JACLYN:....covered in two newspapers...

ANDREW:...and hidden in the hole in the mattress!

JACLYN: ..And it's empty! Which can only mean one thing!

JACLYN & ANDREW: Our savings have been stolen!

ANDREW: Woooo! What shall we do?

JACLYN: How will I buy medicine for David? Aiiiiii?

Sfx- David groaning in the other room

ANDREW: We need to borrow money quickly!

JACLYN: From whom? You know that we're in the dry part of the month! Everyone one is broke.....

ANDREW: I'll have to borrow money from my brother. Let me call him and ask him to send it by M-Pesa, we'll get it right away.

Sfx- Keypad phone beeps.

JACLYN: Let me get David ready meanwhile.

Bridge Music

STUDIO- Expert analysis (Prt 1)

ANNCR: And so, dear listener, we've just heard an interesting experience from Andrew and his wife. They did the right thing and saved money for future emergencies, like for example David's illness. However, they were saving their money in the house and it so happened that it got stolen! Today, we are honoured to have Nobert Olwenda, the chairman of the Ujenzi SACCO. Welcome to the show. You have also heard about what's just happened in Andrew's house. What can you say?

NOBERT: Well, the Funzo's, that is Andrew and Jaclyn, took a step in the right direction by putting some money aside every month in case of emergencies. This they did because, in the event of a crisis, managing it wouldn't be stressful. And saving is also much cheaper than taking a loan and definitely faster than selling a household item.

ANNCR: But, there are many ways of saving money. What was the difference in the way they saved their money in the first scene and in the second scene? What was the difference in the outcomes?

NOBERT: In the first scene, they saved their money at home but they were tempted to spend it on unnecessary items like when Andrew celebrated the victory of his team or Jaclyn bought a dress on impulse. In addition some money was stolen so they didn't have enough to pay for David's typhoid medicine.

In the second scene they saved their money in a SACCO where they were less tempted to spend it and it was safer. This time they had enough money to pay for David's typhoid medicine.

ANNCR: What are some other risks of saving your money at home?

NOBERT: Family members can also pressure you to spend the money on something that is not budgeted for.

ANNCR: In the second scene they saved their money in a SACCO. What are some of the benefits of saving in a SACCO? **NOBERT:** The SACCO is a safe place to save money and it also helps your money grow since it can earn interest in a savings account. It can also prevent you from spending your money as easily as when it is kept at home, since you only get your money out at certain times and under certain conditions.

ANNCR: With that, dear listener, we are ready for the next segment of our programme where we get to hear real life experiences from other Kenyans just like you and me. Mr. Olwenda is still with us because he has a few more secrets he would like to share with us. Let's now hear YOUR VOICE

Bridge Music

YOUR VOICE (*Vox pop – Audience participation*)

ANNCR: Today, Nobert and I attended a Builder's Welfare group meeting in Kangemi. Some construction workers, plumbers and masons have decided to form their own group to help them face the challenges and emergencies in life. They have invited the chairman of the Ujenzi SACCO to give them advice. Before he gave his talk, the members shared their experiences. (*Out of studio*)

MVO: I used to carry my savings with me everywhere I went. I couldn't even leave them at home because I thought my wife would misuse them. One day, as I was walking home in the night. I was mugged and all the money that I saved for 6 months was taken. Just like that.

FVO: I sell food to the construction workers on site. Usually, I don't make large amounts of money, so a few other women and I formed a group and it has made life much easier. We have a merry-go-round and every week, one of us gets a lump sum. It's easier to buy large amounts of food with the lump sums. This has helped me expand my business.

Sfx- Claps

ANNCR: It's amazing, dear listener, how we can improve our lives with the little that we've got. You don't need to earn large sums of money. Even if you are a simple worker earning a very small amount. A little goes a long way. Just like the saying that says that the sea is filled drop by drop.

(Back to the studio) Expert analysis (prt 2)

ANNCR: Now, Norbert, you are the chairman of the Ujenzi SACCO.

NOBERT: Yes, I am. The Ujenzi_SACCO, which was formed for those of us in the construction -sector.

ANNCR So Nobert, everyone faces emergencies from time to time, and often you need money quickly to respond to these emergencies. There are a few ways to do this, so what would you advise our listeners to do?

NOBERT: Let me make it very clear. There are 3 ways of dealing with an emergency. You can either borrow money in the event of an emergency or you can use up your savings. Let us focus on these two today, and- we shall explain the third very important method later in our next programs.

ANNCR: So, you've heard, dear listener, in case of an emergency, you can either borrow money or use up your savings. Nobert, how would you advise our dear listeners on whether to use savings or credit in the event of an emergency?

NOBERT: It is important to consider your situation carefully before you decide if you will use your savings or borrow money to deal with an emergency. If the emergency you face affects your ability to earn income, use your savings to pay your expenses. For example, if sickness keeps you from working, use savings to pay your expenses. On the other hand, if the emergency does not stop or reduce income, consider taking a loan to pay for unexpected expenses. You have income to use for loan payments and you protect your savings. For example, if you are sick but have someone to run your business or work at your farm in your absence, you can still make money and repay your loan.

ANNCR: Dear listener, there you have it. Straight from the expert himself. Thank you very much, Nobert.. As you've heard, you can use savings or credit to cover the costs of the emergency in case it arises. Start planning for risks and emergencies today. I am pleased to announce our second winner. from..... You've won Ksh 500 worth of airtime for your mobile phone. Please come and collect it. You too, dear listener can win Ksh 500 worth of airtime if you answer today's challenges correctly. Sara and her husband have a retail shop that covers all their expenses. This week, Sara's father has passed away after a long sickness. The family expects a large number of people to attend the funeral. So the question is, 'Should Sara use savings or credit to pay for the funeral expenses?' Today's second challenge is this. Listen carefully. David is a farmer who depends on his coffee crop. In previous years he saved with a SACCO. Unfortunately, during this growing season, a drought has reduced his harvest significantly. He estimates that his income will be half of what it normally is. During this time his wife falls ill. Our second question is, 'Should David use credit or savings to care for his wife?' Send #your answers to A FRIEND INDEED, P.O. Box 45338 Nairobi or SMS 0722204149 If you have any question or comments you can use the same address to reach us. or email info@akinsure.com. Join us next week for another episode on risks and insurance management. I hope you've enjoyed today's program. On behalf of ANDREW FUNZO's family family and Mr Nobert Olwenda, it's goodbye.Let's meet again, next week.

Signature tune up to fade

SHORT FEATURE

Music- Jingle

MVO: (Middle-aged lady) My name is Mariah and I sell fish. My husband works as a casual labourer at a construction site. We both earn a small income and every week we struggled to save 100 shillings. We hide money in our house, but we knew it was there and would think about all of the things we could buy with it. It would never last for very long under the mattress. We decided that we should join a merry-go-round chamaa. Since then, life has been much easier. We keep a little bit of money at home but save most of it with the chamaa. The money is safe with the group and we are less tempted to spend it than we were when we kept all of our savings at home. Sometimes, if we don't have enough savings to pay for medical expenses, we have to borrow from a friend or relative. But we are careful not to borrow too much if the emergency affects our income. Since we have money in the chamaa, we are able to repay it as soon as it's our turn to receive the money.

ANNCR: Message brought to you by the Association of Kenya Insurers and Microfinance Opportunities.

Key Message:

Identify common myths and explain how insurance works

Content**Common myths:**

- Insurance is only for rich people
- Insurance is a business where somebody makes money off of other people's unhappiness
- Insurance will not help a person when he/she is sick
- Buying insurance will bring bad luck to my family
- Receiving money from insurance companies takes a very long time
- There is no reason to buy insurance when no one in my family has any sickness or other health problems right now

Insurance is for everyone

Insurance is another way of protecting yourself against the threat or possibility of loss/risks. It is a guarantee for payment if an emergency or risk occurs.

Many of you are probably a member of a mutual association (i.e. merry go round or , chaama – choose most appropriate local term). This means that you are already practicing something that is like insurance.

Welfare association: How it works

- In our communities very common way to cope with funeral expenses such as coffin, transporting the body, transporting family members and friends to the burial ground and food and drink for the guests
- Each members contributes to the fund of a welfare association
- The contributions of all members go into a joint fund,
- This fund is called a pool
- The contributions are used later to support emergency needs of a few members
- By pooling contributions you can receive more money than what you pay into it (pooled risk)
- If you don't experience a crisis you don't get your money back

Benefits of welfare association

- Can help raise money for expenses
- Can help with bringing food to the family in a case of a need (social support)
- Can offer a friendly hand (emotional support)
-

Limits of welfare association

- It may take a long time to respond to an emergency.
- If more than one member needs money at the same time, there may not be sufficient funds for all members experiencing loss
- Some members may not contribute to the group on a regular basis, lowering the total amount of money available to those members who face an emergency. As a result, the money they receive may not be enough to cover their total costs.

- Some members run away with the money

Insurance:

- Similar to a welfare association, the insurance company collects payments from customers on regular basis
- These payments are put together, or “pooled,” to create a larger fund that can pay benefits to a member or customer when she or he experiences a crisis

PROGRAM 5

Key message:

Identify common myths and explain how insurance works

Title: A FRIEND INDEED

Sfx- Signature tune up and under (*30 seconds*)

ANNCR: I'm so glad you could join us for another thrilling episode of, 'A friend in deed', the informative radio show brought to you by Association of Kenya Insurers, AKI and Microfinance Opportunities (MFO). As always, I'm your host Welcome.

"A friend in need" is a radio drama that shows and explains the importance of protecting your family. We all face many risks in our daily lives and this program will give you new ideas about how to manage these risks, like with insurance. Each week, we will have a testimony explained through drama by those who have protected their families via insurance. We will also respond to your comments and questions, dear listener and finally, we will hear from an insurance expert who will explain the drama and discuss your questions and comments. At the end of the show, you will have a better understanding of risk and risk management and the importance of protecting one's family against the risks. You will also be better equipped to lead a better quality life.

In our last show we talked about dealing with emergencies. Specifically, we learnt that you can either use savings or borrow money, in order to have the funds you need to manage an emergency.. It is important to consider your situation carefully before you decide if-whether to use savings or credit to deal with an emergency. If the emergency you face affects your ability to earn income or work, then it will be difficult to make your loan payments. In this situation it is better to use savings to pay for your expenses. . On the other hand, if the emergency does not stop or reduce income, consider taking a loan to pay for unexpected expenses. For example, if you are sick but have someone to run your business or work at your farm in your absence, you can still make money and repay your loan.

We also learnt about the benefits and drawbacks of keeping savings at home. We learnt about even greater benefits of saving your money with a SACCO, a welfare group, or a *chamaa*

Each program is definitely more exciting than the last as today, dear listener, we are going to learn one more secret towards protecting your family, despite the tough economic times. As usual, at the end of this show, you will also stand a chance of winning Ksh 500 worth of airtime for your mobile phone, if you answer today's question correctly. I will also announce our third winner of the airtime. Today, Andrew is a very sad man. Why? Let's find out together.

Bridge Music- (*30 sec*)

Sfx- *Traditional funeral songs e.g. Luwere..etc; crowded compound*

MOSES: Hodi! Hodi!

JACLYN: Moses! Welcome. Thank you for coming. It's been long since we last saw each other!

MOSES: I had to come, we always stick together during good times and the difficult ones. I'm sorry for your loss. Pole sana (I'm very sorry)

JACLYN: Nimepoa (Am better)

MOSES: Is Andrew in?

JACLYN: Yes he is. He's right there near the front door. You go on ahead while I get you a stool to sit on.

MOSES: Thank you. (To Andrew) Andrew.

ANDREW: Ah yes, Man! It's good to see you!

MOSES: I'm very sorry for the loss of your mother.

ANDREW: Thank you very much. I'm much better now. At least now she'll get some rest, finally. She had been sick for a long time.

MOSES: Sorry to hear that. What was she suffering from?

ANDREW: Typhoid. And you know the way her body was not as strong as it used to be. It overpowered her, even after we got the best medication.

MOSES: I'm sorry to hear that. But be strong for your family. Your mother was a great lady. She was one of the pillars of our community.

ANDREW: Indeed she was. She was the first person to introduce chamaas to our village.

MOSES: And even though she was 70, she still had the strength of a woman half her age. Very active. We are all going to miss her.

ANDREW: But life has to go on. It is up to us to continue and even build upon the noble efforts she started.

JACLYN: Here's a stool, Moses

MOSES: Ah! Thank you very much mama Elizabeth.

JACLYN: You're welcome. Now, let me bring you some tea. I will join you shortly.

MOSES: Thank you. Andrew, I must say that despite your loss, you look quite well. It's a good thing you joined the chamaa.

ANDREW: Why do say that? You also have to know that I can't show all my sorrow in front of my children.

MOSES: Well, aren't you part of a chamaa?

ANDREW: Yes I am.

MOSES: So the chamaa will help you take care of the funeral expenses.

ANDREW: No it won't. At least not to the level I expected.

MOSES: Why do say that? You do make regular contributions, or have you skipped some payments?

ANDREW: I make my payments on time. In fact, I had just paid last week.

MOSES: So what is the problem?

ANDREW: You know what they say about lightning.

MOSES: That it doesn't strike the same place twice?

ANDREW: In our chamaa's case, it struck 3 times! Two other people also lost their loved ones last week.

MOSES: So how is that a problem? To you, I mean.

ANDREW: It is a huge problem. I needed 35,000 shillings to help cover my mother's funeral expenses. Now, the committee decided that since each family had to be helped, we all got only 10,000 shillings each!

MOSES: But how?

ANDREW: Our chamaa is quite small, so obviously we don't have a lot of money in our pool. So in all fairness, as much as the chamaa members wanted to help as much as they could, circumstances have forced me to accept a much smaller payment than I am entitled to.

MOSES: Oh, so sorry. So how are you going to raise the 25,000 shilling balance?

ANDREW: I have no choice but to sell a few of my goats.

MOSES: You will need to sell about 5 goats, then?

ANDREW: Unfortunately, yes.

MOSES: But look on the bright side...

ANDREW: Bright side?

MOSES: Yes. Ever since you started organizing your life and planning for such emergencies, you always end up better off than most of us.

ANDREW: What do you mean?

MOSES: If you didn't have assets to sell, you would have been a much sadder person right now.

ANDREW: Thank goodness for that.

JACLYN: Here's your tea.

MOSES: Thank you. Look at those dancers; they surely know how to move.

ANDREW: I'm sure they get a lot of practice from the many funerals we've had lately.

(Laughter)

Bridge Music

STUDIO- Expert analysis (Prt 1)

ANNCR: Welcome, dear listener to the expert analysis segment of our radio show. In the studio with me is Joseph Jamwaka, our expert from the insurance industry. Glad you could join us again today, Joseph. Now, as we've heard, Andrew is part of a welfare association or chamaa. Joseph, tell us, how does a welfare association work?

JOSEPH: In many communities, people form welfare groups or chamaas to help them cope with emergencies and crises that may arise. Like in Andrew's case, the chaama would help cover funeral expenses, such as the coffin, transporting the body, transporting family members and friends to the burial ground and food and drink for the guests. Each member must contribute money on a regular basis to the chaama.

ANNCR: So everyone contributes to a common fund.

JOSEPH: Yes. All the contributions go into a joint fund, which is known as a pool. These contributions are used for emergencies of the members.

ANNCR: What are the benefits of a chaama?

JOSEPH: By pooling contributions you can receive more money than the amount you pay into it. You can also receive more money than you could typically save on your own to deal with emergencies. Another benefit is the emotional support from all the other chamaa members who come together with the bereaved.

ANNCR: What are its challenges?

JOSEPH: You have to understand that people have used chamaas for a long time. Many have worked quite well but there are some cases when the welfare group takes long to respond to an emergency. This is because all the members have to be notified. And like in Andrew's case, if more than one member needs money at the same time, there may not be sufficient funds for all members experiencing loss. Also, if you don't experience a crisis during a certain time period, you don't get your money back.

ANNCR: I've also heard that sometimes some members do not contribute.

JOSEPH: Indeed. Some members may not contribute to the group on a regular basis, lowering the total amount of money available to those members who face an emergency. As a result, the money they receive may not be enough to cover their total costs. In very few cases, some members run away with the money once they receive their contributions.

ANNCR: So Joseph, we've heard about the benefits of belonging to a chamaa. We've also experienced the ways in which they help us through the difficult times. How are chammas similar to insurance?

JOSEPH: Chamaas are like insurance in its basic form. Insurance companies, like chamaas, collect payments from customers on regular basis. These payments are put together, or "pooled," to create a larger fund that can pay benefits to a member or customer when she or he experiences a crisis.

ANNCR: Why do people need insurance?

JOSEPH: We all need insurance in order to enjoy our lives more. Insurance is another way of protecting yourself against the threat or possibility of loss/risks. It is a guarantee for payment if an emergency or risk occurs.

ANNCR: Wow! That's quite an insight. I'm sure you, dear listener, are as excited as I am with this topic that affects each and every one of us. Let's now hear what other Kenyans have to say about insurance. It's now time for YOUR VOICE.

Bridge Music

YOUR VOICE (*Vox pop – Audience participation*)

-ANNCR: Today, Joseph and I attended a chamaa meeting in Embakasi Village. We were invited by a colleague who, unfortunately, lost a relative. While there, we talked to ~~two~~ a few members. We asked them about their thoughts on insurance, since insurance companies work in almost the same way that chamaas do. When asked if they would consider buying an insurance policy, we heard some very interesting reactions from them.

CHRISTINE: My name is Christine and I am part of this chamaa. I would not buy an insurance policy because it is only for rich people. Chamaas are better for poor people like me. Besides, insurance companies don't actually help people when they are sick, like the chamaas do.

JOSEPH: I would like to assure our listeners that insurance is for everyone, not just the rich. There are policies that are affordable for everyone. And insurance companies really do help in your time of need. We will talk about the different kinds of insurance that you can buy in the coming weeks, but rest assured, insurance companies provide protection that is more reliable than your chamaa.

MVO: I worry about buying insurance also. I have heard that when you buy insurance, then you are asking to get into a car accident or get sick. It is better not to have it so that you are not tempting fate.

JOSEPH: This is a common misconception. In fact, insurance does not bring about bad luck. How many people do you know who have never gotten sick? Or gotten into some kind of accident? Or don't have to worry about funerals for their loved ones? Some things in life are inevitable. At least having insurance can prepare you to deal with these events financially.

FVO: I would consider insurance later, but right now no one in my family is sick.

JOSEPH: Here is another thing to consider: by the time you or a family member falls sick, it is too late to get insurance to help you. You must buy it before the event happens.

MVO: I don't trust insurance companies. They are making money from other people's unhappiness and misfortunes.

JOSEPH: Insurance companies do not like to see people unhappy. In fact, they are the ones paying *you* in your times of need. They even encourage you to be healthy and careful, so that you don't need them as much.

ANNCR: Thank you for responding to each person's opinion about insurance, Joseph.

Joseph: Many of these opinions are very common but they are **myths**. A **myth** is something that people may believe but in reality it is not true.

(Back to the studio)

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ANNCR: Joseph, we appreciate the wonderful advice you've shared with us today. Dear listener, like I promised you, this program is getting more exciting each day. Today we learnt about the benefits and challenges of belonging to a

welfare society, or a chamaa. We were also introduced to insurance, and compared the way it works to the way a chamaa works. In later programs we will learn more and more about it and discover that it is an important way of securing the future for ourselves and our loved ones. Right now, I will present you with our third winner. from..... You've won Ksh 500 worth of airtime for your mobile phone. Please come and collect it. You too, dear listener can win Ksh 500 worth of airtime if you answer today's challenge correctly. Are you ready? As we've heard, Andrew is a member of a welfare group, popularly known as a chamaa. Can you give one way insurance is similar to a chamaa? (X2) Send #your answers to A FRIEND INDEED, P.O. Box 45338 Nairobi or SMS [0722204149](tel:0722204149). If you have any question or comments you can use the same address to reach us or email address info@akinsure.com

In our next program, we will share with you some secrets that will improve the quality of your life. I hope you enjoyed this program as much as I did and I look forward to being with you next time. On behalf of ANDREW FUNZO's family and Mr Joseph Jamwaka, it's goodbye. Let's meet again, next time. Bye!

Signature tune up to fade

SHORT FEATURE

Music- Jingle

MVO: Hello, I'm Brian and I live in Wangige. I'm a-a matatu conductor and member of a chamaa called Wasee wa Rodi. The members are conductors and drivers on this route. The good thing about our chamaa, we're always there for each other. Even when someone doesn't work for a day, we make sure that they get some money to buy a little food; since we are paid on a daily basis. And when someone loses a family member or even he himself dies, we come together and raise money from the weekly contributions we make. We even take a few of the vehicles to escort the body to the home area. The chamaa is not without its problems though. Sometimes there is not enough money to go around when several people have needs at once. Then I discovered that insurance companies work a lot like chamaas. They too pool money and distribute it to the members that need it most. I need to find out more about this thing called insurance because maybe it could meet our needs better than a chaama. There's nothing more important than thinking and planning for an emergency, because you never know when it will strike.

ANNCR: Message brought to you by the Association of Kenya Insurers and Microfinance Opportunities.

PROGRAM 6

Key message

Identify benefits of insurance
Analyze costs and benefits of insurance

Content

Benefits of insurance:

As opposed to welfare associations, insurance companies will *not* run out of money even if many people experience the same unfortunate event. This is because an insurance company brings together many people in different areas of the country.

Insurance companies cover a larger area than welfare associations do so they're more stable.

Most welfare associations are formed around one risk, but most insurance companies offer products that cover all kinds of risks (sickness, death, accident, drought, etc). I think my suggestion also covers this – see comment 18

Cost benefit analysis:

- Determine if insurance is affordable and makes sense for you and your family
- Think about how much you or someone you know paid for hospital costs last year, including doctor's visits, medicine, income lost from not working, etc.
- Compare this figure to annual premium for health insurance
- If you don't have insurance you may delay medical attention or treatment causing complications or the condition to worsen and resulting in greater expense

PROGRAMME NO 6 -

Key message: a) Identify benefits of insurance
b) Analyze costs and benefits of insurance

Title: A FRIEND INDEED

Sfx- Signature tune up and under (30 seconds)

ANNCR: Hello and a warm welcome to the 6th episode of your favorite radio show, ‘**A friend in deed**’, brought to you by Association of Kenya Insurers, AKI and Microfinance Opportunities (MFO). As always I’m your host,
.....

“A friend in need” is a radio drama that shows and explains the importance of protecting your family. We all face many risks in our daily lives and this program will give you new ideas about how to manage these risks, like with insurance. Each week, we will have a testimony explained through drama by those who have protected their families via insurance. We will also respond to your comments and questions, dear listener and finally, we will hear from an insurance expert who will explain the drama and discuss your questions and comments. At the end of the show, you will have a better understanding of risk and risk management and the importance of protecting one’s family against the risks. You will also be better equipped to lead a better quality life.

In the last program we analyzed welfare groups, also known as chamaas. We discussed their benefits and challenges that one faces when being a part of a chamaa. Andrew Funzo’s mother had died and thanks to his chamaa, he was able to cover some of his funeral expenses. We found out that chamaas and insurance companies work in almost the same way. The rumors and myths about insurance were explained away and today we’ll take another step towards discovering the benefits that insurance can bring you in your time of need.

And as always, dear listener, make sure you pay close attention to today’s program because you stand to win a whole 500 shillings worth of airtime for your mobile phone. I will also announce our winner from the 4th episode. But before that, let’s visit Andrew and see what he is up to. Remember he was to sell 5 goats to raise money to help cover his mother’s funeral expenses. As you know, his life is always filled with drama, what will happen today? Let’s find out after the break.

Bridge Music- (30 sec)

Sfx- Busy market ambience. The occasional matatu horn, hawkers shouts and animal bleats, moos and chicken fill the air.

ANDREW: Goats for sale, goats for sale! High quality goats for sale! These are not ordinary goats, they are original! Madam, don’t be shy, you can have a look for free! Hurry! Hurry, before the stocks run out! Get a goat at a good price! Special promotion! High quality goats...!

FVO: Hey mister, how much are you selling a goat for?

ANDREW: Welcome madam! Have a look! Can you feel the skin? This is the best quality skin! Oh! Look at how healthy they look! They are strong, intelligent and you see this she-goat? She gives so much milk, you’ll be able to supply breakfast to your whole neighborhood!

FVO: Really?

ANDREW: And they are so well mannered. You don’t run after them, and they come to you when you call!

FVO: That’s nice! So how much is one?

ANDREW: Only 6,000 shillings!

FVO: Ah! That’s a little too much.

ANDREW: Madam, that’s a fair price. These goats understand English, Kiswahili and even Sheng’!

FVO: Then why do you have only 5 goats?

ANDREW: Because they are so popular! Don't miss this once in a lifetime opportunity. In fact, if you buy 2, I'll give you a huge discount! And only for you. Take 2 for only 11,000 shillings!

FVO: But I only have 4,000 shillings for a goat!

ANDREW: Madam, these are original goats with very good manners. Not like the goats you see roaming around. I'll give you a 2 goats for 10,500. Only for you!

FVO: My final price is 10,000 shillings for two goats.

ANDREW: Fine, ok. Choose the ones you like.

FVO: I'll have the she-goat and that he-goat. Here's 10,000...

ANDREW: Thank you madam, you won't regret this buy. (To the crowd) High quality, original goats for sale!

DAVID: How much are your goats?

ANDREW: Only 6,000 each, mzee! Wait David! It's you!

DAVID: Yes, Andrew I am here. These are very fine looking goats. I see you are taking business seriously.

ANDREW: Yes, David. It's not by choice. I really need some money urgently.

DAVID: Oh, don't be modest. We all need money.

ANDREW: David, my mother died last week....

DAVID: Oh I'm so sorry. I also lost mine recently. My mother died of typhoid, what about yours?

ANDREW: Also typhoid. I'm also sorry for your loss.

DAVID: Thank you. I'm much better now. Oh, oh, oh...this typhoid is really costing us a lot! So you're selling your goats to raise money to cover funeral expenses. But why? I thought you were part of a chamaa!

ANDREW: I still am.

DAVID: So what happened?

ANDREW: Two other chamaa members also had funerals at the same time so we had to share the money. Instead of 35,000, I only got 10,000.

DAVID: You should also have taken up insurance,

ANDREW: Ati? Insurance? Insurance companies do not pay and if they do, they take a long, long time!

DAVID: That's not true! I also doubted insurance companies. But when someone explained to me, I bought funeral insurance just in case, and it covers expenses of up to 530,000 shillings for me and my family.

ANDREW: Really? I must learn more about this insurance.

DAVID: Anyway, I need to go. I will visit you at your funeral preparations tomorrow. In fact, let me have two goats. I'm expecting visitors from the city.

ANDREW: Oh, sure, thank you.

DAVID: Here's 10,000 shillings

Sfx- notes crumpling.

ANDREW: And here are your goats. See you tomorrow then.

DAVID: Bye.

ANDREW: (to himself) I've been hearing a lot about Insurance recently But again, isn't it expensive? Ah! I'll find out more about it later. Let me walk around the market with my last goat, I'm sure I'll soon find a buyer. (Shouting) An original, high class goat for sale! Last one! Goat, goat...!

DANIEL: (From a distance) You! Goat!

ANDREW: Eh? Is someone calling me a goat?

DANIEL: (Getting closer) Hey, you with the goat! Oh it's you Andrew!

ANDREW: Daniel! Long time no see!

DANIEL: You too. I'm sorry about your mother. I met Jaclyn and she told me.

ANDREW: That's ok.

DANIEL: Now look, Andrew, I really need your help. Could you please sell me this goat?

ANDREW: But...

DANIEL: I know that you've just bought it, let me buy it from you. It's big and healthy and I don't have time to haggle with the other goat sellers.

ANDREW: You see...

DANIEL: How much did you pay for it?

ANDREW: First, first let me...

DANIEL: Did you say five thousand? Here's 5,500. Now give me the goat.

ANDREW: Thanks, but...Daniel. why the hurry?

DANIEL: We're having a party. I've just bought an insurance policy. So we're celebrating an important step we've made to safeguard our family's future.

ANDREW: But how can you be sure that your insurance company will stand by you in case of an emergency?

DANIEL: Andrew, 2 months ago, I bought insurance and paid a premium of 3,000 shillings.

ANDREW: Premium?

DANIEL: Yes. A **premium** is the money you pay ahead of time to the insurance company for the protection you receive for the year as described in the insurance policy. Anyway, last month I was on my motorbike heading to town when the lorry ahead of me braked suddenly and I crashed into it.

ANDREW: Wooo! Were you seriously injured?

DANIEL: I had deep cuts all over my body and the motorcycle was a write off. I was rushed to hospital.

ANDREW: Oh-oh! I hope they didn't give you problems, like they always do when you need to be admitted. In some hospitals you must have a deposit even before the doctor even looks at you.

DANIEL: Ah no! I presented my Bima Afya card and was admitted right away. I stayed at the hospital for two weeks. I was worried for my family because I couldn't work at the time. Then I remembered that the Afya Bima also has a benefit for loss of income.

ANDREW: Ati benefits?

DANIEL: If you suffer a loss that is covered by your health insurance policy, the insurance company will pay you "benefits", or the money that you need to pay some of the costs associated with your loss. For example, I received

2,000 shillings for each week that I was hospitalized and unable to work. There are also other benefits. The doctor's fees of Kshs 2,000, x-ray costs of Kshs 1,000 and bed charges of Kshs 500 per day have all been paid for. The bed charges alone were Kshs 7,000 for the two weeks.

ANDREW: Really? That's amazing! So how much did you receive in total as benefits?

DANIEL: 14,000 Ksh

ANDREW: And how much did you pay to receive those benefits?

DANIEL: The premium for one year of protection was 3,500 Ksh. And if anything happens in the next year we will still be covered and receive additional benefits.

ANDREW: It is clear that I need to buy insurance to protect me and my family. The benefits of insurance can far exceed its costs. Insurance is truly a wonderful idea!

DANIEL: Make sure you do. Now, I've got to run! I don't want to miss my own party! Bye!

Laughter.

Bridge Music

STUDIO- Expert analysis (Prt 1)

ANNCR: My goodness, dear listener, it cannot get better than this! Never have I heard the benefits of insurance dramatized so well. I hope you enjoyed it as much as I did. With us in the studio is our resident insurance expert, Joseph Jamwaka. As always he will explain to us what Andrew discovered. Karibu sana, Joseph. Tell us, what is the difference between insurance companies and welfare associations and chamaas?

JOSEPH: Chamaas and insurance companies are similar in some ways. But, one major difference is that insurance companies cover a larger area than welfare associations do, which makes them more stable. Chamaas are made up of a few people from the same community, while an insurance company is made up of thousands and even tens of thousands of customers or policyholders, often from different regions.

ANNCR: How does that affect payments to members?

JOSEPH: Because insurance companies are more stable, they will *not* run out of money, even if many people experience the same unfortunate event. This is because an insurance company brings together many people in different areas of the country, compared to chamaas which has members from the same estate or village.

ANNCR: Ah! This I noticed in Andrew's case. First, his chamaa had to share the its resources so that the families which experienced deaths at the same time had to share the available money. I've also noticed that welfare associations or chamaas are formed to cater for one or two emergencies?

JOSEPH: That is usually the case. Most welfare associations are formed around one risk. But most insurance companies offer products that cover all kinds of risks; sickness, death, accident, drought and the like. So the insurance company will support you in many more instances as compared to welfare associations or chamaas.

ANNCR: What about in Daniel's case where the insurance company extended other benefits?

JOSEPH: Yes, there are some policies offered by insurance companies which both pay the expenses associated with your loss *and* support you when you are not in a position to earn your income. These are termed as benefits, as Daniel explained. Benefits are the money that the insurance company promises to pay a person if a loss covered by the policy occurs. In Daniel's case, the insurance company paid his medical bills and compensated his family for the loss of two weeks of income. .

ANNCR: But again, like welfare associations, you have to make regular payments?

JOSEPH: Yes you do. The payments to insurance companies are known as premiums. A premium is the money you pay ahead of time to the insurance company for the protection you receive, usually for one year from the date it the policy begins, as described in the insurance policy. And as we saw in David's case, the compensation can be more than the total amount of premium you pay.

ANNCR: Joseph, you have made insurance sound simple and friendly.

JOSEPH: That is because it really is.

ANNCR: And with that, dear listener, we are now ready to hear first hand testimonies from people like you and me in our segment called, YOUR VOICE. Stay tuned because Joseph here still has plenty more advice that will help you secure the future for yourself and for your loved ones. We'll continue right after this short break.

Bridge Music

YOUR VOICE (*Vox pop – Audience participation*)

ANNCR: Right now I'm attending a workshop organized by an Insurance company in Satellite, Riruta. It's been an exciting fun filled day. After the delicious food and entertainment, the Insurance company representatives got down to serious business and held talks and demonstrations. I caught up with a participant during the break and this is what she had to say. (*Out of studio*)

FVO: My name is Jessica and I completed high school two weeks ago. After high school, I managed to get a clerical job at an NGO here in Riruta. Two months ago I was hit by a speeding matatu and had to be rushed to hospital. It was a difficult time for our family because my mother is a cleaner at a primary school. So she couldn't afford money to pay my hospital bills. I couldn't help out with the costs since I couldn't work and I didn't really have any savings. So my mother ran to her chamaa for assistance. The chamaa could only raise 15,000 shillings yet I needed 50,000. My mother had to sell her small piece of land upcountry to raise money to cover my bills. That took some time and I had to spend an extra week at the hospital as my mom looked for the extra money. Today at this workshop I've learnt that I could have bought health insurance for just 3,500 Ksh. Knowing that insurance is much cheaper in the long run, we are now planning on buying insurance for our family.

MVO: My name is Polycarp and I teach at Riruta Primary School. I heard about health insurance from a workmate and I went and bought a policy. Unfortunately, my younger brother who lives with us fell sick and my policy did not cover him. So my wife and I approached our chamaas so we could raise money to cover the lab fees, x-ray, and hospitalization costs and of course the doctor's fees. It was really a hectic time. Were it not for well wishers and family members, I don't know how we would have managed. After about two weeks, my brother was well again and the first thing I did was to buy him an insurance policy. I don't want to go through those hard times again.

ANNCR: Dear listener, I hope that you're learning as much as I am. Clearly one should not leave the future to chance. Let's hear what our insurance expert has to say about what we've just heard.
(Back to the studio)

Expert analysis (prt 2)

ANNCR: Joseph, we've just heard a lot about the benefits of insurance and the difficulties some people may face when they do not have insurance policies. Joseph, can you please tell the listener out there how affordable insurance is.

JOSEPH: Many people think that insurance is expensive and only for the rich. In reality, it isn't. Look at it this way, there are many costs associated with your health, especially when emergencies occur, like accidents and serious sickness. You find that if you don't have insurance, you must have a large amount of money ready to cover all the costs. If you don't have that money or can't raise it, you may be forced to delay medical attention or treatment. When you eventually manage to get medical attention, you could be paying even more money because your condition has worsened or other complications have arisen.

ANNCR: And like we've heard all through, especially in Daniel's case, there are many costs that have to be sorted out.

JOSEPH: Indeed. At this point I would like to ask our dear listeners to think about how much you or someone you know paid for hospital costs last year, including doctor's visits, medicine, income lost from not working and many others. Compare that to insurance premiums. In the long run, you find that insurance is really much cheaper and more convenient.

ANNCR: So how much does health insurance cost?

JOSEPH: It depends from company to company. Recently we have seen the cost of insurance policies going down. Some charge as low as 20 shillings per day, only. That small amount is enough to get you specialized healthcare, to cover hospitalization costs and some policies will also compensate you during the time you cannot work due to illness.

ANNCR: So insurance really isn't only for the rich. Thank you Joseph, but I believe we are almost out of time though. What word of advice would you leave with our dear listeners?

JOSEPH: I would like to advise the listeners to sit down with their families and analyze the costs and benefits of insurance. You really cannot put a price on health or life for that matter. When one family member is sick, then the whole family is affected. Everyone should buy an insurance policy as soon as they can.

ANNCR: Dear listener, what more can I say? Thank you Joseph, for your wonderful insight and advice. Dear listener, do not leave the health and lives of your loved ones to chance. Take a step in the right direction today. That way, you'll enjoy healthier lives and more secure futures, together. As you've heard, it is important that you look into your options for health insurance right away.

In our 4th program I asked 2 questions. Before I announce today's winner, let me give you the answers to the questions. **First question,** Should Sara use savings or credit to pay for the funeral expenses? **The answer:** While Sara attends to her father's funeral her husband can keep their business going so she should use credit. **Question 2.** David is a farmer who depends on his coffee crop. In previous years he saved with a SACCO. Unfortunately, during this growing season, a drought has reduced his harvest significantly. He estimates that his income will be half of what it normally is. During this time his wife falls ill. The question is, Should David use credit or savings to care for his wife? **Answer:** David's income will be reduced during the drought so he should use savings.

..... from..... got both questions correctly. You've won Ksh 500 worth of airtime for your mobile phone. Please come and collect it. You too, dear listener can win Ksh 500 worth of airtime if you answer today's question correctly. Why is it important for you to be covered via an insurance company and not ONLY your welfare association or chamaa? (x2) Send your answers to A FRIEND INDEED, P.O. Box 45338 Nairobi or SMS 0722204149. If you have any question or comments you can use the same address to reach us or email address info@akinsure.com

Join us next week for another episode on risks and insurance management. I hope you've enjoyed today's program. On behalf of ANDREW FUNZO's family and Mr Joseph Jamwaka, bye. Let's meet again, next time.

Signature tune up to fade

Short feature

Music- Jingle

MVO: My name is Nick Kiprotich and I am a farmer. Some time ago, the donkey cart I was riding tipped over and I was thrown to the ground. I was rushed to hospital. Because I didn't have insurance, the people who took me to hospital had to raise money so I could be admitted. My wife had to sell 2 cows to cover doctor's fees, lab expenses and pay for the hospital bed. The little money we had saved for our daughter's school fees had to be used to feed the family during the 17 days I was in hospital. After I was discharged, my wife and I sat down and decided that indeed, we needed a health insurance policy. We got one and today, we don't worry when any of our family members falls sick or is involved in an accident. Life has also become much easier to plan.

Don't wait for misfortune to strike before taking action. Start preparing today.

ANNCR: Message brought to you by the Association of Kenya Insurers and Microfinance Opportunities.

PROGRAM 7

Key message: Identify insurance terms

Demonstrate importance of communicating with family and making decisions together about insurance using good communicating techniques

Content

Benefits

Benefits are the money that the insurance company promises to pay to Andrew if a loss covered by the policy occurs. For example, if Andrew gets into an accident, the insurance company may pay for his doctor fees, bed charges and prescribed medication.

Policy/Policy Holder

A **policy** is a contract between an insurance company and Andrew. This contract details the information about your policy. This is an important document to read. Once Andrew pays a premium/contribution, he becomes a **policy holder/insured**.

Beneficiary

The **beneficiary** is the person who receives the benefits that the insurance company pays. A policy holder selects the beneficiary. A health insurance policy will, for example, cover you and your children, so you are all beneficiaries.

Premium/contribution

The **premium/contribution** is the money that Andrew has to pay the insurance company ahead of time for the protection described in his insurance policy. For example, this is similar to the joining fee you pay for a mutual association (i.e. merry go round, chamma) and like a mutual association (i.e. merry go round, chama) this premium is non refundable.

Claim

A **claim** is the request for payment that the policyholder sends to the insurance company when he/she suffers a loss. For example, if someone in Andrew's family dies, he may need to submit a claim to his insurance company to receive payment for the funeral expenses.

Deductible

A deductible is the amount of the total insured loss that the policy holder must pay by themselves. The client or policy holder agrees to pay a set amount per claim regardless of the amount of damage.

It is important to communicate with your family and make decisions together about insurance using good communication techniques:

- Listen to other person's opinions
- Acknowledge his/her point of view
- Be confident in your opinion
- Reframe the other person's ideas to move towards a solution

PROGRAMME NO 7 -

Key message: a) Identify insurance terms

b) Demonstrate importance of communicating with family and making decisions together about insurance using good communicating techniques

Title: A FRIEND INDEED

Sfx- Signature tune up and under (30 seconds)

ANNCR: Hearty greetings and a heartfelt welcome to programme number 7 of your incisive, educative radio show , ‘**A friend in deed**’, brought to you by Association of Kenya Insurers, AKI and Microfinance Opportunities (MFO). I’m your host,

“A friend in need” is a radio drama that shows and explains the importance of protecting your family. We all face many risks in our daily lives and this program will give you new ideas about how to manage these risks, like with insurance. Each week, we will have a testimony explained through drama by those who have protected their families via insurance. We will also respond to your comments and questions, dear listener and finally, we will hear from an insurance expert who will explain the drama and discuss your questions and comments. At the end of the show, you will have a better understanding of risk and risk management and the importance of protecting one’s family against the risks. You will also be better equipped to lead a better quality life.

In the last program we talked about the costs and benefits of insurance. Andrew was forced to sell his goats so as to raise extra funds to help cover his late mother’s funeral expenses. While he was at the market, he bumped into his friends who had bought Insurance. We learnt that a **premium** is the money you pay ahead of time to the insurance company for the protection you receive later as described in the insurance policy. In the unfortunate event of an accident, you will receive your benefits. **Benefits** are the payments that the insurance company promises to make to a person if a loss occurs that is covered by the policy. With the help of our insurance expert, we discovered that having an insurance policy greatly lightens the load in case of an eventuality. I said it last time and I’ll say it again today; Insurance is for everyone, not just for the rich. Insurance companies will help you in times of need.

Many listeners like you have won 500 shillings worth of airtime each. They did this by listening very carefully to the whole program and answering the simple question I will ask at the end. I will also announce the winner from programme number 6. Today, Andrew and his wife are at home. What are they up to today? After the break. Enjoy!

Bridge Music- (30 sec)

Sfx- Door opens and shuts.

JACLYN: (With a Sheng’ accent and trying to sound like today’s youth) Welcome to your digz, my sweet Sonko. Just chill on the sofa while I get you your fave drink. In case of anything, holla!

ANDREW: (Shocked) What?

JACLYN: Wssup? I just said chill out?

ANDREW: Jaclyn, my wife, what language are you speaking? I told you you're watching too much TV...and why is that carpet on your head?

JACLYN: It's called a mohawk, yo! A new hairstyle. Get with the times!

ANDREW: My goodness. If you behave like this, what about our daughter Elizabeth?

JACLYN: (Back to normal) That is why I'm like this today. I hardly understand what Elizabeth says, so I decided to learn her language, sheng'.

ANDREW: So what were you saying when I came in, about the digging and calling me a soko...a market...?

JACLYN: (laughing) 'Digz' means home. Sonko is a rich man...you know, the boss.

ANDREW: Me, rich? I've just come from the SACCO meeting and realized that nothing could be farther from the truth. Today, many people were talking about insurance. Some of them had purchased insurance to protect their families from medical emergencies and accidents. They said it had saved them a lot of money.

JACLYN: But remember when you found out that insurance is not only for the rich? Even you and I can afford insurance policies! Having said that, how does insurance, really work? You never told me that....

ANDREW: Well, you have to pay a **premium** of Kshs 3,500 per year to purchase the insurance. A premium is the money you pay the insurance company for the protection described in the insurance policy. For example, if someone in our family gets in an accident and needs to go to the hospital, the **benefits** include paying for costs such as bed fees, doctor fees, x-rays and medication.

JACLYN: That may all be very good, but, as you already know we have no money to save. We have difficulty meeting our expenses.

ANDREW: I'm sure we can work out a way. It's just a question of balancing our finances and looking for more income.

JACLYN: Ok, let me get this straight, with insurance we can get treatment, doctors' fees, medication...why should we buy insurance when many of these things are provided for free at the government hospital?

ANDREW: Yes, but an insurance policy gives you more. Let's say you have an accident. Insurance would also give us money to replace the income we would lose while you were in the hospital, or if you become disabled. It also provides benefits towards funeral expenses.

JACLYN: So you don't have to pay anything but the premium?

ANDREW: Well it depends on your plan. Sometimes you pay a deductible, which is a fixed amount that you pay by yourself per claim regardless of the amount of damage. Anything after that amount is covered by your insurance.

JACLYN: That sounds like a good deal. We must make sure we buy an insurance policy for our family. Wait a minute, how will we pay for this premium? It is a lot of money right now especially during a time of drought.

ANDREW: I learned at the Insurance office today that there are different options for buying insurance, for example through a SACCO or microfinance organization. We can take out a loan to pay for the insurance.

JACLYN: A loan sounds good. But like you said, we need to explore ways of managing our incomes. My shop doesn't give me much; your truck business gives us a little more income. But if we combine the two, we might be able to get something substantial.

ANDREW: Very true. But again, we don't want to over-stretch our resources. Let's come up with a decent plan. By the way, there is a SACCO agent I met at the meeting who lives nearby. Let's pay him a visit so he can give us more information.

JACLYN: Good idea, sometimes insurance terms can be as bad as sheng! It's like learning another language. We should go to that agent and ask him some questions about the insurance policy. That way we will be able to make informed decisions. Let me get a sweater...

ANDREW: And a headscarf to cover that funny hairstyle.

JACLYN: It's today's fashion; in fact there is a Mohawk for men...

ANDREW: Yeah, yeah, get ready we don't have all day. But there is one thing I like about you...

JACLYN: What is that?

ANDREW: The way you are open to our family discussions. We actually get to do a lot.

JACLYN: You are also caring and always looking for ways to improve our family. Can I get you a cup of tea while I change?

ANDREW: Of course, don't take too long!

Bridge Music

YOUR VOICE (Vox pop – Audience participation)

(Out of studio)

ANNCR: Dear listener, we learn something new everyday. And today, I've learnt a little more about insurance terminologies. But I want to find out how many people like yourselves know what different insurance terms mean. I'm standing at a neighbourhood shopping centre. I'm going to ask different people to tell me the meaning of the insurance terms. Hello sir, do you know about insurance?

MVO: A little bit.

ANNCR: What is a premium?

MVO: Premium? I only know the petrol called premium. Is there premium in insurance?

ANNCR: Madam, do you know what an insurance policy is?

FVO: An insurance policy is what enables you to get an insurance cover.

ANNCR: Excuse me sir, what is an insurance cover?

MVO 2: This is the protection given by an insurance policy.

ANNCR: That is true. How did you know?

MVO 2: I am a policy holder with one of the insurance companies.

ANNCR: Excuse me madam, do you know what an insurance premium is?

FVO 2: Yes, an insurance premium is the amount a policy holder pays to keep his insurance policy active before a risk or emergency occurs. It is the price one pays for insurance.

ANNCR: Dear listener, as you can hear, not everyone knows the meaning of insurance terms. Fortunately, you already have a headstart. Let's get back to the studio to hear what our insurance expert has to share.

Bridge Music

STUDIO- Expert analysis (Prt 1)

ANNCR: As we've just heard some people are familiar with certain insurance terms while others are not. I think one of the things that used to scare me about insurance was the big, complicated words they use. Fortunately, we have our in-house insurance expert, Mr., who'll simplify them for us. Karibu sana.

GUEST: Thank you sir.

ANNCR: You have been telling us about insurance, can you please explain to us the various terms insurance companies use? In fact, I've got a brochure from an insurance company and it's got words like policy, policy holder, beneficiary, eligibility, coverage, claim, payout and exclusions.

JOSEPH: Before I answer, let me first assure you that the insurance terms are not meant to confuse people. Every profession has its terms. Doctors have their language, musicians, lawyers, police even the matatu touts. These terms are meant to make sure that everything is clear. Now to the definitions. A **policy** is a contract between an insurance company and the customer. We have heard Andrew and his wife discussing an insurance policy. So if Andrew was to buy insurance, the contract would be between the insurance company and Andrew. This contract details the information about your policy. This is an important document to read.

ANNCR: What about a policy holder?

GUEST: Once Andrew pays a premium/contribution, he becomes a **policy holder or the insured**.

ANNCR: So a policy holder is the one who has insurance coverage.

GUEST: Now when we talk about **coverage** or **cover**, we mean the ~~a~~-scope of protection under the insurance contract, in this case, the insurance policy-. For example Andrew may have insurance that covers funeral costs, and hospitalization.

ANNCR: Ah! This is getting more and more clear. When Andrew was talking with his wife, he mentioned something like **premium**.

GUEST: Yes, the **premium or contribution** is the money that Andrew has to pay the insurance company ahead of time for the protection described in his insurance policy. This is similar to the joining fee you pay for a mutual association (i.e. merry go round, chama) and like a mutual association (i.e. merry go round, chama) this premium is non refundable.

ANNCR: What about benefits?

GUEST: **Benefits** are the payments that the insurance company promises to pay to Andrew if a loss covered by the policy occurs. For example, if Andrew gets into an accident, the insurance company may pay for his doctor fees, bed charges and prescribed medication.

ANNCR: Joseph, tell me, what if Andrew buys an insurance policy for his family and his daughter is the one who has an accident. What would you call her?

GUEST: She would be a **beneficiary**. The **beneficiary** is the person who receives the benefits that the insurance company pays. A policy holder, in this case Andrew, selects the beneficiary. A health insurance policy will, for example, cover you and your children, so you are all beneficiaries.

ANNCR: Does the payment come immediately?

GUEST: in the event of an accident or risk, the policy holder files a claim. A **claim** is the request for payment that the policyholder sends to the insurance company when he/she suffers a loss. For example, if someone in Andrew's family dies, he may need to submit a claim to his insurance company to receive payment for the funeral expenses.

ANNCR: Bwana you make insurance sound so simple. Dear listener, I hope you are learning as much as I am. We'll continue right after this short break.

Bridge Music

Expert analysis (prt 2)

ANNCR: Joseph, I believe after today, we all know a little bit more about insurance terms.

GUEST: Indeed, and knowing the terms is an important first step in understanding how insurance works. In order to know something better, you have to study it closely.

ANNCR: Now, in this brochure from the insurance company, there is a term I find quite difficult. Exclusions

GUEST: **Exclusions or Limitations of coverage and even Terms and conditions** are specific conditions or circumstances that the policy does not cover. For example, some health insurance policies may not include transportation to the hospital. Exclusions are types of losses insurance company cannot cover. For example, damages resulting from war are often exclusions. Insurance companies have exclusions because they cannot cover losses of such magnitude. Often insurance policies will exclude those events that people can control or make happen. For example, fire started by arson would likely be an exclusion on homeowners insurance.

ANNCR: Does that mean everything is not covered?

GUEST: The coverage depends on the amount of money you have and type of policy you are interested in. Think of it like this, if you are in the supermarket with Ksh 2000 you can buy more things than when you have Ksh 500. The same is true with insurance, the more you pay, the greater coverage you get. Different insurance companies have different insurance policies. So it pays to visit a few insurance companies, see what they offer and then choose the one that works best for you. Again I say, you must read your insurance policy carefully so that you fully understand it.

ANNCR: Very important. And finally, what is a **deductible**?

GUEST: A **deductible** is the amount of the total insured loss that the policy holder must pay by themselves. The client or policy holder agrees to pay a set amount per claim regardless of the amount of damage.

ANNCR: Could you please make it clearer?

GUEST: Let me put it in another way. A deductible is the amount of money which you must pay in order for the insurance company to pay the rest of your claim. Let's say that you have car insurance with a deductible of 5,000 Ksh. If you are in a car accident and you suffer a damage of Ksh 35,000, you must pay Ksh 5,000, then your insurance company will pay you the remaining Ksh 30,000 for your loss. If you are in a car accident and you suffer a damage of KES 10,000, you must pay KES 5,000 still, and then your insurance company will pay you KES 5,000 for your loss. If the amount of your loss is less than the amount of your deductible, the insurance company will not pay you anything.

ANNCR: Why is that?

GUEST: Insurance companies use deductibles to eliminate small claims, which helps keep premiums affordable. This also ensures you behave carefully with your property. Some companies allow you to choose the deductible that you want. The lower deductible you seek, the higher the premium will be. And vice versa.

ANNCR: Thank you so much Mr..... for opening our eyes to these important facts. Though you have made these terms very understandable, some of our listeners may need some additional information to help them remember

of what all of these terms mean. You can find this information at... To you dear listener, I cannot over-emphasize that insurance is really important for you and your family. Before you purchase an insurance policy, it is important to communicate with your family and make decisions together about insurance. That way, you'll enjoy healthier lives and more secure futures, together. If you do not have an insurance policy, make sure you ask others who have insurance or inquire at a SACCO or microfinance organization to see if insurance is right for you. In our 6th program I asked Why it is important for you to be covered via an insurance company and not ONLY your welfare association or chamaa. The answer to this question is ... insurance companies cover many people in different areas of the country, compared to chamaas which usually only have members from the same estate or village. They can easily run out of money if several members suffer a loss and need help at the same time. By having many policy holders spread across the country, insurance companies are more stable and won't run out of money, even if many people experience the same unfortunate event. In addition, unlike most welfare associations that cover only one risk, most insurance companies offer products that cover all kinds of risks; sickness, death, accident, drought and the like. Of course, to get protection from all of these risks, you will need several policies, each with its own premium to pay. The more protection you have, the higher your premiums will be.

... And today's winner is..... from..... . You've won Ksh 500 worth of airtime for your mobile phone. Please come and collect it as soon as possible. You too, dear listener can win Ksh 500 worth of airtime if you answer today's question correctly. Today's question is- very simple. When talking about insurance, what is an exclusion and why do insurance companies have exclusions? (x2)

Send #your answers to A FRIEND INDEED, P.O. Box 45338 Nairobi or SMS 0722204149. If you have any question or comments you can use the same address to reach us or email address info@akinsure.com.

Join us next time for another episode on risks and insurance management. I assure you it will be more entertaining and even more exciting. Till then, on behalf of ANDREW FUNZO's family and Mr, take care.

Signature tune up to fade

SHORT FEATURE 7

Music- Jingle

FVO: I am called Annabel. I used to think insurance was complicated. But I met someone who explained the insurance terms to me and I went ahead and bought an insurance cover. I have insurance cover. Now I know that a **policy** is a contract between me and my insurance company. I am therefore a **policy holder or insured**. I make regular payments or **premiums**. In the event the risk for which I'm covered occurs, I request for payment or make a **claim**. When I receive a **payout** from the insurance company, that is when the insurance company compensates me, I become the **beneficiary**.

ANNCR: Message brought to you by the Association of Kenya Insurers and Microfinance Opportunities.

PROGRAM 8

Key message: Identify different types of insurance
Explain how health insurance works and benefits

Content

Different types of insurance products:

There different insurance products, or policies for different types of risks

You can purchase health insurance, property insurance, livestock/index insurance and/or life insurance. As the customer interested in buying insurance, you have to decide what type of loss you would have the most difficult time paying for and find the insurance policy that offers protection against that loss.

Health Insurance:

Health insurance is any insurance product that provides protection for cases of sickness, accident or disability. Insurance companies partner with different hospitals to provide health insurance.

Types of health Insurance

Standard medical cover: covers the costs of bed and hospital only

Enhanced cover: covers costs of going to the hospital and costs of accident

Understanding your health care policy:

In-patient care: requires hospital admission and overnight stay

Out-patient care: medical treatment that does not require hospital admission and overnight stay

Disability: occurs when a severe injury results in the inability to perform previous income-generating activities. There are two types: temporary and permanent, which your doctor will decide.

- **Temporary:** when a person cannot work due to illness or accident; can cause “loss of income”

Accident or emergency: a sudden, urgent, unexpected event that requires immediate hospitalization, like road accidents, domestic violence and snake bites

Limits of cover: it is important to know what your limits are. With some policies, insurance companies will only cover up to a certain amount of your bills.

Tips for filling out and submitting a claim form:

1. Once the insured risk occurs (e.g. death, hospitalization or accident) you need to submit the claim fast – within a few days. **DELAYING SUBMISSION OF THE CLAIM CAN DELAY YOUR PAYOUT.**
2. If you are hospitalized – do not pay your hospital charges in cash. **YOUR CASH PAYMENT CAN CAUSE REJECTION OF YOUR CLAIM.**

Make sure that you have all the required supporting documents when submitting a claim (i.e. death reports, hospitalization bills or any other required reports). **LACK OF SUPPORTING DOCUMENTS CAUSES DELAYS IN CLAIM PROCESSING.**

PROGRAMME NO 8 -

Key message: a) Identify different types of insurance

b) Explain how health insurance works and benefits

Title: A FRIEND INDEED

Sfx- Signature tune up and under (30 seconds)

ANNCR: A very warm welcome to your favourite radio show, ‘A friend in deed’, brought to you by Association of Kenya Insurers, AKI and Microfinance Opportunities (MFO). I trust you've had a wonderful day. Right now, it's just about to get even better. As always, I'm your host,

“A friend in need” is a radio drama that shows and explains the importance of protecting your family. We all face many risks in our daily lives and this program will give you new ideas about how to manage these risks, like with insurance. Each week, we will have a testimony explained through drama by those who have protected their families via insurance. We will also respond to your comments and questions, dear listener and finally, we will hear from an insurance expert who will explain the drama and discuss your questions and comments. At the end of the show, you will have a better understanding of risk and risk management and the importance of protecting one's family against the risks. You will also be better equipped to lead a better quality life.

The last time we were together, we learned some of the terms used by insurance companies. We found out that these words may seem big and complicated, but in actual fact, they were quite clearly explained and helped us understand insurance better. A **policy** is a contract between an insurance company and the customer. This is an important document one must carefully read. A **policy holder or the insured** is the customer -- the one who pays for the policy. **Coverage or cover** is the scope of protection under the **policy**. The **premium or contribution** is the money that the policy holder has to pay the insurance company ahead of time for the protection described in his insurance policy. This is similar to the joining fee you pay for a chamaa or merry-go-round. **Benefits** are the payments that the insurance company promises to pay if a loss covered by the policy occurs. And of course the **beneficiary** is the person who receives the benefits that the insurance company pays. A **claim** is the request for payment that the policyholder sends to the insurance company when he/she suffers a loss. These are just a few of the terms we learnt last week. As we go along, I'll remind you of the others and introduce more.

Remember, this program is designed to help you live a healthy and more secure life. Not only do we inform, but we reward our listeners. At the end of the show, we will tell you who our winner

for episode 7 is. Will it be you? We will also give you an opportunity to win a special prize. But first, let's find out what Andrew is up to today. Last week, he and Jaclyn (his wife) visited an insurance agent who had a chat with them. Today, we'll listen in live as they continue their discussion with the agent; after the break.

Bridge Music- (30 sec)

ANDREW: Eh! Eh! Eh! Bwana Agent, I must admit that when I first heard about insurance, I didn't take it seriously.

JACLYN: But you have made it very clear for us and we are actually seriously thinking about it.

AGENT: Yes, as humans, we are usually afraid of the unknown. But after explaining the various insurance terms, you can clearly see that insurance could make a difference in your daily life.

ANDREW: Very true. Tell me, bwana agent, how many types of insurance are there?

AGENT: There are different insurance products, or policies for different types of risks. You can purchase health insurance, property insurance, livestock insurance, index insurance, life insurance and many more types.

ANDREW: Really?

JACLYN: Ah! I remember some time back my daughter was telling me that one of the musicians she listened to insured her voice! That was in America!

ANDREW: What?

AGENT: Very possible.

JACLYN: Maybe we can ask our choirmaster to insure his arms. The way he conducts so vigorously, I'm afraid that one day his arms will fly off!

Laughter

ANDREW: So which insurance policy should I buy?

AGENT: That depends on which are the biggest risks you face in life. As the customer interested in buying insurance, you have to decide what type of loss you would have the most difficult time paying for and find the insurance policy that offers protection against that loss.

JACLYN: I think we should take health insurance.

ANDREW: Yes, because in our family, someone is always falling sick. And every time someone falls sick, we face many challenges. So let's say that we want to buy a health insurance cover.

AGENT: Again under health, you have to realize that there are different types of health insurance policies.

ANDREW: Different kinds of health insurance covers?

AGENT: Yes. Health insurance provides protection for cases of sickness, accident or disability. Insurance companies partner with different hospitals to provide health insurance.

JACLYN: So which are the different types of health insurance covers?

AGENT: There are two major types of covers. There is the Standard medical cover. This covers the costs of bed and hospital only. The second one is the Enhanced cover. This one takes care of the costs of going to the hospital and costs of accident.

ANDREW: Really? Suppose I get involved in an accident or I fall sick, what does the insurance cover do for me?

AGENT: As I said, it depends on your insurance policy. Different insurance companies have different policies. Generally you can find: In-patient care. This is where a patient requires hospital admission and overnight stay. There is also the Out-patient care. This is where the medical case is not very severe and the patient will receive medical treatment that does not require hospital admission and overnight stay.

JACLYN: Yes, yes. I think I've heard of something like that.

AGENT: There is also **Disability**. This occurs when a severe injury results in the inability to perform previous income-generating activities. There are two types: temporary and permanent, which your doctor will decide. **Temporary** is when you cannot work due to illness or accident; and you experience "loss of income." During that time you are unable to work and earn income.

ANDREW: I think I've heard of something like an **Accident cover**.

AGENT: Indeed. **Accident or emergency**. This a sudden, urgent, unexpected event that requires immediate hospitalization, like road accidents, domestic violence and snake bites.

JACLYN: Bwana agent, are you saying that once I have a cover, I will be fully taken care of?

AGENT: It is important to note that there is something we call, **Limits of cover:** it is important to know what your limits are. With some policies, insurance companies will only cover up to a certain amount of your bills.

ANDREW: Wow! You have given us plenty to think about. Can my wife and I discuss this at home?

AGENT: Of course. Buying insurance concerns the whole family, therefore you must discuss it before making a decision. Apart from health insurance, there are also other types of insurance.

ANDREW: Really? I think, I'll look for another day when we can discuss them. For now, we need to get going. Thank you very much, bwana agent.

JACLYN: We will discuss the insurance we need to take and come back to you.

AGENT: You're welcome. Let me see you to the door

Sfx: Door shuts. Footsteps.

ANDREW: So Jaclyn, I think we both agree that we need to buy health insurance.

JACLYN: Yes, but which one do we buy? In-patient or out-patient?

ANDREW: As you know I'm always driving my truck on Thika road and chances of being involved in a serious accident are quite high. Insurance that covers in-patient care will be useful just in case I have to be admitted to hospital.

JACLYN: On the other hand, our children often fall sick. Sometimes I have to borrow money, even from a moneylender when there isn't enough money available. And he charges very high interest. With our 3 children, we're always struggling to pay one medical bill or another. So I think an out-patient cover will take care of routine medical examinations, vaccinations and the illnesses that always affect us.

ANDREW: Why don't we buy both?

JACLYN: Not now. Our finances will be really stretched. Let's first buy an out-patient cover...

ANDREW:...as we reorganize our finances and also look for ways to get extra incomes.

JACLYN: I already feel much better.

ANDREW: That's a sign we are taking the right step to improving the quality of our lives.

Bridge Music

STUDIO- Expert analysis (Prt 1)

ANNCR: We have just heard that Andrew and Jaclyn have taken an important step towards improving their lives. They are planning to buy a health insurance cover. What about you, dear listener? Do you have an insurance health cover? Compared to the challenges you'll face in the unfortunate event of a misfortune or accident, an insurance cover can be much, much more affordable. As we have heard, there are different types of insurance. Here in the studio to help us learn more about Insurance is our insurance expert, Mr..... Welcome to the show.

GUEST: Thank you very much. I'm happy to be here.

ANNCR: As Andrew and his wife were at the insurance agent's place, I learnt that there are many types of health insurance.

GUEST: Yes, there are. Like we heard, there are two major types of covers. There is the Standard medical cover. This covers the costs of bed and hospital only. The second one is the Enhanced cover. This one takes care of the costs of going to the hospital and costs of accident.

ANNCR: Which is the best?

GUEST: It all depends on your personal situation. Different families have different needs. Generally you can find: In-patient care. This is where a patient requires hospital admission and overnight stay. There is also the Out-patient care. This is where the medical case is not very severe and the patient will receive medical treatment that does not require hospital admission and overnight stay.

ANNCR: Ok, are you saying that it is important to study the various health insurance covers available in the market before picking the one most suitable for us?

GUEST: Yes it is. It is important to note in all insurance covers there is something we call, **Limits of cover**. It is important to know what your limits are. With some policies, insurance companies will only cover up to a certain amount of your bills.

ANNCR: That's a good point to note. Here's a question I think our listeners might want to ask, Can I sign up for an insurance policy only when I think I will need it?

GUEST : Insurance policy premiums are set for one year. So you cannot buy insurance for just a few months. Also, you need to buy your policy before an insured event occurs. If you buy it after an accident or other insured event, you will not receive benefits for that event.

ANNCR: In other words, you have to plan ahead when buying insurance...

GUEST:: Yes, indeed. That way you'll be able to reap maximum benefits.

ANNCR: Dear listener, I cannot overemphasize the importance of insurance in our daily lives. Earlier today, I decided to look for some people who have insurance policies. This is what they had to say. Over now to YOUR VOICE. After the break, Joseph, our resident insurance expert has a surprise for you. We'll be right back.

Bridge Music

YOUR VOICE (Vox pop – Audience participation)

(Out of studio)

ANNCR: Right now I am at Toy market in Kibera. I'm looking for a few people who have health insurance covers. I would like to know how they have benefited from them . Excuse me madam, do you have a health insurance cover?

FVO: Yes, I do.

ANNCR: How long have you had it for?

FVO: This is now my 2nd year.

ANNCR: Has it been useful?

FVO: Yes, very much so. Late last year, my 1 year old daughter came down with malaria. She had fever and was crying all the time. Luckily my husband had bought a health insurance policy for the whole family. So we rushed to the hospital. I produced the card and my daughter was seen by a doctor, received treatment and was even hospitalized for the night as her condition stabilized. The hospital bed, tests and medicine were all paid for by the insurance cover. Getting a health insurance cover was the best decision my husband and I have made for our family. At least we have peace of mind knowing that we are covered in the event of a medical emergency.

ANNCR: Hallo sir, do you have a health insurance cover?

MVO: I have one.

ANNCR: Have you ever used it?

MVO: Yes, I have. In fact just a few months ago. I was in a matatu which overturned on Mombasa road. We rolled several times and I lost consciousness shortly after impact. Fortunately, my health insurance card was on me and a good samaritan called an ambulance which arrived in minutes. I woke up to find myself in hospital with a broken rib and face cuts. You can even see some of the scars here. My health cover paid for the ambulance, bed, treatment, doctor's fees, medication, x-rays and minor operation. I was even compensated for the month I was unable to work. That was the time I truly appreciated having a health insurance cover.

ANNCR: Amazing testimonies from those with health insurance covers. But have you wondered how to collect your claim in the event of an accident or misfortune? I can't wait for Mr Jamwaka to explain to us.

(Back to the studio) Expert analysis (prt 2)

ANNCR: So, Joseph, we've just heard positive stories from those with health insurance covers. For those who may not have health insurance covers, they are probably wondering how they will get their payments or assistance.

GUEST: In the event the assured risk occurs, you will need to fill and submit a claim form.

ANNCR: When?

GUEST: As soon as possible, usually within a few days. You have to be fast about it because any delay in the submission of the claim can delay your payout.

ANNCR: Suppose I'm hospitalized, can I pay in cash?

GUEST: If you are hospitalized – do not pay your hospital charges.

ANNCR: Why?

GUEST: Your payment can cause rejection of your claim. Also make sure that you have all the required supporting documents when submitting a claim (i.e. death reports, hospitalization bills or any other required reports). Lack of supporting documents causes delays in claim processing.

ANNCR: If I do not submit a claim during the period covered by my premium, do I get any refund?

GUEST: When you purchase an insurance policy, the company puts your premium into a fund that it uses to pay benefits for customers who have experienced medical problems. You may not know these people, but that is still what's happening with your money. If you do not suffer with illness or injury during the year and do not have to submit a claim to the insurance company, you are the lucky one! However, someone in your family may get sick the next year, and if they do, and your policy is paid in full, your medical expenses will be paid from that same fund in your time of need. That is why you do not receive a refund even though you did not submit a claim during the year. Your health insurance policy protects you against the risk of illness or injury. What you have paid for is the peace of mind of knowing that if you or your family has a medical crisis, you won't face a financial crisis because your insurance policy will help with the expenses.

ANNCR: Thank you.....for shedding light on how insurance works and how the premiums are used.. Dear listener, as we have heard, it is important to have a health insurance cover as it will save you from financial crisis in the event the risk you have covered for occurs. And in the event the risk occurs, make sure you fill out the claim form as soon as possible with all the correct details. Make sure you have all the supporting documents. An insurance cover gives you peace of mind that you and your loved ones are cared for through the sunny days and rainy days. Insurance is

truly, a friend in deed. And now time to announce the winner of program 7. from..... . The question was, what is an exclusion and why do insurance companies have exclusions?. You told us that exclusions or limitations of coverage are specific conditions or circumstances that the policy does not cover. Insurance companies have exclusions because losses of such magnitude cannot be covered by insurance.

You've won Ksh 500 worth of airtime for your mobile phone. Please come and collect it as soon as possible. You too, dear listener can win Ksh 500 worth of airtime if you answer today's question correctly. Today's question, Can I sign up for an insurance policy only when I think I will need it? (x2) Send #your answers to A FRIEND INDEED, P.O. Box 45338 Nairobi or SMS 0722204149. If you have any question or comments you can use the same address to reach user email address info@akinsure.com

Join us next time for episode 9 on risk management and insurance. Prepare for a pleasant surprise on what insurance can do to improve your daily life. Till then, on behalf of ANDREW FUNZO's family and Mr stay safe.

SHORT FEATURE 8

Music- Jingle

MVO: My name is Gabriel. I'm married with 5 children. I work as a carpenter in Huruma. One day as I was helping offload timber from a lorry, a log slipped and landed on me and broke my leg. I was rushed to hospital immediately and had to be hospitalized for 2 months. The good thing is a relative encouraged me to buy an insurance cover. This insurance cover took care of the ambulance costs, hospital bed, x-ray, doctor's fees and medication. It also compensated me for the time I was unable to work. The insurance cover protected my family from a lot of financial strain and we enjoyed better peace of mind than if I didn't have the insurance cover.

ANNCR: Message brought to you by the Association of Kenya Insurers and Microfinance Opportunities.

Program 9

Key message: Explain property and livestock insurance and benefits

Content :What is property insurance?

In your home and business you have different assets. Some assets such as a small radio are not very expensive and may be easily replaced. Other assets are very expensive and not so easily replaced like equipment in your business or a tractor on your farm.

If you own a business you may be scared of theft or damage to your business since this could ruin your business and source of income.

Property insurance can help keep your assets safe.

Property insurance provides financial protection for losses or damage of your business, personal or household assets.

Events covered often include fire, theft or some weather related damage like lightning.

When buying property insurance, know what your policy does and does not cover. Property insurance often will not cover damage resulting from earthquakes, floods or acts of war.

If your insured property has been stolen or damaged, the insurer will pay you for the value of your asset so that you can replace it.

Index insurance:

Drought index insurance is different than other kinds of property insurance. It is available with some agricultural loans to grow maize.

It pays claims based on the amount of rainfall received in your area. When there is less rainfall than the minimum requirement, the insurance company provides a payout. Farmers don't need to submit a claim or prove their loss to the insurance company. If a drought occurs and a policyholder is owed a payout, the insurance company pays farmers' benefits.

PROGRAM 9

Title: A FRIEND INDEED

Sfx- Signature tune up and under (30 seconds)

ANNCR: Once again, it's now time for your favourite radio show, '**A friend in deed**', brought to you by the Association of Kenya Insurers, AKI and Microfinance Opportunities (MFO). As usual, I'm your host..... Hello and welcome!

"A friend in need" is a radio drama that shows and explains the importance of protecting your family. We all face many risks in our daily lives and this program will give you new ideas about how to manage these risks, like with insurance. Each week, we will have a testimony explained through drama by those who have protected their families via insurance. We will also respond to your comments and questions, dear listener and finally, we will hear from an insurance expert who will explain the drama and discuss your questions and comments. At the end of the show, you will have a better understanding of risk and risk management and the importance of protecting one's family against the risks. You will also be better equipped to lead a better quality life.

In our last programme we found out that there are many different types of insurance: health insurance, property insurance, livestock, index insurance, life insurance and many many more. Just about anything can be protected by insurance against various kinds of risks. Our main focus was on health insurance. There are two major types of health covers. There is the Standard medical cover. This covers the costs of bed and hospital only. The second one is the Enhanced cover. This one takes care of the costs of going to the hospital and costs of accident. What does the insurance cover do for you? That depends on your insurance policy and/ or insurance company. Different insurance companies have different policies. Generally you can find: In-patient care. This is where a patient requires hospital admission and overnight stay. There is also the Out-patient care. This is where the medical case is not very severe and the patient will receive medical treatment that does not require hospital admission and overnight stay. When buying an insurance cover, it's important to know the limits of your cover; that is, what to expect from your cover in the event of an emergency.

In order to enjoy a better quality life, it's important to have an insurance cover. We have already explored health cover and so today, we will explore a different sort of cover. As always, we have our resident expert who will guide us through and make everything much easier to understand. And of course, we have a winner today. Will it be you? We'll find out together as well as we give you another opportunity to win a fantastic prize at the end of the show. Without further ado, let's hear what Andrew and his wife Jaclyn are up to today.

Bridge Music- (30 sec)

Sfx- Busy marketplace.

ANDREW: Ai! Ai Ai! It's very hot today. It's as if the sun came out with all its wives and children like Akuku Danger!

JACLYN: Who's Akuku Danger?

ANDREW: Remember that old man who had more than 100 wives and almost 300 children?

ANDREW: Really?

JACLYN: Are you thinking about getting another wife?

ANDREW: What are you talking about? I'm just saying it's extremely hot. In fact you don't need water and a sufuria and water to boil eggs. Just put the eggs on our *mabati* roof and they will be ready in no time!

JACLYN: (Laughing) My husband, you're full of jokes today! I know its hot today, look at that man sweating like he's got a tap in his head!

Laughter

ANDREW: But it will never be as hot as the hottest night of our life.

JACLYN: Yes, the day my shop burnt down. It was terrible!

ANDREW: Thank goodness you had already closed and gone home. I can't even remember how it started now...

JACLYN: It's this hot weather we are experiencing. You know the bushes behind the shop?

ANDREW: Yes, yes...

JACLYN: They had dried and some careless drunk man must've dropped a cigarette in the bush on his way from the local bar. And the fire started and spread very quickly. That was around midnight.

ANDREW: Oh I remember now. It had not rained for quite sometime so it must've spread faster than gossip and rumours!

JACLYN: Anyway, the watchmen blew their whistles and everyone living near there came out to try and put out the fire. Without much success. 5 buildings were burnt down, completely!

ANDREW: That was a big loss! But we were lucky! Remember the call we received at 2 in the morning?

JACLYN: And when we rushed to the scene, we were greeted by ashes. Gone, gone! Everything was gone.

ANDREW: After all those years we spent building the business! Aaah! That was painful. But it could've been worse.

JACLYN: Yes! Thanks to the property insurance cover we bought. At first I thought it was a waste of money, but now I'm glad I bought it.

ANDREW: I remember the next morning; I took you to the insurance company to help you fill the claim forms...

JACLYN: Yes. You know, I was quite impressed by the process. I honestly thought it would be a difficult and frustrating one.

ANDREW: It was much smoother than I thought. Remember when the insurance company sent an agent to verify the cause of the fire?

JACLYN: But how did they know what caused the fire?

ANDREW: They have their experts. They were the ones who verified that the fire was not caused by us. Anyway, you received your payout soon after.

JACLYN: It was a good thing though.

ANDREW: Of course the payout was a good thing. That's why the property was insured!

JACLYN: I was actually thinking about the few days I was unable to work. It gave me time to study my business and see how to improve it. I was able to redesign the business.

ANDREW: And you worked wonders. Not only had you improved your shop but you expanded it to form a small restaurant.

JACLYN: That was because I noticed that a lot of construction is taking place around here. All those construction workers need a place to eat!

ANDREW: Brilliant idea! Now you've managed to increase your income.

JACLYN: Our income. Remember we're still a young family.

ANDREW: Talking of families, isn't that your brother John over there?

JACLYN: Yes it is! (Calling) John! John!

Sfx- Hurried footsteps

JOHN: Hey little sister! Ah! Andrew. Why don't you join me for a soda?

JACLYN: How dare you take a soda yet our home is just nearby?

JOHN: I was actually coming over, but **this sun!** He! He! He! I was so thirsty so I thought I'd have a nice cold soda.

ANDREW: In that case, we'll wait for you to finish your soda so that we all go home together.

JOHN: Ok, I'll rush through it.

JACLYN: So, what brings you to our home?

JOHN: I have extremely good news that I wanted to share with you.

ANDREW: Ah! Then it can wait till we get home. How is your farm?

JOHN: That is part of the good news.

ANDREW: Finally, a farmer who's not complaining during this drought.

JACLYN: So you have a large harvest, then?

JOHN: No, I've just started replanting. The drought withered the whole maize crop.

ANDREW: So how is that good news? You lost everything and you're happy? I told you this weather is funny!

JOHN: Not everything. You see, a friend told me about insurance...

ANDREW: Wait a minute; you actually insured your crops?

JOHN: What happened was, when I took a loan to buy seeds and fertilizer, I was able to get index insurance.

ANDREW: Index insurance?

JOHN: Yes. Drought index insurance is available with some agricultural loans to grow maize. So in case of drought, I won't suffer huge losses.

JACLYN: Wonders never cease. So all this time we left our life to fate when in actual fact, you can prepare for most situations and improve the quality of our lives.

ANDREW: Very true, that's why I'm glad we took the decision to buy insurance.

JOHN: And for that, a toast! Let's raise our glasses...

JACLYN: Have you forgotten that we are waiting for you to finish so that we can all celebrate at home?

JOHN: Oh, sorry, sorry! Let me finish this soda so we can all be on our way.

ANDREW: Can't believe you wanted us to celebrate in this kiosk!

Bridge Music

STUDIO- Expert analysis (Part 1)

ANNCR: There you have it, dear listener! Andrew and his family decided to take up insurance policies and they have already been rewarded! It's amazing to know that whatever status of life you are in; there is an insurance cover for you. Whether you run a small shop like Jaclyn or are a farmer like John, you can safeguard your life, family property and hard-earned investments. We have just heard that Andrew and Jaclyn have taken an important step towards improving their lives. Today, we've learnt 2 new types of insurance; property insurance and Drought index insurance. To help us understand them better, we're joined by our resident insurance expert, Mr. Karibu Sana to our programme. We're glad to have you with us.

GUEST: And as usual, I'm happy to be here with you.

ANNCR: We've just heard that Jaclyn insured her shop against fire. Could you please explain exactly what property insurance is?

GUEST: In your home and business you have different assets. Some assets such as a small radio are not very expensive and may be easily replaced. Other assets are very expensive and not so easily replaced like equipment in your business or a tractor on your farm. If you own a business you may be scared of theft or damage to your business since this could ruin your business and source of income.

ANNCR: So basically, property insurance can help keep your assets safe.

GUEST: Exactly. Property insurance can help keep your assets safe. Property insurance provides financial protection for losses or damage of your business, personal or household assets. Events covered often include fire, theft or some weather related damage like lightning.

ANNCR: Just the way Jaclyn insured her shop, which unfortunately caught fire. Luckily, her policy covered fire and she received a payout.

GUEST: Yes. It's important to know when buying property insurance, exactly what your policy does and does not cover. Property insurance often will not cover damage resulting from earthquakes, floods or acts of war. Recently, we have noticed that insurance companies in Kenya are increasingly widening the scope of their insurance covers. So it helps to check out the different covers from different companies before settling on what you think works best for you.

If your insured property has been stolen or damaged, the insurer will pay you for the value of your asset so that you can replace it.

ANNCR: Very true. Now Jaclyn's brother, John, insured his maize crop against drought. I think he called it Drought Index insurance?

GUEST: That's right. Drought index insurance is different than other kinds of property insurance. It is available with some agricultural loans to grow maize.

ANNCR: How exactly does drought index insurance work?

GUEST: Drought Index insurance pays claims based on the amount of rainfall received in your area. When there is less rainfall than the minimum requirement, the insurance company provides a payout. Farmers don't need to submit a claim or prove their loss to the insurance company. If a drought occurs and a policyholder is owed a payout, the insurance company pays farmers' benefits.

ANNCR: Amazing! And with that, dear listener, it's now time to hear what the people on the streets have to say. They are ordinary people like you and me. When we return, Joseph will tell us more about ~~the~~ property insurance and drought index insurance. Over now to YOUR VOICE. Don't touch the dial.

Bridge Music

YOUR VOICE (Vox pop – Audience participation)

(Out of studio)

ANNCR: Dear listener I'm here on the outskirts of Nairobi. Ruiru to be precise. As I was having a cup of tea at this small roadside restaurant, I decided to talk to the owner. Hello sir.

MVO: Hello.

ANNCR: Tell me, do you have insurance?

MVO: Yes I have. I've insured this restaurant. It has a property insurance cover.

ANNCR: Has it helped you?

MVO: Oh, if only you knew. Recently, thieves broke into this restaurant one night. Luckily, the watchman had heard suspicious sounds and hid in that bush over there. He saw a group of 5 people coming towards this building. Immediately, he called me on my mobile phone and whispered for help. I was then able to call the police. Meanwhile the thieves broke into the building and managed to take a few items before they police came. They escaped with what they could carry. So, I presented my claim to the insurance company the next day and in no time, the damages were repaired, I replaced the missing items and now am back in business again.

ANNCR: Thank goodness for that. There is a lady also having a cup of tea in the corner over there. Do you know her?

MVO: Yes. She's a maize farmer. She's waiting for her daughter who's coming from school.

ANNCR: A maize farmer? Let me talk to her. Hallo madam? Sorry for the interruption. How are you?

FVO: I am well.

ANNCR: I am told you are a maize farmer.

FVO: Yes I have a small 2 acre farm

ANNCR: Is it by any chance insured?

FVO: Oh yes! A friend told me about the drought index insurance cover. Even though this area usually receives reliable rainfall, I decided to buy the cover because of late, the weather patterns seem to be changing. I am glad I did.

ANNCR: Why?

FVO: The short rains failed. Everything dried up. Oh! It was terrible. I had taken a loan to buy seeds and fertilizer and it came with the index insurance cover. I am glad I did. When I went to the insurance company, they enabled me to replant and now, my crops are almost ready for harvest.

ANNCR: Dear listener, you have heard real testimonies from everyday people like you and I. Back at the studio, Mrwill help us explain some finer points of these covers.

(Back to the studio) Expert analysis (part 2)

ANNCR: Tell me Mr....., we have heard about the benefits of the property insurance as well as the drought index insurance. It just occurred to me. Supposing I buy a property insurance cover. How will the insurance company know that I am not the one who caused the damage myself?

GUEST: That's very simple. When you buy a property insurance cover and one of the risks or misfortunes occur, you fill out your claim form and take it to the insurance company. The insurance company sends over an assessor or investigator. . This is an expert who knows about all the risks that are covered by your cover. He or she will thoroughly examine the situation, conduct investigations and write a report. Based on the report, you will receive your compensation.

ANNCR: So if my case is genuine, I will receive the payout.

GUEST: That's right.

ANNCR: Does that apply to Drought index insurance as well? Filling out a claim form, that is.

GUEST: No. You do not have to fill out a claim form if you have Drought index insurance cover.

ANNCR: But tell me. If I have property insurance and I have already paid for the cover, I have paid my premiums, why should the insurance company send an investigator?

GUEST: Unfortunately, not everyone is honest. Maybe, for example, a business owner needed some money urgently. He or she would cause an accident and submit a false claim. This is a very dishonest way of making money. It's fraud, basically.

ANNCR: Aha. Earlier you had mentioned that we have to make sure that we understand all the risks covered by the policy. Tell me, why are acts of God not covered?

GUEST: When we talk about acts of God, we are talking about forces of nature. These can be earthquakes, massive floods and storms and the like. As you know, the forces of nature are very, very powerful. You have heard of earthquakes and mudslides destroying whole villages. These cause extensive damages which insurance companies cannot pay. It is simply beyond their scope. You're talking about property damage worth unimaginable amounts of resources. Drought can be considered an act of God, but there is a special insurance product for it. You just have to be sure to ask your insurance agent a lot of questions so that you know exactly what is covered under your policy and what isn't.

ANNCR: I see. Now that makes it quite clear. Thank you so much. Remember dear listener, a property insurance cover can help protect your home or business against many, many risks. In the unfortunate event that disaster strikes, simply fill out your claim form and the insurance company will take over. If you have a drought index policy, you do not need to submit a claim form to the insurance company in the event of a misfortune. Simply notify the insurance cover. Thank you so much Joseph for the vital information you have given us. Remember, safeguard your life, property and business and you will enjoy peace of mind.

And now time to announce the winner of program 8. from..... The question was ‘Can I sign up for an insurance policy only when I think I will need it?’ You told us that you cannot sign up for a policy AFTER the event occurs. You must sign up for an insurance policy BEFORE the event occurs in preparation for sickness, an accident or another unfortunate event. You’ve won Ksh 500 worth of airtime for your mobile phone. Please come and collect as soon as you can. Dear listener, are you ready for your chance to win Ksh 500 worth of airtime? Today’s question is very, very simple. If your business incurs damages and you have covered it with a property insurance cover, how does the insurance company know that you have not damaged it intentionally? (x2)Send your answer to A FRIEND INDEED, P.O. Box or SMS If you have any question or comments you can use the same address to reach us. Let’s meet again in episode 10 as we discover more and more about risk management and insurance There is yet another secret that you can learn on what insurance can do to improve your daily life. Till then, on behalf of ANDREW FUNZO’s family and Mr..... have a wonderful time. Bye

SHORT FEATURE

FEATURE 9

Music- Jingle

MVO: I am Julius and I just moved to Athi River. Since many people are moving there, I decided to also join them and open a small shop and restaurant business over there. I was advised to buy a property insurance cover for my business. At first I thought it was a waste of money since I had already spent so much in investing. But now, I'm glad I did. Especially since a fire broke out and razed the whole building down. Those who didn't have insurance coverage really suffered. Luckily for me, all I had to do was to fill out and submit my claim form. After the investigators came over to verify, I was given my payout soon after. Now I am back in business.

ANNCR: Message brought to you by the Association of Kenya Insurers and Microfinance Opportunities.

PROGRAM 10

Key message :What is life insurance?

Life insurance is usually purchased by adults who have a family to look after. If a head of a family dies, the family is often left without money.

Life insurance offers a cash benefit to the beneficiary in a case of death. The family can use life insurance money to pay for funeral expenses and living expenses until they can replace the income of the person who died.

If you are the only income earner in your family you should consider having life insurance so that your family is protected should something happen to you.

Credit life insurance:

Credit life covers the loan balance in a case of death of the borrower. Some Credit life insurance policies also offer some fixed payouts to cover funeral costs and some immediate expenses to the beneficiaries. Sometimes these are called funeral benefits.

Terms:

Exclusions: special circumstances that the policy does not cover (in this case, suicide and sometimes murder)

Beneficiary/next of kin: the person who will receive the insurance payment in the event of a death; often a member of the immediate family

Life insurance payments are often large sums of money so it is important to choose a beneficiary very carefully. The person should be trustworthy and understand your wishes for how to use the insurance money in the event of death.

Guidelines for choosing beneficiary:

Next of Kin	Advantages	Disadvantages
Wife	<ul style="list-style-type: none"> • Will need help taking care of children • Will now be the only income earner in the family 	<ul style="list-style-type: none"> • May spend the money only for daily expenses and therefore use up the money fast
Husband	<ul style="list-style-type: none"> • Is usually the head of a household • Will need help caring for children • Will be able to invest money to improve family’s wellbeing 	<ul style="list-style-type: none"> • Might drink the money • Might use it to take another wife
Child	<ul style="list-style-type: none"> • Money intended for children’s welfare; best it go directly to them 	<ul style="list-style-type: none"> • Children not mature or responsible enough to make financial decisions
Your brother or sister	<ul style="list-style-type: none"> • Can protect money intended for children against demands or expectations from the husband and his family 	<ul style="list-style-type: none"> • Might run off with the money • Might spend it on his/her own children in addition to or instead of orphaned nieces and nephews

Credit life, accident, savings deposit

PROGRAMME NO 10

Key message: Life Insurance

Title: A FRIEND INDEED

Sfx- Signature tune up and under (30 seconds)

ANNCR: Hello and a hearty welcome to your favourite radio programme, ‘**A friend in deed**’, brought to you by the Association of Kenya Insurers, AKI and Microfinance Opportunities (MFO). As usual, I’m your host.....

“A friend in need” is a radio drama that shows and explains the importance of protecting your family. We all face many risks in our daily lives and this program will give you new ideas about how to manage these risks, like with insurance. Each week, we will have a testimony explained through drama by those who have protected their families via insurance. We will also respond to your comments and questions, dear listener and finally, we will hear from an insurance expert who will explain the drama and discuss your questions and comments. At the end of the show, you will have a better understanding of risk and risk management and the importance of protecting one’s family against the risks. You will also be better equipped to lead a better quality life.

In the previous programme, we discovered two important types of insurance; property insurance and drought index insurance. If you want to safeguard your business or personal property, then property insurance could be for you. All you need to do is buy the most appropriate cover after verifying all the risks that are covered by the policy. In the event of a misfortune or risk you immediately notify the insurance company and submit your claim forms. The insurance company will send an assessor to verify the damage was indeed caused by the risks covered and you will receive your payout. What if you’re a maize farmer? The drought index insurance will cover your maize crop in the event the rains fail or are below the average rainfall received in your area. All you have to do is notify your insurance company and the insurance company will compensate you for your loss. Thus giving you peace of mind and helping you enjoy your life more.

We too, will help you enjoy life more with the wonderful prize at the end of this programme. Will it be you? Let’s find out together. I will ask you a simple question so that another listener will get an opportunity to win. Right now, let’s join Andrew and his family right after the break.

Bridge Music- (30 sec)

Sfx- Busy road ambience.

ANDREW: (Singing off-key but with gusto) Oooooooh! My God is good-oh! Oooooh!

MIKE: Andrew....

ANDREW: (Still singing)

MIKE: Andrew!

ANDREW: Hey Mike! How are you? Good to see you!

MIKE: Andrew, why are you so happy? Have you won the lottery?

ANDREW: No!

MIKE: Has your relative won the by-elections?

ANDREW: No! Besides we’re not interested in politics.

MIKE: (Whispering) Did you get good news from the VCT?

ANDREW: What are you talking about? It’s within my constitutional right to be happy! Furthermore, God has blest me so much. I’m in good health, my transport business is doing extremely well, my wife’s business is growing, my daughter is doing well in high school....ooooh my God is good-oh!

MIKE: That’s wonderful! Really great! Tell me, do you have life insurance?

ANDREW: What for? I've already told you God looks after me. He's already been good to me. He will take care of me in all situations.

MIKE: That may be so. But again, you have to take some steps to ensure peace of mind.

ANDREW: Mike, I already have health and property insurance! It's too expensive to have another policy.

MIKE: Not as expensive as it would be for your family to lose you.

ANDREW: Look, let's forget this insurance business and let me buy you lunch. We can go to that restaurant across the road.

MIKE: Well, ok. Be careful....

ANDREW: About what? I've been crossing roads all my life. That's the problem with you, you worry too much. Let's go.

MIKE: Watch out! That *matatu* is swerving dangerously!

ANDREW: It's ok, I can see him.

MIKE: Andrew! Look oooooout!

Sfx- Blaring horn. Tyres screeching. Loud bang. Crowd screams.

MIKE: Andrew! Andrew! Woouiiii! Andrew!

ANDREW: (Voice shaking) Over here Mike.

MIKE: Andrew! Are you alright?

ANDREW: Yes, barely. Luckily for me, a man pushed me aside before I was hit by that *matatu*.

MIKE: Look at that vehicle. It was rammed by a *matatu*. I almost thought you were sandwiched.

ANDREW: That God! God saved me from death? What would've happened to Jaclyn my wife...and my children! Wooo! Aaiiii!

MIKE: Calm down, calm down. Here, let's talk in this restaurant here. Waiter, bring this gentleman a glass of water! Andrew, you'll be fine.

Sfx- Glass of water.

ANDREW: (Sipping water). Eh! That was quite a shock. I knew I was dying!

MIKE: But you're alive and well.

ANDREW: I am. Thank God.

Silence

ANDREW: Mike, I am now worried.

MIKE: About what?

ANDREW: What if I died in that accident? What would've happened to my family? They would've had problems arranging for my funeral. I also have loans which they would've found difficult to repay.

MIKE: Calm down, Andrew. Take it easy. There is a way of preventing many of your worries.

ANDREW: What is that?

MIKE: You need life insurance.

ANDREW: Life insurance?

MIKE: Yes. In the unfortunate event of your death, the insurance company will help your family to cope with burial expenses, debt clearance. Yes, your life cannot be replaced but your family will not be left in total misery. At least they will have some financial support to weather the trying times.

ANDREW: Mike, you have a point there. At first when you mentioned insurance, I didn't have my family in mind. And I also remembered that God helps those who help themselves. So if I do my little bit, my loved ones future will be even more assured.

MIKE: That's right.

ANDREW: Mike, I'm sorry for shouting at you.

MIKE: Ah! You didn't mean to. If you have time I can tell you more about life insurance.

ANDREW: In fact, I have a better idea. A while ago I spoke to an insurance agent who moved into our neighbourhood. Let me go see him now before it gets too late.

MIKE: Good idea! I will, meanwhile have a snack before going to check on my barber shop.

ANDREW: Ok. Thanks once again Mike, for your support and advice. Greet your family.

MIKE: Greet your wife and children too. See you later.

ANDREW: Bye!

Bridge music

Sfx- Door knocks.

AGENT: Come on in! Door's open.

Sfx- Door swings open

AGENT: Ah! Andrew! Karibu sana

ANDREW: Thank you very much.

AGENT: Good to see again after a long time. Please sit down and join me for tea.

ANDREW: Thank you.

Sfx- cutlery

AGENT: So, Andrew, what brings you here?

ANDREW: I was nearly hit by a *matatu* today on the highway. It crashed into another vehicle.

AGENT: WHAT?

ANDREW: But I'm ok now

AGENT: So, so sorry. You're very lucky

ANDREW: Which is why I'm here. The accident got me thinking. I asked myself, "What if I had died in that accident? How would my family cope?" So I've come for advice on Life Insurance.

AGENT: You have done a good thing. What is Life insurance? Life insurance is usually purchased by adults who have a family to look after. If a head of a family dies, the family is often left without money. Life insurance offers a cash benefit to the beneficiary in a case of death. The family can use life insurance money to pay for funeral expenses and living expenses until they can replace the income of the person who died.

ANDREW: That's exactly what a friend of mine just told me. Another worry I had was that I have loans. What happens to my family then? Will they be saddled with my debts?

AGENT: There is a cover known as credit life insurance. Credit life covers the loan balance in a case of death of the borrower. Some Credit life insurance policies also offer some fixed payouts to cover funeral costs and some immediate expenses to the beneficiaries. Sometimes these are called funeral benefits.

ANDREW: Earlier you mentioned beneficiaries. Who would be the beneficiary in my case if I purchase life insurance?

AGENT: The beneficiaries can be your next of kin like your wife, children or even your brothers and sisters. If you choose your wife, for example, she will need help taking care of children as well as being the only income earner in the family. So a life insurance policy will be very helpful.

ANDREW: What if I name my children as the beneficiaries?

AGENT: The money will go directly to them and help them take care of their needs.

ANDREW: I know what I will do. I will Go home and talk to Jaclyn about life insurance and about her being the beneficiary because I am sure she will take good care of the children in case anything happens to me.

AGENT: Good decision. Why don't you pass by the offices tomorrow morning?

ANDREW: I will do that.

AGENT: Good. Now finish your tea before it gets cold.

Bridge Music

STUDIO- Expert analysis (Part 1)

ANNCR: Dear listener, what a narrow escape for Andrew. I can only imagine what was going through his mind when the matatu almost hit him. Concerns about his family. So Andrew has learnt the benefits of having life insurance. To help us understand fully, Mr....., our favourite insurance expert has joined us. Karibu sana.

GUEST: Thank you so much.

ANNCR: We heard about life insurance. What exactly is it?

GUEST: There is life insurance and credit life insurance. If you are the only income earner in your family you should consider having life insurance so that your family is protected should something happen to you. Credit life insurance covers the loan balance in a case of death of the borrower. Some Credit life insurance policies also offer some fixed payouts to cover funeral costs and some immediate expenses to the beneficiaries. Sometimes these are called funeral benefits.

ANNCR: Does life insurance cover all types of death?

GUEST: There are exclusions or special circumstances that the policy does not cover, like suicide and sometimes murder.

ANNCR: We also heard about a beneficiary.

GUEST: A Beneficiary or next of kin is the person who will receive the insurance payment in the event of a death; often a member of the immediate family. Life insurance payments are often large sums of money so it is important to choose a beneficiary very carefully. The person should be trustworthy and understand your wishes for how to use the insurance money in the event of death.

ANNCR: So how does one choose a beneficiary?

GUEST: One must consider the advantages and disadvantages of the various options. If you're a man for example, the beneficiaries can be your next of kin like your wife, children or even your brothers and sisters. If you choose your wife, for example, she will need help taking care of children as well as being the only income earner in the family. So a life insurance policy will be very helpful.

ANNCR: What if a married woman chooses her husband?

GUEST: In many families, the husband is usually the head of a household and the life cover payout will help him in caring for the children. He will also be able to invest money to improve the family's wellbeing. On the other hand, there is also the risk that the man will misuse the money on alcohol, for example or even use it to marry another wife; leaving his children at a disadvantage.

ANNCR: This leaves us with the children.

GUEST: Yes. The money intended for children's welfare will go directly to them. But it often depends on their age: we have to be careful as the children may not be mature enough to make responsible financial decisions.

ANNCR: We also heard about the brothers and sisters.

GUEST: Naming your brother or sister as a beneficiary can sometimes be a wise choice because he or she can protect money intended for children against demands or expectations from the husband or wife and his family. This is in the case when one may not fully trust their spouse enough to name them as a beneficiary.

Unfortunately, there are cases of the brother or sister running off with the money. Or even on using the money for their own families instead of benefitting the deceased.

ANNCR: So dear listener, you have to remember that having a life insurance cover is important. Equally important is to choose your beneficiary wisely.

GUEST: In the event of your unfortunate death, the beneficiary must submit the claim in order to receive the benefits from the life insurance policy.

ANNCR: Thank you very much Joseph. A very important point. There you have it dear listener. Even though your life seems to be going well, you have to think about your loved ones should anything happen to you. And that's the importance of a life insurance cover. To help your loved ones in their most trying times. You will be assured that they will be well taken care of in the future.

Now to the exciting part of the show when we announce the winner of program 9. from..... The question was 'If your business incurs damages and you have covered it with a property insurance cover, how does the insurance company know that you have not damaged it intentionally?' You told us that the insurance company sends over an assessor or investigator to examine the situation, conduct an investigation to make sure you did not damage it intentionally and write a report. You've won Ksh 500 worth of airtime for your mobile phone. Please come and collect as soon as you can. Dear listener, are you ready for your chance to win Ksh 500 worth of airtime? Today's question is very, very simple. When you are taking a life insurance cover you have to name a beneficiary. Who is a beneficiary? Name 2 of them. (x2)Send your answer to A FRIEND INDEED, P.O. Box or SMS If you have any question or comments you can use the same address to reach us. Let's meet again in episode 11 as we discover more and more about insurance and risk management. There is yet another secret that you can learn about what insurance can do to improve your daily life. Till then, on behalf of ANDREW FUNZO's family and Mr..... have a wonderful time. Bye

SHORT FEATURE 10

Music- Jingle

FVO: My name is Miriam. I am married with 3 children. My husband and I have been married for 15 years. Yes we have faced many challenges but somehow through God we were able to overcome them. About 3 years ago, a family friend suggested that I take up a life insurance cover. I wondered why. I thought it was expensive and didn't believe in insurance anyway. That same year I travelled upcountry by bus and was involved in a road accident. I was seriously injured. As I lay in my hospital bed I wondered, what would have happened to my children if I died? Where would school fees come from? Will my husband's income sustain them? That was when I remembered my friend's advice. My husband and I decided that we both buy life insurance coverage. Since then, we have been able to lead more secure lives knowing that our children will be taken care of just in the unfortunate event we passed on. Besides, a life insurance cover is much cheaper than the alternative.

ANNCR: Message brought to you by the Association of Kenya Insurers and Microfinance Opportunities

PROGRAM 11

Key message: Identify how to find the best insurance product for you and your family

Content: It is extremely important to understand and accept all of the conditions in your insurance policy before purchasing the insurance. If something is not clear in the policy you should ask your insurance agent.

It's also good to involve family members in the decision to purchase insurance, especially if they are also covered by the policy.

Criteria for evaluating insurance providers:

Insurance providers should:

- Have a good reputation. You can find this out by talking to other people in the community, or reading the newspapers, listening to radio or TV
- Be registered and have a license to prove it
- Be convenient and accessible to your home
- Have clinics/hospitals close to your home
- Pay claims within two weeks to one month if there is no problem with the claim

Insurance agents:

You will be able to tell a lot about the company by talking to the insurance agent and asking him/her questions. An insurance agent should be patient, professional, respectful and non-threatening.

Questions to ask insurance provider:

Ask questions about anything you don't understand. For example:

Exclusions:

- What situations or conditions are NOT included in the policy?

Policy

- What type of policy is it?
- What situations does it cover?

Premium

- What is the amount of the premium?
- How can it be paid? (for example: in cash or with a loan)
- How frequently do I need to pay the premium? (for example: monthly, quarterly, annually)

Benefits

- What benefits does the insurance policy guarantee?

Beneficiary

- Who is eligible as a beneficiary?
- Who is not eligible to be a beneficiary?
- How many beneficiaries can be named?

Claim

- How do I (the policyholder) submit a claim?
- What type of documentation does the policy holder need?
- When should s/he submit a claim?

Eligibility

- Who is eligible to purchase the policy?
- Who is not included in the policy?

Consumer Protection:

It is important to know your rights as consumers of insurance and to voice your concerns/complaints. You can do this in many ways. You can write a letter, or make a phone call or even visit the office in person.

You can contact the Consumer Protection Department of the Insurance Regulatory Authority in the following ways:

You can call: (254)-020-4996000, 4997000, 0727 563110

Or write: Consumer Protection Officer, Insurance Regulatory Authority, PO Box 43505, 00100 Nairobi

Or visit their offices: Zep- Re Place Off Mara Road - Upper Hill, Nairobi

Our visit their website: www.ira.go.ke

PROGRAM 11

Key message: Identify how to find the best insurance product for you and your family

Title: A FRIEND IN NEED

Sfx- Signature tune up and under (30 seconds)

ANNCR: A very good day to you, dear listener. Welcome to today's edition of, 'A friend in need', brought to you by the Association of Kenya Insurers, AKI and Microfinance Opportunities (MFO). As usual, I'm your host.....

"A friend in need" is a radio drama that shows and explains the importance of protecting your family. We all face many risks in our daily lives and this program will give you new ideas about how to manage these risks, like with insurance. Each week, we will have a testimony explained through drama by those who have protected their families via insurance. We will also respond to your comments and questions, dear listener and finally, we will hear from an insurance expert who will explain the drama and discuss your questions and comments. At the end of the show, you will have a better understanding of risk and risk management and the importance of protecting one's family against the risks. You will also be better equipped to lead a better quality life.

In our previous programme, we discussed life insurance in detail. Life insurance will give you, the policyholder, peace of mind as you will be assured that in the unfortunate event of your demise, your loved ones will be cared for. Andrew felt that his life was going on very well until a near death experience prompted him to reconsider taking up a life insurance cover. We also found out that you need to choose your beneficiary very carefully. You have the option of naming your husband or wife, children or even a brother or sister as a beneficiary. A beneficiary is the person who will receive the insurance payout once they submit the claims form to the insurance company in case you pass on. The payout can be used to offset funeral expenses and support your family since they will have lost a bread winner. Dear listener, there is no doubt that an insurance policy is a necessity for you to enjoy a better quality life.

What better way to improve the quality of life than giving you a wonderful prize just for paying attention to today's show? Because at the end, I will announce the winner from programme 9 as well as give you an opportunity to win as well. Also, we will be giving some important contact information for the Insurance Regulatory Authority towards the end of the program, so get ready to take down their address and phone number later! Without further ado, let's check out what Andrew is up to today.

Bridge Music- (30 sec)

Sfx- Busy market ambience

ANDREW: This market has so many clothes sellers.

JACLYN: Each one of them has their specialty. There are those who sell women's clothes, others sell men's clothes, other sell uniforms....they all have their customers.

ANDREW: Which reminds me, over time we have learnt about many kinds of insurance. We already have health insurance. You have property insurance, your brother has drought index insurance for his maize crops. And just recently I talked to the insurance agent about life insurance...

JACLYN: Yes, there are so many of them.

ANDREW: So which ones do I go for? Since I can't be able to take all of them.

JACLYN: We'll need to take insurance according to our needs. For example, I took property insurance to protect my business which is an important source of income. I think you should take life insurance, in fact both of us should.

ANDREW: You are right. Anything can happen so our priority is life insurance. That way, we can be assured that our children will always be well cared for.

JACLYN: That's a good idea. Which reminds me, remember we also took a health insurance policy for the family?

ANDREW: Yes, we did. And it's really helped with our medical expenses. But tell me, do you think that we should just stay with our same insurance company to get a life insurance policy? Or should we look at other companies as well? how do we decide which insurance company to get a policy from?

JACLYN: First, once we decide exactly what we need to cover, we search for the insurance company that has the policy that we're looking for. When I was looking for property insurance I asked Mama Jemo, who also has a property insurance policy. She told me that it's important to look for an insurance company that has a good reputation.

ANDREW: Ah! One that is reliable especially when it comes to claims settlement?

JACLYN: Exactly! Yes, I understand that claim payments should take between 2 to 4 weeks if there is nothing wrong with the claim.

ANDREW: And that can be assured if the insurance company is reputable.

JACLYN: Very true. A reputable insurance company is registered and must have a license to prove it.

ANDREW: I just remembered while we were looking for health insurance, we searched for one with a branch office close to our neighborhood.

JACLYN: Yes, access to the insurance agent is very important. This means that if one has to submit claim forms, he doesn't have to travel very far so that the process begins as soon as possible.

ANDREW: And the insurance company we chose also had clinics and hospitals nearby. That was a great advantage since we don't have far to go in case of an emergency or have to pay a lot to travel to the clinics or hospitals.

I guess we should use these same factors to choose an insurance company for life insurance. I was referred to one insurance company by our neighbor Mr. XX.

JACLYN: And I know another one that Mrs Njenga told me about. So we can go to the agents of these two insurance companies and ask them questions.

ANDREW: What questions shall we ask them? Let's come up with some just now. I've got a pen and a paper to write them down so that we don't forget anything.

JACLYN: Ok. Let's first start at the beginning. The insurance cover we're looking for is life insurance. Questions we should ask concerning the policy are: what type of policy is it? What situations does it cover?

ANDREW: The next question we should ask is about exclusions. What situations or conditions are NOT included in the policy?

JACLYN: It's also important to know about the premiums to be paid. The questions we can ask are: What is the amount of the premium? Do we need to pay it in cash? How frequently do I need to pay the premium? (for example: monthly, quarterly, annually).

ANDREW: We then have to be sure about the benefits. What benefits does the insurance policy guarantee?

JACLYN: And of course we then move to the beneficiaries. Who is eligible as a beneficiary? Who is not eligible to be a beneficiary? How many beneficiaries can be named?

ANDREW: This list is quite detailed.

JACLYN: Remember, it's a very important decision we're about to make. So it's important we understand the insurance policy quite well. If something is not clear in the policy we need to ask the insurance agent. I just thought of

more questions. How do I (the policyholder) submit a claim? What type of documentation does the policy holder need? When should s/he submit a claim?

ANDREW: Some important details we almost forgot. Who is eligible to purchase the policy? Who is not included in the policy?

JACLYN: There, that should be it. It looks like we have a bit of time. Let's start with that insurance agent we visited the other day. The one who told you about life insurance. Then we can talk to the other two agents we were referred to by our friends and neighbors.

ANDREW: Good idea. Let's go

Sfx- footsteps.

Bridge Music

STUDIO- Expert analysis (Part 1)

ANNCR: Welcome back dear listener. We've just heard Andrew and his wife, Jaclyn discussing how to go about getting an insurance policy. In the studio with us is Mr, our resident insurance expert. Welcome to the show

GUEST: Thank you so much.

ANNCR: We just heard Andrew and his wife discussing a life insurance policy. What can you say about that?

GUEST: It's good to involve family members in the decision to purchase insurance, especially if they are also covered by the policy.

ANNCR: I was also amazed at the thoroughness they showed as they prepared to visit the insurance agents.

GUEST: That was a wise move they made. It is extremely important to understand and accept all of the conditions in your insurance policy before purchasing it. . If something is not clear in the policy you should ask your insurance agent.

ANNCR: So how does one know the best insurance provider to go with?

GUEST: Insurance providers should have a good reputation. You can find this out by talking to other people in the community, or reading the newspapers, listening to radio or TV. They should also be registered and have a license to prove it.

ANNCR: I've heard of cases where people travel long distances to get to their insurance providers.

GUEST: That should not be the case. Insurance providers should ideally be convenient and close to your home. If you live in Mwingi, for example, look for an insurance provider who is near or has a branch in Mwingi town. It can be frustrating and expensive travelling by 2 buses just to submit a claim form. If you are applying for a health policy, it's important that the insurance provider has clinics/hospitals close to your home.

ANNCR: Well said. Then there is the all important question about claims payments.

GUEST: Yes, ideally an insurance provider should pay claims within two weeks to one month if there is no problem with the claim.

ANNCR: Very good. Dear listener, it's now time to hear from you. Earlier today, I met someone who had just bought an insurance cover. Enjoy 'YOUR VOICE'

Bridge Music

YOUR VOICE

Sfx- city ambience.

ANNCR: Hello madam, I see here you have bought a health insurance cover. Could you please tell our listeners how you did it?

FVO: First of all, I sat down and talked about it with my husband. And we both agreed that we should get a health insurance cover.

ANNCR: So did you run out to the nearest insurance provider?

FVO: No, no. We looked around and looked for an insurance provider that had a good reputation for being reliable and paying claims in the shortest time possible. So we narrowed down our list to about 3 insurance companies.

ANNCR: What did you do next?

FVO: Next, we visited the agents of the insurance companies and asked detailed questions about how much and when to pay the premiums, what the policy covered, what the exclusions were, the duration of the claim payments, the benefits....we went into so much detail before we picked the best option and purchased a health insurance cover.

ANNCR: Was it a very easy process?

FVO: No, it had its challenges. It took a bit of time and we had to ask people who had insurance policies. We also read newspapers and watched TV. But it was worth it.

ANNCR: There you have it, dear listener. Even you can get your insurance policy today.

STUDIO- Expert analysis (Part 1)

ANNCR: Mr....., we've learnt about how to choose an insurance service provider, questions to ask the provider and even how to pick a policy. Suppose I have an insurance cover and I later notice something I'm not happy with. What happens?

GUEST: It is important to know your rights as consumers of insurance and to voice your concerns/complaints. You can do this in many ways. You can write a letter, or make a phone call or even visit the office in person.

ANNCR: Who do I contact and how?

GUEST: You can contact the Consumer Protection Department of the Insurance Regulatory Authority in the following ways:

You can call: (254)-020-4996000, 4997000, 0727 563110 (Repeat)

Or write: Consumer Protection Officer, Insurance Regulatory Authority, PO Box 43505 , 00100 Nairobi (Repeat)

Or visit their offices: Zep- Re Place Off Mara Road - Upper Hill, Nairobi (Repeat)

You can even visit their website: www.ira.go.ke (Repeat)

ANNCR: And that brings us to the end of today's programme. Thank you so much,

Dear listener, remember that it is very important to have an insurance cover. Anything can happen anytime. To find the best insurance cover for you and your family it's important to evaluate different insurance providers and understand and accept all of the conditions in your insurance policy before purchasing it. If something is not clear in the policy you should ask your insurance agent.

Insurance gives you peace of mind. Before we leave it's time for the exciting part of the show when we announce the winner of the programme we aired 2 weeks ago from..... The question was 'If your business incurs damages-and you have covered it with a property insurance cover, how does the insurance company know that you have not damaged it intentionally?' You told us that the insurance company sends over an assessor or investigator to examine the situation, conduct an investigation to make sure you did not damage it intentionally and write a report. You've won Ksh 500 worth of airtime for your mobile phone.. Dear listener, are you ready for your chance to win Ksh 500 worth of airtime? Today's question, what are two things one should do before buying an insurance cover?. (x2)Send your answer to A FRIEND INDEED, P.O.box..... or SMS If you have any question or comments you can use the same address to reach us. Let's meet again next week for our final program to discover more and more about insurance and risk management. There is yet another secret that you can learn on what insurance can do to improve your daily life. Till then, on behalf of ANDREW FUNZO's family and have a wonderful time.

SHORT FEATURE 11

Music- Jingle

MVO: Hello, my name is Mathew and I am glad that I have a life insurance cover. This has helped give me peace of mind because I know my dependants will be cared for whether I'm there or not. When I decided to get a life insurance cover, I started asking around for the different insurance companies. I narrowed down the referrals I received to 2 insurance providers that have a good reputation for being reliable. I then talked to the insurance agents and asked important questions concerning the policy, what it covers, what it doesn't, how long it takes to pay the claims, what benefits I would enjoy with the policy. I then picked the one that was most suitable.

ANNCR: Message brought to you by the Association of Kenya Insurers and Microfinance Opportunities

PROGRAM 12

KEY MESSAGES: Identify techniques to ensure payment of claim

Identify consequences of not renewing your insurance

What is a renewal?

A renewal is when you pay the premium again before your policy expires to ensure that you continue to have insurance coverage the next year regardless of whether or not you experienced a loss. Renewals typically occur every year.

An insurance policy typically lasts for one year from the date that the policy started. If your policy has expired and you have not renewed it then you are not protected.

However, you may not be satisfied with the insurance policy you purchased and it is OK to change policies or select a different insurance company... Before renewing your policy consider how satisfied you are. Together with your family evaluate:

- The promptness of claims payments
- Cost of premium compared to benefits received
- Communication with insurance provider/agent
- Customer service

. Your insurance agent can play a key role in making sure you are satisfied with your insurance but you must communicate with him/her on a regular basis.

PROGRAMME NO 12

Key message: Identify consequences of not renewing your insurance

Title: A FRIEND INDEED

Sfx- Signature tune up and under (30 seconds)

ANNCR: Hello dear listener. Welcome to today's edition of the incisive, educative radio show, '**A friend in need**', brought to you by Association of Kenya Insurers, AKI and Microfinance Opportunities (MFO). I'm your host, ...

"A friend in need" is a radio drama that shows and explains the importance of protecting your family. We all face many risks in our daily lives and this program will give you new ideas about how to manage these risks, like with insurance. Each week, we will have a testimony explained through drama by those who have protected their families via insurance. We will also respond to your comments and questions, dear listener and finally, we will hear from an insurance expert who will explain the drama and discuss your questions and comments. At the end of the show, you will have a better understanding of risk and risk management and the importance of protecting one's family against the risks. You will also be better equipped to lead a better quality life.

In our last programme we discussed in detail how to pick the right insurance policy. It all begins with discussing with your family what insurance cover you need. You then identify insurance companies that are reliable, reputable and settle claims in a short time. This you can do by asking your friends, reading the newspapers and following the news on TV. Once you have settled on 2 or 3 insurance providers, compile a list of questions you can ask their agents. You will want to verify what the policy covers and what it does not cover. Inquire how much the premiums are and how often you need to pay them. The insurance agents can also clarify the time it takes for the claims to be paid after submitting your claim forms. Take your time to find out every little detail. It also helps if the insurance company has a branch office within a reasonable distance from your home. With a health cover, it is ideal if the clinics and hospitals are within easy reach. Once you have verified all the details and you believe that a certain policy is right for you and your family, you can proceed to buy your insurance cover. Remember, insurance gives you peace of mind. If you have a policy and haven't fallen sick or haven't suffered a risk, count yourself lucky. You will need the insurance cover in the future.

Today, we have another exciting, yet important tip for you. This will also give you an opportunity to win a fantastic prize at the end of the programme. It will also be my honour to announce the winner of programme 10. All this after we sneak a peek into Andrew's brother's life. So make yourself comfortable and enjoy.

Bridge Music- (30 sec)

Sfx- *Tinny radio in the background. Footsteps.*

BEN: Karibu customer, how may I help you?

MVO: Hello, I heard you sell good quality wick lamps.

BEN: Yes, yes...the very best. In fact if you ask anyone around here, they will tell you that I've been here for more than 2 years.

MVO: Really? Can I have that one over there?

BEN: Of course, of course! Here we go. As you can see, it's made from high quality material and gives a bright, clean light. No smoke, no fumes that will stick on your clothes and embarrass you in the matatu or office.

MVO: How much is it?

BEN: The price is so low, you'll have to bend just to believe it. Here is the price.

MVO: Only?

BEN: I told you, you won't believe it.

MVO: Ok pack it for me. Here's the money.

BEN: This will take just a minute. You will not regret it! Here's your change.

MVO: Thank you.

BEN: Thank you too. Come again.

MVO: See you.

BEN: (Calling) Moses! Moses!

MOSES: (From a distance) I'm coming!

Sfx- running footsteps.

MOSES: Here I am!

BEN: What's that in your hand?

MOSES: It's the brochure from an Insurance agency. Andrew left it here.

BEN: Bah! What a waste!

MOSES: Why do you say that?

BEN: What do you mean? You were here when I bought property insurance for this shop to protect against fire, right?

MOSES: Yes.

BEN: What happened the whole year? Not even a bit of smoke, or a spark, right?

MOSES: Yes

BEN: Not even a teenie-weenie fire...

MOSES: Yes

BEN: So I wasted my money, right?

MOSES: Eeeh...

BEN: Which is why I have not renewed the insurance policy. I'm not spending another shilling paying another premium!

MOSES: Er....yes?

BEN: So I don't ever want to see that insurance brochure ever again. Right?

MOSES: yes.

BEN: Good, now I'm off to see the doctor. Take good care of the shop while I'm away. Be very careful, right?

MOSES: Yes.

BEN: *(Whistling)*

Sfx- fading footsteps.

MOSES: Eh! What's wrong with my brother Ben? Andrew, our elder brother explained to us the benefits of insurance. Ben will have peace of mind that should anything happen, he will be well taken care of. Then, if nothing does happen, he is lucky! Ah, it's his shop. Let him do things his way. Meanwhile, I'll hide down here behind the counter and read this brochure....

Sfx- shuffling

MOSES: Ai! It's too dark in this corner. Let me light this lamp and read properly because if Ben finds me reading this insurance brochure, he'll get angry.

Sfx- Moses lighting lamp.

MOSES: Ah! Much better. I was on page 2 the 2nd paragraph.

FVO: Hodi, hodi!

Sfx- silence

FVO: (Shouting) Who is selling in this shop? Ben? Moses! MOSES!

MOSES: *(Startled, confused)* Uh! I'm here! I'm coming

Sfx- lamp kicked!

MOSES: Oh no! I've kicked the lamp! I'll fix it once I'm done with the customer.

FVO: And why are you hiding down there behind the counter?

MOSES: I was..er...I....

FVO: You should always be alert. Now I would like...what's that smell?

MOSES: Oh no! The lamp has set the clothes on fire!

FVO: *(Screaming)* Fire! Fire!

MOSES: Help! Wait! I have an idea. Let me pour water on it!

FVO: Don't pour water! Nooo! Don't pour water! That's a paraffin fire!

Sfx- Splash. Fire growing

FVO: Wooooiii! The fire is spreading very fast! Help! Help! Get out!

MOSES: I have to save what I can!

FVO: What is more important? Your life or these things. Run, run!

Sfx- Commotion outside. Crowd shouting. Screams

MOSES: The smoke is choking me! I've got to get out, fast!

Sfx- Fade out screams

BEN: What's happening near my shop? Smoke? Screams? Let me run, maybe someone is in danger!

Running footsteps.

Sfx- Fade in screams

BEN: What! My shop! My shop is burning! My shop is on fire! EEEEEHHHHHH!!!! Moses! MOSES!

MOSES: *(Timid)* Y-yes?

BEN: What is happening?

MOSES: I-it was an ac-c-c-cident!

BEN: What have you done? What will I do now? I did not renew my insurance policy! Woooooiiiiiiiiiiiiiiiiiiii!!!!!! I will lose everything!fade out

Bridge Music

STUDIO- Expert analysis (Prt 1)

ANNCR: My, oh my dear listener. That's how suddenly disaster strikes, when everything appears to be running smoothly. Let's welcome our in house insurance expert,, who'll make everything clearer for us. Karibu sana. We're glad you could join us.

GUEST: As always, I'm happy to be here.

ANNCR: Let's get straight to the point. Ben, Andrew's brother had previously bought a property insurance policy. But since nothing happened to his business, he stopped paying premiums, hence, the disaster he's now facing. How do you explain this?

GUEST: In insurance terms, what Ben failed to do was to renew his insurance policy. It's called a renewal. What is a renewal? A renewal is when you pay the premium again before your policy expires to ensure that you continue to have insurance coverage the next year regardless of whether you experienced a loss. Renewals typically occur every year.

ANNCR: Are you saying that an insurance policy usually lasts for a year?

GUEST: Usually, yes. An insurance policy typically lasts for one year from the date that the policy started. If your policy has expired and you have not renewed it then you are not protected

ANNCR: As we've seen, Ben did not renew because he had not experienced loss. Many people decide not to renew their insurance because they do not experience loss. Is that the only reason why people do not renew their insurance policies?

GUEST: In some cases, yes. There are also instances when people are dissatisfied with their policies

ANNCR: So what does one do?

GUEST: If you are not satisfied with the insurance policy you purchased, it is OK to change policies or select a different insurance company.

ANNCR: So what should one do before renewing an insurance policy?

GUEST: Before renewing your policy consider how satisfied you are. Together with your family evaluate four important points; The promptness of claims payments, the cost of premium compared to benefits received, and the quality of the communication with insurance provider/agent and the customer service.

ANNCR: How does one evaluate the promptness of the claims?

GUEST: Well if there are no problems with a claim, it should be paid within two to four weeks after it was submitted.

ANNCR: How does one evaluate the cost of the premium compared to the benefits received?

GUEST: You can keep track of all the benefits you receive in one year and what they would have cost you without insurance. Then you can compare this total amount of benefits received with how much you paid for the premium. If you received benefits during that year, chances are the cost of your benefits was greater than the cost of your premium.

ANNCR: What do you mean by the quality of the communication with the insurance agent and customer service?

GUEST: Your insurance agent can play a key role in making sure you are satisfied with your insurance but you must communicate with him/her on a regular basis about any questions or concerns you might have. The insurance agent must also be available to respond to your questions or concerns in a patient, professional, respectful and non-threatening respectful manner.

ANNCR: Ok, Bwana You have given us valuable insight, on behalf of the listener, I thank you. We're not done yet. Stay tuned for this wonderful segment, YOUR VOICE. We'll then come back to the studio so Joseph can continue with this wonderful lesson. We'll continue right after this short break.

Bridge Music

YOUR VOICE (Vox pop – Audience participation)

(Out of studio)

ANNCR: Here I am with a gentleman, please tell us your name.

MVO: I'm called Stephen.

ANNCR: Stephen, do you have an insurance policy?

MVO: Not anymore.

ANNCR: Why?

MVO: Last year I had a health insurance policy for my family. I paid my premiums every month for a year, but no one in my family fell sick. So I thought that that money I used on the insurance premiums could be used instead to purchase some seed and fertilizer. Unfortunately, that was a big mistake. Recently, my son was in a bad matatu accident and had to be rushed to the hospital for surgery. I thought that paying the premiums was a waste of money, but if I had renewed my policy, we wouldn't have had to sell our cows and some of our farm equipment to pay for all of the hospital bills. Now I have to find a way to replace the animals and farm equipment I was forced to sell.

ANNCR: Dear listener, as you've just heard, failing to have or renew an insurance policy can be quite costly. Let's get back to the studio to hear what our insurance expert has to share.

(Back to the studio) Expert analysis (prt 2)

ANNCR: Mr....., as we've been discussing, many people decide not to renew their insurance because they do not experience loss. Is that the only reason?

GUEST: Many people decide not to renew their insurance also because their claims were rejected when they did not fill out their claim form properly. . So they feel frustrated. As a result, they lose the cover that would help them in the event the risk or risks strike. Even if you had an insurance cover, once you fail to renew the policy, you are left on your own.

ANNCR: What advice can you leave with the listener?

GUEST: If you have an insurance policy and- do not submit claims during the year, you still need to renew at the end of each year in order to have active protection. If you didn't submit claims, you may think it is not worth it to renew. But the decision to purchase ~~and~~ insurance is wise; it offers protection and peace of mind. To keep that protection, it is necessary to renew the policy – and pay the premium -- each year.

ANNCR: Thank you so much MR..... for opening our eyes to these important facts. To you dear listener, I cannot over-emphasize that insurance is really important for you and your family. Before you purchase an insurance policy, it is important to communicate with your family and make decisions together about insurance. If you have an insurance cover and you haven't submitted a claim, you are very lucky. But you must keep renewing your insurance policy year after year because you don't know what might happen tomorrow. . That way, you'll enjoy healthier lives and more secure futures, together. If you do not have an insurance policy, make sure you get one as soon as possible. In our 11th program I asked a question and the winner is..... from..... . You've won Ksh 500 worth of airtime for your mobile phone. You too, dear listener can win Ksh 500 worth of airtime if you answer today's question correctly. Today's question is, very simple. Why is it important to renew your insurance policy? (x2)Send your answer to A FRIEND INDEED, P.O. Boxor SMS..... If you have any question or comments you can use the same address to reach us. Make sure you stay safe everyday on behalf of ANDREW FUNZO's family and Mr..... take care.

Signature tune up to fade

Short Feature

FEATURE 1

Music- Jingle

FVO: My name is Gladys and I run a small computer cyber cafe in Embakasi. I was advised to get property insurance for my business. Fortunately, I enjoyed a good, peaceful year and my business did not suffer any risk or loss. It's almost time to renew my policy, which I will. Because, even if nothing happened this year, how sure will I be that nothing will happen next year? This business is my only source of income and a great investment. I must protect it in all ways possible. That's why I'm renewing my property insurance policy.

ANNCR: Message brought to you by the Association of Kenya Insurers and Microfinance Opportunities

PROGRAM 13

Key message: Insurance in life (Summary)

Title: A FRIEND INDEED

Sfx- Signature tune up and under (30 seconds)

ANNCR: Hello and welcome, dear listener to a special edition of, ‘A friend in deed’, brought to you by the Association of Kenya Insurers, AKI and Microfinance Opportunities (MFO). I’m your host,

“A friend in deed” is an interactive radio programme that highlights and demonstrates the importance of insurance in our daily lives.

In our previous programme, we discussed about the consequences of not renewing your insurance policy. What is a renewal? A renewal is when you pay the premium again before your policy expires to ensure that you continue to have insurance coverage the next year regardless of whether or not you experienced a loss. Renewals typically occur every year. An insurance policy typically lasts for one year from the date that the policy started. If your policy has expired and you have not renewed it then you are not protected. However, you may not be satisfied with the insurance policy you purchased and it is OK to change policies or select a different insurance company. Before renewing your policy consider how satisfied you are. Together with your family evaluate; the promptness of claims payments, cost of premium compared to benefits received, communication with insurance provider or agent and customer service. Your insurance agent can play a key role in making sure you are satisfied with your insurance but you must communicate with him or her on a regular basis.

Now, the reason I said at the beginning that this was a special show is because, today’s programme is the last in the series of episodes we’ve been having in the past few weeks. Dear listener, together we have learnt so much. Even our friend, Andrew has learnt quite a bit. Remember the days he didn’t understand insurance? Well, he has come a long way; as we’re about to find out.

Bridge Music- (30 sec)

Sfx- Party music. There is a celebration at Andrew’s home with a few family members.

ANDREW: Excuse me, excuse me...can someone turn down the music so we can share a few words?

Sfx- Music down.

ANDREW: Thank you once again for coming to the party. As you know, we are celebrating our 15th anniversary of marriage. Where’s my wife?

JACLYN: Here I am.

ANDREW: Come on up here so that everyone can see you.

Sfx- Footsteps and crowd claps.

ANDREW: Ah, my beautiful wife. Jaclyn...she’s still my dot com! Look at how lovely her red dress is. And what a beautiful hairstyle, thank goodness it’s not a Mohawk.

Sfx- Loud laughter and cheers

JACLYN: You are also the best husband I could ever have wished for. You have done so much for our family.

Sfx-Cheers

ANDREW: Not as much as you have. This is why we’re celebrating this special day when we got married 15 years ago on this day. Ladies and gentlemen, do you know the best thing that Jaclyn has done for me?

MVO: Making you look smart. Remember the days when you used to walk with your shirt untucked and your hair looking like a sugarcane plantation?

ANDREW: Er...yes. She has made me look presentable. But most importantly she has helped us organize our lives. We made a very important decision together. Can anyone guess which decision that was?

Sfx- Crowd murmuring

FVO: I remember the day Jaclyn's shop burnt down.

ANDREW: Yes, yes. That was the day I finally believed we had made the right decision together, as a family. Even though we lost the shop, we were not worried because of a decision we made one day.

JACLYN: The day we took an insurance policy. But my husband, you were the one who first thought about it.

ANDREW: Ah! You were the one who encouraged me to find out more about it. We used to struggle to find a way to respond to an emergency instead of trying to plan for it. If an emergency occurred, we often had to take out loans or sell our belongings. Then we started taking steps to protect ourselves against risk. Remember the day we learnt about risk?

JACLYN: Exactly! Risk is the possibility of loss or injury. Risks can cost a lot and have an impact on family income and expenses. Some risks can affect us or cost more than others (like accidents that result in hospitalization). Remember the time you were involved in a bus accident? That's when I found out that risks can affect you emotionally, physically and financially.

ANDREW: Very true. Thanks to that knowledge, we were able to get the very best protection for our family.

JACLYN: And what better way to protect our family than with an insurance cover? We no longer have to worry about money when our children fall sick. We take them to hospital and the insurance cover takes care of the doctor's fees, medication and even hospitalization costs if need be.

ANDREW: And not only for the children. Even when we are hospitalized after sickness or accident, our insurance policy even compensates for the days we were unable to work.

JACLYN: I remember the days we discussed so much about insurance. Even our children know many insurance covers by heart. Like health insurance, property insurance, life insurance, livestock insurance and many, many more.

MVO: Since you can afford insurance, you must be very rich.

ANDREW: Ladies and gentlemen, you have known us very well. We are not rich; we have learnt to manage our finances very well. So we can confidently tell you to forget the rumours about insurance. Insurance is not only for rich people, it is for everyone. Insurance is NOT a business where somebody makes money off of other people's unhappiness. Insurance will help a person when he/she is sick.

JACLYN: And also, buying insurance has not brought bad luck to our family. Certain things in life are inevitable, so now we are just prepared for the risks that we face anyway. Also, receiving money from insurance companies does NOT always take a very long time. If you fill out the claim forms correctly and quickly, there is usually no delay. Even if everyone in the family is healthy, having an insurance cover gives us peace of mind. And as for my business and farm, Insurance is another way of protecting yourself against the threat or possibility of loss/risks. It is a guarantee for payment if an emergency or risk occurs.

FVO: But how does insurance work?

ANDREW: Similar to a welfare association, the insurance company collects payments from customers on regular basis. These payments are put together, or "pooled," to create a larger fund that can pay benefits to a member or customer when she or he experiences a crisis. Insurance companies cover a larger area than welfare associations do so they're more stable. Most welfare associations are formed around one risk, but most insurance companies offer products that cover all kinds of risks (sickness, death, accident, drought, etc).

FVO: So how did you know which insurance company to go with?

ANDREW: We asked our friends, especially those who already had insurance covers. We also checked the news to see which insurance companies were reputable. After we narrowed it down to 3 of them, we physically went to their offices

and spoke with their agents asking them questions about the terms/conditions and benefits of the policy as well as the claims process. We then went with the best available option.

JACLYN: There is so much we can tell you about insurance and its benefits. To summarize it, we can say it has helped us lead better quality lives.

ANDREW: In fact, if anyone has any questions, please feel free to visit us. We'll be glad to share all we know. But now, it's time to cut the cake.

FVO: (*Chanting*) Kata, Kata!

CROWD: Kata!

FVO: Kata keki kata

CROWD: Kata!

FVO: Andrew Hoiyee!

CROWD: Hoiyee!

FVO: Jaclyn Hoiyee!

CROWD: Hoiyee!

ANDREW: Insurance Hoiyeee!

CROWD: Hoiyee!

Sfx- Cheers and ululations

Bridge Music

STUDIO- Expert analysis (Part 1)

ANNCR: Dear listeners, as we have just heard, Andrew has plenty to celebrate about now that he has insurance. We also have plenty to celebrate about with our insurance expert, who has joined us in our shows. Karibu tena, bwana

GUEST: Ahsante

ANNCR:, in all the weeks you have been with us, you have taught us so much. You have helped our dear listeners with important insurance tips. Since today is our final show, do you have anything that you would like to leave with our listeners?

GUEST: There is so much I would like to share, so I will just stick to the major ones. Taking an insurance policy is one of the best decisions you can make for you and your family. It affects all members of the family which is why it is important to involve them as much as possible, every step of the way. Just like Andrew has.

ANNCR: So once you decide to get insurance cover, is that it?

GUEST: You must ensure that you fully understand the insurance policy. Let's talk about health insurance, for example. Health insurance is any insurance product that provides protection for cases of sickness, accident or disability. Insurance companies partner with different hospitals to provide health insurance.

ANNCR: How many types of health insurance covers are there?

GUEST: There are two major types. **Standard medical cover** which covers the costs of bed and hospital only and **enhanced cover** which covers costs of transport to the hospital and costs of accident.

ANNCR: In other words you have to fully understand what is covered, or like you taught us, the limits of cover.

GUEST: Yes. Those risks or eventualities that are not covered by an insurance policy are called exclusions. So in our example, health care insurance, there are a few terms you need to be familiar with. **In-patient care:** requires hospital admission and overnight stay. **Out-patient care:** medical treatment that does not require hospital admission and overnight stay. There is also

Disability: occurs when a severe injury results in the inability to perform previous income-generating activities. There are two types: temporary and permanent, which your doctor will decide. **Temporary disability** is when a person cannot work due to illness or accident; can cause "loss of income"

ANNCR: So how will the insurance company take care of me?

GUEST: The insurance company comes in when, in the event of the risk covered by the policy, you fill out a claim. Once the insured risk occurs (e.g. death, hospitalization or accident) you need to submit the claim fast – within a few days. Delaying submission of the claim can delay your payout.

ANNCR: What if you are hospitalized?

GUEST: If you are hospitalized – do not pay your hospital charges in cash. Your cash payment can cause rejection of your claim. Make sure that you have all the required supporting documents when submitting a claim (i.e. Death reports, hospitalization bills or any other required reports). Lack of supporting documents causes delays in claim processing.

ANNCR: Those are very valuable points to note, dear listener. Just the way Andrew and Jaclyn have appreciated the benefits of insurance, I met someone today who had something interesting to say. It's now time for 'YOUR VOICE'.

Bridge Music

YOUR VOICE

Sfx- city ambience.

ANNCR: Hallo Madam, do you have an insurance cover?

FVO: Yes I do. In fact, I have health insurance and life insurance covers.

ANNCR: Do you regret having these covers? Aren't they straining your finances?

FVO: Not at all. In fact, I learnt to do simple things like cut my spending, invest my money into small side businesses and stick to my savings plan to be able to pay the premium. Over time, I saw that having an insurance cover is less expensive than not having an insurance cover since I am not paying all those medical bills now. I have peace of mind knowing that I won't strain financially in the event that an insured risk occurs. If something would happen to me, insurance offers a cash benefit to my family to be used for funeral expenses and living expenses. It's a beautiful feeling knowing that my family and I are protected, come rain or shine.

ANNCR: Thank you so much, madam. Dear listener, if insurance has worked for this lady and thousands of other Kenyans, it can work for you. If you don't already have a cover, do not delay, go and talk to an insurance agent today.

STUDIO- Expert analysis (Part 1)

ANNCR:....., how can our listener feel assured when he or she takes up an insurance policy?

GUEST: In case you have any questions about your insurance policy that you feel your insurance agent has not answered satisfactorily. You can contact the Consumer Protection Department of the Insurance Regulatory Authority in the following ways:

You can call: (254)-020-4996000, 4997000, 0727 563110

Or write: Consumer Protection Officer, Insurance Regulatory Authority, PO Box 43505, 00100 Nairobi

Or visit their offices: Zep- Re Place Off Mara Road - Upper Hill, Nairobi

You can even visit their website: www.ira.go.ke

ANNCR: With that, we come to the end of our series of programmes titled, “A friend in Deed”. Dear listener, remember that it is very important to have an insurance cover. Anything can happen anytime. Remember, if you have an insurance cover and you haven’t submitted a claim, you are very lucky. But you must keep renewing your cover because you don’t know what might happen the next moment. Insurance gives you peace of mind. And now, time to award the winners of programs 11 and 12. from..... You’ve each won Ksh 500 worth of airtime for your mobile phones..So, dear listener, all good things must come to an end. Stay on the lookout as we may soon be back for more on risks management and insurance. Till we meet again,, Andrew Funzo and his family and I say

ALL: Bye! Take care and stay safe!

ANNEX 4: MARKETING MATERIALS

FAULU

Item 1: Faulu client brochure for British-American product

Front:



Back:



Item 2: Faulu client brochure for Pioneer product

Front:

Back:

Item 3: Faulu staff brochure

Front:

Back:

1: are you in control of your future?
Life is full of uncertainty. The possibility of something unexpected, unexpected or catastrophic happening... is what we refer to as RISK!
When RISK exists, so does the possibility for loss. This can be a temporary setback on your financial journey, or a major shock creating extreme financial hardship.

2: how would you manage a sudden need for cash?
SAVINGS? Would your savings be enough? Are you willing to spend down your savings?
GO WITHOUT? Would this relieve enough cash quickly?
SELL ASSETS? Do you have any assets to sell?
WORK MORE? Are you even able to work... or are you ill or injured?
BORROW? Are there people you can ask who have available cash?
TAKE A LOAN? Would one bear the interest? What is the true cost of emergency credit?

3: savings or credit with credit!
When the unexpected event DOES NOT affect your ability to earn, using CREDIT to pay for expenses is a good option.
However, if the emergency DOES affect your ability to earn, your loss would make it very difficult to repay a loan, so using SAVED to pay for expenses would be a wise decision.
Understanding the risks you face and taking wise steps toward limiting their financial impact upon your household (BEFORE the worst happens)... is a key part of successfully managing your financial journey!

4: protecting your money is just as important as making it
Insurance is the idea that the contribution of many reduces the cost for everyone by taking out an insurance policy for a fee or premium, you are transferring the financial risk to your insurer - giving you the protection you need from financial disaster. Protection that gives you the peace of mind associated with knowing that the care, treatment and financial support you require throughout your life will be afforded to you and your household when you need it most.
While crises do happen - rarely do they happen to everyone at the same time!
Since the financial impact of unplanned, unexpected or catastrophic life events is spread out over the entire group, and across a full year, insurance companies work on the assumption that the money paid to them in premiums is going to offset the amount paid out in claims.
Without insurance, you're taking on the financial responsibility of all risk and meeting all the costs yourself!

5: face the future protected and confident
We have always found greater protection when we come together - there is strength in numbers.
Together with insurance we go forward - protected and confident.

How do we talk about insurance?
Principal The person signing up for insurance protection
Eligibility The criteria set out by the insurance company that you must meet in order to qualify for insurance
Premium The money paid to the insurance company in exchange for insurance protection
Policy The document that lists the names of all the persons eligible to make claims, explaining the rules you must follow. It details the insurance will pay for and those things they will not pay for or object
Waiting Period The time between paying for your insurance protection and when the policy is ACTIVE - ready to use
Benefit The amount/percentage of costs the insurance company will pay out to help protect your income and cover the cost you incur as a result of the unexpected
Beneficiary The person who will be paid the money - who will benefit from the insurance policy
Claim The request you make to the insurance company for payment of the benefits listed within your policy
Exclusions Those events the insurance company will refuse to meet payment for, should they happen

Testimonials:
I knew about insurance for motor vehicles and mortgages, but didn't realize it could give insurance for people too. My boss with Faulu introduced me to the idea of health insurance. I gave it a try and it was expensive, until I saw other members in my group going to hospital and the benefits they were receiving. It didn't take me long to sign up for it!
I didn't take me long to sign up for it!
Thank God I decided to take health cover, as three months later my baby got sick, requiring hospital in hospital, the bill came to KSh. 1,000,000. Guess what? I only paid KSh. 200.
Joseph Kida

I wish so badly to have been introduced to the idea of insurance before disaster struck, or I would have spared my husband's sudden fatality. His bill came to over KSh. 200,000 after just a few days in hospital. If it wasn't for the insurance, my business would have suffered, I would have had to withdraw all the life savings I had and risked defaulting on my loans... or at least I would have.
But because of the insurance, we paid nothing during the emergency and the services we required at hospital was subsidized. Other women in my team group had now decided to get insurance too.
Everyone decided to fit in the form because they saw my situation and how much insurance helped me. I would recommend taking up insurance to everyone, the payments are small, they don't overstretch you and it brings peace of mind!
Doreen Njenga

Item 4: Poster for Faulu branch offices

1: are you in control of your future?
Life is full of uncertainty! The possibility of something unplanned, unexpected or catastrophic happening... is what we refer to as RISK!
Where RISK exists, so does the possibility for loss. This can be a temporary setback on your financial journey, or a major shock creating extreme financial hardship...

2: how would you manage a sudden need for cash?
SAVINGS? Would your savings be enough? Are you willing to spend down your savings?
GO WITHOUT? Would this release enough cash quickly?
SELL ASSETS? Do you have any assets to sell?
WORK MORE? Are you even able to work - or are you ill or injured?
BORROW? Are there people you can ask who have available cash?
TAKE A LOAN? Would one loan be enough? What is the true cost of emergency credit?

3: savings or credit
When the unexpected event DOES NOT affect your ability to earn, using CREDIT to pay for expenses is a good option...
However, if the emergency DOES affect your ability to earn an income, your loan would make it very difficult to repay a loan... so using SAVINGS to pay for expenses would be a wise decision!
Understanding the risks you face and taking wise steps toward limiting their financial impact upon your household BEFORE the worst happens... is a key part of successfully managing your financial journey!

4: protecting your money is just as important as making it
Insurance is the idea that the contribution of many reduces the cost for everyone! By taking out an insurance policy for a fee or premium, you are transferring the financial risk to your insurer - giving you the protection you need from financial disaster. Protection that gives you the peace of mind associated with knowing that the care, treatment and financial support you require throughout your life will be afforded to you and your household when you need it most!
While events do happen - rarely do they happen to everyone at the same time!
Since the financial impact of unplanned, unexpected or catastrophic life events is spread out over the entire group, and across a full year, insurance companies work on the assumption that the money paid to them in premiums is going to offset the amount paid out in claims.
Without insurance you're taking on the financial responsibility of all risk and meeting all the costs yourself!

5: face the future protected and confident
We have always found greater protection when we come together - there is strength in numbers. Together with insurance we go forward - protected and confident!

How do we talk about insurance?
The person signing up for insurance protection
The criteria set out by the insurer company that you must meet in order to qualify for insurance
The money paid to the insurance company in exchange for insurance protection
The document that lists the names of all the persons eligible to make claims, explaining the rules you must follow, the things the insurance will pay for and those things they will refuse or reject
The time between paying for your insurance protection and when the policy is ACTIVE - ready to use
The maximum amount of cash the insurance company will pay out to help protect your income and cover the costs you incur as a result of the unexpected
The person who will be paid the money - who will benefit from the insurance policy
The request you make to the insurance company for payment of the benefit based within your policy
Those events the insurance company will refuse or reject payment for, should they happen


Faulu
Your future is assured

Testimonials:
"I know about insurance for motor vehicles and mortgages, but I didn't know you could get insurance for people too! My loan with Faulu introduced me to the idea of health insurance. I guess I was a little unsure and thought it was expensive...until I saw other members in my group going to hospital and the benefits they were receiving! It didn't take me long to sign up too!
Thank God I decided to take Faulu to us, in three months later my baby girl got sick, requiring 3 weeks in hospital... the bill came to Kshs 32,000. Guess what? I only paid Kshs 2000.
Joseph Kika

"I was so lucky to have been introduced to the idea of insurance before disaster struck, or I wouldn't have coped!
My husband suddenly fell ill... His bills came to over KShs 300,000 after just a few days in hospital... It would have been impossible to pay the bills, my business would have suffered. I would have had to withdraw all of the little savings I had and risked defaulting on my loan... or at worst bankruptcy...
But because of the insurance, we paid nothing during the emergency and the service we received at hospital was fantastic!
Other women in my loan group have now decided to get insurance too... Everyone decided to fill in the forms because they saw my situation and how much insurance helped me. I would recommend taking up insurance to everyone, the payments are small, they don't overstretch you and it brings peace of mind!
Dorcas Njenga

www.faulukenya.co.ke FOR ANY ENQUIRIES CONTACT CUSTOMER SERVICE ON 0728 446 800, 0738 170 451 or 020 2388088

Item 3: Faulu brochure for treatment centers



Fauluafya
YOUR HEALTH, YOUR SUCCESS

...because of the insurance, we paid nothing during the emergency and the service we received at the hospital was fantastic!

...I would recommend taking up insurance to everyone, the payments are small, they don't overstretch you and it brings peace of mind!

health insurance...

- 1 APPROVED PROVIDER
- 2 IDENTIFY YOURSELF
- 3 TEXT POLICY NUMBER
- 4 WAIT FOR REFERENCE NUMBER
- 5 SHOW REFERENCE NUMBER
- 6 FILL IN CLAIM FORM
- 7 CO-PAY KSHS 200
- 8 TREATMENT
- 9 ENSURE BOTH FORMS HAVE MATCHING SIGNATURES
- 10 UNHAPPY? HELPLINE

last expense... life benefits...

- 1 INFORM FAULU WITHIN 24 HOURS
- 2 PRODUCE EVIDENCE
- 3 FILL CLAIM FORM PAYMENT
- 1 DEATH OF PRINCIPAL
- 2 PROVIDE DEATH CERTIFICATE
- 3 FILL CLAIM FORM PAYMENT

www.faulukenya.co.ke
FOR ANY ENQUIRIES CONTACT CUSTOMER SERVICE ON 0728 446 800, 0738 170 451 or 020 2388088

Faulu
YOUR HEALTH, YOUR SUCCESS

CIC

Item 1: CIC educational Q&A tool

Inside:



Outside:

3/10/12 3:30 PM

PLANNING FOR THE UNEXPECTED SUPPER
The good news is you can make money today to cover unexpected. But it's up to you to make sure you have the money and resources available to pay your bills and cover your living expenses in case of an emergency. It's not just about the money you have, it's about the money you have in your pocket.

WORTHY FOR THE FUTURE
The reality is that you're not going to have the money you need to pay your bills in the future. You're going to need to have a plan in place to cover your living expenses in case of an emergency. It's not just about the money you have, it's about the money you have in your pocket.

BUT HOW MUCH MONEY IS ENOUGH?
Your goal is to have enough money to cover your living expenses in case of an emergency. It's not just about the money you have, it's about the money you have in your pocket.

SAVINGS: HOW MUCH IS ENOUGH?
The reality is that you're not going to have the money you need to pay your bills in the future. You're going to need to have a plan in place to cover your living expenses in case of an emergency. It's not just about the money you have, it's about the money you have in your pocket.

TO KNOW WE GET TO KNOW?
The reality is that you're not going to have the money you need to pay your bills in the future. You're going to need to have a plan in place to cover your living expenses in case of an emergency. It's not just about the money you have, it's about the money you have in your pocket.

WHAT WILL BE YOUR REACTION?
The reality is that you're not going to have the money you need to pay your bills in the future. You're going to need to have a plan in place to cover your living expenses in case of an emergency. It's not just about the money you have, it's about the money you have in your pocket.

HOW DOES IT WORK?
The reality is that you're not going to have the money you need to pay your bills in the future. You're going to need to have a plan in place to cover your living expenses in case of an emergency. It's not just about the money you have, it's about the money you have in your pocket.

Worried about... What If?

LEAVINGS

SAVINGS AND INSURANCE

REACTION OR PROTECTION

CREDIT? SAVINGS? CREDIT?

CIC educational Q&A tool in use:



Item 2: CIC banner Pen

CIC M-BIMA
CIC INSURANCE
We keep you ahead

20/- per day

With the CIC Jijenge Savings Plan, you now have a great opportunity to save! Build up your finances with savings deposits from as low as Kshs 20/- per day, made via your mobile phone through CIC M-Bima. For an additional premium payment of Kshs 5/- per day, your CIC Jijenge Savings Plan gives you family life and disability cover.

YEAR	EXIT BENEFITS FOR EVERY 20/-	ACCUMULATED PREMIUM	DEATH AND PTD BENEFIT
	KSHS.		
1	5,000*	7,300	50,000
2	10,000*	14,600	50,000
3	20,000	21,900	50,000
4	30,000	29,200	50,000
5	40,000	36,500	50,000
6	50,000	43,800	50,000
7	55,000	51,100	55,000
8	60,000	58,400	60,000
9	70,000	65,700	70,000
10	80,000	73,000	80,000
11	90,000	80,300	90,000
12	100,000	87,600	100,000

*Exit benefits are not accessible before 36 months. *Life and Disability Benefits payable from 6 months.

M-BIMA Jijenge Savings Plan
CIC INSURANCE

CIC INSURANCE
We keep you ahead

M-BIMA Jijenge Savings Plan
CIC INSURANCE

FAQ'S

CLAIM

Q How does CIC pay out claims?
A A cheque is drawn for the beneficiary within 48 hours of required documentation being received by CIC.

Q What if my policy is still current, but I've fallen behind or not completed total annual payment at time of submitting claim?
A CIC will pay the claim out minus the outstanding premiums.

COVER

Q Is there life cover on M-BIMA?
A Yes, an immediate Kshs 50,000/- in event of death or permanent disability arising from an accident. Cover on natural death or total disability commences after 6 months.

Q How do I check my balance?
A Your cell phone is constantly updated via SMS, visit our branches or call our customer service numbers listed.

COST

Q How do I pay my contributions?
A Using MPESA Paybill number 600114 you then insert your account number listed on your policy document (follow steps outlined on policy document).

Q How will I know my contributions have been received?
A Since you sms your contributions you will immediately receive a message confirming your contribution has been sent to CIC M-BIMA.

EXCLUSIONS


Q Is there a waiting period?
A Yes, but only in the case of natural death which is 30 days from the date of first premium payment.

Q Are there exclusions based on age?
A No, as long as the principal member is above 18 years of age, or up to 25 years if they are still in school or college. There is no upper age limit for principal or spouse.

For more information visit your nearest CIC Insurance Branch, or call 020 282 3006 or 0721 432 713


Item 3: CIC poster

FAQ'S



M-BIMA Jijenge Savings Plan
savings – investment – life cover

Want insurance but one off premiums out of reach? CIC empowers you to 'pay as you go'!



CIC INSURANCE
We keep our word

CLAIM

CIC M-BIMA



How does CIC pay our claims?
A cheque is drawn for the beneficiary within 48 hours of required documentation being received by CIC.
• CIC Claim Form
• Death Permit
• Copy of ID of deceased
• Principal ID in case of minors

Where can I go help with a claim?
Come in to our nearest Branch or call our Customer Service Numbers:
0212212418
021422210
0715710625
0775277925

What if my policy is still current but I have ration behind or no completed total annual payments at time of submitting claim?
CIC will pay the claim but minus the outstanding premiums.

COVER



How can I join M-BIMA Jijenge Savings Plan?
Go to your nearest Branch or call the customer service numbers for directions to countrywide M-BIMA distributors, or visit www.cic.co.ke

When can I start saving?
Immediately!

How do I check my balance?
Your cell phone is constantly updated via SMS. Visit our branches or call our customer service numbers below.

Is there life cover on M-BIMA?
Yes, an immediate life cover of Kshs 20,000 in event of accidental death and permanent total disability. For natural causes of death or permanent total disability or in the case of suicide, life cover commences after 3 months from start of policy.

COST



What if I want to save more than Kshs 20/- per day?
You can pay as many units of Kshs 20/- as you can afford up to a maximum of Kshs 400/- Family Life Cover remains at Kshs 5/- per day regardless of the daily amount of savings.

How do I pay my contributions?
Using MPESA Paybill number 400111, you then insert your account number listed on your policy document. Follow steps outlined on policy document.

How will I know my contributions have been received?
Once you enter your contributions you will immediately receive a message confirming your contribution has been sent to CIC M-BIMA.

How much will it cost me to send my contributions?
Nothing – it's FREE!

What if I use other network providers?
Other networks are coming online however still pending final approval.

EXCLUSIONS



Is there a waiting period for Family Life Cover?
Accidental death claims are payable immediately as long as one full month's premium contributions have been received by the Company.

When does the policy lapse?
In the event you fail to make your contribution behind by 30 days or more worth of premium contributions.

Is there medical cover?
No, the M-Bima Jijenge Savings Plan is a savings plan with a life cover option.

Are there age exclusions based on age?
Yes, the Principal/Member & Spouse above 70 years at age at entry. Further children are excluded from family policy if over 18 years or 25 years if still in college or school at time of entry.

How are polygamous families treated?
CIC only requires a separate policy for each spouse and children, under which the principal will be identified in each policy.

CIC M-BIMA is a collection platform that leverages mobile money transfer technologies such as MPESA to collect weekly deposits or premiums at no cost to clients!

Build your finances | Boost your lives!

Heri naelezo zaidi, tembelea sisi ya CIC Insurance. Eya karibu nawa au piga simu
021 282 3 000 au 0721 63 2 7 13, 0735 758 885

{ 179 }

BRITISH-AMERICAN

Item 1: Client brochure (incomplete)

Front:

Back:

Item 2: British-American poster (incomplete)

**INJURED?
SICK?**



**HOSPITALIZATION
BENEFIT**

END OF LIFE?



**FAMILY INCOME
STABILIZATION**

Kinga ya Mkulima



income stabilizer for tea farmers and their families

*Stripped down?
Worrying about 'what if?'*

How would you manage a sudden need for cash?

SAVE?
Would your savings be enough?
Would you be willing to spend down your savings?

GO WITHOUT?
Would this release enough cash?

BOORCH?
Would one loan be enough?
What is the true cost of emergency money?

SAKAMBE?
Are there people whom you could ask that have cash?

SELL?
Do you have assets to sell?
Can you live and earn an income 'without' that asset?

WORK HARDER?
Could you work harder to generate more income?

What is insurance?

Unfortunately accidents, disasters, illness and the unexpected happen, and when they do life gets disrupted. Insurance is a financial strategy all about planning ahead to protect you and your household from the financial impact of unexpected yet unavoidable expenses. Insurance aims to return you to exactly the same financial state after a loss, as you were in before the disruption occurred.

Without insurance you are taking on the full responsibility of meeting all the loss, health and end of life costs incurred across a lifetime. However by taking up 'insurance cover' for a fee (premium) you are transferring the financial risk to your insurer and ensuring you and your household (named beneficiaries) will have compensation.

Insurance companies take the chance that seldom do unpleasant, unexpected or catastrophic life events happen to everyone at the same time? Insurance companies use the small amounts paid to them (premiums) to invest and grow the total amount of money, so as to cover the payments of claims made by those who have encountered unwanted loss, illness, accident or tragedy.

Is insurance a scam?

Insurance Companies are licensed, protected, monitored and supervised by each country's financial regulator. Government Authorities are serious about ensuring you 'the consumer' are protected!

Always ensure that the insurance brokers or agents listen to your individual situation and needs.

Brokers or Agents will always be happy to promote the benefits of their products, but if you are not sure ask questions and don't be pressured into making decisions on the spot.

A wise consumer **ASKS QUESTIONS BEFORE SIGNING ANYTHING.**

- What am I paying for - exactly?
- What would I have access to these benefits?
- What would exclude me from access to these benefits?
- How does this product strengthen my protection from the financial impact of the unexpected loss, health or end of life expenses?

Only after you are happy the broker or agent has understood your needs, clearly and simply explained the product and responded to your questions, will you have the information you need to confidently decide should you purchase insurance cover?

Remember, **never** pay for insurance cover which you know you will not use or need!

Not taking the time to ask enough questions, or signing up before understanding the products benefits and exclusions... or even thinking insurance is a means to acquiring wealth... are all causes of negative experiences with insurance and allegations that 'insurance is a scam'!

How is Insurance explained?

PRINCIPAL OR POLICY HOLDER
The person or business taking up the insurance

PREMIUM
As holder of a financial product or service you have a responsibility to give honest and accurate information. All insurance policy contracts require people to disclose any details which may be of importance to the insurer's decision whether or not to accept the level of risk you want to transfer to them. Let your insurer know if your situation changes which might affect your level of cover or if your policy remains active.

INSURANCE
The amount payable by the principal or policy holder to the insurance agency in return for transferring the responsibility of meeting expenses related to specified risks (such as end of life or illness).

POLICY
A Policy is a contract between the individual and an insurance company. All Insurance Companies need to give you a policy document. This sets out what you're insured for so keep it handy in case you need to make a claim.

BENEFICIARIES
Those individuals within your immediate family that you 'nominally' set on your policy document to come under your umbrella of insurance cover.

PREMISES
If the insured, unexpected or unplanned happens and your circumstances are disrupted or devastated, you have the right to make a claim for all of the benefits listed in your policy documents (common benefits include Funeral Expenses, End of Life Payout, Life Insurance, Total Permanent Disability Cover, Disease Protection, Medical Treatment and so on...)

EXCLUSIONS
There are some 'what ifs' that are too common or too costly for an insurer to accept... as a result these situations or events or risks get clearly listed for policy holders to prior to so all understand these things claims will not receive compensation for.



Unhappy?
CALL
000 000 000