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FORUM NEWS

Italy | Communication

“Don’t trust unusual suspects”, the new Inail communication campaign against domestic accidents

On the period foreseen for the renewal of the insurance that protects those who take care of the home and their family members, Inail has launched, in January 2025, a new communication campaign for the diffusion of the culture of accident prevention also in the domestic sphere.

A media plan that includes periodical press, national and local radio, national and local television, billboards, web and social platforms has been planned.

To convey the institutional message, a 30” video and radio spot were created.

Made using the narrative cliché of crime movies, with irons, blenders, pots and chemical detergents as the suspects, the campaign invites you not to trust unusual suspects. In fact, household appliances and products, even if they may seem like ordinary and harmless objects, hide risks that should not be underestimated.

The graphic design presents these objects in a scene that portrays them as possible “suspects”. They are framed frontally with a graphic mode that accentuates the police mood, transforming them into real suspects.

The message to be conveyed is of an informative/preventive nature.

The campaign is aimed at a general target: all those aged between 18 and 67 who carry out, free of charge and without subordination, an activity aimed at caring for family members and the environment in which they live, habitually and exclusively, that is, they do not carry out other activities for which there is an obligation to register with another institution or pension fund.

The communication campaign aims to raise awareness among the target audience on the most recurring risks in domestic environments and their appurtenances and the measures to

be adopted to prevent accidents. Furthermore, the communication action highlights the low cost (24 euros per year), the tax deductibility and the resulting advantages, the fact that it is free for low-income families and the deadlines for renewing the insurance policy (31 January 2025), if you are already registered. Hence the invitation to subscribe to or renew the Inail insurance against domestic accidents which protects anyone who habitually, exclusively and free of charge takes care of household chores from the most serious consequences of an accident. Established by law 493 of 1999, the first in Europe to recognize the social value of domestic work, the policy is mandatory for people aged between 18 and 67. The benefits include a direct annuity for permanent incapacity for work equal to or greater than 16%, a one-off revalued benefit, currently equal to 33741 euros, for accidents that result in permanent incapacity between 6% and 15%, and an annuity to survivors in the event of the death of the insured. For fatal accidents that occur in the home, a one-off payment currently equal to 12,240.00 euros is also provided to survivors, or anyone who can demonstrate that they have paid funeral expenses, and an additional one-off benefit paid by the Fund for Victims of Serious Accidents. In addition, annuity holders who are in particularly serious conditions are recognized a monthly allowance for continuous personal assistance. ●

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IMPRINT:

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ASSICURAZIONE INFORTUNI DOMESTICI

NON FIDARTI DEGLI INSOLITI SOSPETTI



INAIL

**ANCHE GLI OGGETTI PIÙ INSOSPETTABILI POSSONO
ESSERE UN PERICOLO PER CHI LAVORA IN CASA. PREVIENILO.**

Se hai tra i 18 e i 67 anni e ti occupi a tempo pieno e gratuitamente della tua casa e della tua famiglia, attiva in qualsiasi momento l'assicurazione contro gli infortuni domestici Inail, costa solo 24 euro all'anno, ed è deducibile fiscalmente. Se sei già iscritta o iscritto rinnova entro il 31 gennaio 2025. L'Assicurazione è gratuita per le famiglie a basso reddito. **Scopri di più su [inail.it](https://www.inail.it).**

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