



Celebrity illness illuminates need for CI cover

Story by: Joy Dunbar | Magazine: [FinancialAdviser](#) | Published Thursday , March 12, 2009

Celebrity terminal illness has highlighted the need for critical illness cover, according to insurers and protection IFAs.

Recent tabloid press coverage of Jade Goody, formerly a contestant on Channel 4's Big Brother, being diagnosed with cervical cancer has resulted in an increase in the number of women getting cervical smears.

Peter Chadborn, principal of Colchester-based IFA CBK, said statistics from Scottish Provident showed from between January and June last year there were 378 cancer claims and the average age stood at 46, going against the perception critical illness is more likely to occur at an older age.

He said: "Increased press coverage of this illness emphasises this kind of cancer is not linked with any particular age. People believe critical illness is something that happens to you as you get older.

"Many people see what is happening to her and think about their own lives and what could happen to their children if anything happens to them."

Kevin Carr, director of protection development for PruProtect, said the illness highlighted the need for protection and regular medical check ups.

He said: "The BBC's Question Time programme highlighted that the increase in publicity surrounding cervical cancer has increased the number of young women getting screened. It has also increased the awareness of the need for protection products, especially critical illness."

Roger Edward, products director of Bright Grey, said Ms Goody had the ability to generate money from publicity to make sure her family was secure, but it had made many think about how their dependants could be cared for if the worst was to happen.

He said: "Your average man on the street does not have those kinds of resources available to them."

Jonathan French, assistant director of media relations at the Association of British Insurers, said any terminal illness showed there was a protection need.

He said: "The number of women getting cervical smear tests has increased as a result of this high profile case and when there are high profile cases like this it shows that there is

a protection need in the event that a family member or a loved one gets a critical illness or dies."

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