

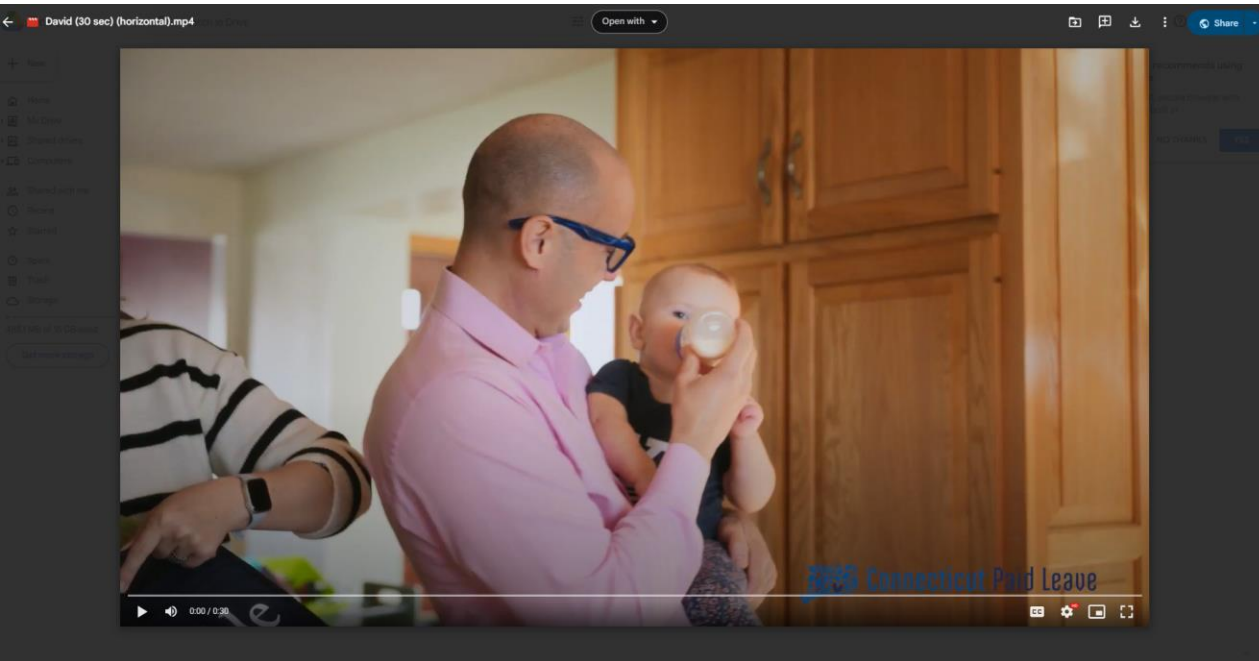


Connecticut Paid Leave

OUTREACH & ENGAGEMENT QUARTERLY UPDATE

FEBRUARY 8, 2024

New Testimonials



David and Kelly moved from Florida to Connecticut before the birth of their second child. They say CT Paid Leave was a big factor in their decision to move here.

[Have you read David's Op-Ed yet?](#)

Interagency Collaboration

DPH

- webinar presentation to WIC Nutrition Coordinators

DSS

- CT Paid Leave info on monitors in office locations
- distribution of printed materials to clients
- future collaboration ideas pending

DCF

- CT Paid Leave will create short videos for case managers
- info in client newsletter
- events
- Infographics distributed to foster parents

Press, Podcast and Social Media Monthly Themes

Month	Main Theme	Tactics
Nov	Caregivers, Epilepsy Awareness	<p><i>A Caregiver Used Paid Leave to Take Care of Her Sister Out of State</i> (podcast)</p> <p><u>CT Paid Leave provides needed income replacement for Caregivers</u> (release)</p> <p><u>CT Paid Leave makes home recovery possible</u> (release)</p> <p><i>Living and working with epilepsy</i> (podcast)</p>
Dec	Living with Chronic Disease	<p><u>CT Paid Leave offers relief for women with endometriosis</u> (release)</p> <p><i>Endometriosis is a painful chronic disease that is difficult to diagnose, but a new law can help</i> (podcast)</p> <p><i>How to live a healthy life with HIV</i> (podcast)</p> <p><u>CT Paid Leave offers income replacement for patients with chronic disease</u> (release)</p>
Jan	Cervical Cancer Awareness, Birth Defects Awareness	<p><i>Our CEO's personal struggle with cervical cancer</i> (podcast)</p> <p><i>How paid leave can help support moms and babies with complications</i> (podcast)</p>
Feb	Eating Disorder Awareness, Rare Diseases	<p><u>CT residents with rare diseases benefit from CT Paid Leave</u> (release)</p> <p>Podcasts on eating disorders and on rare diseases, release on eating disorders</p>
March	Traumatic Brain Injuries, Kidney Disease	<p>Podcast with double kidney transplant recipient who had one surgery pre-paid leave and one post-paid leave</p> <p>Podcast on TBI with Brain Injury Alliance of CT</p> <p>Accompanying releases for each topic</p>

CT Paid Leave on WFSB

 **CT Paid Leave**
Published by Pamela Connect · January 6 · 🌐

Did you catch our fabulous CEO, Erin O'Brien Choquette, on Great Day at 9A on [WFSB - Channel 3 Eyewitness News](#) yesterday? No worries if you missed it - we've got you!



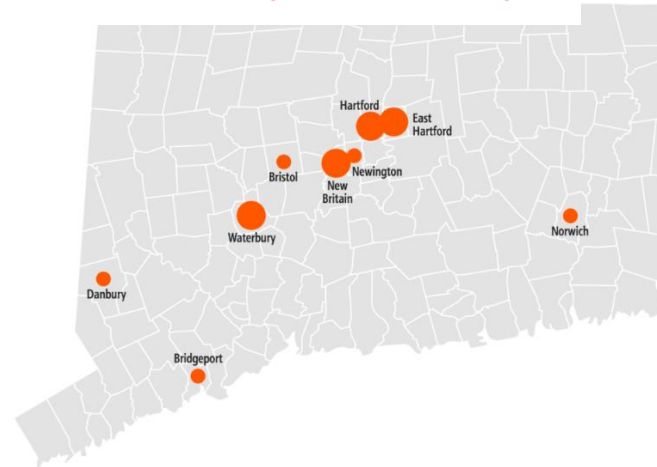
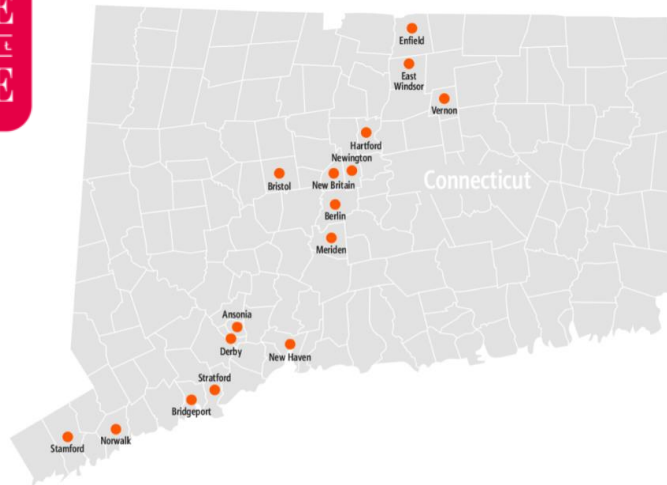
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La Tribuna, White Eagle, and La Visión Articles

As part of our partnership with these three publications, we are able to place a series of informational articles.

January: CT Paid Leave vs. FMLA Explainer

February: Reasons to Apply for CT Paid Leave



Covers the Greater Danbury area

Recent and Upcoming Events

- 1/24/24: ACT (Advancing CT Together) Webinar Training for Case Managers
- 2/1/24: Interval House Training for Court Advocates
- 2/7/24 @ 6:30pm: North Branford Library (virtual)
- 2/27/24 @ 6:00 pm: Clinton Library (in-person)
- 2/28/24: CBIA HR Conference



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