



Connecticut Paid Leave

CT Paid Leave Outreach and Engagement Quarterly Update

August 13, 2026

Leave Management Conference

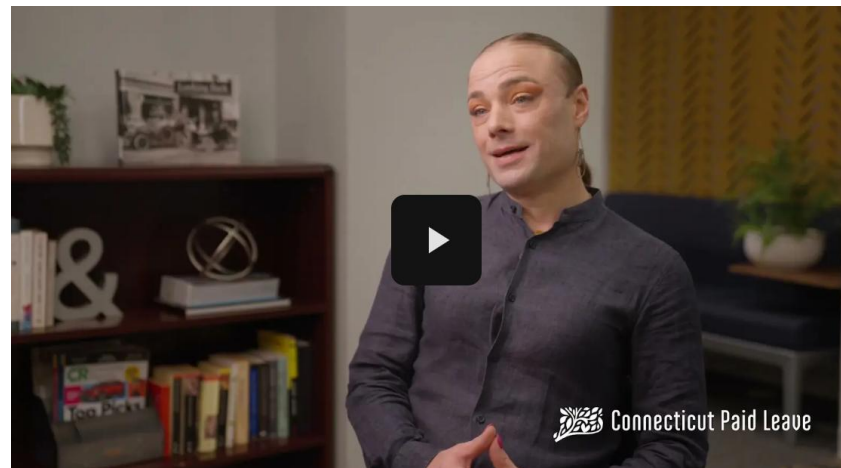
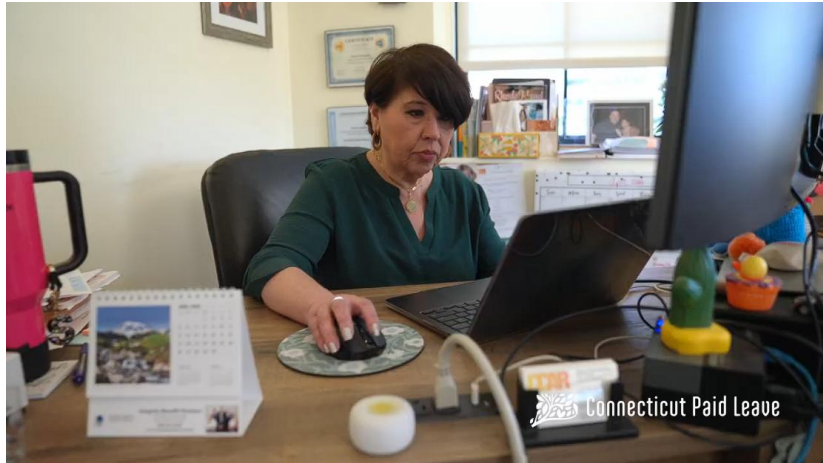
- Sept 16, 2026 @ Courtyard by Marriott Cromwell, 7:30am-3pm
- Speakers from CT Paid Leave, CT DOL, Insurance Association of CT, and CHRO
- Event went live on Eventbrite on 8/10
- 48 out of 85 tickets are already sold
- Industries represented include healthcare, hospitality, manufacturing, education, non-profit, retail, government, professional services
- Valid for 5 professional development credits from SHRM and 4 CT continuing legal education credits
- Building a resources page that will be available to conference attendees
- Agenda:
 - Setting the Foundation for Today's Workforce (Erin Choquette)
 - The Leave Balancing Act: Navigating Overlapping Benefits (panel discussion moderated by Michael Cisar with participants from the Authority, IAC, and DOL)
 - Administrative Essentials (Authority staff)
 - Pregnancy Leave in Practice: Rights, Cases, and Compliance (CHRO staff)
 - Documentation Done Right (Authority staff and DOL staff)
 - The Business Case for Leave: ROI and Retention (Ern Choquette)

New Spanish Language Employer Creative

- Our partners at Entravision (Univision/Unimas) sourced local businesses and created videos of business leaders from Middletown Nissan and El Chaparro and El Sarape Restaurants talking about their appreciation of CT Paid Leave as a resource for their employees
- These videos are being used in our Spanish language TV and digital ads, and audio has been isolated for use in radio ads
- We are partnering with Camelo Communications to develop additional Spanish language creative



New Testimonials



Research Partnerships

- UCONN

- Rudd Center for Food Policy and Health within the Dept. of Agriculture and Resource Economics has secured funding through a USDA grant to study paid leave as it relates to chronic disease and nutrition
 - CT Paid Leave provided a letter of support as part of their grant application
 - They'll be analyzing existing data and sharing their findings with us – this is a two-year pilot with the intention of securing a larger integrated grant
 - We have provided feedback on what information would be useful for us to have
- Also met with CT Center for Economic Analysis (CCEA) to discuss a study of overarching economic benefits of paid leave, proposal is in development

- Yale University

- Study of CT Paid Leave utilization and maternal/infant health outcomes
- Yale School of Public Health in coordination with Yale Law school Solomon Center
- Working through the details and logistics of data sharing

Employer Outreach

- Meetings conducted with some of the largest employers in CT to collect feedback on Employment Verification Form, streamlining processes, suggestions for improvement, and sharing how to request access to limited employee claim data.
 - Wal-Mart
 - RTX
 - Yale New Haven Health
 - Yale University
 - Hartford Healthcare
 - Electric Boat
- Monthly outreach to newly registered businesses with Secretary of State and with CT Paid Leave Authority Continues. To date, 17 webinars for employers and sole props (CT Paid Leave 101) have been held for these businesses and individuals

Healthcare Provider Outreach

- Met with Department of Public Health to discuss collaboration. They have provided us with email addresses of licensed practitioners by profession, and we are developing messaging to send via our ListServ.
- CT Children's Medical Center: 9th Annual Statewide Care Coordination Virtual Forum: *Bridging Systems, Strengthening Transitions & Improving Outcomes* (6/4)
- Family Bridge Program presentation – Bridgeport Hospital and St. Vincent's Medical Center (6/30)
- Presentation for Yale PRIME Clinic at Yale School of Medicine (7/20)
- Hartford Hospital World Breastfeeding Week event (8/4)
- Hartford Community Health Center Health Fair (8/6)
- InterCommunitiy Health Care Center Block Party (8/6)
- Healthcare provider digital campaign has been running since late April
 - Search campaign has delivered over 39k impressions, display campaign has delivered 303k impressions, LinkedIn has delivered 14k impressions
- [CT PAID LEAVE HIGHLIGHTS PROVIDER OUTREACH EFFORT | by CT Paid Leave | May, 2026 | Medium](#)

Other Projects

- Annual Report is nearly complete and will be issued on September 1st.
- Maddie and Jessica will be going to represent CT Paid Leave in Milwaukee at the Paid Leave Working Group at the NASWA conference Sept 14-15 and will be presenting on the way our outreach strategy has had to change over time from program inception through today.



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Thank You