



Connecticut Paid Leave

**OUTREACH & ENGAGEMENT/LEGISLATIVE
QUARTERLY UPDATES**

MAY 9, 2024

A Small Business Owner's Perspective on CT Paid Leave



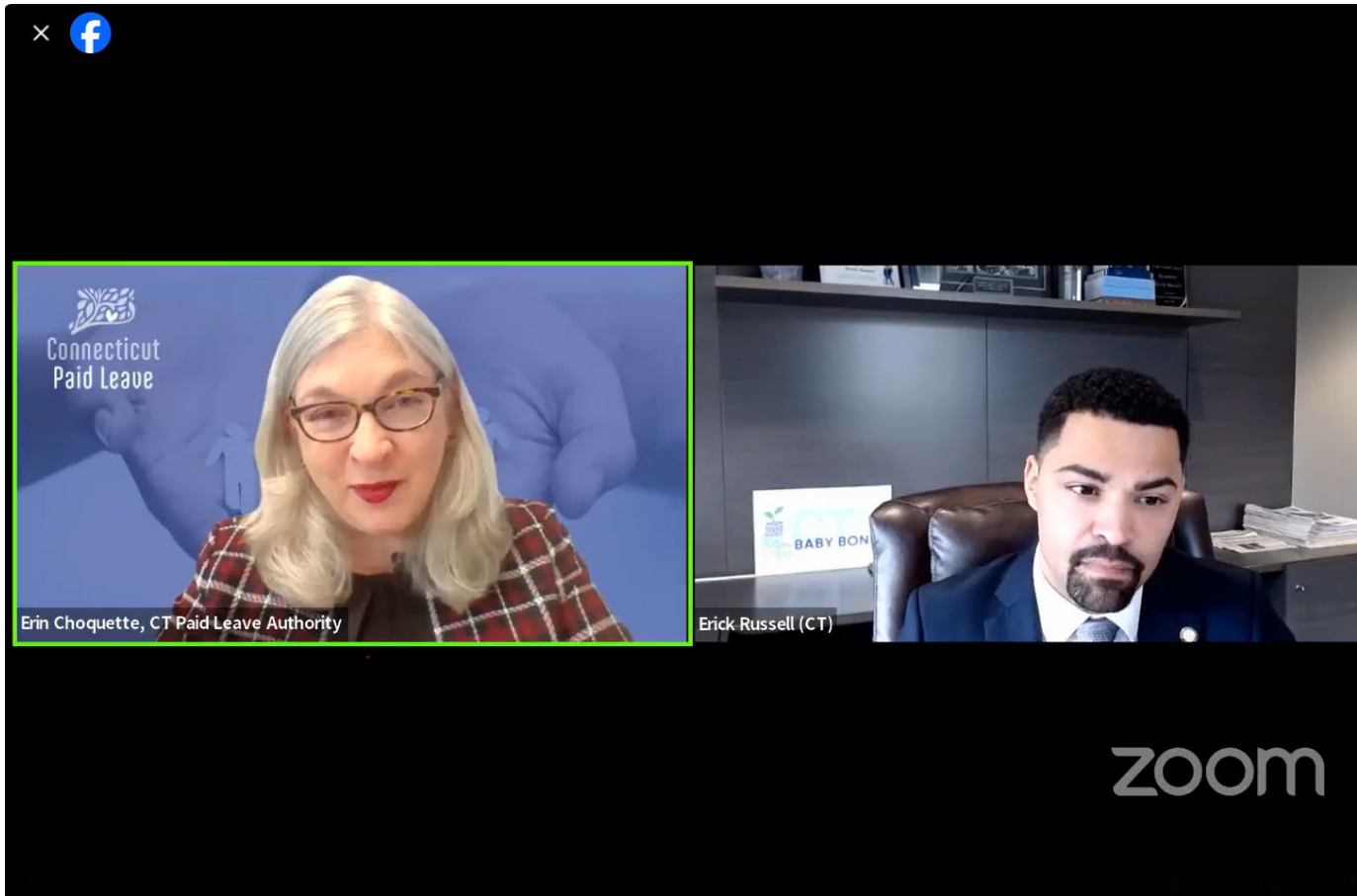
- Features small business owner Laurie Suprenant of Leaps & Bones (dog bakery and pet supply store with 3 CT locations)
- Laurie discussed her experience with CT Paid Leave from the employer perspective when one of her workers needed to use the program for caregiver leave

New Creative



- Designed to show diversity of CT workforce and benefit recipients
- Created with both English and Spanish voiceover
- Audio has been isolated and is being used for radio ads on English language and Spanish language stations
- Video is being used for television ads (WFSB, NBC, Telemundo, Univision, and Unimás), also in digital campaigns (:15 and :30 sec versions)

Setting CT Families Up for Success



- Erin and State Treasurer Erick Russell participated in a Facebook live discussion on 4/30
- Theme was “Setting CT Families Up For Success” and focused on how state policies like CT Paid Leave and Baby Bonds give families the resources they need to be successful from starting and growing their family to raising their children
- The segment is pinned on our Facebook page and will be shared to YouTube as well
- Treasurer is also participating in a full-length podcast with Nancy this summer

New Partnership: La Voz Hispana

El tiempo que te mereces.
El apoyo que te ganaste.

CT Paid Leave es un programa estatal que proporciona beneficios de reemplazo de ingresos si necesitas ausentarse del trabajo por ciertos motivos familiares o de salud, como darle la bienvenida a un hijo nuevo.

ctpaidleave.org



- Ads will be accompanied by a series of 6 articles about CT Paid Leave, following what we are doing with La Tribuna, La Vision, and White Eagle.
- Article topics so far (Tribuna):
 - CT Paid Leave and CT FMLA - Jan
 - Qualifying Reasons - Feb
 - Types of Leave (Intermittent, Reduced Schedule, Continuous) - Mar
 - Are you eligible? - April
 - CT's expanded definition of family - May
 - Information for Sole Proprietors - June

Recent and Upcoming Events, Training Sessions

Date	Event
February	<ul style="list-style-type: none"> Interval House Court Advocates Staff Training Walden Behavioral Care Staff Training Henry Carter Hull Library Info Session – Clinton CBIA Human Resources Conference tabling
March	<ul style="list-style-type: none"> International Women’s Day Panel hosted by CT Paid Leave and CWCSEO at LOB Lucinda’s House Community Baby Shower at CCSU tabling
April	<ul style="list-style-type: none"> Health Equity Week “Affording Health Equity” webinar and tabling WBDC Women Owned Business Day tabling Community Health Worker’s Day presentation and tabling Latino Health Fair in Willimantic tabling YWCA In the Company of Women event tabling Access Health Small Business Summit in Mystic SBA Resource Fair in Glastonbury tabling Danbury Library Community Baby Shower tabling

Date	Event
May	<ul style="list-style-type: none"> CHRO Community Access and Equity Fair tabling at State Armory CBIA/SBA Awards and Resource Fair tabling at TPC River Highlands Passport to Health and Wellness fair tabling in Bristol Healthcare at Home Hospice and Palliative Care Conference tabling in Bristol National Assoc. of Social Worker’s CT Chapter Conference tabling in Mystic TriState SHRM Conference at Mohegan Sun (shared tabling with CT DOL)
June	<ul style="list-style-type: none"> Norwalk Pride in the Park tabling SBA Small Business Resource Fair in Branford East Hartford Juneteenth Celebration Hartford Yard Goats Pride Night tabling CT Sun resource fair tabling at Mohegan Sun (tentative)

5 Minutes of Impact: Short but powerful conversations with CT Community Changemakers

- **Who?** Nancy and Nicole to host
- **What?** Interviews with community groups to highlight their missions and audiences
- **When?** Launching in June
- **Where?** YouTube and CT Paid Leave website
- **Why?** A way to facilitate collaborations with different groups by providing them a way to amplify their organizations and draw parallels between their work and CT Paid Leave

Topics:

- LGBTQ+ Community (PPSNE/Triangle Community Center/New Haven Pride Center)
- Reproductive Health – PPSNE (Planned Parenthood of Southern New England)/REACH Fund of Connecticut (Reproductive Equity, Access & Choice)
- Mental Health (Jordon Porco Foundation/Active Minds)
- Public Health (Universal Healthcare Foundation/Ledge Light Health District)
- Immigration (HUSKY for Immigrants Coalition/CT Students for a Dream/Make the Road)
- Latino Health (Hispanic Federation/Madre Latina/Hispanic Health Council)
- Children & Families (CT Voices for Children/The Village for Children & Families/The Connecticut Project)
- Youth (Compass Youth Collaborative)
- Housing (Partnership for Strong Communities/CT Fair Housing Center)
- Seniors (AARP/Small business)
- Food Security (CT Foodshare)

Community Education Coordinators

Request for Proposals (RFP) posted on May 6

- [Full RFP](#)
- [Press release](#)

Information Session on May 15 at 12 pm

- [Link to register](#) (will be recorded)

Next steps:

Conducting outreach to community organizations

Hiring Grants and Contracts Specialist



REQUEST FOR
PROPOSALS

**For our new Community Education
Coordinators Program!**