



Connecticut Paid Leave

OUTREACH & ENGAGEMENT COMMITTEE

APRIL 18, 2024

CT Paid Leave Interview Series

- **Who?** Nancy and Nicole to host
- **What?** Short (approx. 5 minute) 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)

New Spring
Outdoor
Creative

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New Connections

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Connecticut Urban Opportunity Collaborative*



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



Connecticut
Paid Leave



- 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

From an Employer's Perspective



- Amy and Laurie, owners of Leaps and Bones, share their story of being an employer and how paid leave has worked for them and their employees
- This will be edited to a 30 second and a 15 second version to use on TV, in radio, digital, social media, and on our website.