



Connecticut Paid Leave

OUTREACH & ENGAGEMENT COMMITTEE

OCTOBER 17, 2024

New Creative



New User Generated Content



Redesigned Infographic



Connecticut Paid Leave

WHAT IS CT PAID LEAVE?

CT Paid Leave is a state-run program that provides income replacement to covered workers when they take time away from their job for a qualifying reason.

The worker should apply to their employer for job-protected leave under the Family and Medical Leave Act (FMLA) or other laws and can apply to CT Paid Leave for income replacement benefits.



HOW LONG IS CT PAID LEAVE?



Workers who are eligible for CT Paid Leave and have a qualifying reason may receive up to 12 weeks of paid leave benefits in a 12-month period for most* leave reasons.

An additional 2 weeks may be available during pregnancy.

**Up to 12 days of the 12 weeks may be used for safe leave.*

WHAT ARE QUALIFYING REASONS?

- Medical leave (for your own serious health condition)
- Caregiver leave (for a family member)
- Bonding leave (biological, adoptive, or foster child)
- Safe leave (for family violence or sexual assault)
- Military caregiver leave
- Qualifying exigency leave



AM I ELIGIBLE?



- Do you work for a covered employer or did you within the 12 weeks immediately preceding your leave? Most private employers with 1 or more people working in CT are covered.
- Did you earn at least \$2325 in the highest earning quarter of the past 4 of the 5 most recently completed quarters?
- Are you experiencing a qualifying reason?

HOW CAN I APPLY?


CTpaidleave.org or by calling (877) 499-8606



CT Paid Leave provides income replacement, but it does not provide job protection. For job protected leave under FMLA or other laws, speak to your employer.

- Streamlined look
 - Reduced amount of text
 - Simplified language
 - More references to FMLA
 - Targeted infographics (different leave reasons, for sole proprietors, etc.)
- will utilize this same design for consistency of branding

Social Media Campaign/ Testimonials

 Connecticut Paid Leave

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SHARE YOUR
Story

What type of leave have you taken from CT Paid Leave?

<input type="checkbox"/> Serious Health Condition	<input type="checkbox"/> Family Violence Leave
<input type="checkbox"/> Caregiving	<input type="checkbox"/> Military Caregiving
<input checked="" type="checkbox"/> Childbirth and/or Bonding	<input type="checkbox"/> Qualifying Exigency Leave

How would you like to share your story?

☐ Op-ed or Letter to the Editor ☐ Video testimonial ☒ I'm not sure, please contact me

How has CT Paid Leave benefitted you, your family or your business?

I used it with my last child and I was able to stay home with him longer and my husband was able to stay home with me as well for paternity leave. My work balanced with the CT paid leave to make a seamless transition so I was able to be paid and



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Real People, Real Stories

*"As an employer, business owner and recipient of CT Paid Leave, I was so impressed with the customer service, response time and clarity on the process with CT Paid Leave. It was painless and actually enjoyable! **GO CT PAID LEAVE!**"*

-Robyn Westerkamp



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Real People, Real Stories

*"I was able to take 12 weeks for the birth of our first child. This opportunity is incredible as I could never replace that time with my wife and son. Having that time to aid my wife while in recovery and bonding those few weeks with my son is **irreplaceable.**"*

-Ben Fisher