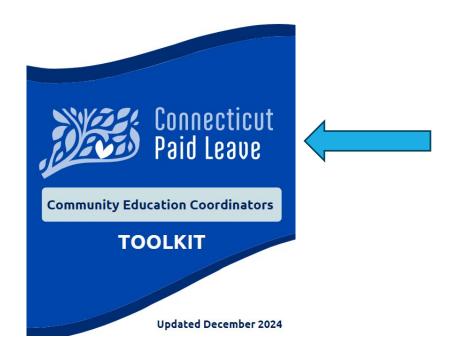


OUTREACH & ENGAGEMENT COMMITTEE NOVEMBER 21, 2024

### **CEC Update**

- Budgets and workplans have been submitted and Virginia is reviewing
- Planning underway for our final training session
- Will be held in person on 12/6
- Hands-on role-playing activities will include:
  - How to register as a business, how to register as a sole proprietor, how to make contribution payments
  - How to file a claim for benefits through the online portal
  - Specific scenarios you may encounter in outreach work
  - Overview of outreach materials available for use and the "elevator pitch"



Toolkit for CEC's based off Community Toolkit

Will be available in both English and Spanish

Printed copy (1 in each language) will be provided to each org. at the training

### **Events**

Date	Event
11/6/24	SBA Veteran's Business Resource Fair (East Hartford)
11/6/24	Fresh Check Day at NVCC (Waterbury)
11/13/24	Supporting Caregivers Networking Event with Dept. of Aging and Disability Services (Hartford)
11/14/24-11/15/24	Community Health Center Association of CT Annual Conference (Mystic)
11/18/24	CT Public Health Association Conference (Southington)
11/19/24	CT Assoc. of School Based Health Centers Conference (Southbury)
11/20/24	CT Non-Profit Alliance Conference (Hartford)
12/3/24-12/4/24	CCM Conference (Mohegan Sun)

### New Paid Leave Spotlight Episodes



How to Complete an Employment Verification Form

Different Ways to Take Leave When Receiving Paid Leave Benefits

PLS Analytics:

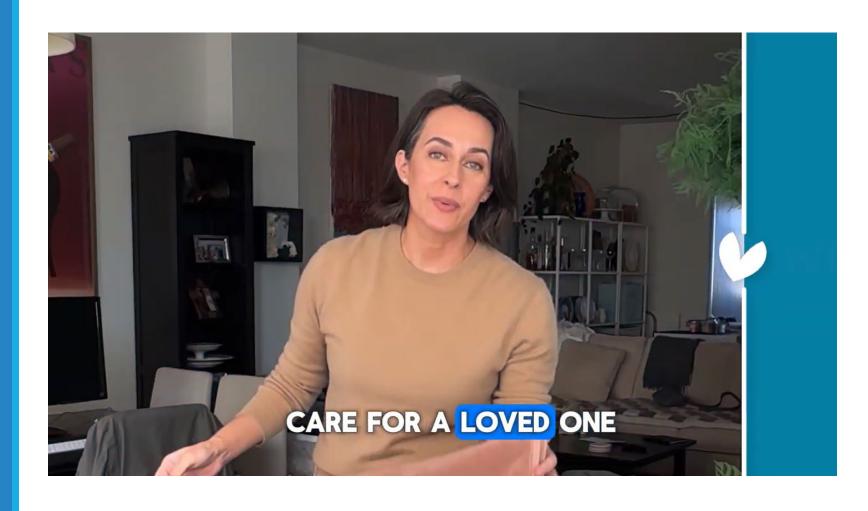
Before You Apply for Benefits: 454 views

How to Apply for Benefits: 253 views

Pregnancy and Bonding: 135 views

Total PLS Views (All Videos): 1,100

# User-Generated Content



## New Creative - Outdoor

### For Life's Most Important Moments...



ctpaidleave.org



### For Life's Most Important Moments...



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### For Life's Most Important Moments...





### New Creative - Digital









