



Connecticut Paid Leave

Outreach and Engagement Committee Update

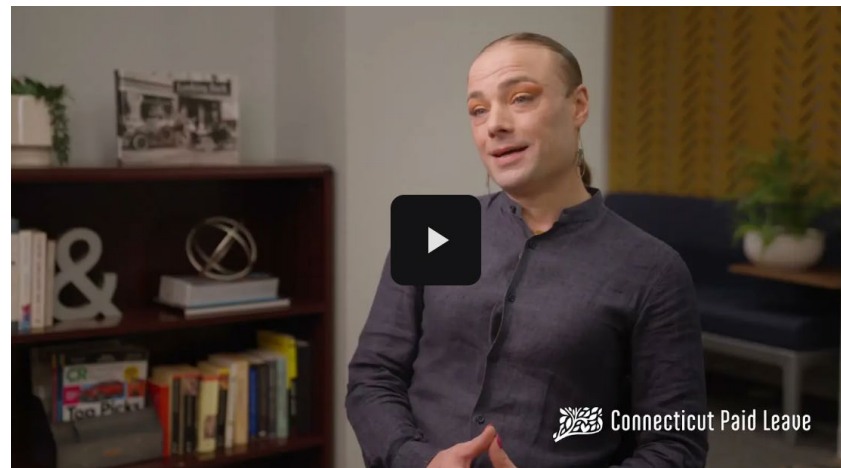
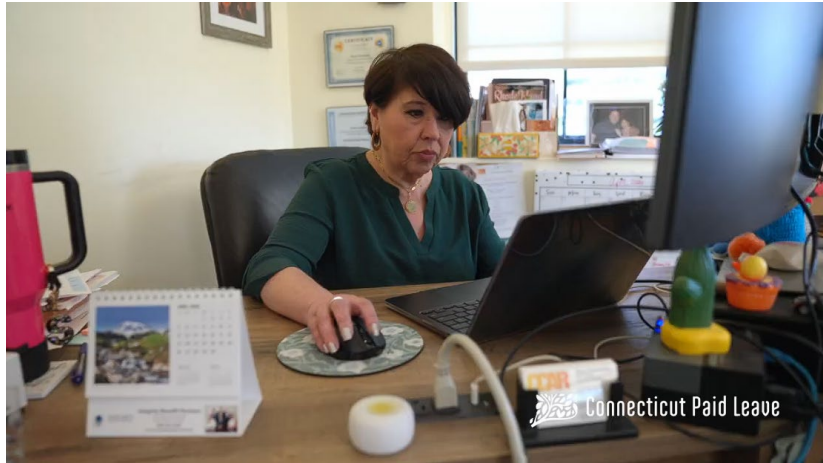
July 16, 2026

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 will be used in our Spanish language TV and digital ads, and audio has been isolated for use in radio ads
- We will also be partnering with Camelo Communications to develop additional Spanish language creative



New Testimonials



June – August events/in-person presentations

- Women's Empowerment in Business in person presentation (6/1)
- Bridgeport Salvation Army Community Resource Fair (6/3)
- West Haven Interagency Network for Children Local System of Care in person presentation (6/4)
- CT Public Caregiving event (6/10)
- Norwalk Pride in the Park (6/13)
- Glastonbury Pride (6/14)
- Make the Road CT Annual Meeting (6/17)
- West Hartford Price (6/27)
- Litchfield Wellness Festival (6/27)
- American Eagle Financial Credit Union Benefits and Wellness Fair (7/15)
- Amity Chamber Business Expo (7/22)
- HHC Breastfeeding and Family Wellness Fair (8/4)
- Inter-Community Health Care (8/6)
- TVCCA Lift and Latch (8/6)
- Community Health Center annual health fair (8/6)
- Women's Consortium and DMHAS Innovations in Maternal Behavioral Health (8/7)
- Brooker Memorial in person presentation (8/24)

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, 15 webinars for employers and sole props (CT Paid Leave 101) have been held for these businesses and individuals

Healthcare Provider Outreach

- Meeting 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 scheduled for Yale PRIME Clinic at Yale School of Medicine (7/20)
- Healthcare provider digital campaign has been running since late April
 - Search campaign has delivered nearly 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](#)



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Thank You