



# Connecticut Paid Leave

---

OUTREACH & ENGAGEMENT COMMITTEE

MAY 15, 2025

## Recent and Upcoming In- Person Events

Date	Event
5/6/25	WBDC's Women-Owned Business Day (Hartford)
5/15/25	Southern CT Black Chamber of Commerce's Network, Connect, and Build Together B2B Expo (Bridgeport)
5/17/25	New Haven Family Stroll and Festival
5/20/25	Access Health Small Business Summit (Rocky Hill)
5/20/25	Rep. Kai Belton's 3 <sup>rd</sup> Annual Mental Health and Wellness Fair (Hartford)
5/29/25	Latinas & Power Symposium (Hartford)
6/4/25	Make the Road CT's 3 <sup>rd</sup> Annual Community Health Fair (Bridgeport)
6/8/5	2 <sup>nd</sup> Annual Glastonbury Pride Festival
6/14/25	Triangle Community Center's Pride in the Park (Norwalk)
6/21/25	West Hartford Pride

# Healthcare Provider Resources/ Outreach

## Renewed focus on healthcare providers



*In development:*

- Healthcare provider toolkit
- Certification of a Serious Health Condition written job aid
- Targeted outreach to professional healthcare organizations
- Sourcing healthcare provider specific events: tabling and speaking/presentation opportunities
  - CT Psychological Association 39<sup>th</sup> Annual Conference (October)
  - CT Chapter of American Physical Therapy Association Conference (October)
  - CT APRN Annual Symposium (November)

# Contact Us Form Redesign

- We completed a comprehensive analysis of Contact Us forms received from January – March 2025
- We feel there is a need to revamp the Contact Us page to lead to a better user experience and allow our team to collect more detailed and accurate information
- We are going to employ a role-based system – based on who you are, you'll see a different set of reasons that best align with your need
- We have a working group with representatives from all teams working through how this new form will look
- Form update is phase 1. We will also look to redesign the entire Contact Us page to encourage more self-help and exploration of common topics as phase 2.

# Community Education Coordinators Update

*“The (Center for Latino Progress) staff was incredibly supportive. I needed to take time off work to care for my daughter, who was ill while abroad. Before connecting with the Center for Latino Progress, I was unaware of the CT Paid Leave benefits available to me. Thanks to their guidance, I learned about the program and the income replacement benefits I could access by applying.”*

*- Feedback from an applicant*

## **Summary: January – March 2025**

- In-person events/presentations/workshops/business visits/trainings attended: **85**
- Direct assistance provided to **48 individuals**
  - 35 over the phone
  - 9 in person
- We will begin site visits in June to observe CEC's, provide feedback, and perform a general check-in on any needs they may have
- Additional efforts:
  - Erin interviewed on one CEC's radio show
  - Orgs. are modifying outreach materials to better connect with their communities and beginning to distribute
  - CT Paid Leave info shared through social media channels and newsletters