Connecticut Paid Leave

Outreach and Engagement Committee Update

November 19, 2026

5 Year Anniversary

- Theme: 5 years of Caring, Bonding and Healing
- January 1, 2027, marks 5 years of benefit payments to CT workers – we will focus on the impact CT Paid Leave has had on workers, families, and communities over the past five years
- Over $1.97 billion has been distributed to more than 230,000 CT workers
- Goals:
  - Celebrate this milestone
  - Generate engagement
  - Increase support for program with legislators and advocates

Ideas

- Traditional media/communications
  - Anniversary press release (claims paid, benefits distributed, individuals served)
  - Creative to connect to campaign theme
  - Long format video in development
  - Interview opportunities (TV, radio, business publications)
- Story Collection
  - Survey link to share with advocates, community partners, CECs, etc. “What has CT Paid Leave meant to the communities you serve?”
- Legislator engagement
  - Weekly newsletters highlighting different aspects of the theme (one week will focus on caring, one on bonding, etc.)
  - CT Paid Leave 101 webinars in December and January
- Events
  - Roundtable or press event

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Thank You