



# Connecticut Paid Leave

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**OUTREACH & ENGAGEMENT COMMITTEE**

**SEPTEMBER 18, 2025**

## Upcoming In-Person Events

Date	Event
9/19/25	Western CT Area Association of Aging Health Expo (Waterbury)
9/20/25	Grief Awareness and Education Conference (Hartford)
9/26/25	Recovery Network of Programs Health Fair (Bridgeport)
9/27/25	CCAR Recovery Walk (Hartford)
10/2/25	Fresh Check Day at CCSU (New Britain)
10/5/25	Making Strides Against Breast Cancer (Hartford)
10/6/25	AgingCT Aging and Disability Summit (Plantsville)
10/10/25	Maternal Health Conference (Hartford)
10/21/25	CBIA Employment Law Conference (Bristol)
10/23/25	Fresh Check Day at Naugatuck Valley Community College (Waterbury)
10/24/25	CT Psychological Association Conference (Orange)
11/11/25	CT Assoc. of School Based Health Centers Conference (Southbury)
11/13/25	CT Non-Profit Alliance Conference (Hartford)
11/14/25	Caregiver Symposium (Hamden)
12/2/25	CT Council of Municipalities Conference (Mohegan Sun)-Erin will be presenting

# Healthcare Outreach

CT Chapter of the AAP (American Association of Pediatrics)

- Webinars on 9/4 and on 9/25
- Webinar for Family Support Parenting Program at YNHH on 9/17

New creative in development talks about CT Paid Leave from a healthcare perspective (pediatrician, mental health clinician, business owner who works with disabled and special needs individuals with equine therapy)



# School Outreach

- 8 webinars held so far
  - Separate webinars for public school operators and nonpublic elementary/secondary schools
    - Employers
    - Employees
- 3 more scheduled for next week
- Additional dates are being added due to demand
- 1:1 conversations with school districts that have requested in
- Presentations for American School for the Deaf per request
- Digital campaign running for awareness



# Family Fun Expo



The poster features a dark blue background with a starry space theme. At the top left is an illustration of a family (mother, father, and child). At the top right is a hot air balloon. In the center, there are three jack-o'-lanterns. To the right of the jack-o'-lanterns is a paint palette and a rocket ship. At the bottom left is a yellow balloon. At the bottom right is a QR code. The text is centered and includes the event title, date, time, location, activities, admission status, and a registration link.

## CT Paid Leave Family Fun Expo & Resource Fair

Saturday, October 18th  
10am-2pm  
Hartford Public Library, 500 Main St.

Face Painting, Balloon Animals, Craft and Coloring  
Stations and more

**Free Admission**

 Connecticut Paid Leave

[Register for a free goody bag!](#)



# Family Fun Expo

## **Resource Fair Exhibitors:**

- Access Health CT
- Before and After Baby Lab
- CCMC Injury Prevention Program
- CT Science Center
- Count the Kicks
- DPH
- DSS
- Hartford Healthcare Institute of Living
- City of Hartford Health and Human Services
- Miracle 8 Foundation
- Ms. Gomes on the Go
- OEC Parent Cabinet
- OTT

## **Activities/attractions:**

- Craft stations
- Mascots from UCONN, Hartford Yard Goats, and CT Sun
- Interactive exhibit from CT Science Center
- Face painting
- Balloon animals
- Ben and Jerry's ice cream
- Goody bags

# Family Fun Expo

## Promotion:

- Family and Kid Activity Websites:
  - Macaroni Kids
  - Kidtivity.com
  - KidsOutandAbout.com
  - Mommy Poppins
- Digital campaign
- Print ads in La Vision and White Eagle
- Radio commercials on WRYM and WWCO (Spanish Language), WKSS, WRCH, WTIC-FM, WZMX
- Flyers distributed to businesses in and around Hartford, emailed to Hartford Public Schools, City of Hartford Office of Community Engagement
- Posting on Ctvisit.com

**Please help us promote by sharing our social media posts!**



# Community Education Coordinators Initiative (CECI) Update

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# Quarter 2 Performance Update

## Workplan Status

- Not Started: 7 (Q1: 23), In Progress: 66 (Q1: 52), Completed: 11 (Q1: 3)

## Application Assistance

- 130 people reported receiving application assistance in Q2. Total number helped so far in 2025, 178 people.
  - 64% were women, 32% were men, 2% were non-binary, and 3% were not identified or preferred not to answer.
  - 28.46% work in retail or trades.
- Top reasons for Leave: Medical Leave, Bonding Leave, and Caregiver Leave

## Outreach Activities

- 189 events attended including tabling at businesses, and hosting or attending workshops and trainings.
- Total impressions documented at these events: 4,878
- Total attendees at all events: 16,454

## Outreach Materials

- Almost 10,000 materials distributed/posted
  - Flyers, post-cards, brochures handed out at events, stocked at businesses
  - Majority of social media is Facebook posts with 34 posts.

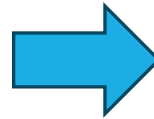
# 2026 CECI Update

2025

Application Assistance and Support

Development and Distribution of Outreach Materials

Direct Provision of CT Paid Leave Information



2026

Application Assistance and Support

Direct Provision of CT Paid Leave Information

**Optional:** Development and Distribution of Outreach Materials

# Contract Renewal with Current CECs

October 17<sup>th</sup> – Submission of Workplans & Budgets

November 1<sup>st</sup> – Completion of Review of Workplans & Budgets

November – December – Contract Negotiations and Execution

January 1 – December 31, 2026 – Contract Term

# 2026 Request for Proposals

September 2<sup>nd</sup> – RFP Posted

- [https://webprocure.proactiscloud.com/wp-web-public/en/#/bidboard/bid/137498?searchterm=\\* &pagenumber=1&customerid=51&oid=149300&shorBy=r](https://webprocure.proactiscloud.com/wp-web-public/en/#/bidboard/bid/137498?searchterm=* &pagenumber=1&customerid=51&oid=149300&shorBy=r)
- [https://www.ctpaidleave.org/resources-and-guides/community-education-coordinators?language=en\\_US](https://www.ctpaidleave.org/resources-and-guides/community-education-coordinators?language=en_US)

September 10<sup>th</sup> – Information Session Conducted

- [https://youtu.be/uuZSxM\\_tyY0?si=Hi18EKmCTcSgINEI](https://youtu.be/uuZSxM_tyY0?si=Hi18EKmCTcSgINEI)

September 15<sup>th</sup> - Written questions due

- No questions were received

October 16<sup>th</sup> – Proposals are Due

Oct 29<sup>th</sup> – Nov 3<sup>rd</sup> – Proposer Interviews (If needed)

November 14<sup>th</sup> – Select Proposals

November 17<sup>th</sup> – Start Contract Negotiations

January 1, 2026 – December 31, 2026 - Contract Term

# CECI Training

Training Series will be hosted January 2026 culminating in an In-person training

- This training will be have the same information but a condensed schedule.
- Host the same training session twice a week for schedule flexibility

For CECs from the 2025 cohort, we are requiring that staff that did not attend the previous trainings including the in-person training to attend the 2026 training.

- The training will be open to everyone if they would like to take the trainings again.

# 2026 CECI Proposal Reviews

Review of proposals will focus on:

- service areas specifically which towns services and outreach will be conducted in and the populations that will be targeted.
  - 2026 Work Plan template requires towns and populations to be identified for each activity
  - We will compare the workplan information to claim submission data to identify gaps and coverage.
- Quality of proposed Work Plans
- Organizational experience and current work
- Proposed Budget Costs