



# Connecticut Paid Leave

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OUTREACH & ENGAGEMENT QUARTERLY UPDATE

OCTOBER 9, 2025

# Stretching Outreach Dollars

**Negotiation:** All media buys include added value elements

- Radio:
  - double the schedule with no charge bonus spots (example: buy 15 commercial per week, get 15 additional at no charge).
  - By placing radio buys, we secure interview opportunities that otherwise would not be available to us.
  - Negotiated rates have been held for us since 2021.
- Print:
  - no charge articles allow us to elaborate on our message and provide a longer format to share specific details about the CT Paid Leave program (we purchase ads and secure articles at no additional charge).
- Outdoor:
  - Buy placing pre-emptible, digital boards, we secure lower pricing.
  - Lamar continually overdelivers on guaranteed plays and impressions by anywhere from 25-50%.
- TV:
  - We secure appearances on shows like Great Day and CT Buzz due to our ad buys and negotiate added value bonus commercials.

**Creative Production:** We create multiple versions of videos with each new piece of creative. For example, new videos feature healthcare and related providers that recorded versions talking about CT Paid Leave from a healthcare perspective and an employer perspective. We will use these to reach different audiences.

# Stretching Outreach Dollars (continued)

## Expanding Opportunities: Podcast

- Allows us to be a thought leader and to have something of value to offer to potential partners. For a very minimal cost to produce the podcast, we have secured numerous opportunities that allow us to extend out outreach.
- Examples:
  - Podcast guests **Dr. Jennifer Schwab** (Rocky Hill Pediatrics), **Samantha Alzate** (Mindful Transformations) and **Renee Bouffard** (Healing Hoofbeats) agreed to produce videos for us which will be used in our digital, TV and radio campaigns. These people not only have real life experience with CT Paid Leave, but it also saves us money since we don't have to hire actors. Samantha also authored an op-ed for us which was published in CT Examiner.
  - **Dr. Myriah Hinchey** appeared on Lyme disease podcast. She agreed to distribute our infographics to her patients.
  - Maternal Health month podcast guests **Golden Radiance Village** have become great partners. They have included us in their community baby shower events.
  - Agricultural podcast guests from **New Connecticut Farmer's Alliance** connected us to CT Farm Bureau, CT Greenhouse Growers Association, CT Nursery and Landscape Association, UCONN Extension
  - Dad who used CT Paid Leave when his second child was born produced a testimonial for us and wrote an Op-Ed. Also connected us with his employer (**Hospital for Special Care**) to share outreach materials.

# Events Update

Month	Events
September	<ul style="list-style-type: none"><li>• Western CT Area Agency on Aging Health Expo (Waterbury)<ul style="list-style-type: none"><li>• Grief Awareness and Education Conference (Hartford)</li></ul></li><li>• Recovery Network of Programs Community Health Fair (Bridgeport)<ul style="list-style-type: none"><li>• CCAR Recovery Walk (Hartford)</li></ul></li></ul>
October	<ul style="list-style-type: none"><li><ul style="list-style-type: none"><li>• Fresh Check Day at CCSU (New Britain)</li><li>• Making Strides Against Breast Cancer (Hartford)</li><li>• Aging CT Aging and Disability Summit (Southington)</li></ul></li><li>• Hispanic Health Council Annual Maternal Health Conference (Hartford)<ul style="list-style-type: none"><li>• City of Hartford Community Baby Shower</li></ul></li><li>• CT Paid Leave Family Fun Expo and Resource Fair (Hartford)</li><li>• Fresh Check Day at Naugatuck Valley Community College (Waterbury)</li></ul>
November	<ul style="list-style-type: none"><li>• CT Association of School Based Health Centers Conference (Southbury)<ul style="list-style-type: none"><li>• CT Non-Profit Alliance Conference (Hartford)<ul style="list-style-type: none"><li>• Caregiver Symposium (Hamden)</li></ul></li></ul></li></ul>
December	<ul style="list-style-type: none"><li>• CT Conference of Municipalities Conference/Presentation (Mohegan Sun)</li></ul>

# Community Education Coordinators Update: Q2 Results

## 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 CEC 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

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

# Contract Renewal with Current CECs

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

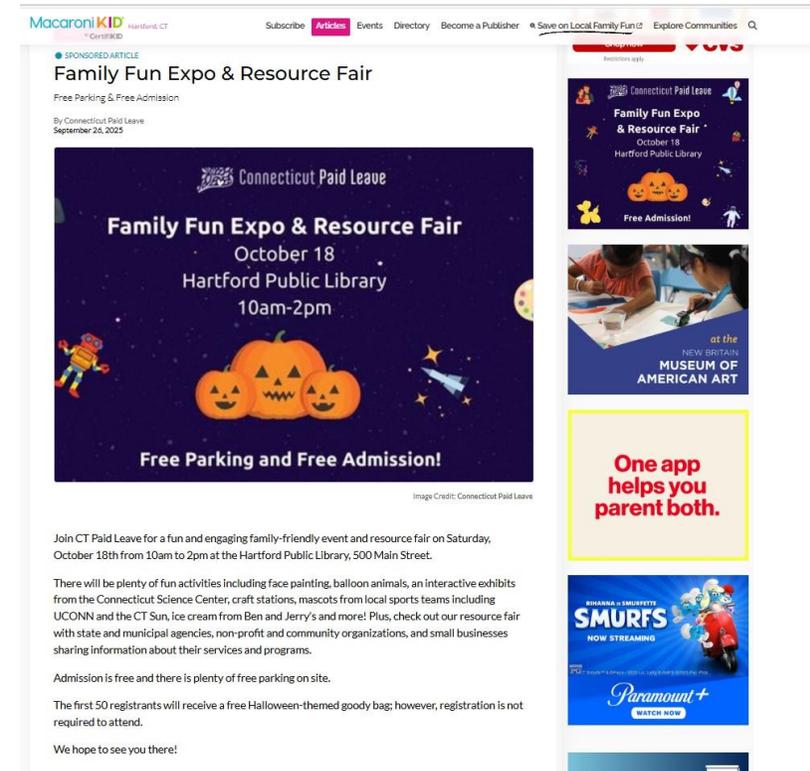
November 1<sup>st</sup> – Completion of Review of Workplans & Budgets

November – December – Contract Negotiations and Execution

January 1 – December 31, 2026 – Contract Term

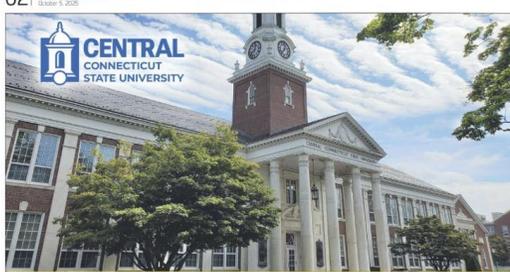
# Family Fun Expo and Resource Fair: 10/18

- Why? Build trust with the community, bring together resources and services that benefit our audience
- 16 Exhibitors
- Face painting, balloon twisting, Ben and Jerry's
- Interactive exhibit from CT Science Center
- 100 "pre-registrations"
- Mascots from UCONN and Hartford Yard Goats
- Promotion is in full swing
  - Erin's 5 Minutes of Impact segment
  - Kid-focused websites and newsletters (Macaroni KID, Kidtivity, KidsOutadAbout.com, Mommy Poppins)
  - Print ads (White Eagle, La Vision)
  - Radio ads (English and Spanish) and interviews and Spotify ads
  - Social media
  - Flyers distributed around Hartford and surrounding towns
  - Emailed to Hartford schools and surrounding town schools
  - Posted on ctvisit.com



# Family Fun Expo and Resource Fair: 10/18

32 **Wydanie specjalne** Wiosna 9, 2025 **WHITE EAGLE** **BIAŁY ORZEŁ** Czytajna [BialyOrzeł24.com](http://BialyOrzeł24.com)



**CENTRAL**  
CONNECTICUT  
STATE UNIVERSITY

**The S. A. Blejwas Endowed Chair in Polish and Polish American Studies serves CCSU students and Connecticut for over fifty years.**

The program offers courses in history, politics, culture, literature, and language. It sponsors and administers scholarships related to the Polish Studies Program. Events include concerts, exhibits, movie showings and these endowed lectures:

- Fiedorczyk-Wodarski Lecture in Polish American Studies
- Richard Godlewski Evening of Polish Culture
- Alexander Kaproski Lecture in Polish Business & Economy
- Franciszek Lachowicz Polish Studies Fund
- Stanislaw and Anita Milewski Polish Studies Lecture
- Nowakowski Family Lecture Fund
- Michael A. Pezdek Lecture in Polish Military History
- Alex and Regina Rudewicz Polish Music Series



**Congratulations to this year's Grand Marshal of the Pulaski Parade, Arkadiusz Baginski, and to the entire Polish community marching down Manhattan's Fifth Avenue.**

**POLISH STUDIES**

For more information about the Polish Studies Program and scholarships visit:  
[www.ccsu.edu/polishstudies](http://www.ccsu.edu/polishstudies)

33 **Wydanie specjalne** Wiosna 9, 2025 **WHITE EAGLE** **BIAŁY ORZEŁ** Czytajna [BialyOrzeł24.com](http://BialyOrzeł24.com)

**Connecticut Paid Leave**

**Targi Rodzinnej Rozrywki i Targi Zasobów**

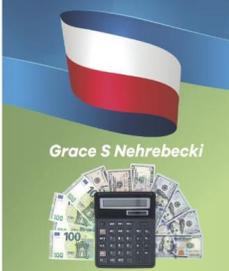


Sobota, 18 Października, 10am-2pm

Biblioteka publiczna w Hartford, 500 Main St.  
Wstęp i Parking Bezpłatny

[ctpaidleave.org](http://ctpaidleave.org)

**Grace S Nehrebecki**



Serdeczne gratulacje i wyrazy uznania dla organizatorów 88. Parady Pulaskiego w Nowym Jorku oraz dla Wielkiego Marszałka Arkadiusza Bagińskiego. Ciepło pozdrawiamy wszystkich uczestników, życząc wspaniałego i radosnego czasu przeżywanego w jedności.

**Rozliczenia podatkowe:**

- rozliczenia elektroniczne dla osób indywidualnych
- rozliczenia firm - LLC, spółki, korporacje
- Prowadzenie księgowości dla firm
- Payroll - podatki dla pracowników

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1033 Broad Street, Clifton, NJ 07013

300 x 600 - 1

**Connecticut Paid Leave**

**Join us at the Family Expo**

Sat, Oct 18<sup>th</sup> | 10-2pm  
Hartford Public Library

[Learn More](#)

300 x 600 - 2

**Connecticut Paid Leave**

**Resources & Support**

Connect with local programs & services.



[Learn More](#)

300 x 600 - 3

**Connecticut Paid Leave**

**Family Fun Activities**

Crafts · Balloon Animals  
Face Painting



[Learn More](#)

300 x 600 - 4

**Connecticut Paid Leave**

**Health & Wellness**

Meet with trusted experts



[Learn More](#)

300 x 600 - 5

**Connecticut Paid Leave**

**Don't Miss the Family Expo!**

Discover helpful resources for your family's journey.

[ctpaidleave.org](http://ctpaidleave.org)

# School Outreach

- 12 webinars held so far
  - Separate webinars for public school operators and nonpublic elementary/secondary schools
    - Employers
    - Employees
- 3 Additional dates are upcoming
- 1:1 conversations with school districts that have requested it
- Presentations for American School for the Deaf per request
- Digital campaign running for awareness
- Individual outreach to schools to ensure registration has been completed
- New FAQ sheet for schools posted to website



# New Creative

Healthcare provider perspective (pediatrician, mental health clinician, Exec Director of a non-profit that works with disabled and special needs individuals with equine therapy) and employer perspective (all three are business owners)

