

Communications Campaigns

1

“Update Us So We Can Update You” Campaign

- Outreach encouraging benefit recipients to update their contact information to ensure timely receipt of notices (www.ct.gov/UpdateUsDSS)
- Multimedia approach using Social Media; outreach to Community Partners; bus, billboard, radio and newspaper ads

2

Toolkits for Partners and Clients

- Resource repository online (www.ct.gov/phe) geared specifically to Community Partners and Clients
- Direct emails and automated calls to clients done by our medical administrative service organization, CHNCT

3

Notices to Impacted Clients

- DSS is in the process of creating and distributing notices to impacted clients through various channels, including mail inserts ("buckslips"), videos, public service announcements, text messages, online toolkit, and other resources
- Text messaging under development pursuant to recently updated guidance from the FCC

4

Videos for Partners and Clients

- [SNAP EA Ending Community Partners Video](#)
- More videos about updates are in production