

A close-up photograph of a man and a woman tenderly kissing a baby on the cheeks. The man is on the left, wearing a light brown button-down shirt. The woman is on the right, with dark hair pulled back. The baby, wearing a bright pink cardigan, is in the center with its eyes closed. The background is a soft, out-of-focus white.

RI Paid Leave Launch Support

Public Health Communications

- Family Visiting
- WIC
- HIV testing
- Diabetes prevention
- Recovery services
- Teen worker safety
- Immunizations
- Zika virus



Challenges


Awareness
Comprehension
Fear
Activation

Incremental Strategy

Generate awareness, engagement and viral sharing with a limited budget... fill communication gaps among in the community among those most in need

- 1) Build a bilingual microsite for all audiences
- 2) Use affordable paid digital media to efficiently reach target audiences and drive engagement
- 3) Leverage existing channels to start conversations

RiPaidLeave.net



[SELECT LANGUAGE](#) ▼

[HOME](#)

[ABOUT PAID LEAVE](#)

[YOUR PAID LEAVE OPTIONS](#)

[EMPLOYERS](#)

[PROVIDERS](#)

[RESOURCES](#)

[STORIES](#)



PARENTAL LEAVE

All parents deserve time to care for a newborn baby, a newly adopted child, or a foster child. RI's paid leave program can help both mothers and fathers balance work and family life.

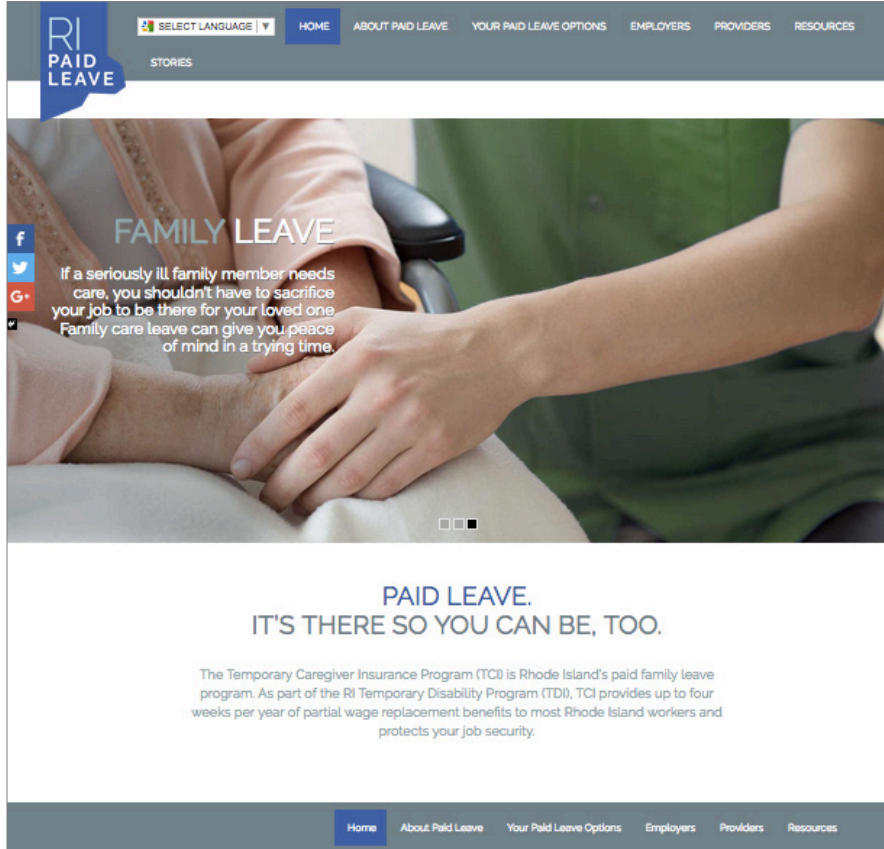


PAID LEAVE.

IT'S THERE SO YOU CAN BE, TOO.

The Temporary Caregiver Insurance Program (TCI) is Rhode Island's paid family leave program. As part of the RI Temporary Disability Program (TDI), TCI provides up to four weeks per year of partial wage replacement benefits to most Rhode Island workers and protects your job security.

Gateway to TCI Claim System



The screenshot shows the homepage of the Rhode Island Paid Leave website. The header includes a navigation bar with links: HOME, ABOUT PAID LEAVE, YOUR PAID LEAVE OPTIONS, EMPLOYERS, PROVIDERS, and RESOURCES. A language selector is also present. The main content area features a large image of a person's hands holding another person's hand, with the text "FAMILY LEAVE" and a quote: "If a seriously ill family member needs care, you shouldn't have to sacrifice your job to be there for your loved one. Family care leave can give you peace of mind in a trying time." Below this, the text reads: "PAID LEAVE. IT'S THERE SO YOU CAN BE, TOO." and "The Temporary Caregiver Insurance Program (TCI) is Rhode Island's paid family leave program. As part of the RI Temporary Disability Program (TDI), TCI provides up to four weeks per year of partial wage replacement benefits to most Rhode Island workers and protects your job security."



Exit The Rhode Island TDI Internet Claim System Exit

Start the Process for Filing a TDI Claim

Temporary Disability Insurance (TDI) provides benefit payments to insured RI workers for weeks of unemployment caused by disability. The TDI program, enacted in 1942, was the first of its kind in the United States. It protects workers against wage loss resulting from a non-work related illness or injury, and is funded exclusively by Rhode Island workers. Only four other states, New York, New Jersey, California and Hawaii, as well as the Commonwealth of Puerto Rico, have a TDI program.

Temporary Caregiver Insurance Program (TCI) provides wage replacement benefits to workers who take time out of work to care for a seriously ill child, spouse, domestic partner, parent, parent-in-law, grandparent, or to bond with a new child. This program was signed into law and is available as of 1/5/2014. This program has the same monetary eligibility requirements as the TDI program.

Most individuals who work in Rhode Island, regardless of place of residence, are covered by TDI. (Exceptions include federal, state and some municipal employees as well as partners and non-incorporated self-employed workers.) To be eligible, an individual must meet certain earnings requirements and be medically certified by a Qualified Healthcare Provider (QHP) as unable to work.

Do you need to file a TDI Claim?

Most Rhode Island employers withhold TDI taxes. However, there are some exceptions. Federal and state employees, partners and non-incorporated self-employed workers are not subject to TDI. Some municipal workers are not subject to TDI. Do you wish to continue filing a TDI claim?

☒ Yes
☐ No

What program are you applying for, reason for the leave?

☐ Myself - recover from childbirth/illness/surgery/injury
☐ Care for Family Member
☐ Bond with Child

Next

If You Experience Technical Difficulties With This Website And Wish To Send An E-mail To Rhode Island Department Of Labor And Training, Please Click Here. If You Have General Information Questions Concerning TDI Or Questions Concerning Your TDI Claim, And Wish To Send An E-mail To TDI Click Here. Alternatively, You May Contact Us By Telephone At (401) 452-9420.

Gateway to TCI Claim System

How to Apply for Paid Leave: Temporary Caregiver Insurance



Helpful Hints – Page 1

THE TDI/TCI APPLICATION

Applying for TCI can happen during a busy and stressful time. Here are some tips to help you get through the application process.

1. WHEN DO I APPLY?

First, similar to TDI, you have to be out of work for 7 days before you apply for TCI. You have to submit your application within 30 days of your TCI leave. It may take some time gathering needed documentation, so start early to avoid the risk of having your application denied.

If you are applying for bonding leave, note that you cannot apply for TCI until your child has arrived. Think ahead – this will likely be a busy time. Consider reviewing what information you need and how to complete the application beforehand to ease the process during this transition time.

2. WHICH APPLICATION?

Remember that the TCI program is part of RI's TDI (Temporary Disability Insurance) program. Thus, the same application is used to apply for TDI and TCI benefits. However, if you are moving from TDI to TCI, you will have to fill out the application twice, once for TDI and one for TCI.

3. IF YOU ARE A BIRTH MOTHER

You are eligible to take TDI for pregnancy-related disabilities before the birth, AND/OR to recover from childbirth. Both leaves require a note from your Certified Health Care Provider.

The standard length of TDI childbirth-related leave is 6 WEEKS for a vaginal birth, and 8 WEEKS for a



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Microsite: Stories



SELECT LANGUAGE ▼

HOMEABOUT PAID LEAVEYOUR PAID LEAVE OPTIONSEMPLOYERSPROVIDERSRESOURCESSTORIES



Derek

"More than anything, me being able to be home and help my wife was the biggest impact of TCI."





I took TCI when my wife had our son. My job knew that my son was on the way, and my wife's labor was actually induced while I was at work. The labor process was really long for her – we were up for two days straight! That was an immediate benefit of the leave, because I was able to be there with her during that time.

When my son was born, I first took all of the vacation time I had stocked up, and I took two weeks of TCI after that. My wife took TCI and maternity leave through her work for 12 weeks. We were lucky, because the TCI paid 60% and my wife's employer matched it to make it 100% for the full 12 weeks. It worked out really well, because at the end of my wife's maternity leave it was around Christmas time. I filed for TCI that week because I had no vacation time left. I got approved, and that allowed me to start our daycare at the New Year instead of the holiday week beforehand.

Microsite: Employers



[HOME](#) [ABOUT PAID LEAVE](#) [YOUR PAID LEAVE OPTIONS](#) **EMPLOYERS** [PROVIDERS](#) [RESOURCES](#) [STORIES](#)



EMPLOYERS

Paid leave is a win-win for employers and their employees.




When employees balance their work and family life, everyone benefits. Studies show that when they can stay home to care for a family member or a newly arrived child, employees are more likely to return to work healthy and productive. They show more job satisfaction and loyalty to their company, and less stress. Paid leave also helps to reduce turnover rates and the costs associated with recruiting and hiring new employees.

Your employees fund the program through TDI/TI deductions. While it provides only partial wage replacement, for many employees the time they spend at home enables them to return to work as productive and valuable workers. **That's good for your company.**

[Fast Facts about Temporary Caregiver Insurance \(pdf\)](#)
[As an employer, what are my responsibilities? \(pdf\)](#)
[Download information you can distribute to your employees. \(pdf\)](#)
[Learn how to create a supportive work environment. \(coming soon\)](#)

[Home](#) [About Paid Leave](#) [Your Paid Leave Options](#) **Employers** [Providers](#) [Resources](#) [Stories](#)

Microsite: Providers



HOMEABOUT PAID LEAVEYOUR PAID LEAVE OPTIONSEMPLOYERS**PROVIDERS**RESOURCESSTORIES

PROVIDERS

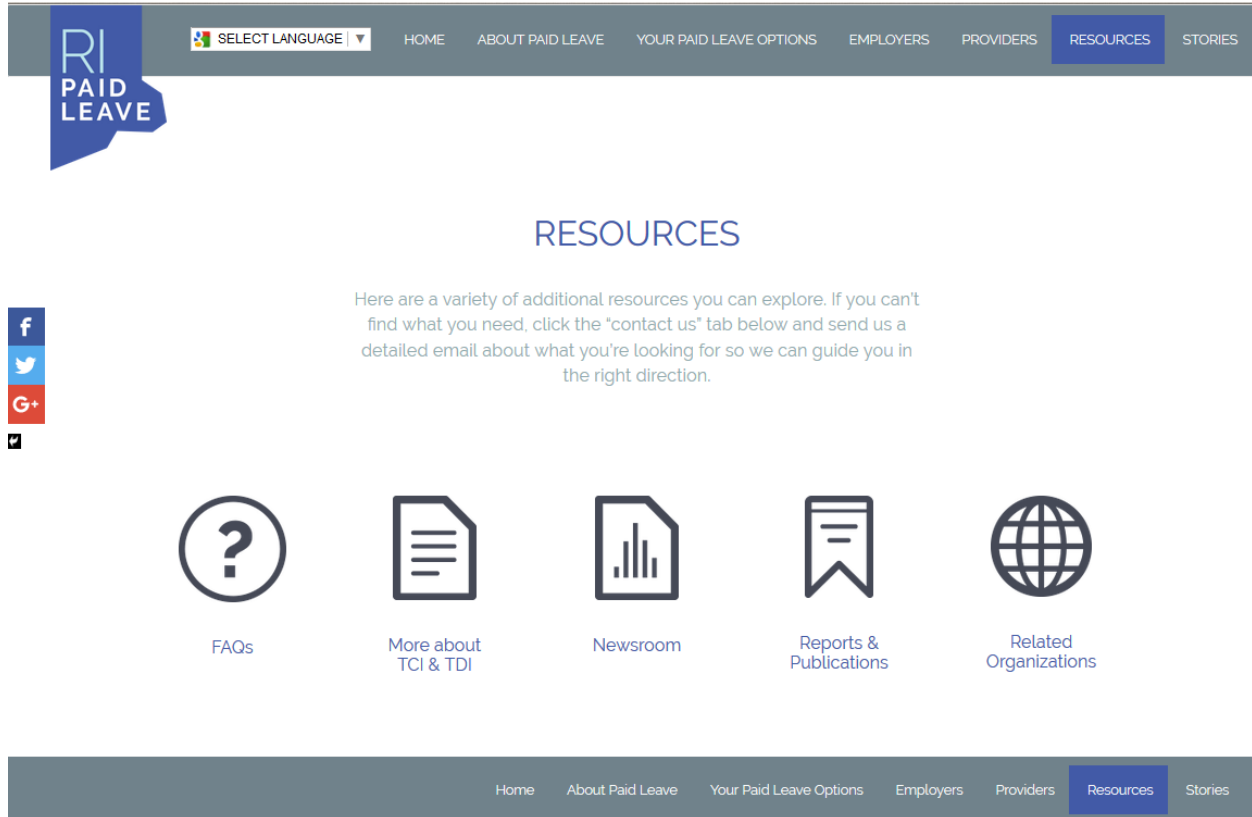
HEALTHCARE AND COMMUNITY PROVIDERS PLAY A SPECIAL ROLE IN THE LIVES OF THEIR PATIENTS AND CLIENTS.

Many of your patients or clients who could benefit from paid leave don't know about the TCI program. You play a special role in informing them about the law and explaining the value of the TCI program. Whether it's leave to care for a newly arrived child or a seriously family member – young or old – those who are able to take leave report many positive outcomes, both for the caregiver and care receiver.

[Fast Facts about Temporary Caregiver Insurance \(pdf\)](#)
[Download this brochure you can distribute to your clients or patients \(pdf\)](#)

HomeAbout Paid LeaveYour Paid Leave OptionsEmployers**Providers**ResourcesStories

Microsite: Other Resources



Media Buy

Goal: website clicks

- **Two English ads:** one Family Care, one New Parents
- **Two Spanish ads:** one Family Care, one New Parents
- **Geo-Targeting:** Rhode Island
- **Age Targeting (Family Care):** 35 - 54
- **Age Targeting (New Parents):** 21-34
- **Interest Targeting (Family Care):** \$30k-\$75k/year
- **Interest Targeting (New Parents):** Purchase behaviors related to children and baby products



Paid Search Ads

RI's Paid Leave Program - Maternity & Paternity Leave

Ad www.ripaidleave.net

Parents deserve time to care for a newborn, an adopted child, or foster child.



Temporary Caregiver Insurance - RI's TCI Paid Leave Program

Ad www.ripaidleave.net


For times when caring for a family member has to be your most important priority


Caring For a Family Member? - Peace of Mind in a Trying Time


Ad www.ripaidleave.net

RI's New Family Care Leave. Provide care without worrying about losing your job.


Paid Social Ads

**RI Paid Leave**

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A new family is a team. Take the time you need with your new child.






RI Temporary Caregiver Insurance (TCI)

Paid leave to care for your family. The Temporary Caregiver Insurance Program (TCI) is Rhode Island's paid family leave program. As part of the RI Temporary Disability Program (TDI), TCI provides up to four weeks per year of partial wage...


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25 Reactions 8 Comments 28 Shares

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Desktop

**RI Paid Leave**

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Mothers and fathers alike, take the time to welcome your child to the world with the income and job security you need.



RI Temporary Caregiver Insurance (TCI)

[ripaidleave.net](#)

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Be there in their time of need. Get the job security and income you need to take care of your loved ones.



RI Temporary Caregiver Insurance (TCI)

Paid leave to care for your family. The Temporary Caregiver Insurance Program (TCI) is Rhode Island's paid family leave program. As part of the RI Temporary Disability Program (TDI), TCI provides up to four weeks per year of partial wage...

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Excedencia maternal (para la madre o el padre) con la seguridad de ingresos y empleo que usted necesita.

[See Translation](#)



Seguro Temporal del Cuidador de RI

Excedencia pagada para mantener a su familia.

RIPAIDLEAVE.NET

[Learn More](#)

19 Likes

Like

Comment

Share



Provider Outreach Support



Need time to care for a new baby or loved one?

It's time to consider Temporary Caregiver Insurance.





About Temporary Caregiver Insurance

There are times when caring for a family member has to be your most important priority – and that's why Temporary Caregiver Insurance (TCI) exists. Rhode Island's TCI paid leave program helps you afford to take time off from work so you can

-  care for a seriously ill child, spouse, domestic partner, parent, parent-in-law, or grandparent
-  bond with a newborn child, adopted child, or foster child

As part of the RI Temporary Disability Program (TDI), TCI provides up to four weeks per year of partial wage replacement benefits to most Rhode Island workers and protects your job and seniority while you are home providing care.

Your Paid Leave Options

Chances are you will have to take time off to care for a loved one at some point in your life. Rhode Island's TCI law provides most RI employees up to four weeks of paid leave, giving you some peace of mind so you can provide care without worrying about losing your job. This is a program you already pay for, so use it if you need to.

There are two types of leave you can apply for: parental leave and family leave.

Parental leave

All parents deserve time to care for a newborn baby, a newly adopted child, or a foster child. RI's paid leave program can help both mothers and fathers balance work and family life.

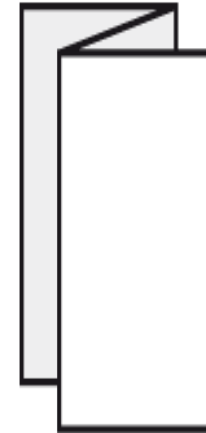
Having a strong bond with parents is vital to your baby. And you deserve time away from work to bond with a newborn baby, a newly adopted child, or a foster child. Use paid leave to take up to four weeks away from work to start a healthy family. Feel good knowing that you're still receiving some income to provide for your family – and that you'll be able to return to a job.

Family leave

If a seriously ill family member needs care, you shouldn't have to sacrifice your job to be there for your loved one. Family care leave can give you peace of mind in a trying time.

When your spouse, domestic partner, child, parent, parent-in-law, or grandparent is seriously ill, you'll be able to take up to four weeks away from work to care for them. Your income will be partially replaced while you are providing care, and your job will be there when you return.

Interested in TCI? Learn more at
RIPaidLeave.net



Provider Outreach Support



¿Necesita tiempo para cuidar de un nuevo bebé o un ser querido?

Es hora de considerar el Seguro de Cuidador Temporal.



Acerca del Seguro Temporal para Cuidadores

Hay momentos en que cuidar a un miembro de la familia tiene que ser su prioridad más importante - y es por eso que existe el Seguro Temporal de Cuidador (TCI). El programa de licencia pagada de TCI de Rhode Island le ayuda a tomar tiempo libre del trabajo para que pueda

-  Cuidado de un niño gravemente enfermo, cónyuge, pareja doméstica, padre, suegro o abuelo
-  Vínculo con un niño recién nacido, adoptado o niño adoptivo

Como parte del Programa de Incapacidad Temporal (TDI) de RI, TCI proporciona hasta cuatro semanas por año de beneficios parciales de reemplazo de salario a la mayoría de los trabajadores de Rhode Island y protege su trabajo y antigüedad mientras usted provee cuidado.

Sus opciones de vacaciones pagadas

Lo más probable es que usted tendrá que tomar tiempo libre para cuidar a un ser querido en algún momento de su vida. La ley TCI de Rhode Island provee a la mayoría de los empleados de RI hasta cuatro semanas de permiso pagado, dándole un poco de tranquilidad para que pueda brindar atención sin preocuparse por perder su trabajo. Este es un programa financiado por los empleados - usted paga por ello, así que aprovecharlo si es necesario.

Hay dos tipos de permiso que puede solicitar: permiso parental y licencia familiar.



Licencia parental

Todos los padres merecen tiempo para cuidar a un bebé recién nacido, a un niño recién adoptado o a un niño de crianza temporal. El programa de permisos remunerados de RI puede ayudar tanto a madres como a padres a equilibrar el trabajo y la vida familiar.

Tener un fuerte vínculo con los padres es vital para el desarrollo del bebé. Y usted merece tiempo fuera del trabajo para vincularse con un bebé recién nacido, un niño recién adoptado, o un niño de crianza temporal. Utilice la licencia pagada para tomar hasta cuatro semanas lejos del trabajo para comenzar a construir la fundación para una familia sana. Sentirse cómodo sabiendo que usted todavía está recibiendo algún ingreso para proveer para su familia - y que usted será capaz de regresar a un trabajo.



Licencia familiar

Si un miembro de la familia gravemente enfermo necesita atención, no debería tener que sacrificar su trabajo para estar allí para su ser querido. El permiso de cuidado familiar puede darle tranquilidad en un momento difícil.

Cuando su cónyuge, pareja doméstica, hijo, padre, suegro o abuelo está gravemente enfermo, usted podrá tomar hasta cuatro semanas de trabajo para cuidarlos. Sus ingresos serán parcialmente reemplazados mientras usted está proporcionando atención, y su trabajo está garantizado para estar allí cuando regrese.

Más sobre TCI Más información en
RIPaidLeave.net



Provider Outreach Support



Need time to care for a new baby?

It's time to consider Temporary Caregiver Insurance.

All parents deserve time to care for a newborn baby, a newly adopted child, or a foster child. Temporary Caregiver Insurance can

- help both mothers and fathers balance work and family life
- cover some of your wages
- protect your job and seniority

Learn more at RIPaidLeave.net





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Results Summary

- Paid search
 - 32,198 ad impressions
 - 1,860 clicks to the website
 - CTR = 5.78%
 - CPC = \$2.13
 - Paid social
 - 603,073 ad impressions
 - 4,553 link clicks
 - 5,825 total actions
- CPC = \$1.16
- CPA = \$.91



Downloads from Website

- Google Analytics:
 - 1,111 file downloads
 - 518 “How to Apply for Paid Leave” downloads
 - 266 from paid search
 - 200 from Facebook promoted posts
 - 86 clicks to the DLT website
 - 56 from Paid Search
 - 10 from Facebook promoted posts



October – November 2016

Results: Paid Social



| Creative: | Reach | Frequency | Impressions |
|-----------------|---------|-----------|-------------|
| Family Care ENG | 37,562 | 3.23 | 121,388 |
| New Parents ENG | 45,797 | 4.37 | 200,288 |
| Family Care SP | 20,045 | 6.55 | 131,337 |
| New Parents SP | 22,726 | 6.60 | 150,060 |
| Totals: | 119,226 | 6.55 | 603,073 |

Results: Paid Social



| Link Clicks | Post Shares | Post Comments | Post Likes | Page Likes | CTR (Link) |
|--------------|-------------|---------------|------------|------------|--------------|
| 1,187 | 77 | 40 | 128 | 41 | 0.98% |
| 1,766 | 43 | 52 | 306 | 169 | 0.88% |
| 864 | 40 | 5 | 173 | 33 | 0.66% |
| 736 | 7 | 0 | 123 | 35 | 0.49% |
| 4,553 | 167 | 97 | 730 | 278 | 0.75% |

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