

MAKING PAID SICK LEAVE WORK: SHARING STRATEGIES

OUTREACH AND EDUCATION PANEL DISCUSSION

OCTOBER 29, 2015

NYC WORKS BETTER

with

PAID SICK LEAVE

NYC

Bill de Blasio
Mayor

**Consumer
Affairs**

Julie Menin
Commissioner

OUTREACH: DAY OF ACTION

- **Meaningful date:** just days before employees first would be able to use earned sick leave under the law
- DCA recruited over **1,400 volunteers** from over 100 organizations. Volunteers came from:
 - City agencies
 - Advocacy groups
 - Labor
 - Citywide organizing networks
 - Non-profits
 - Elected officials' offices
- In just **4 hours**, volunteers distributed approximately **350,000** pieces of literature at subway stations and major transit hubs
- These efforts led to **#paysickleave** being the top trend on Twitter in New York City on that day

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OUTREACH: MATERIALS DISTRIBUTION

- Over **1.85 million materials** distributed and **977 events** attended
- Distribution channels:
 - DCA
 - Other Agencies
 - Faith Leaders
 - Elected Officials
 - CBOs
 - BIDs
 - Trade Associations
 - Labor Unions
- Over 375,000 web hits www.nyc.gov/PaidSickLeave
- Over 200,000 downloads of Paid Sick Leave materials

OUTREACH: LANGUAGE ACCESS

- Informational Paid Sick Leave materials available in **26 languages** on DCA website
- Complaint Form is in 8 languages
- Over **25 percent** of Paid Sick Leave events have been in a language other than English
- DCA has **8 multilingual staffers** dedicated to Paid Sick Leave outreach and enforcement



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OUTREACH: ADVISORY COUNCIL

- Established in first year of implementation
- Approximately 30 members, comprised of:
 - Elected Officials
 - Key Trade Associations
 - Advocates
 - Small Business Owners
 - Labor
 - Physicians and Public Health Advocates
 - Chambers of Commerce (major, and community-specific)
- Asked to provide guidance on reaching immigrant communities, providing assistance to small businesses, and educating high-complaint industries