

2020-2021

# CAS-CIAC / CT DEPARTMENT OF PUBLIC HEALTH PARTNERSHIP SUMMARY



# Year Round Visibility on CIAC Homepage with Direct Link to the DPH Website.

**10.9M+**  
**Yearly Site Visits:**  
**CIAC Website**  
July 1, 2020 - June 21, 2021



Schedules



About/Contact



Network



Updates



esports



Tickets



Hall of Honor



Class Act Schools



Home

Sports

Schools

Administrators

Coaches

Officials

Students/Parents

Unified Sports®

Medical Handbook



Elig. Cent.



Handbook



MS Guidelines



CIACcast



Register



Vacancies



Games Wanted



Media



Minutes

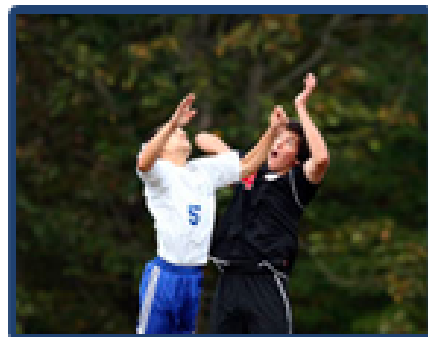
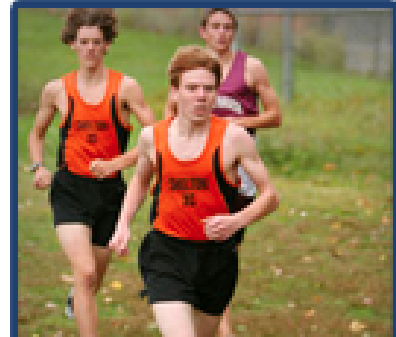


CAS



## CIAC MEDICAL HANDBOOK

2020 - 2021



**2021 FALL SPORTS SCHEDULES  
HAVE BEEN POSTED!! >>**

### CIAC Partners



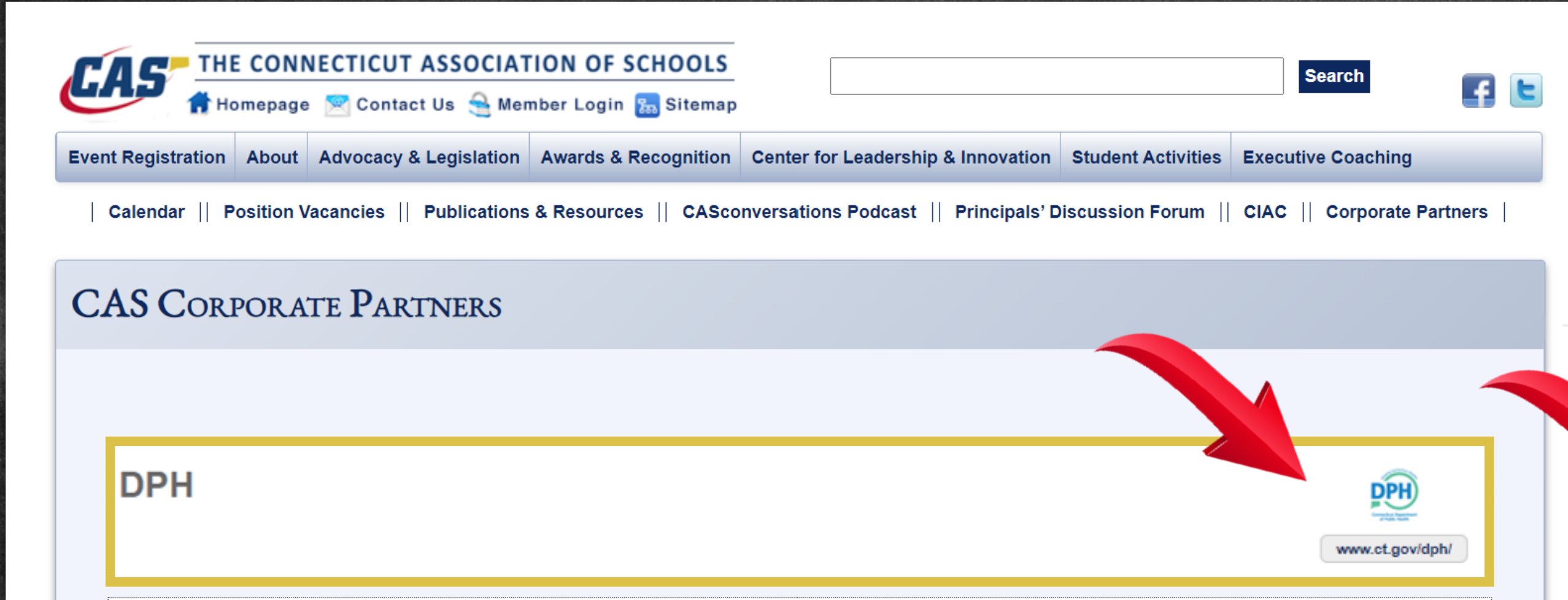
### TOURNAMENT CENTRAL

Pairings & Results,  
Schedules & Postponement Info,  
Rosters, Videos, Tickets,  
Merchandise and More!!



**Get in the action >>**

# Year Round Visibility on CAS Homepage with Direct Link to the DPH Website.



**97k+**  
**Yearly Site Visits:**  
**CAS Website**  
July 1, 2020 - June 21, 2021

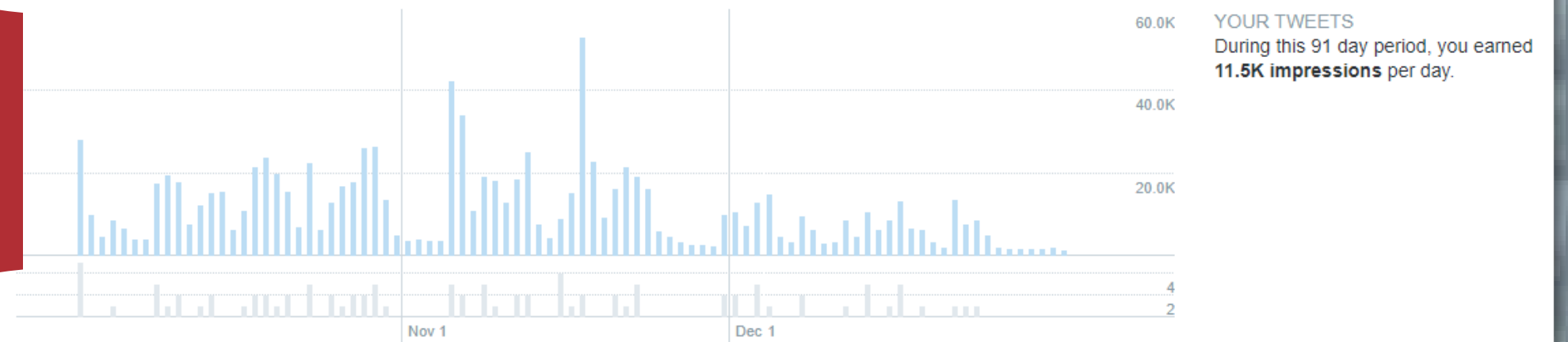


# CIAC Sports Twitter Impressions Summary: Oct 2020 - June 2021 (by Qtr)

28.2K Tweets

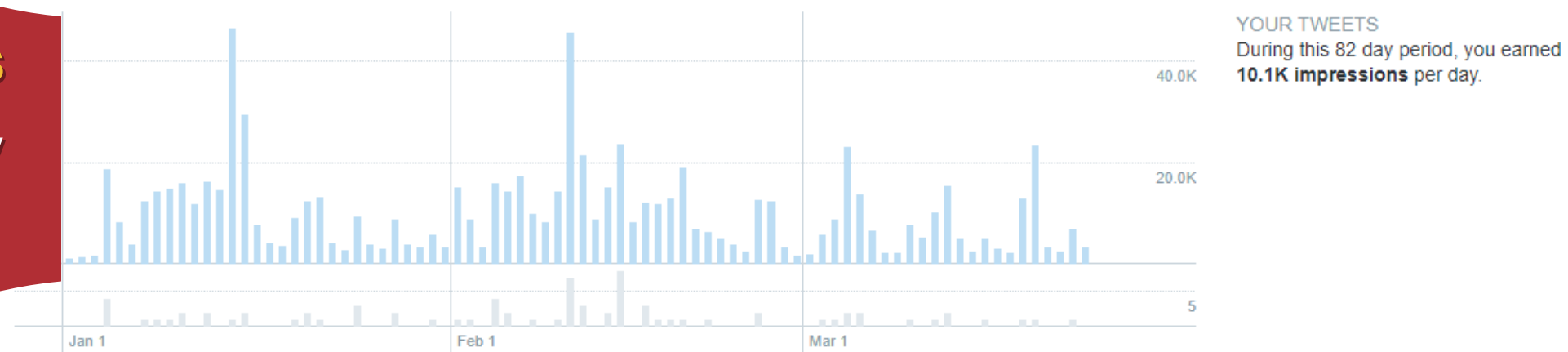
**1.0M/91 Days**  
**11.5k Per Day**  
**Oct-Dec 2020**

Your Tweets earned 1.0M impressions over this 91 day period



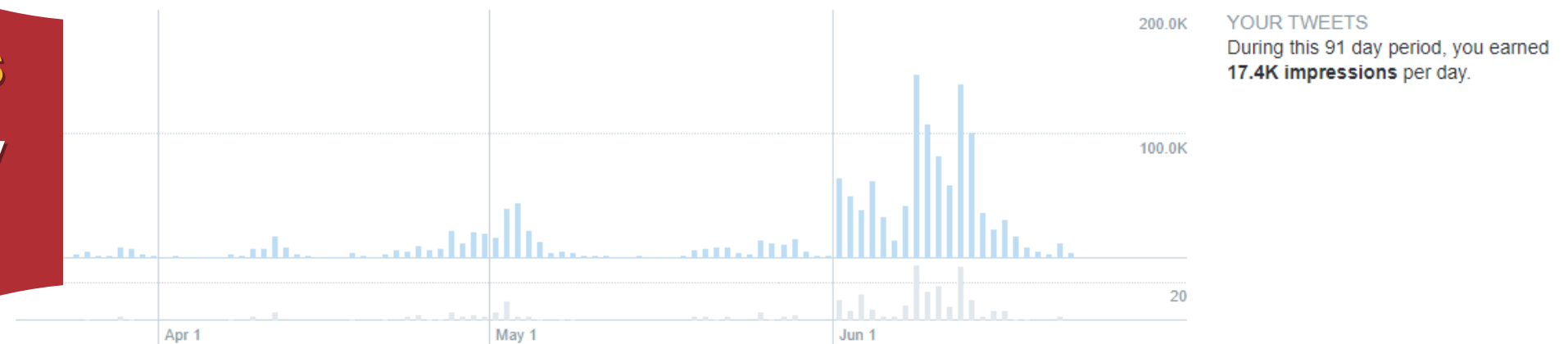
**830K/82 Days**  
**10.1k Per Day**  
**Jan-Mar 2021**

Your Tweets earned 829.9K impressions over this 82 day period



**1.6M/91 Days**  
**17.4k Per Day**  
**Apr-Jun 2021**

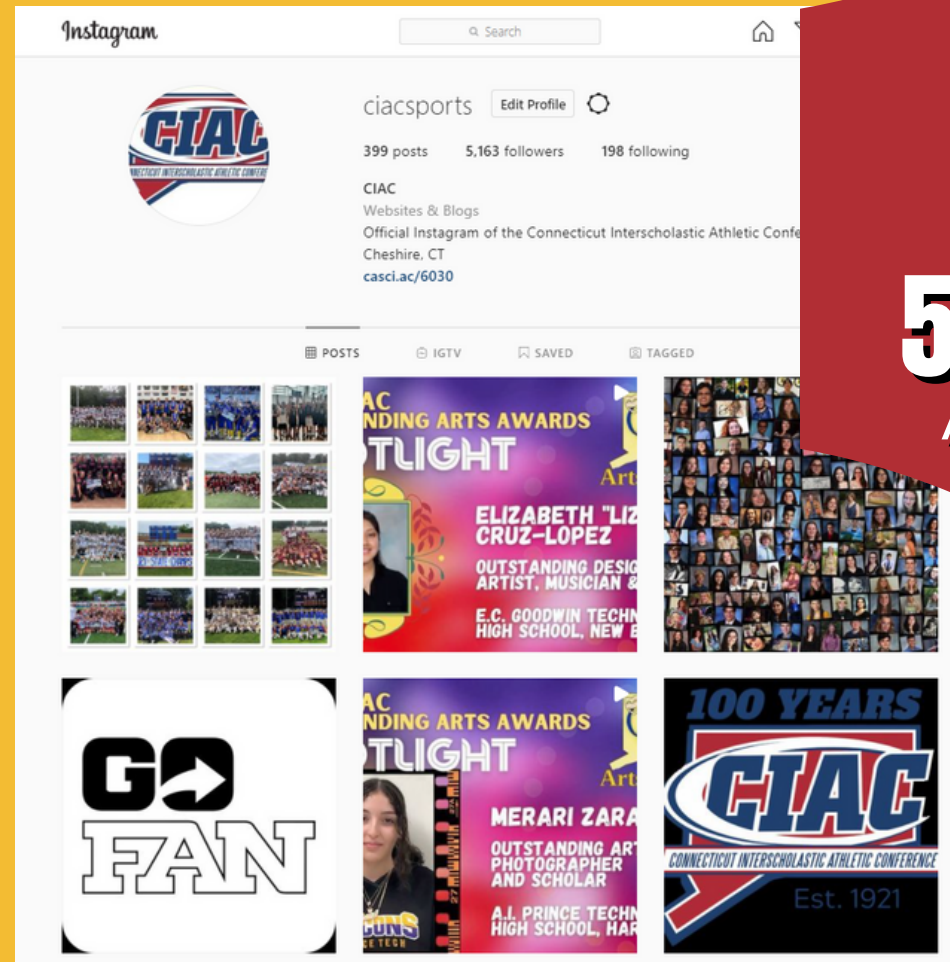
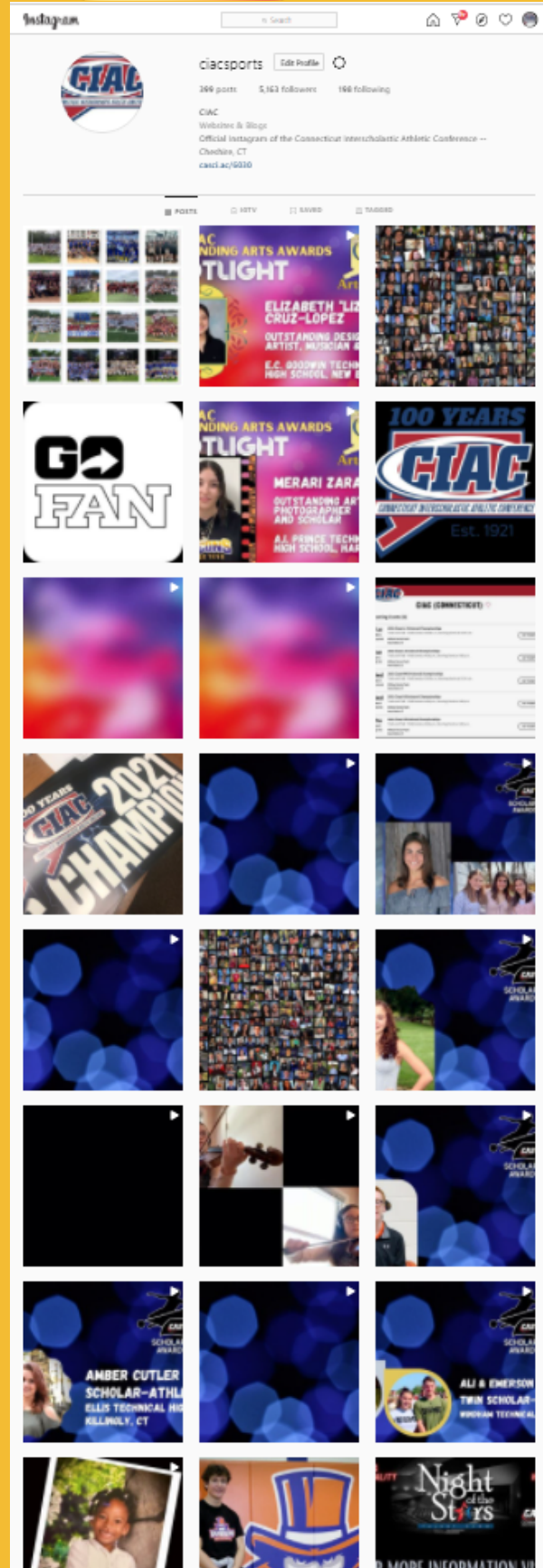
Your Tweets earned 1.6M impressions over this 91 day period



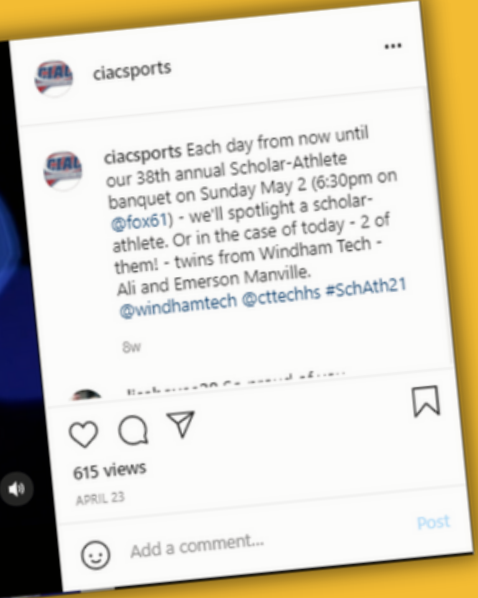
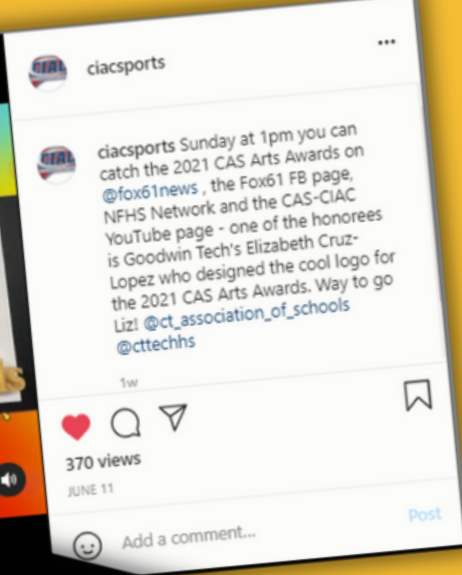
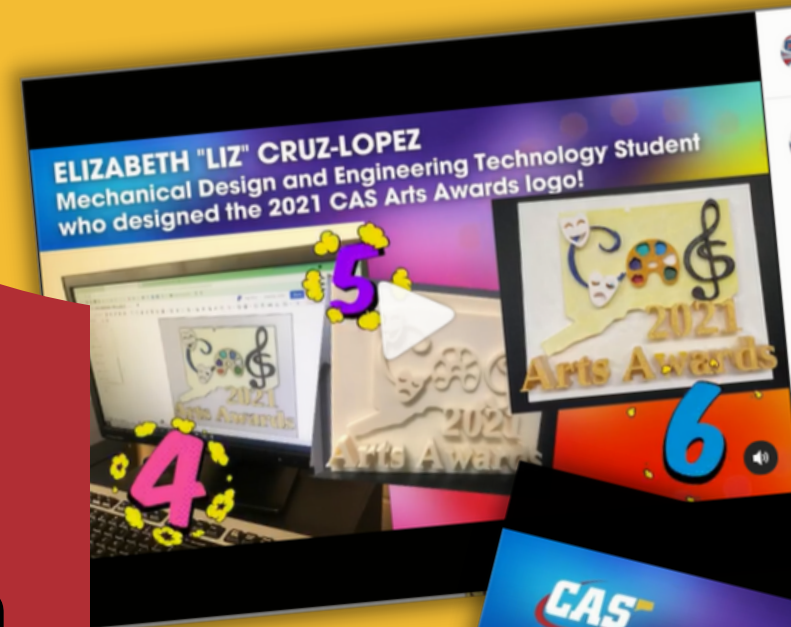
it profile



# CIAC Instagram Reach April-June 2021



**5,163**  
Followers  
**50k+ Reach**  
April-June 2021



# CIAC SPRING SPORTS CHAMPIONSHIPS

PA Announcements were made for DPH at the spring sports championships. They were heard multiple times throughout the events.

"Almost 18 out of 100 Americans have misused prescription drugs or use illicit drugs. Unfortunately, the number of drug overdoses has never been higher. Start a conversation with your family on prescription drug safety and storage. Visit [drugfreect.org](http://drugfreect.org) to learn more.

The CT Department of Public Health reminds you to not allow opioids to have the last word. Change the script. For more information visit [drugfreect.org](http://drugfreect.org)."

DPH Banners were on display at multiple championship sites throughout CT.

## 20k+ Fans

Student Athletes, Coaches, School Staff, Students, Family, Friends & Sports Fans Attended the CIAC Spring Sports Championships at Venues Across Connecticut!



# CIAC SPORTSMANSHIP CONFERENCE FEBRUARY 11, 2021

800+ STUDENTS AND 80+ CT HIGH SCHOOLS PARTICIPATED  
PLUS 760 POST EVENT VIEWS ON YOUTUBE

**DPH Mentioned at 00:01:35 and 01:30:13**

Fast paced 90-minute Connecticut Interscholastic Athletic Conference (CIAC) Sportsmanship Conference. Connecticut high school athletes share their sportsmanship success stories. The state's 16 Michaels Cup Award winning high schools are recognized along with the inaugural Fred Balsamo Sportsmanship Award winners.



# CAS MIDDLE LEVEL LEADERSHIP CONFERENCE

## FEBRUARY 23, 2021

800+ STUDENTS AND 20+ CT ELEMENTARY SCHOOLS PARTICIPATED

**FEB  
23RD  
8:45AM**

**CAS**  
MIDDLE LEVEL  
LEADERSHIP  
VIRTUAL CONFERENCE



[Click Here to Register](#)

INTERACTIVE LEARNING  
LEADERSHIP  
EQUITY  
TEAMWORK  
DECISION MAKING

SCHOOL  
TEAMS  
OF UP  
TO 30

**ZOOM WEBINAR**  
8:45AM - 12:10PM

FOR MORE INFORMATION  
CONTACT CHERESE MILLER AT  
CMILLER@CASCIAC.ORG





**MIDDLE LEVEL  
LEADERSHIP  
VIRTUAL CONFERENCE**

*Our Partners*





CONNECTICUT  
ASSOCIATION OF SCHOOLS  
SERVING SCHOOLS AND THEIR LEADERS

*Welcome!*


**We will  
begin shortly**

**FEB  
23RD  
8:45AM**

**MIDDLE LEVEL  
LEADERSHIP  
VIRTUAL CONFERENCE**

TIME	SESSION	TOPIC	PRESENTER
9:00am-9:05am	WELCOME		
9:10am-9:45am	Opening Session with Maggie and Tony	Interactive Leadership/Bullying Prevention	Maggie and Tony
9:50am-10:20am	Session One	Interactive Learning	Anthony Depoto
10:25am-10:55am	Session Two	Equity in Education	Mr. Mario Florez
11:00am-11:30am	Session Three	Mindfulness	Tiare Kahana
11:30am-11:40am	BREAK		
11:40am-12:05pm	Closing Session with Maggie and Tony	Interactive Leadership/Bullying Prevention	Maggie and Tony

*Thank You Partners!*





# CAS ELEMENTARY LEADERSHIP CONFERENCE

## FEBRUARY 25, 2021

1000+ STUDENTS AND 30+ CT ELEMENTARY SCHOOLS PARTICIPATED

**FEB  
25TH  
8:45AM**



**ELEMENTARY  
LEADERSHIP VIRTUAL  
CONFERENCE**



[Click Here to Register](#)

**INTERACTIVE LEARNING  
LEADERSHIP  
EQUITY**

**TEAMWORK  
DECISION MAKING**

**SCHOOL  
TEAMS  
OF UP  
TO 30**

**ZOOM WEBINAR**

8:45AM - 12:10PM

**PARENT SESSION**

9:30-10:30 (Separate Zoom Link)



FOR MORE INFORMATION, CONTACT  
CHERESE MILLER AT [CMILLER@CASCIA.ORG](mailto:CMILLER@CASCIA.ORG)



**ELEMENTARY LEVEL  
LEADERSHIP  
VIRTUAL CONFERENCE**

*Our Partners*

**CONNECTICUT  
ASSOCIATION OF SCHOOLS  
SERVING SCHOOLS AND THEIR LEADERS**

*Welcome!*

**We will  
begin shortly**

**FEB  
25TH  
8:45AM**

**ELEMENTARY  
LEADERSHIP  
VIRTUAL CONFERENCE**

TIME	SESSION	TOPIC	PRESENTER
9:00am-9:05am	WELCOME		
9:05am-9:45am	Opening Session with Maggie and Tony	Interactive Leadership	Maggie and Tony
9:50am-10:15am	Session One	Mindfulness	Tiare Kahana
10:20am-10:45am	Session Two	Equity in Education	Mr. Mario Florez
10:50am-11:15am	Session Three	Interactive Learning	Anthony Depoto
11:15am-11:25am	BREAK		
11:25am-12:10pm	Closing Session	"Frieda B."	Renata Bowers

*Thank You Partners!*

# Scholar-Athlete Awards Program May 2, 2021 on Fox61

Live-Streamed on CIAC Youtube Page, Fox61 Facebook Page & NFHS Network

## Social Media Posts for Twitter and Instagram

14 Short Videos to Promote the Fox61 Broadcast and simultaneous live-streamed platforms. Below is the promo page in each of the 14 videos. The video rests on this page for 8 seconds. Please see the CIACsports Twitter and Instagram pages to view all of the videos. Videos are averaging 800 views, with over 6k impressions each, for a total of 85,000 impressions for this one event.

**85k+**  
**Impressions**  
**Avg 800 Views**  
**14 Promo Videos**



# Scholar-Athlete Awards Program

## May 2, 2021 on Fox61

Live-Streamed on CIAC Youtube Page, Fox61 Facebook Page & NFHS Network

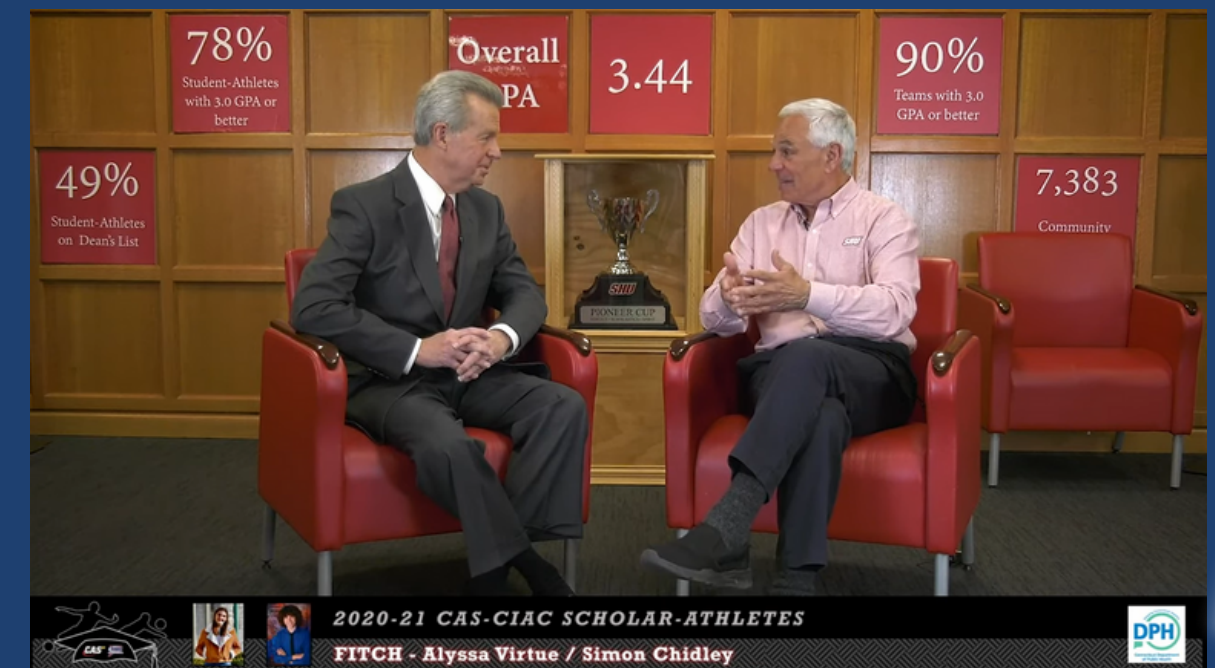
The DPH logo scrolled throughout the program.



2021 CIAC Scholar-Athlete Awards

1,842 views • Premiered May 2, 2021

29 0 SHARE SAVE ...




The Connecticut Interscholastic Athletic Conference's 38th Annual Scholar-Athlete Awards. Long-time emcee and 4-time Connecticut Sportscaster of the Year Bob Picozzi hosts the half hour special which celebrates the 363 high school scholar-athletes across Connecticut. 1,866 Views to Date.



# CHALLENGE TO EDUCATIONAL CITIZENSHIP AWARD PROGRAM

## June 10, 2021


Over 40 Award Winning Student Programs Highlighted  
DPH Event Sponsor  
Full Page Ads at 01:11:25 in Video



26<sup>th</sup> Annual  
**CHALLENGE TO EDUCATIONAL CITIZENSHIP AWARD PROGRAM**



JUNE 10, 2021 | 10:00 AM  
CONNECTICUT ASSOCIATION OF SCHOOLS | CHESHIRE CT



**Farmington High School, Farmington, CT | "Social Justice Week"**  
The members of the Social Justice Council at Farmington High School lead all of the work that is done as a school and community, to push social justice issues on a local and state level. The purpose of SJC is intersectionality. This year, over 2,000 students attended the various presentations given by FHS students from all over social justice clubs.

**Captain Nathan Hale Middle School, Coventry, CT | "Life is Tough, But So Are You"**  
This is a group of six students who created a bulletin board about motivation, positivity, jokes, and confidence. This year-long bulletin board helped to brighten the days of many students throughout the school year.

**Madison Middle School, Trumbull, CT | "MLK Collection for McGivney and Mercy Learning Centers"**  
This is a program where students collect art supplies to donate to the MLK Collection for McGivney and Mercy Learning Centers. This program is to honor Martin Luther King's legacy by helping children in need.

**Madison Middle School, Trumbull, CT | "Mittens for Many"**  
This group was started by two students, five years ago. These students have collected over 950 mittens, gloves, and winter accessories to keep the hands of those in need, warm.

**Madison Middle School, Trumbull, CT | "Hearts of Madison"**  
This is a teacher appreciation initiative that was started during the 2020/21 school year. This initiative is to show teachers how appreciated they are for all that they do, especially during this challenging year.

**Madison Middle School, Trumbull, CT | "Letters to Sailors and Submariners"**  
The KARE club is a community service club that takes the time to write letters to sailors and submariners that have been hospitalized or injured. The goal is to put smiles on their faces and let them know they are appreciated.

**Madison Middle School, Trumbull, CT | "Giving Tuesday Video"**  
The "Giving Tuesday Video" is a worldwide movement in which people are encouraged to participate in charitable acts and volunteer in their communities.



26<sup>th</sup> Annual  
**CHALLENGE TO EDUCATIONAL CITIZENSHIP AWARD PROGRAM**



JUNE 10, 2021 | 10:00 AM  
CONNECTICUT ASSOCIATION OF SCHOOLS | CHESHIRE CT




Thank You  
Partners

CONNECTICUT ALLIANCE TO END SEXUAL VIOLENCE  
Support. Advocate. Prevent.



Struggling with addiction? Feeling hopeless?  
Asking for help is the bravest thing you can do.  
It could save your life.

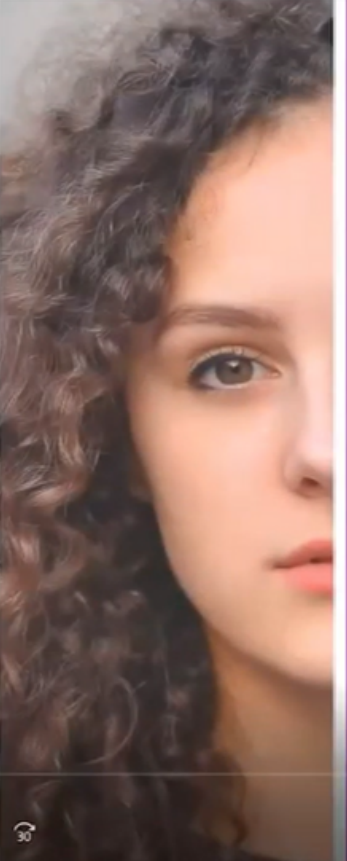


1 WORD VOICE LIFE  
preventsuicidect.org

CHANGE the SCRIPT  
drugfreect.org

"I am in control of my future – and I won't let opioids change that."

CHANGE the SCRIPT  
Learn more drugfreect.org



# Outstanding Arts Awards Program

## June 13, 2021 on Fox61

Live-Streamed on CIAC Youtube Page, Fox61 Facebook Page & NFHS Network

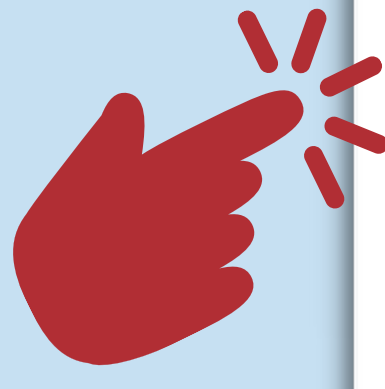
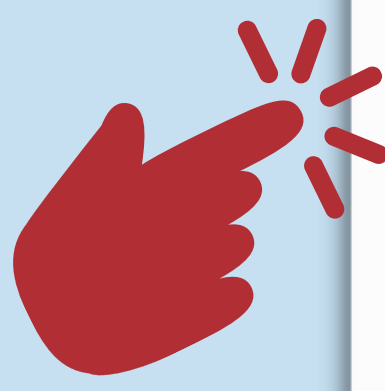
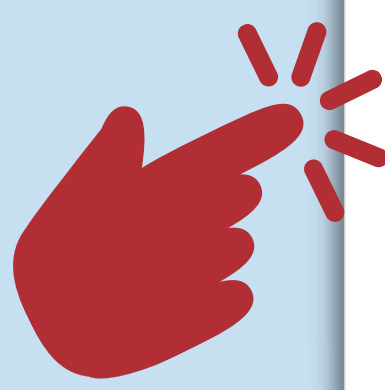
### Social Media Posts for Twitter and Instagram

16 Short Videos to Promote the Fox61 Broadcast and simultaneous live-streamed platforms. Below is the promo page in each of the 16 videos. The video rests on this page for 10 seconds. Please see the CIACsports Twitter and Instagram pages to view all of the videos. Videos are averaging 800 views, with over 6k impressions each, for a total of 103,000 impressions for this one event.

**100k+**  
Impressions

**Avg 800 Views**

**16 Promo Videos**



### OUR EVENT PARTNERS

# Outstanding Arts Awards Program

## June 13, 2021 on Fox61

Live-Streamed on CIAC Youtube Page, Fox61 Facebook Page & NFHS Network  
The DPH logo scrolled throughout the program.

Premiering at 1:00pm on Sunday June 13, the 2021 - The CAS (Connecticut Association of Schools) Arts Awards special celebrates 278 high school senior artists from 140 different Connecticut high schools. Fox61 News Anchor Tim Lammers hosts.



**LUCAS HEUSMAN - STONINGTON HIGH SCHOOL**

**CASSIE AIMETTI - PLAINFIELD HIGH SCHOOL**

**OLIVIA OLBRIAS - WINDHAM TECHNICAL HIGH SCHOOL**

**2021 Arts Awards**

**JULIANNA DISTANTE - CHESHIRE HIGH SCHOOL**

# Diversity, Equity & Inclusion Conference May 25, 2021

The CAS-CIAC Student Equity Advisory Board and Connecticut Unified Sports Collaborated to Bring this Conference to CT High School Students.

This conference was a celebration of Diversity, Equity and Inclusion, featuring a keynote from A'ric Jackson and a panel discussion with talented leaders.

**UNITY STARTS WITH U!**  
DEI VIRTUAL CONFERENCE 5/25/21 9AM

**DIVERSITY**  
Representation of various identities and differences

**EQUITY**  
Fair & Equitable treatment, access & opportunity

**INCLUSION**  
Effort to create environments to respect & value all people

**OUR CALL TO ACTION**

CAS, CIAC, SPECIAL OLYMPICS UNIFIED SPORTS logos.

**UNITY STARTS WITH U!**  
DEI VIRTUAL CONFERENCE 5/25/21 9AM

The CAS-CIAC Student Equity Advisory Board and Connecticut Unified Sports will be collaborating to bring you **UNITY STARTS WITH U!** This virtual conference is a celebration of Diversity, Equity and Inclusion, featuring a keynote from A'ric Jackson and a panel discussion with talented leaders. This virtual conference is **FREE OF CHARGE TO ALL CAS-CIAC MEMBER HIGH SCHOOLS.** Register today by following this link: <https://casci.ac/6723>

Our Event Partners

CAS, CIAC, SPECIAL OLYMPICS UNIFIED SPORTS, ARMY NATIONAL GUARD, PULLMAN SCOMLEY, Josten's, LIBERTY BANK, RENAISSANCE, DPH, CONNECTICUT LIGHTING CENTER, BUFFALO WILD WINGS logos.

CIAC Sports @ciacsports · Apr 18

Unity starts with U. Join us on May 23 for the free CAS-CIAC Diversity, Equity and Inclusion virtual conference featuring A'ric Jackson Register here - [casci.ac/6723](https://casci.ac/6723)

UNITY STARTS WITH U!  
DEI VIRTUAL CONFERENCE 5/25/21 9AM

DIVERSITY  
EQUITY  
INCLUSION

OUR CALL TO ACTION

1K views 0:05 / 0:22

# CAS EDUCATIONAL WORKSHOPS

## DPH MENTIONED AS A PARTNER WITH LOGO DISPLAY

(Click the Image to View the Workshop)



DATE	TITLE	OPENING PARTNER THANK YOU TIME	CLOSING PARTNER THANK YOU TIME
2/25/2021	The Perils & Pitfalls of Mandated Reporting - A Legal Webinar	0:39	
3/23/2021	Race, Equity & Books: How Reading Can Be an Entry Point for Essential Conversations		59:10:00
3/30/2021	Elementary Arts Celebration	0:22	
4/27/2021	From Bullying to Belonging: Building Empathy & Connection Through the Arts	1:15	58:13:00
5/18/2021	Women in Leadership Conference	0:37	

**CAS**  
**WHEN, WHAT, WHO, AND WHY:**  
*The Perils, Pitfalls, & Parameters of Mandated Reporting*

**PULLMAN & COMLEY**

**PRESENTER:**  
**ATTORNEY MICHAEL MCKEON, PULLMAN & COMLEY**

February 25, 2021

**CAS**  
**RACE, EQUITY AND BOOKS:**  
*How Reading Can Be an Entry Point for Essential Conversations*

**PRESENTERS:**  
**TOM BRODERICK, JANINE JOHNSON & TIM SALEM - SCOTTS RIDGE MS, RIDGEFIELD**

March 23, 2021

**CAS**  
**WELCOME TO THE**  
**2021 CAS ELEMENTARY**  
**CELEBRATION OF THE**  
**ARTS!**

**CAS**  
**FROM BULLYING**  
**TO BELONGING:**  
**BUILDING EMPATHY**  
**& CONNECTION**  
**THROUGH THE ARTS**

Stand UP and Speak Out

APRIL 27, 2021

**CAS**  
**Women in Leadership Conference**  
 May 18, 2021 | 9:30 - 11:00 AM

**Leaders in Education & Healthcare**  
**Leaders in Athletics**

Dr. Christina Oquendo-Echeverria  
 Dr. Madeline Nagrin  
 Dr. Stephanie M. Haskins  
 Gabriella Luchessa

**CTAC**



**THANK YOU**

**CT DEPARTMENT OF PUBLIC HEALTH**

**FOR YOUR SUPPORT OF CAS-CIAC & CT SCHOOLS:  
STUDENTS, ATHLETES, ADMINISTRATORS, COACHES & STAFF!**

