

STATE OF HAWAII
DEPARTMENT OF HEALTH
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**Testimony COMMENTING on HB322
RELATING TO HEALTH.**

REP. DELLA BELATTI, CHAIR
HOUSE COMMITTEE ON HEALTH & HOMELESSNESS

Hearing Date: Feb. 10, 2023

Room Number: 329

1 **Fiscal Implications:** \$1M general fund appropriation.

2 **Department Testimony:** The Department of Health (DOH) recommends deferral of this
3 measure in favor of HB278, Relating to Health, with similar goals. Pursuant to section 349-3.2.
4 Hawaii Revised Statutes (HRS), that establishes the statewide Alzheimer's disease and related
5 dementia services coordinator, and section 349-6.5, HRS, that requires the Executive Office of
6 Aging to prepare and update the state plan on Alzheimer's disease and related dementia. The
7 state, with funding from the US Centers of Disease Control and Prevention, is in the process of
8 updating this plan, with the intention of applying for additional federal funding in March 2023.

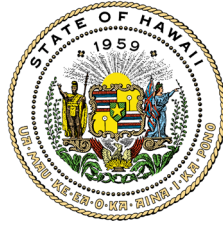
9 Thank you for the opportunity to testify.

10 **Offered Amendments:** N/A.

11

JOSH GREEN, M.D.
GOVERNOR OF HAWAII
KE KIA'ĀINA O KA MOKU'ĀINA 'O HAWAII

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Testimony COMMENTING on HB 322
Relating to Health

COMMITTEE ON HEALTH AND HOMELESSNESS
REPRESENTATIVE DELLA AU BELATTI, CHAIR
REPRESENTATIVE JENNA TAKENOUCI, VICE CHAIR

Testimony of Caroline Cadirao
Director, Executive Office on Aging
Attached Agency to the Department of Health

Hearing Date: February 10, 2023
10:00 AM

Room Number:329
Via Videoconference

EOA's Position: The Executive Office on Aging (EOA), an attached agency to the Department of Health, provides comments on this measure.

Fiscal Implications: This measure appropriates \$1,000,000 for SFY 2023-2024 to the Department of Health to establish a working group to plan and implement a public health campaign for Alzheimer's Disease and Related Dementias.

Purpose and Justification: The working group will be comprised of the directors (or their designees) of Health, the Executive Office on Aging, the Alzheimer's Association and AARP. The public awareness campaign will educate the public about: 1) the early signs of cognitive impairment; 2) the value of early detection and diagnosis; and 3) discussing changes in memory and thinking with health care professionals. The working group will also provide a report of findings and recommendations to the Legislature no later than January 1, 2024.

While the Executive Office on Aging supports the intent of this measure, EOA has already established workgroups, with funding from the Center for Disease Control and Prevention (CDC), to currently update and develop a new state plan on Alzheimer's Disease and Related Dementias. The updated state plan will include goals and activities in four CDC areas: 1) data; 2) workforce development; 3) program and policy and 4) **public awareness and education**. We acknowledge that the public awareness and education campaign in the new state plan will be much broader than the goals identified in HB 322, however, these elements can be incorporated into the public awareness goal of the ADRD state plan.

Additionally, in March, EOA will be applying for a 5-year implementation grant for the state plan from CDC. The implementation grant is a maximum of \$600,000 per year for 5 years.

EOA does not have staff who is qualified in communications or public relations; therefore, we would need to procure and find a vendor to carry out a public health campaign.

The required report to the Legislature in January 2024 would also include media campaign deliverables, a proposed budget, and a proposed timeline. However, EOA has many variables to consider as we await possible award of the BOLD implementation grant therefore, we would not be able to meet this deadline.

Recommendation: EOA supports the intent of this bill but prefers that this public health campaign is incorporated into the new state plan for Alzheimer's Disease and Related Dementias.

Thank you for the opportunity to testify.

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*Executive Director
Alzheimer's Association*

Testimony to the House Committee on Health and Homelessness Friday, February 10, 2023; 10:00 a.m. Hawaii State Capitol, Conference Room 329, and Videoconference

RE: House Bill No. 322, RELATING TO HEALTH

Chair Della Au Belatti, Vice Chair Jenna Takenouchi, and Members of the Committee:

I am Ron Shimabuku, Director of Public Policy and Advocacy for the Alzheimer's Association. I am here to testify in **SUPPORT of House Bill No. 322 and offer comments for your consideration.**

The Alzheimer's Association was established to assist those facing Alzheimer's disease and other dementias by providing local support groups and educational resources while advancing crucial research and public policy initiatives.

Alzheimer's disease is a public health crisis across the country. In Hawaii, approximately 29,000 individuals aged 65 and older live with Alzheimer's. By 2025, this figure is projected to increase by 20.7%. In addition, many are experiencing subjective cognitive decline — one of the earliest warning signs of future dementia. In 2020, 6.7% of individuals aged 45 and over reported an increase in confusion or worsening memory loss, putting them at risk of later developing dementia.

New FDA-approved therapies are here, and more are on the horizon, which may allow people more time to participate in daily activities, remain independent, and decide on the future of their health. These treatments are beneficial at the early onset of the disease; therefore, early detection and diagnosis are critical. Educating the community at large is of the utmost importance to ensure disease prevention, health management, and equitable access to FDA-approved treatments that may prevent or delay disease.

The bill, as received by your Committee, would appropriate \$1,000,000 in general funds for the fiscal year 2023-2024 to establish a working group within the Department of Health to plan and implement an Alzheimer's public health awareness campaign. The campaign would include information on the early signs of cognitive impairment, the value of early detection and diagnosis, and discussing changes in memory and thinking with

healthcare professionals. This bill would also require a report to the Legislature on the workgroup's findings and recommendations by January 1, 2024.

We acknowledge that working groups were established in 2020 through the CDC's Building our Largest Dementia (BOLD) Infrastructure for Alzheimer's Act (P.L. 115-406). Information from the working groups suggests that a public campaign includes messaging on early detection and diagnosis, risk reduction via brain health awareness, and outreach to the Ilocano- and Tagalog-speaking communities. We hope these recommendations are considered, in addition to educating the state as a whole on preventative measures and discussing changes in memory and thinking with healthcare professionals when implemented.

This stated we would like to respectfully request that the appropriation be extended for multiple fiscal years to allow the Executive Office on Aging an opportunity to complement this with the BOLD Act. Additionally, given that working groups are established, we would like to request the removal of any reference to working groups in this measure.

With these amendments, the Alzheimer's Association urges your favorable consideration of this bill.

Mahalo for the opportunity to testify. If you have questions, please contact Ron Shimabuku at 808.451.3410 or rkshimabuku@alz.org.



Ron Shimabuku
Director, Public Policy and Advocacy
Alzheimer's Association – Hawaii



**Testimony to the House Committee on Health and Homelessness
Friday, February 10, 2023; 10:00 a.m.
State Capitol; Conference Room 329
Via Videoconference**

RE: HOUSE BILL NO. 0322, RELATING TO HEALTH.

Chair Belatti, Vice Chair Takenouchi, and Members of the Committee:

The Hawaii Primary Care Association (HPCA) is a 501(c)(3) organization established to advocate for, expand access to, and sustain high quality care through the statewide network of Community Health Centers throughout the State of Hawaii. The HPCA **SUPPORTS** House Bill No. 0322, RELATING TO HEALTH..

By way of background, the HPCA represents Hawaii's Federally Qualified Health Centers (FQHCs). FQHCs provide desperately needed medical services at the frontlines to over 150,000 patients each year who live in rural and underserved communities. Long considered champions for creating a more sustainable, integrated, and wellness-oriented system of health, FQHCs provide a more efficient, more effective and more comprehensive system of healthcare.

This measure, as received by your Committee, would:

- (1) Establish the Alzheimer's Working Group (Working Group) within the Department of Health, to plan and implement a public health campaign for awareness of Alzheimer's disease and related dementia;
- (2) Require the Working Group to report findings and recommendations to the Legislature not later than January 1, 2024 that would include a media campaign with deliverables from member organizations of the Working Group, a proposed budget for each deliverable, and a proposed timeline to execute the planned activities of the media campaign;
- (3) Specify that the Working Group dissolve on December 31, 2025;

- (4) Appropriate \$1,000,000, in general funds for fiscal year 2023-2024, for an Alzheimer's disease and related dementia public health campaign to educate the public on the early signs of cognitive impairment, the value of early detection and diagnosis, and the benefits of discussing changes in memory and thinking with health care professionals;
- (5) Specify that the funds be expended by the Department of Health; and
- (6) Take effect on July 1, 2023.

The HPCA wishes to acknowledge the work of the Alzheimer's Association in informing partner nonprofit organizations, labor, and community leaders throughout the State on the necessity of this public campaign. It is our understanding that efforts like this are occurring throughout the United States and are part of a national campaign to inform our citizens on the availability of new drugs and therapies to mitigate the devastating impacts of this disease.

Because of this, authorizing the appropriation for **multiple** fiscal years would provide the Executive Office on Aging with the flexibility needed to ensure that the publicity campaign in Hawaii will coincide with similar campaigns across the nation. **Accordingly, with this amendment, we urge your favorable consideration of this bill.**

Thank you for the opportunity to testify. Should you have any questions, please do not hesitate to contact Public Affairs and Policy Director Erik K. Abe at 536-8442, or eabe@hawaiiipca.net.

HB-322

Submitted on: 2/9/2023 10:46:56 AM

Testimony for HLT on 2/10/2023 10:00:00 AM

Submitted By	Organization	Testifier Position	Testify
Dara Yatsushiro	Individual	Support	Written Testimony Only

Comments:

SUPPORT

HB-322

Submitted on: 2/9/2023 10:20:41 PM

Testimony for HLT on 2/10/2023 10:00:00 AM

Submitted By	Organization	Testifier Position	Testify
Barbara J. Service	Individual	Support	Written Testimony Only

Comments:

Please forgive the late submission.

Alzheimer's Disease and Related Dementia is the 6th leading cause of death in the United States and receives far less funding than heart disease or cancer.

Please push this bill forward to provide more education and public awareness of this dreadful disease.

Barbara J. Service MSW (ret.)

former Child Welfare Supervisor

Kupuna Advocate