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# A BILL FOR AN ACT

RELATING TO HEALTH.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1. The legislature finds that Alzheimer's disease  
2 is a large and growing epidemic that has a huge impact in  
3 Hawaii. More than six million Americans are currently living  
4 with Alzheimer's disease, a figure expected to reach 12.7  
5 million in 2050. In 2019, Alzheimer's disease was the sixth  
6 leading cause of death in the United States, with deaths from  
7 the disease having risen by one hundred forty-five per cent  
8 between 2000 and 2019.

9           The legislature further finds that the impact of  
10 Alzheimer's disease in Hawaii is projected to rise. According  
11 to data from the Alzheimer's Association, 29,000 people aged  
12 sixty-five and older are living with Alzheimer's disease, 6.7  
13 per cent of people aged forty-five and older have subjective  
14 cognitive decline, and 52,000 family caregivers bear the burden  
15 of caring for someone with Alzheimer's disease in Hawaii. In  
16 2020, Hawaii family members and friends of individuals living  
17 with Alzheimer's disease and other forms of dementia provided



1 eighty-three million hours of care at an economic value of  
2 nearly \$1,700,000,000.

3       The legislature additionally finds that one-third of  
4 recipients of home health care and adult day care have  
5 Alzheimer's disease. The average per-person medicaid spending  
6 for seniors with Alzheimer's disease and other forms of dementia  
7 is twenty-three times greater than the average per-person  
8 medicaid spending across all seniors without dementia. In  
9 total, caring for people with Alzheimer's disease generated an  
10 estimated medicaid cost of \$59,000,000,000 in 2021. Between  
11 2020 and 2025, thirty states will see medicaid spending on  
12 people with Alzheimer's disease increase by at least twenty per  
13 cent, before adjusting for inflation. By 2050, medicaid  
14 spending on those with Alzheimer's disease will total an  
15 estimated \$199,000,000,000, based on current dollars.

16       The purpose of this Act is to:

- 17       (1) Establish and appropriate funds for a working group to  
18             plan and implement a public health campaign for  
19             Alzheimer's awareness; and  
20       (2) Appropriate funds for an Alzheimer's disease and  
21             related dementias public health campaign.



1 SECTION 2. (a) There is established the Alzheimer's  
2 working group within the department of health for administrative  
3 purposes. The working group shall plan and implement a public  
4 health campaign for awareness of Alzheimer's disease and other  
5 related dementias.

6 (b) The Alzheimer's working group shall be comprised of  
7 the following members or their designees:

- 8 (1) The director of health;
- 9 (2) The executive director of the executive office on  
10 aging;
- 11 (3) The executive director of the Alzheimer's Association;  
12 and
- 13 (4) The executive director of AARP.

14 (c) In planning for the public health campaign for  
15 Alzheimer's awareness and other related dementias, the  
16 Alzheimer's working group shall include materials to educate the  
17 public on:

- 18 (1) The early signs of cognitive impairment;
- 19 (2) The value of early detection and diagnosis; and
- 20 (3) The importance of discussing with health care  
21 professionals any changes in memory and thinking.



1 (d) The Alzheimer's working group shall submit a report of  
 2 its findings and recommendations, including any proposed  
 3 legislation, to the legislature no later than January 1, 2024.  
 4 The report shall include a media campaign with deliverables from  
 5 member organizations of the working group, a proposed budget for  
 6 each deliverable, and a proposed timeline to execute the planned  
 7 activities of the media campaign.

8 (e) The Alzheimer's working group shall dissolve on  
 9 December 31, 2025.

10 SECTION 3. There is appropriated out of the general  
 11 revenues of the State of Hawaii the sum of \$ or so  
 12 much thereof as may be necessary for fiscal year 2023-2024 for  
 13 the purposes of the Alzheimer's working group established by  
 14 this Act.

15 The sum appropriated shall be expended by the department of  
 16 health for the purposes of this Act.

17 SECTION 4. There is appropriated out of the general  
 18 revenues of the State of Hawaii the sum of \$ or so  
 19 much thereof as may be necessary for fiscal year 2023-2024 for  
 20 the executive office on aging of the department of health to



1 create an Alzheimer's disease and related dementias public  
2 health campaign to educate the public on:

- 3 (1) The early signs of cognitive impairment;  
4 (2) The value of early detection and diagnosis; and  
5 (3) The importance of discussing with health care  
6 professionals any changes in memory and thinking.

7 The sum appropriated shall be expended by the executive  
8 office on aging for the purposes of this Act.

9 SECTION 5. This Act shall take effect on June 30, 3000.

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# H.B. NO. 278 H.D. 1

**Report Title:**

Executive Office on Aging; DOH; Alzheimer's Disease; Related Dementias; Public Health Campaign; Working Group; Appropriation

**Description:**

Establishes and appropriates funds for a working group to plan and implement a public health campaign for Alzheimer's awareness. Appropriates funds for the executive office on aging to create an Alzheimer's disease and related dementias public health campaign. Effective 6/30/3000. (HD1)

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