



**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**
KA 'OIHANA HO'OMOHALA PĀ'OIHANA, 'IMI WAIWAI
A HO'OMĀKA'IKA'I

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Statement of
JAMES KUNANE TOKIOKA
Director
Department of Business, Economic Development, and Tourism
before the
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT & TECHNOLOGY

Wednesday, February 4, 2026
10:00 AM
State Capitol, Conference Room 423

In consideration of
HB1589
**RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT,
AND TOURISM**

Chair Ilagan, Vice Chair Hussey and members of the Committee. The Department of Business, Economic Development and Tourism (DBEDT) offers comments on **HB1589** which establishes Hawai'i Dementia Initiative Business Recognition Program within the Department of Business, Economic Development and Tourism, to promote dementia awareness and create a more supportive environment for individuals living with Alzheimer's disease and related dementias.

DBEDT strongly feels that this Program should be housed at an agency where dementia expertise lives, and not at DBEDT, for the following reasons:

- This Program should align with existing statewide dementia initiatives and programs, including geriatric workforce training partnerships. This avoids fragmentation and duplication.
- Dementia training, dementia capable workforce development, and caregiver support are core aging services functions, not economic development functions.

- DBEDT does not have clinical, gerontological, or dementia training expertise to carry out aspects of this bill.
- DBEDT does not have relationships with culturally grounded elderly care providers, community health workers, and kupuna serving organizations - critical for Hawai'i's diverse population.

DBEDT, however, could assist and support with:

- Outreach to the business community
- Promotion of certified businesses

DBEDT estimates that the cost to develop and implement a dementia training program would cost approximately \$90,000.

Thank you for the opportunity to testify.

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

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Testimony COMMENTING on HB1589
RELATING TO DEMENTIA

COMMITTEE ON ECONOMIC DEVELOPMENT & TECHNOLOGY

Rep. Gregorr Ilagan, Chair
Rep. Ikaika Hussey, Vice Chair

COMMITTEE ON TOURISM

Rep. Adrian K. Tam, Chair
Rep. Shirley Ann Templo, Vice Chair

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

Hearing: Wednesday, February 4, 2026, 10:00 A.M.

Conference Room: 423

- 1 **EOA Position:** The Executive Office on Aging (EOA), an attached agency to the Department of
- 2 Health (DOH) appreciates the intent of this measure and offers comments.
- 3 **Fiscal Implications:** Appropriates funds to the Department of Business, Economic
- 4 Development, and Tourism (DBEDT) for FY2026-2027 to establish and administer the Hawai'i
- 5 Dementia Initiative Business Recognition Program.
- 6 **Purpose:** This measure establishes a business recognition program within the DBEDT to
- 7 promote dementia-friendly businesses, empowering businesses to better serve and support
- 8 customers while creating a dementia-capable workforce. Businesses that complete the one-hour

1 training will receive recognition and visibility through badges, decals, and listings on the
2 department's website.

3 Alzheimer's disease and other forms of dementia affect not only individuals and families
4 but also Hawai'i's businesses, workforce, and tourism industry. Establishing a dementia-friendly
5 business recognition program will help create a more inclusive environment, improve customer
6 service, and support caregivers, while positioning Hawai'i as a leader in community and
7 economic development. By promoting awareness and training within the business community,
8 this initiative strengthens our economy and demonstrates that dementia is not just a health
9 issue—it is a shared responsibility that impacts the entire state. Additionally, this initiative aligns
10 with the Hawai'i 2035: State Strategic Plan on Alzheimer's Disease and Related Dementias and
11 responds to priorities identified by stakeholders during the implementation process. While EOA
12 does not have the business expertise, we affirm that DBEDT has the business relationships,
13 expertise, strategic leadership, and experience in business promotion and recognition to
14 administer a successful program.

15 If the measure is adopted, EOA can support DBEDT by 1) providing a Speaker's Bureau
16 listing of approved organizations that provide dementia training for employees and 2) business
17 recognition by providing images of the Hawai'i Dementia Initiative files for use in badges,
18 decals, or stickers, indicating a business has met dementia-friendly certification requirements.

19 **Recommendations:** EOA appreciates the intent of this measure and to increase the feasibility of
20 the program provides this alternative language on page 2, of Section 2. (c) line 13-16,
21 "Businesses that apply shall receive a list of approved organizations that provide dementia

- 1 training for employees. ~~All current~~ [At least 85%] of employees shall complete a one-hour
- 2 training session to qualify the business as dementia-friendly.”
- 3 Thank you for the opportunity to testify.



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Executive Director
Alzheimer's Association

Testimony to the House Committee on Economic Development & Technology
Wednesday, February 4, 10:00 AM, Room 423 and Videoconference
RE: HB1589 – RELATING TO RELATING TO THE DEPARTMENT OF
BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM

Chair Ilagan, Vice Chair Hussey, and Members of the Committees:

My name is Coby Chock, and I am testifying on behalf of the Alzheimer's Association, Hawai'i Chapter. We **strongly support** HB1589, Relating to the Department of Business, Economic Development, and Tourism, with suggested amendments.

The Alzheimer's Association Hawai'i Chapter is dedicated to supporting individuals and families affected by Alzheimer's disease and other dementias. We understand the critical importance of accessibility, patience, and understanding in business and customer service settings for people living with Alzheimer's and related dementias, as well as their caregivers in our community.

Currently, approximately 31,200 people in Hawai'i are living with Alzheimer's disease, supported by nearly 60,000 unpaid caregivers, and these numbers are expected to grow significantly in the coming years. This reality intersects directly with Hawai'i's tourism and service industries, which serve both residents and visitors from around the world.

HB1589 provides meaningful benefits to Hawai'i's tourism economy and community, including the following:

- **Enhances economic growth while improving the social environment in the Hawai'i tourism industry** - As dementia prevalence continues to rise, businesses increasingly interact with customers who may experience memory loss, confusion, or communication challenges. This includes visitors traveling to Hawai'i while living with dementia or caring for a loved one who does. By encouraging dementia-friendly training, this bill helps businesses create more inclusive, welcoming environments—improving customer satisfaction, reducing misunderstandings, and strengthening Hawai'i's reputation as a compassionate and accessible destination.
- **Low cost of implementation with high positive impact** - The implementation of this bill would require little to no cost. Proposed dementia training can be provided at no cost by the Alzheimer's Association and potentially other nonprofit partners in the brain health space. Trainings can be tailored to specific business types and focus on practical, relevant best practices. With approximately 62,000 unpaid caregivers in Hawai'i providing more than 19 million hours of care annually, creating informed and supportive public spaces benefits not only individuals living with dementia, but also their families and caregivers.
- **Increases trust and confidence between businesses and the community and tourism industry** - Dementia training helps employees feel prepared, confident, and empowered to respond appropriately when customers need extra assistance. This fosters trust, reduces stress for both workers and consumers, and strengthens relationships between businesses and the communities they serve—ultimately benefiting Hawai'i's workforce and visitors alike.

Suggested amendments:

- Add: (g) The department may collaborate with the executive office on aging for the implementation and management of the program, including but not limited to creating or reviewing the list of organizations eligible to provide training and sharing designs.
- Replace: "dementia-friendly" to "dementia business champion" on page 2, lines 12, 16, and 21

For these reasons, the Alzheimer's Association Hawai'i Chapter strongly supports HB1589 and respectfully urges your favorable consideration of this measure.

Mahalo for your consideration. Please contact Coby Chock at 808-451-3410 or ckchock@alz.org with any questions.

Coby Chock
Director, Public Policy and Advocacy
Alzheimer's Association - Hawaii

Aloha Chair Ilagan and Chair Tam

Vice Chair Hussey and Vice Chair Templo,

My name is Dale VanderBrink. I am a member of the Ala Moana Kaka'ako Neighborhood Board. This is my personal testimony.

I am submitting written testimony in opposition to HB1589.

Dementia is a painful disease that affects far too many of our kūpuna and their families. I have experienced it in my own extended family and understand the heartbreak of watching a loved one struggle to remember basic details. I remember having to gently work my name and other cues into conversation to help them without embarrassing them.

HB1589 is described as a measure to create a dementia-friendly workforce. I support that goal. However, I oppose HB1589 as currently drafted because it does not set meaningful training standards and instead puts substantial emphasis on branding and promotion.

1. The training requirement is not sufficient for a “dementia-friendly business environment.”

A 1-hour training session is not enough time for employees to have any level of training to be able to handle a customer or fellow employee who has dementia. A single 1-hour training session does not set the employee up over the course of their entire careers to be able to handle someone with dementia as a customer or fellow employee.

I was certified in first aid training and CPR; I took a 3-hour class and after 1 year I needed to retake the class or lose certification. This is the type of detail in the bill that would show me the legislature is serious about making sure workers are educated and knowledgeable about handling customers or fellow workers with dementia.

A 1-hour class without any repeatability is not sufficient to train workers on how to handle customers or workers who have dementia.

2. The bill emphasizes promotion more than workplace readiness.

HB1589 includes detailed provisions about how participating businesses can market themselves—badges, decals, listings, and state promotion. But a dementia-friendly workforce requires more than a symbol on a door or a logo on a website. The bill should also require practical workplace measures, such as written guidance and protocols that staff and supervisors can reference when a situation arises involving a customer or a coworker living with dementia.

I hope the bill can be adjusted to address the concerns I listed above.

Until such time the bill can be adjusted for those reasons, I oppose this bill.

Mahalo,

Dale VanderBrink

HB-1589

Submitted on: 2/3/2026 8:55:06 AM

Testimony for ECD on 2/4/2026 10:00:00 AM

Submitted By	Organization	Testifier Position	Testify
Tani Salazar	Individual	Support	Written Testimony Only

Comments:

Aloha Chair Tam, Vice Chair Templo, Chair Ilagan, Vice Chair Hussey, and Members of the Committees,

Mahalo for your leadership in hearing this innovative business recognition bill. I'm a social worker in Hawai'i, testifying as an individual, in strong support for HB 1589. Three of my grandparents had dementia and a program like this would've ensured that they could interact in the community with businesses who were dementia friendly. Dementia is a growing issue in the world, and especially in our state with the highest life expectancy in the nation. It's going to take all of us working together in this multi sector approach. Hawai'i businesses can lead the way with this program at DBEDT.

Mahalo for the opportunity to testify.

RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM.

**Wednesday, February 4th 10:00am
Conference Room & Videoconference 423**

**Hawaii State Capitol
415 South Beretania Street**

Aloha Members of the Committee,

My name is Hayden Cobb, and I am an orphan because of what dementia has done to my family. My dad passed away from Alzheimer's disease at the age of 65 after struggling with it for five long hard years. His death led to my mom passing away from liver cancer due to the mistreatment and negative stigma that was placed on our family by her workplace and the different business that we would bring my dad to. The lack of knowledge that my parents' workplace and the different businesses my family came across had on dementia care created an unsafe environment for my family. This was caused by the workers of these businesses mistreating my family since they had no understanding of how harmful this disease is. This is why I wholeheartedly am in full support of HB 1589, which is a bill that aims to implement dementia training programs within the business community.

The implementation of this bill has the ability to help boost workforce retention and morale while removing a negative stigma with Aloha for consumers in the business community that are impacted by dementia. Dementia care training is what builds a strong sustainable foundation for workers within the business community by providing them the proper knowledge on how to work with those living with dementia which is a demographic that becomes more prevalent and detrimental for the population of Hawai'i. For those who were living with the disease like my dad and who were caregivers like my mom this bill has the ability to remove the negative stigma that my family suffered through and many other families by helping preserve precious memories with loved ones.

On behalf of my lost loved ones and those impacted by dementia, thank you for allowing the opportunity to testify in support of this bill.

Mahalo,

Hayden Cobb