

JAN 21 2026

A BILL FOR AN ACT

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

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

1 SECTION 1. The legislature finds that Alzheimer's disease
2 and other forms of dementia are not only detrimental to
3 residents of the State but also affect businesses, economic
4 growth, and visitors to Hawaii.

5 Creating a dementia-friendly business environment would
6 greatly enhance the quality of life for those living with
7 dementia and for their caregivers, while also demonstrating that
8 this is not just a health issue, but also an economic and
9 community development priority.

10 Accordingly, the purpose of this Act is to establish a
11 business recognition program within the department of business,
12 economic development, and tourism to promote brain health
13 awareness in the business community and provide knowledge on the
14 harmful effects of not only Alzheimer's disease, but all forms
15 of dementia, to better serve and support customers while
16 creating a dementia-capable workforce.



1 SECTION 2. Chapter 201, Hawaii Revised Statutes, is
2 amended by adding a new section to be appropriately designated
3 and to read as follows:

4 "§201- Hawaii dementia initiative business recognition
5 program. (a) There is established within the department the
6 Hawaii dementia initiative business recognition program to
7 promote among the business community awareness of Alzheimer's
8 disease and dementia and to promote a dementia-capable
9 workforce.

10 (b) The program shall be accessible through the
11 department's website, where businesses may apply to become
12 recognized as dementia-friendly.

13 (c) Businesses that apply shall receive a list of approved
14 organizations that provide dementia training for employees. All
15 current employees shall complete a one-hour training session to
16 qualify the business as dementia-friendly.

17 (d) Upon completing the training under subsection (c), a
18 business shall receive:

19 (1) Access to a badge for the website of the business,
20 indicating that the business is certified by the

21 Hawaii dementia initiative as dementia-friendly; and



(2) A decal or sticker of the Hawaii dementia initiative certified business logo to place at the physical location of the business.

(e) The department shall publish a list of recognized businesses on its website for access by individuals living with dementia and their families.

(f) The department may also promote the program and the list of Hawaii dementia initiative-certified businesses through various media to further incentivize business participation."

SECTION 3. There is appropriated out of the general revenues of the State of Hawaii the sum of \$ or so much thereof as may be necessary for fiscal year 2026-2027 to establish and administer the Hawaii dementia initiative business recognition program.

The sum appropriated shall be expended by the department of business, economic development, and tourism for the purposes of this Act.

SECTION 4. This Act shall take effect on July 1, 2026.

INTRODUCED BY:

Lyn DeBate



S.B. NO. 2259

Report Title:

DBEDT; Hawaii Dementia Initiative Business Recognition Program;
Appropriation

Description:

Establishes the Hawaii Dementia Initiative Business Recognition Program within the Department of Business, Economic Development, and Tourism. Appropriates moneys.

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