
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 their caregivers, while demonstrating that these
8 diseases are 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 of
6 business, economic development, and tourism the Hawaii dementia
7 initiative business recognition program to promote awareness of
8 Alzheimer's disease and dementia among the business community
9 and a dementia-capable 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



1 Hawaii dementia initiative business recognition
 2 program as dementia-friendly; and
 3 (2) A decal or sticker of the Hawaii dementia initiative
 4 certified business logo to place at the physical
 5 location of the business.

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

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

12 SECTION 3. There is appropriated out of the general
 13 revenues of the State of Hawaii the sum of \$90,000 or so much
 14 thereof as may be necessary for fiscal year 2026-2027 to
 15 establish and administer the Hawaii dementia initiative business
 16 recognition program.

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

20 SECTION 4. New statutory material is underscored.

21 SECTION 5. This Act shall take effect on July 1, 2026.



S.B. NO. 2259
S.D. 1
H.D. 1
C.D. 1

Report Title:

DBEDT; Hawaii Dementia Initiative Business Recognition Program;
Establishment; Appropriation

Description:

Establishes the Hawaii Dementia Initiative Business Recognition
Program within the Department of Business, Economic Development,
and Tourism. Appropriates funds. (CD1)

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not legislation or evidence of legislative intent.*

