

HAWAII HOUSE OF REPRESENTATIVES

House Select Committee on COVID-19 Economic and Financial Preparedness

August 31, 2020

HOUSE SELECT COMMITTEE ON COVID-19 ECONOMIC AND FINANCIAL PREPAREDNESS

1

Identify potential
economic impact to
the State

2

Develop short- and
long-term mitigation
plans

3

Monitor COVID-19
conditions and
outcomes

MEMBERS

Public Sector

Co-Chair: Speaker Scott K. Saiki, *Hawaii House of Representatives*

Representative Della Au Belatti, *House Majority Leader*

Representative Richard H.K. Onishi, *House Tourism & International Affairs Committee Chair*

Representative Kyle T. Yamashita, *House Capitol Improvement Projects Chair*

Representative Bob McDermott, *House Assistant Minority Leader*

Dr. Carl Bonham, *Executive Director, UHERO*

Dr. Sarah Park, *State Epidemiologist, Dept. of Health*

Dr. Eugene Tian, *State Economist, Dept. of Business, Economic Development & Tourism*

Mr. Robert Yu, *Deputy Director, Dept. of Budget & Finance*

Private Sector

Co-Chair: Mr. Peter Ho, *President & CEO - Bank of Hawaii*

Na'alehu Anthony, *Palikū Films*

Mufi Hannemann, *Hawai'i Lodging and Tourism Association*

Dr. Jill Hoggard Green, *The Queen's Health Systems*

Peter Ingram, *Hawaiian Airline*

Micah Kane, *Hawai'i Community Foundation*

Eric Kingma, *Hawai'i Longline Association*

James Koshiba, *Hui Aloha*

Nathaniel Kinney, *Hawai'i Construction Alliance*

Joe Lapilio, *Native Hawaiian Chamber of Commerce*

Wendy Laros, *Kona-Kohala Chamber of Commerce*

Constance Lau, *Hawaiian Electric Industries*

Lisa Maruyama, *Hawai'i Alliance of Nonprofit Organizations*

Sheryl Matsuoka, *Hawaii Restaurant Association*

Sherry Menor-McNamara, *Hawai'i Chamber of Commerce*

Brian Miyamoto, *Hawai'i Farm Bureau*

Dr. Mark Mugiishi, *HMSA*

Lauren Nahme, *Kamehameha Schools*

Ku'uhaku Park, *Matson*

Mark Perriello, *Kauai Chamber of Commerce*

Noelani Schilling-Wheller, *Oahu Visitors Bureau*

Gino Soquena, *Hawai'i Building & Construction Trades Council*

Chris Tatum, *Hawai'i Tourism Authority*

Jill Tokuda, *Consultant*

Pamela Tumpap, *Maui Chamber of Commerce*

Ray Vara, *Hawai'i Pacific Health*

Tina Yamaki, *Retail Merchants of Hawai'i*

Miles Yoshioka, *Big Island Chamber of Commerce*

Ms. Lauren Zirbel, *Hawai'i Food Industry Association*

SUB-COMMITTEES



COMMUNICATIONS
AND STRATEGY
SUB-COMMITTEE

Subcommittee Chair:

Ray Vara, Hawai'i Pacific Health

Peter Ho, Bank of Hawai'i

Micah Kane, Hawai'i Community Foundation

Dr. Jill Hoggard Green, Queen's

Dr. Mark Mugiishi, HMSA

Carl Bonham, UHERO

Elliot Mills, Disney

Na'alehu Anthony, Palikū Films

HAWAI'I COVID COLLABORATIVE



House Select Committee
Co-Chairs, Speaker Scott Saiki and Peter Ho

Subcommittee on Comms and Oversight
Chair Ray Vara

Hawai'i COVID Collaborative

TEAM LEADER
Oversight & Coordination

Partner roles:
HCF - Fiscal Sponsor, Contract Mgt
HDC - Data Aggregation
HEC - Interface, Backbone, Support

Inputs
case counts
story ideas
policy changes
research & testing

Operations
Data-gathering
Research
administration
Story sourcing
News aggregation

aggregated data

Analysis
Medical
Public Health /
Policy
Economic

info, calls
to action

**Comms
Strategy**

distribution
channels

CAMPAIGN WORKFLOW

INITIATIVE HUB

www.COVIDPAU.org

Messaging Tools

Personal, First-person Narrative Storytelling

Analysis of Critical Data

- Dashboard
- Spokesperson translation
- Timely policy-based messaging

Resource Aggregation

- Directory of relevant help

Distribution Mechanisms

Digital Distribution

- E-news
- Social platforms

Community Outreach

- Partner in food and other resource distribution
- Direct engagement with opinion leaders
- PPE Supplies

Content-Sharing

- Partner Push
- Social influencers
- Community organizations

Earned Media

- TV
- Radio
- Print
- Online

MOST RECENT STORIES

A Lesson from George

I never thought I would get COVID-19, because I was young, I am healthy with no underlying problems. I fought the virus for nine days at home until I went to the ER.

[Watch the Video](#)



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas at ipsum sem. Duis finibus, ligula sed tincidunt dapibus, augue sem eleifend est, ac mollis est urna et lorem. Fusce id ultrices lacus, et blandit diam. Integer tincidunt turpis justo, vel eleifend arcu ornare in. Nulla malesuada arcu lorem, sed malesuada turpis commodo sed. Suspendisse ac lorem nec elit porttitor bibendum eget at ex. Curabitur tristique, nunc eu finibus pretium, ante justo dignissim augue, ac feugiat orci sem sed lacus.

[Learn More](#)

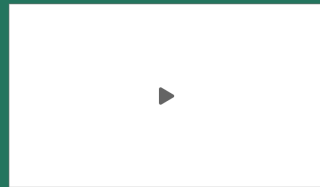


Activity Type
Activity Type
DOH not yet issuing this data set
Activities Driving Rate of Infection

Hawaii Data Collaborative/DOH

KEY TAKEAWAY: Community Gatherings could be causing an outbreak.

Avoid community gatherings and wear your mask.



OUR STORIES

All [Geol](#) [Medical](#) [Insurance](#) [Masks](#) [Topic](#) [Topic](#) [Topic](#)



Story title Story Title

Intro text here if space.

DATA DASHBOARD

- **Interprets data and situational updates**
- Package data in a way that is simple and digestible for the general public. Turn **data into information** using storytelling tools. Turn **information into actionable items**.
- Partner with **Hawai'i Data Collaborative** for visualization and back-end updates.



A person's back and head are shown in silhouette against a bright, hazy background of a sunset or sunrise. The person has short, dark hair and is wearing a dark shirt. The name "GEORGE" is overlaid in large, bold, yellow, sans-serif capital letters with a slight glow effect. The background features a large tree on the left and a building on the right, both out of focus.

GEORGE