

LATE

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In reply, please refer to:
File:

HOUSE COMMITTEE ON HEALTH
HOUSE COMMITTEE ON AGRICULTURE

SB2466 SD2, MAKING AN APPROPRIATION FOR THE WOMEN AND
INFANT CHILDREN FARMERS' MARKET NUTRITION PROGRAM

Testimony of Chiyome Leinaala Fukino, M.D.
Director of Health

March 12, 2010, 11:00 AM

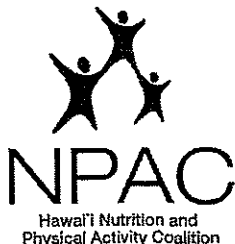
- 1 **Department's Position:** The Department respectfully opposes this measure as unnecessary.
- 2 **Fiscal Implications:** \$10,000 from the Tobacco Settlement Special Fund (TSSF).
- 3 **Purpose and Justification:** This measure originated as a request from the Department of Labor and
- 4 Industrial Relations (DLIR), Office of Community Services (OCS). In the meantime, the managers of
- 5 the OCS and the Department of Health (DOH), Healthy Hawaii Initiative (HHI) discussed the funding
- 6 and implementation of SB2466 and reached a verbal agreement: 1) implementation of the Women and
- 7 Infant Children (WIC) Farmer's Market Nutrition Program does not require a statutory mandate; 2) OCS
- 8 will implement the program as part of the DLIR programmatic services to low income seniors; and 3)
- 9 HHI will provide the \$10,000 state match required from the TSSF portion to OCS since this improves
- 10 access to fresh fruits and vegetables to those with health disparities. OCS and HHI are members of the
- 11 YMCA sponsored Pioneering Healthy Communities and the WIC program is now one of several
- 12 activities planned through the new collaboration.

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1 As there is already agreement to establish this new program, this legislation is unnecessary. We
2 respectfully request this measure be held.

3 Thank you for the opportunity to provide testimony.

LATE



To: Chairs, Committees on Health and Agriculture
Date: March 12, 2010, 11 am, Room 329
Re: SB2466, Making an Appropriation for the WIC Farmers Market Nutrition Program

My name is Jennifer Dang, State Director of the Hawaii Nutrition and Physical Activity Coalition. NPAC is project currently housed in the Office of Public Health Studies at the University of Hawaii at Manoa, and is funded by the Department of Health, Healthy Hawaii Initiative.

My organization's mission is to look for ways to improve the health of Hawaii's people by changing or creating policies, systems and/or environments so that ALL Hawaii residents can eat healthy, nourishing food and enjoy daily physical activity and exercise.

Our coalition is mobilizing on each island, and has over 100 member organizations working together to tackle difficult problems surrounding nutrition and physical activity.

Encouraging mothers participating in the WIC program to buy fresh fruits and vegetables at the local Farmers Market seems like a good, simple idea. Low income families across the nation are going to their neighborhood Farmers Market and in so doing, are supporting local farmers as well.

Why is such a good idea not implemented here in Hawaii? That was my question, and that is why I was encouraged when the Office of Community Services volunteered to administer this program. They have administered a similar USDA program called the Seniors Farmers Market Nutrition Program on Maui and the Big Island, and will soon start the program on Oahu.

SB2466 was written to address the USDA requirement of finding funds for a State Match. Fortunately, the Department of Health through the Healthy Hawaii Initiative has offered to provide the State Match requirement.

Now, NPAC will shift our focus to helping the various State Departments find the most logical and efficient way to implement this program in Hawaii. This will by no means be easy, but it must be done.

To me, this is a safety net issue and a question of health equity.

It should not matter how much money a family has, or where they live. It should not matter if they live in Kahala or Kuhio Park Terrace. When it comes to eating and active living, let's make their first choice, the healthy choice.

Thank you,


Jennifer Dang