



STATE OF HAWAII
DEPARTMENT OF HEALTH
P.O. Box 3378
HONOLULU, HAWAII 96801-3378

In reply, please refer to:
File:

SENATE HEALTH COMMITTEE

SB979, RELATING TO WELLNESS

**Testimony of Loretta J. Fuddy, A.C.S.W., M.P.H.
Acting Director of Health**

February 2, 2011, 2:45PM

- 1 **Department's Position:** The Department of Health supports the intent of this bill, but defers on the
2 fiscal implications until the Executive Budget has been finalized.
- 3 **Fiscal Implications:** Would designate general funds to Department, amount not determined. Currently
4 no general revenues are budgeted for chronic disease prevention and control programs.
- 5 **Purpose and Justification:** The purpose of Senate Bill 979 is to establish a healthy families initiative
6 pilot program with funding appropriated out of the general fund to be expended by the Department of
7 Health. In recent years, there has been increasing awareness of the burden of illness and death caused
8 by chronic diseases such as cancer, diabetes, heart disease, stroke and obesity, and of the connection
9 between these chronic diseases and lifestyle choices such as lack of exercise, poor diet, and tobacco use.
10 The Department has been addressing the promotion of healthy lifestyles and disease prevention through
11 the work of the Tobacco Settlement Project, Healthy Hawaii Initiative (HHI). Launched in 2000, the
12 HHI is a statewide effort to encourage healthy eating, physical activity, and tobacco free lifestyles so
13 that people can experience many productive healthy years of life. HHI works to reintegrate physical
14 activity and healthy eating into daily living where Hawaii residents and families live, work, and play.
15 The objectives, strategies, and structure of HHI are based on recommendations from the Centers for

1 Disease Control and Prevention (CDC), national level experts, and local stakeholders. The five
2 interrelated components of HHI are: Community Based Interventions, Coordinated School-Based
3 Health, Public & Professional Education, SNAP-Ed Nutrition Education, and Data, Research &
4 Evaluation. This structure is based on the socio-ecological approach that behavior change requires
5 support at multiple levels of society (individual, interpersonal, organizational, community, and societal).
6 HHI's multi-faceted approach has been recognized several times as a model comprehensive public
7 sector prevention program. In 2006, Secretary of Health and Human Services, Mike Leavitt, recognized
8 HHI with the prestigious Secretary's Innovation in Prevention Award and in 2009, HHI received the US
9 Surgeon General's Community Champion Award.

10 The Tobacco Settlement Special Fund (TSSF) is the primary source of funding in the Hawaii that
11 supports the prevention of chronic diseases through the promotion of physical activity, poor diet, and
12 tobacco use. The TSSF is also the only source of state funds that support programs to coordinate
13 partners in the early detection, treatment and management of chronic disease. If passed, the Department
14 will work with programs in the agency and with external organizations, in continuing efforts to fight
15 chronic disease in Hawaii and in supporting the adoption and maintenance of healthier lifestyles.

16 Thank you for the opportunity to provide testimony.

17

green1 - Karen

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 01, 2011 5:01 AM
To: HTHTestimony
Cc: george.massengale@cancer.org
Subject: Testimony for SB979 on 2/2/2011 2:45:00 PM
Attachments: SB979 Wellness HealthyFamilies Pilot.doc

Testimony for HTH 2/2/2011 2:45:00 PM SB979

Conference room: 229
Testifier position: support
Testifier will be present: Yes
Submitted by: George Massengale
Organization: American Cancer Soceity
Address:
Phone: 432-9149
E-mail: george.massengale@cancer.org
Submitted on: 2/1/2011

Comments:



February 1, 2011

Committee on Health
Senator Josh Green, MD, Chair
Senator Clarence K. Nishihara, Vice Chair

Hearing:

2:45 P.M., Wednesday, February 2, 2011
Hawaii State Capitol, Room 229

RE: SB979 – Relating to Wellness

Testimony in Support

Chair Green, Vice Chair Nishihara and members of the Committee on Health. My name is George Massengale and I am the Director of Government Relations for the American Cancer Society Hawaii Pacific Inc. Thank you for the opportunity to testify in strong support of SB979, which would create a healthy families initiative pilot program to develop healthy behaviors, thus reducing chronic disease and conditions such, diabetes, obesity, cancer, heart disease, and various respiratory illnesses.

The American Cancer Society (ACS) has been an innovator in establishing successful workplace wellness programs through its “Active For Life” initiative which has been shown to be successful in reducing employer insurance and health care cost by promoting healthy behaviors including physical activity and nutrition. At the same time, it has increased employee morale and teamwork.

Since 2005, 1180 companies and more than 172,000 employees have participated in ACS's Active For Life workplace physical activity and wellness program.

Ongoing evaluations of the impact of Active For Life found statistically significant increases in moderate-to-vigorous physical activity and total physical activity, decreases in depressive symptoms and stress, decreases in body mass index and increases in satisfaction with body appearance and function.

In SB979, we can only see benefit in establishing a healthy families pilot program. Further, we would be happy to offer our expertise and counsel in implementing this pilot program.

Thank you for the opportunity to provide testimony in support of SB979.

Very truly yours,

A handwritten signature in black ink, appearing to read "G. Massengale".

George S. Massengale, JD
Director of Government Relations