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# A BILL FOR AN ACT

RELATING TO LONG TERM CARE.

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

1 SECTION 1. The legislature finds the following:

2 (1) Americans are living longer today than in the past  
3 with multiple, chronic health conditions and greater  
4 rates of disability in old age;

5 (2) The aging of the population in Hawaii guarantees that  
6 there will be a greater need for long term care in the  
7 future than there is currently. Between 2007 and  
8 2030, the population aged eighty-five and older, which  
9 has the greatest need for long term care, will  
10 increase by almost two-thirds;

11 (3) Despite the fact that long term care is not covered by  
12 medicare or regular private health insurance,  
13 according to a recent 2011 survey of Association of  
14 American Retired Persons members in Hawaii, twenty-  
15 nine per cent of respondents said they expected  
16 medicare to pay for their long term care, if needed;

17 (4) Most people in Hawaii have limited knowledge on long  
18 term care issues, which can affect their motivation to



1 spend time and resources establishing their future  
2 long term care plans; and  
3 (5) A long term care education campaign will create  
4 awareness among the next generation of long term care  
5 recipients, those between the ages of forty-five and  
6 sixty-four, about the risks of not planning for long  
7 term care, available resources, and maximizing the  
8 length of independent living.

9 The purpose of this Act is to appropriate funds to the  
10 executive office on aging of the department of health to  
11 administer a public education and awareness campaign on long  
12 term care and obtain an evaluation of the campaign.

13 SECTION 2. (a) The department of health's executive  
14 office on aging shall conduct a long term care education and  
15 awareness campaign.

16 (b) The campaign shall:

- 17 (1) Inform the public on the likelihood of needing long  
18 term care at some point in life;  
19 (2) Educate the public on the cost of long term care,  
20 including the limits of medicaid eligibility and the  
21 limits of medicaid benefits;



1 (3) Inform the public on the value and availability of  
2 current financing and delivery options to obtain long  
3 term care; and

4 (4) Provide the public with resources to navigate the  
5 complexities of planning for long term care and the  
6 agencies that provide these services.

7 (c) The director of the executive office on aging shall  
8 have the impact of the campaign independently evaluated for its  
9 effectiveness.

10 (d) The director of the executive office on aging shall  
11 submit the report of the evaluation's findings and  
12 recommendations, if any, to the legislature and the Hawaii long-  
13 term care commission, established pursuant to Act 224, Session  
14 Laws of Hawaii 2008, no later than twenty days prior to the  
15 convening of the 2014 regular session.

16 SECTION 3. There is appropriated out of the general  
17 revenues of the State of Hawaii the sum of \$ or so  
18 much thereof as may be necessary for fiscal year 2012-2013 for  
19 the executive office on aging of the department of health to  
20 conduct an education and awareness campaign on long term care  
21 and an evaluation of the campaign.



1           The sum appropriated shall be expended by the department of  
2 health for the purposes of this Act.

3           SECTION 4. This Act shall take effect on July 1, 2012.

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**Report Title:**

Kupuna Caucus; Long Term Care; Education; Appropriation; Long Term Care Commission

**Description:**

Requests the executive office on aging of the department of health to conduct an education and awareness campaign on long term care and have the campaign evaluated. Appropriates funds for the long term care education and awareness campaign and an evaluation of the campaign. (SD1)

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