

NEIL ABERCROMBIE  
GOVERNOR OF HAWAII



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**Committee on Ways and Means**

**SB2308, SD1, RELATING TO LONG TERM CARE.**

**Testimony of Wes Lum  
Director, Executive Office on Aging  
Attached Agency to Department of Health**

**Tuesday, February 28, 2012; Conference Room 211**

**9:00 a.m.**

1 **EOA's Position:** The Executive Office on Aging (EOA) supports the intent of this measure  
2 provided that its enactment does not reduce or replace priorities within our Supplemental Budget  
3 Request.

4 **Fiscal Implications:** An unspecified amount would be appropriated to EOA to conduct an  
5 education and awareness campaign on long-term care and an evaluation of the campaign.

6 **Purpose and Justification:** EOA estimates that the cost to conduct a public awareness campaign  
7 on long-term care and to have the campaign evaluated is approximately \$575,000. Because the  
8 demographic is between 45-64, it is likely that television will be the most effective media for the  
9 greatest reach, which is also the most expensive.

10 Target Audience: Adults 45-64

11 Objective: Develop and implement a public education and awareness  
12 campaign on long-term care (LTC) and obtain an evaluation of  
13 the campaign.

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1 Campaign goals include:

- 2 1. Building awareness that LTC is not covered by Medicare or regular private health  
3 insurance.
- 4 2. Educate adults on the risks of not planning for LTC, available resources, and  
5 maximizing the length of independent living:
- 6 a. Inform the public on the likelihood of needing LTC at some point in life.  
7 b. Educated the public on the cost of LTC including limits on Medicaid eligibility  
8 and benefits.
- 9 3. Motivate adults to take individual responsibility and establish future LTC plans:
- 10 a. Inform the public on the value and availability of financing and delivery  
11 options for LTC.
- 12 b. Provide the public with resources and referral services to navigate the  
13 complexities.

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Description	Cost
Pre- and post-survey to confirm target audience, determine awareness level, knowledge base, and identify needs and obstacles. Include development of measurement tool and needs assessment of existing resources and materials.	\$125,000
Develop and execute an informational campaign: Creative, talent, production, air time, and print space. (TV - \$325,000; Radio - \$25,000; Print - \$25,000)	\$375,000
Printed Materials (Design and production of brochures, posters, rack cards, displays)	\$50,000
Web design	\$25,000
<b>Total:</b>	\$575,000

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1           EOA needs to give additional thought about whether these activities can be coordinated  
2 with existing staff. The budget items do not include staff time to draft and administer contracts,  
3 coordinate the bidding process, and oversee the development and approval of materials. We did  
4 not include funding to hire a temporary position to administer the campaign.

5           We note that this bill is not part of the Governor's Administrative package. Should there  
6 be surplus funds available for this measure, we of course would be supportive. If the Legislature  
7 deems this program necessary, EOA respectfully requests that the Legislature provide the  
8 appropriate resources, rather than supplant existing resources, for this proposal. Thank you for the  
9 opportunity to testify.

**From:** [mailinglist@capitol.hawaii.gov](mailto:mailinglist@capitol.hawaii.gov)  
**To:** [WAM Testimony](#)  
**Cc:** [Tlenzer@hawaii.rr.com](mailto:Tlenzer@hawaii.rr.com)  
**Subject:** Testimony for SB2308 on 2/28/2012 9:00:00 AM  
**Date:** Sunday, February 26, 2012 11:39:56 AM

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Testimony for WAM 2/28/2012 9:00:00 AM SB2308

Conference room: 211  
Testifier position: Support  
Testifier will be present: No  
Submitted by: Anthony Lenzer, Ph.D  
Organization: Policy Advisory Board for Elder Affairs  
E-mail: [Tlenzer@hawaii.rr.com](mailto:Tlenzer@hawaii.rr.com)  
Submitted on: 2/26/2012

Comments:  
Senator Ige and Members of the Committee;

My name is Anthony Lenzer. I am testifying as a member of the Policy Advisory Board for Elder Affairs (PABEA), the body which advises the Executive Office on Aging (EOA), and advocates on behalf of Hawaii's older citizens. My testimony represents only the views of PABEA.

PABEA strongly supports SB 2308, which tasks EOA with developing a public awareness campaign around long-term care issues. We believe, as does the Long Term Care Commission, that such a campaign is critically needed. The State's older population is rapidly expanding, especially the 85+ population, and many younger people with serious disabilities are surviving for more years than in the past. As the Long Term Care Commission has indicated in its January 2012 report to the Legislature, our LTC system is broken: we simply do not have the resources needed to meet the State's LTC needs, now or in the future.

Furthermore, the public is abysmally uninformed about LTC services, how to find them, or how to pay for them. Most people, for example, have life insurance, homeowners insurance, and auto insurance, but few have LTC insurance. A high proportion of Hawaii's elders believe that Medicare will cover their LTC needs, which it won't, and Medicaid will likely become increasingly restrictive as the demands increase. Underlying all of this is public reluctance to face the realities of aging, frailty, disability, and death.

For all these reasons, public education is badly needed, and we urge you to support this measure, and provide adequate funds to conduct an awareness campaign.

Thank you for the opportunity to testify.

**##HAWAII ALLIANCE FOR RETIRED AMERICANS**

An affiliate of the Alliance for Retired Americans

c/o AFSCME

888 Mililani Street, Suite 101

Honolulu, HI 96813

February 24, 2012

TO: Senate Committee on Ways and Means  
Senator David Y. Ige, Chair  
Senator Michelle N. Kidani, Vice Chair

FROM: Hawaii Alliance for Retired Americans

RE: **S.B. 2308, SD1**

The Hawaii Alliance for Retired Americans (HARA) supports S.B. 2308, SD1, which 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.

*HARA is a coalition of 10 affiliated organizations which are: AFT Hawaii Retirees, HGEA Retirees, HSTA-Retired, ILWU Retirees, Kokua Council, Machinists Union Retirees, UPW Retirees, ADA/Hawaii, Hawaii Family Caregivers Coalition, and Kupuna Education Center. Membership in our affiliates total more than 19,000 individuals who support quality programs and services for seniors.*

The State Legislature created a Long-Term Care Commission to study Hawaii's long-term care needs. One of the recommendations of the Commission was development of an education and awareness campaign for Hawaii residents who are, sadly, unaware about the costs of long-term care, the resources available (or not) to meet long-term care needs, and how to prepare for future needs. Too many individuals do not even consider their own or their parents' long-term care needs until they are faced with the urgent need to find placement or other resources.

Hopefully, this education and awareness campaign will bring the issue into everyone's consciousness so that they can begin to plan and prepare for what may become a huge burden for them in the future. Too many people think that long-term care is someone else's problem, that the government or health insurance will cover the costs, and that there are ample resources to meet the need. Awareness of the size and scope of the problem will also encourage taxpayers/voters to understand that government must play a role in helping its citizens meet the costly burden of providing for long-term care.

With adequate appropriation, S.B. 2308, SD1 will allow the Executive Office on Aging to conduct an education and awareness campaign that is long overdue. HARA urges passage of S.B. 2308, SD1.

Thank you for considering our testimony.