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**Cc:** [Brenda.Kosky@gmail.com](mailto:Brenda.Kosky@gmail.com)  
**Subject:** Testimony for SB2308 on 2/28/2012 9:00:00 AM  
**Date:** Monday, February 27, 2012 9:17:34 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: Brenda Kosky  
Organization: Individual  
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Submitted on: 2/27/2012

Comments:

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**Cc:** [jkealoha@ilwulocal142.org](mailto:jkealoha@ilwulocal142.org)  
**Subject:** Testimony for SB2308 on 2/28/2012 9:00:00 AM  
**Date:** Monday, February 27, 2012 9:11:27 AM  
**Attachments:** [2012SB2308.rtf](#)

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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: Joanne Kealoha  
Organization: ILWU Local 142  
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Submitted on: 2/27/2012

Comments:

The Twenty-Sixth Legislature  
Regular Session of 2012

THE SENATE

Committee on Ways and Means  
Senator David Y. Ige, Chair  
Senator Michelle N. Kidani, Vice Chair  
State Capitol, Conference Room 211  
Tuesday, February 28, 2012; 9:00 a.m.

**STATEMENT OF THE ILWU LOCAL 142 ON S.B. 2308, SD1  
RELATING TO LONG-TERM CARE**

The ILWU Local 142 supports S.B. 2308, SD1, which requests the Executive Office on Aging to conduct an education and awareness campaign on long-term care and have the campaign evaluated. Funds shall be appropriated for this purpose.

The “tsunami” of aging is upon us as baby boomers have started to turn 65 and the number of seniors age 80 and older is increasing. More workers are being faced with the challenge of holding down full-time jobs while providing care for elderly parents. More seniors are being faced with the unexpected costs of long-term care.

Too many of us are unaware of and unprepared for the issues and costs associated with long-term care. To prepare for future needs, the public needs to become more educated and aware. The campaign that S.B. 2308, SD1 will support is long overdue.

The ILWU urges passage of S.B. 2308, SD1. Thank you for the opportunity to offer our support for this measure.



To: Committee on Ways and Means  
Senator David Y. Ige, Chair

Date: February 28, 2012, Conference Room 211, 9:00 a.m.

Re: **SB2308 SD1 – RELATING TO LONG-TERM CARE**

Chair Ige and Committee Members:

My name is Barbara Kim Stanton, State Director of AARP Hawaii. AARP is a membership organization of people 50 and older with nearly 150,000 members in Hawaii. We are committed to championing access to affordable, quality health care for all generations, providing the tools needed to save for retirement, and serving as a reliable information source on issues critical to Americans age 50+.

AARP **supports SB2308, SD1** that requests that the Executive Office on Aging conduct an education and awareness campaign on long-term care; have the campaign evaluated; and appropriate funds.

AARP generally believes that a public awareness campaign should be but one of a number of elements of LTC reform in Hawaii. Further we believe that the private and non-profit sectors have a critical and in fact, necessary role for any public education and awareness campaign.

AARP agrees with the Commission Report that “there is little evidence that long-term care public education campaigns have much impact on behavior.” In fact, AARP membership surveys showed that approximately 29% of those surveyed were misinformed and thought that LTC services would be paid by Medicare, when in most cases it does not. Despite the low impact of LTC education and awareness campaigns in other states, nonetheless, there is no question that elevated public awareness of LTC is essential to solving the LTC problem. Meaningful reform would be difficult without a public that is better informed about LTC risks, costs and availability to themselves and their families.

The Commission’s Final Report provides the Legislature with direction and guidance on the establishment of a LTC education and awareness campaign. We strongly urge the implementation of this recommendation. The Commission clearly indicates the problem of the long-term care in Hawaii: “The long-term care system in Hawaii is broken.” We need urgent action to help seniors and near retirees, by taking concrete steps to strengthening the LTC system statewide, and not wait to find the perfect solution.

Thank you for the opportunity to provide comments.