

SB 2308

Measure Title: RELATING TO LONG TERM CARE.

Report Title: Kapuna 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.

Companion:

Package: Kupuna

Current Referral: HMS, WAM

Introducer(s): CHUN OAKLAND, GALUTERIA, GREEN, SHIMABUKURO, Espero, Ihara, Nishihara

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Committee on Human Services

SB2308, RELATING TO LONG TERM CARE

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

Tuesday, January 31, 2012; Conference Room 016

1:15 p.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:** This proposal is based on a recommendation of the Hawaii Long-
7 term Care Commission. EOA is happy to conduct a long-term care education and awareness
8 campaign, provided that resources are appropriated for this purpose.

9 We believe that the timeline for a public awareness campaign and evaluation should be
10 extended into a two-year project for proper planning, execution, and evaluation, and therefore,
11 EOA recommends that a report of our evaluation and findings be submitted to the legislature no
12 later than twenty days prior to the convening of the 2014 regular session. Thank you for the
13 opportunity to testify.

TO: COMMITTEE ON HUMAN SERVICES
Sen. Suzanne Chun Oakland, Chair
Sen. Les Ihara, Vice-Chair

FROM: Eldon L. Wegner, Ph.D.
POLICY ADVISORY BOARD FOR ELDER AFFAIRS (PABEA)

HEARING: 1: 15 pm Tuesday, January 31, 2012
Conference Room 016, Hawaii State Capitol

SUBJECT: SB 2308 Relating to Long-Term Care

POSITION: The Policy Advisory Board for Elder Affairs **strongly supports** SB 2308, which requests the Executive Office on Aging to conduct an educational awareness campaign on long term care and to evaluate the campaign and appropriates the needed funds for these tasks to the EOA.

RATIONALE:

The Policy Board for Elder Affairs has a statutory obligation to advocate on behalf of the senior citizens of Hawaii. While we advise the Executive Office on Aging, we do not speak on behalf of the Executive Office of Aging.

- The Long-Term Care Commission submitted its recommendations to the Legislature on January 18, 2012. The Commission recommends an education and awareness campaign on long-term care based on its research which indicated much mis-information by the public regarding the financing of long-term care, inadequate knowledge of the costs of long-term care, an acknowledgement by the vast majority that they were unable to afford care and had no plans regarding their future care.
- An effective community education effort requires a comprehensive approach which should involve many different parties, including health services, employers, volunteer community organizations, and public agencies. A lead agency, however, is needed in order to develop a coherent plan of education, informational and multi-media tools, and to coordinate the effort. The Executive Office on Aging could serve as the lead agency, although they would need to contract for much of the work, for example, to the public health education program at the University of Hawaii, to design the campaign, develop messages, and coordinate the effort.
- The work can be undertaken by the Executive Office on Aging only if a realistic allocation is given to them in order to cover the associated costs.

Thank you for allowing me to testify on this bill.

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Kauai United Way

Maui United Way

Hawaii Island United Way



Aloha United Way

Chair: Senator Suzanne Chun Oakland, Chair
Senator Les Ihara, Vice Chair
Committee: Committee on Human Services
Bill No & Title: SB2308 Relating to Long Term Care
Day and Date: Tuesday, January 31, 2012 1:15 pm
Time and Place: State Capitol Conference Room 016

Aloha, Senator Chun Oakland, Senator Ihara and Committee members. I am Howard S. Garval, President & CEO of Child & Family Service, Hawaii's oldest and most comprehensive human service nonprofit organization with services on every island. Each year we touch the lives of 40,000 Hawaii residents from keiki to kupuna.

I am testifying in support of SB2308 which requests the Office on Aging to conduct an education and awareness campaign on long term care and have the campaign evaluated for its effectiveness.

Through our Gerontology Program, which serves older adults and their caregivers, we have seen firsthand the confusion and lack of information our clients experience when needing to access help for their long term care needs. There exists a misconception regarding Medicare's coverage of nursing home care, with many believing it will pay all costs. Many seniors think they must become destitute in order to pay for their spouse's long term care. These ideas are reflective of the findings of many national surveys such as the MetLife Long Term IQ survey and the Kaiser Family Foundation survey. More detail on the need for educational programs for Hawaii's older adults and those soon to be seniors is well outlined in Long Term Care Reform in Hawaii: Report of the Hawaii Long Term Care Commission.

As an agency that is focused on outcomes and evidence based programs, we feel that an evaluation of the effectiveness of the awareness campaign is very important. Given Hawaii's diverse citizens and cultures, any awareness campaign should be tailored to the population. Additionally, the campaign should address individual's reluctance to address their long term needs similar to work that was done by Kokua Mau in educating individuals about advance directives. We would hope by targeting those aged 46-64, who may already be caregivers for their family members and other caregivers first we can change the shape of long term care in the future.

At Child & Family Service our mission is Strengthening Families and Fostering the Healthy Development of Children. Our Kupuna are supported by a strong family system, one which is knowledgeable about the issues and resources available to their loved ones. This is why we strongly support SB 2308 and ask for your support of this bill to educate the public regarding the long term care needs and options for Hawaii's older adults.

Mahalo for providing the opportunity to submit testimony.

Our Mission: Strengthening Families and Fostering the Healthy Development of Children



HAWAII

Senate Committee on Human Services
Hearing Date: January 31, 2011
Time: 1:15 pm

RE: SB 2308 – Relating to Long Term Care

Chair Chun-Oakland, Vice Chair Ihara and members of the Committee, the National Association of Insurance and Financial Advisors (NAIFA) Hawaii is made up of life and health insurance agents throughout Hawaii, who primarily market life, annuities, long term care and disability income insurance products.

SB 2308 appropriates funding to the Executive Office on Aging to administer a public education and awareness campaign on long term care.

We support this measure.

Across the country and in Hawaii, we are facing a “perfect storm” with the baby boomers starting retirement, increasing costs of all medical care including long term care, higher Medicare and Medicaid expenses, longer life spans, limited skilled nursing home beds in Hawaii, limited long term care insurance policies issued and numerous issues facing caregivers or the lack of caregivers...and many more surrounding this complex issue.

We won’t know the amount of the appropriation until the end of session and will work towards supporting this measure.

Mahalo for this opportunity to testify.

Cynthia Takenaka, Executive Director
Phone: 808-394-3451

ChunOakland2 - Tyrell

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, January 25, 2012 5:47 PM
To: HMS Testimony
Cc: robertscottwall@yahoo.com
Subject: Testimony for SB2308 on 1/31/2012 1:15:00 PM

Testimony for HMS 1/31/2012 1:15:00 PM SB2308

Conference room: 016
Testifier position: Support
Testifier will be present: No
Submitted by: Scott Wall
Organization: Individual
E-mail: robertscottwall@yahoo.com
Submitted on: 1/25/2012

Comments:

ChunOakland2 - Tyrell

From: mailinglist@capitol.hawaii.gov
Sent: Thursday, January 26, 2012 8:29 PM
To: HMS Testimony
Cc: lkakatsu@hawaii.rr.com
Subject: Testimony for SB2308 on 1/31/2012 1:15:00 PM

Testimony for HMS 1/31/2012 1:15:00 PM SB2308

Conference room: 016
Testifier position: Support
Testifier will be present: No
Submitted by: Lynn Murakami-Akatsuka
Organization: Individual
E-mail: lkakatsu@hawaii.rr.com
Submitted on: 1/26/2012

Comments:

Strongly support. It is very important to have a well thought out education and awareness campaign about the longevity of our lives and what that will mean in terms of financial preparedness (long term care insurance), discussion with family members on what to do as our parents age into their 70's to 90's and loss of their significant other, becoming frail and unable to care for themselves. If this bill can tie in with a mandatory public long term care insurance program - that would be ideal.