



EXECUTIVE CHAMBERS

NEIL ABERCROMBIE
GOVERNOR

HONOLULU

**TESTIMONY IN SUPPORT OF SB 2778, SD1, HD 1 (HSCR1135-12),
MAKING AN APPROPRIATION FOR EARLY CHILDHOOD HEALTH**

**HOUSE COMMITTEE ON FINANCE
Representative Marcus Oshiro, Chair
Representative Marilyn Lee, Vice Chair**

**Thursday, March 29, 2012
11:00 a.m. Room 308**

Chair Oshiro, Vice-Chair Lee and members of the House Committee on Finance, thank you for this opportunity to provide testimony in support of Senate Bill (SB) 2778, SD 1, HD 1 Relating to Health (HTH).

SB 2778, SD 1, HD 1 supports Governor Abercrombie's priority for early childhood health, specifically in the area of prevention of childhood obesity. Early childhood is a time to establish good health habits, identify health, behavioral, and developmental conditions, so children can be ready for school. One very serious public health problem is the dramatic rise of young children who are overweight and obese. The Center for Disease Control and Prevention (CDC) has found that obesity rates among children ages 2 to 5 years doubled between 1976-1980 and 2007-2008. With an estimated 20% to 30% of children already overweight or obese by the time they reach 5 years of age, prevention efforts must target our youngest children.

The National Governors Association Center for Best Practices issued a call to action paper in 2009, entitled "Shaping a Healthier Generation: Successful State Strategies to Prevent Childhood Obesity." This paper emphasized that if childhood obesity is left unaddressed in the United States, a generation of individuals could face health, social, and economic challenges that promise to stress government at all levels. The paper also explained how wellness practices can be built into child care, school, community, and health care settings and coordinated across state agencies.

The Administration would like to request that in Part I, Section 1, the following language is inserted for the purpose of the bill: "Childhood overweight and obesity is a serious public health problem requiring urgent attention.



EXECUTIVE CHAMBERS

HONOLULU

NEIL ABERCROMBIE
GOVERNOR

Approximately one of every four children entering Hawaii's kindergarten is either overweight or obese. The purpose of this measure is to appropriate moneys to the department of health to support early childhood obesity prevention efforts for data collection and analysis necessary to better understand the contributing factors for obesity in young children; increasing awareness of the health implications of early childhood obesity; and implementing best practice interventions to promote healthy behaviors and prevent obesity in infants and young children."

In Part II, Section 2 of this measure for fiscal year 2012-2013, the Administration would like to add back the funding of \$500,000 from the Administration's supplemental budget for the Department of Health: (1) to support early childhood obesity prevention efforts for data collection and analysis necessary to better understand the contributing factors for obesity in young children; (2) to increase awareness of the health implications of early childhood obesity; and (3) to implement best practice interventions to promote healthy behaviors and prevent obesity in infants and young children.

Finally, the Administration would like to change the effective date on Section 3 from July 1, 2050 to July 1, 2012 in order to comply with the timeline of the Task Force to convene monthly from July 2012 to December 2012 for recommendations to the 2013 legislative session.

Thank you for this opportunity to provide testimony in support of SB 2778, SD1, HD1.

NEIL ABERCROMBIE
GOVERNOR OF HAWAII



LORETTA J. FUDDY, A.C.S.W., M.P.H.
DIRECTOR OF HEALTH

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

In reply, please refer to:
File:

House Committee on Finance

**S.B. 2778, S.D.1, H.D.1 MAKING AN APPROPRIATION FOR EARLY
CHILDHOOD HEALTH**

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

March 29, 2012

1 **Department's Position:** The Department of Health strongly supports this Governor's administrative
2 measure.

3 **Fiscal Implications:** An unspecified appropriation under Section 2 of this measure for fiscal year 2012-
4 2013 to collect and analyze Hawaii-specific early childhood overweight and obesity data, increase
5 awareness of the health implications of early childhood obesity, and promote best practices through
6 community based initiatives to improve health life choices. The establishment of a task force to develop
7 and recommend legislation related to the prevention of childhood obesity will be funded through the
8 Healthy Hawaii Initiative and therefore, no general funds need to be appropriated.

9 **Purpose and Justification:** The Centers for Disease Control and Prevention (CDC) has found that
10 obesity rates among children ages 2 to 5 years doubled between 1976-1980 and 2007-2008. With an
11 estimated 20% to 30% of children already overweight or obese by the time they reach five years of age,
12 prevention efforts must target our youngest children. Additionally, the Institute of Medicine
13 recommends that because early obesity can track to adulthood, efforts to prevent obesity should begin
14 long before a child enters school.

1 Childhood obesity is a serious public health problem requiring urgent attention as the prevalence
2 in Hawaii is headed in the wrong direction . Young children ages 0-8 are dependent on responsible
3 adults to provide healthy and nutritious meals and to instill regular physical activity and healthy eating
4 behaviors. More emphasis on starting early to develop healthy food and physical activity habits in
5 children will lead to better health outcomes. The Department recognizes the importance of preventing
6 early childhood obesity and the need to work with parents, the medical and early childhood community
7 to address this issue together. The Department will use the funds to collect and analyze Hawaii-specific
8 early childhood overweight and obesity data to identify children at risk. We will also work with partners
9 to increase the awareness of the health implications of early childhood obesity and implement initiatives
10 to prevent early childhood obesity such as promotion of breastfeeding and enhancing of the role of child
11 care settings in obesity prevention. The Department will use existing Healthy Hawaii Initiative
12 resources to establish and staff a task force to develop and recommend legislation related to the
13 prevention of childhood obesity.

14 Investing in our youngest children now will reduce the human and financial cost down the road
15 of heart disease, cancer, stroke and diabetes – Hawaii’s leading causes of death.

16 The Department would like to request that in Part I, Section 1, the following language is inserted
17 for the purpose of the bill: “Childhood overweight and obesity is a serious public health problem
18 requiring urgent attention. Approximately one of every four children entering Hawaii’s kindergarten is
19 either overweight or obese. The purpose of this measure is to appropriate moneys to the department of
20 health to support early childhood obesity prevention efforts for data collection and analysis necessary to
21 better understand the contributing factors for obesity in young children; increasing awareness of the
22 health implications of early childhood obesity; and implementing best practice interventions to promote
23 healthy behaviors and prevent obesity in infants and young children.”

1 The Department would like to also request that in Section 1 (b) (10) that the attorney general
2 member be deleted as it is already listed as a member in Section 1 (b) (7).

3 Thank you for the opportunity to testify on this measure.

4

5

6

7

8

9

10

11

12

13

14

15

16



SB2778 SD1 HD1
Making Appropriations for Early Childhood Health
House Committee on Finance

March 29, 2012

11:00 a.m.

Room 308

The Office of Hawaiian Affairs (OHA) **SUPPORTS** the intent of **SB2778 SD1 HD1**, which establishes a childhood obesity prevention Task Force. It would appropriate funds to collect and analyze Hawaii-specific early childhood data to identify children at risk, increase awareness of the health implications of early childhood obesity, promote best practices through community-based initiatives, and promote best practices like training and technical assistance to child care providers to promote exercise and nutrition practices and the advantages of breastfeeding.

Mauli Ola (Health) is one of six major OHA strategic priorities. OHA is committed to improving Native Hawaiians' quality of life by reducing the onset of chronic diseases and improving family lifestyle choices. Obesity is a common condition of chronic diseases, and because data suggests that Native Hawaiians and Pacific Islander children are at greater risk for obesity and obesity-attributed health complications, promoting family cultural values necessitates a focus on healthier lifestyles.

We particularly support a public health approach that aims to arrest childhood obesity while engaging a wide spectrum of diverse interests, ideas and commitments. It will take local, state, national and international focus converging to make obesity a thing of the past. In 2004, the World Health Organization recognized and called attention to the two main risk factors in non-communicable diseases and addressed their concern with policy on promotion of diet and physical activity.

Collection of disaggregated data and making it available is essential for OHA and others with particular interests in accomplishing their strategic priority. OHA seeks to ensure that Native Hawaiian chronic disease rates will be equal to or less than the general population of Hawaii.

Therefore, OHA urges the committee to PASS SB2778 SD1 HD1. Mahalo for the opportunity to testify on this important measure.



1806 So. King Street □ Suite 30 □ Honolulu, HI 96826 □ (808)942-4708 □ FAX (808)955-2739
□ haeyc@hawaiihaeyc.org

Representative Marcus Oshiro, Chair
Representative Marilyn Lee, Vice Chair
COMMITTEE ON FINANCE

FROM: Katherine Murphy, Executive Director
Hawaii Association for Education of Young Children (HAEYC)
DATE: Thursday, March 29, 2012
SUBJECT: SB2778 SD1 HD1, Relating to Early Childhood Health

The Hawaii Association for the Education of Young Children (“HAEYC”) offers this testimony in *support* of SB 2778 SD1 HD1.

The Mission of HAEYC is “to promote, support, and expand quality and professionalism in early childhood programs and services for Hawaii’s young children and their families.” We promote values that encompass an array of practices which includes a collective effort to improve all early childhood programs.

SB 2778 SD1 HD1 establishes practices that promote healthy lifestyles from early childhood that will continue throughout the life span of an individual. This Bill promotes programs that prevent obesity from an early age and raise awareness of its adverse and long-lasting consequences. The elements of SB 2778 SD1 HD1 are in correlation with the mission and values of HAEYC in promoting services that fosters the quality of life for Hawaii’s young children and their families, and we will continue to be a positive contributor to the State’s fight against Obesity. Hence, HAEYC strongly supports this bill.

Thank you for the opportunity to testify.

Respectfully Submitted,

Katherine E. Murphy
Executive Director
HAEYC

91-1841 Fort Weaver Road
Ewa Beach, Hawaii 96706
Phone 808.681.3500
Fax 808.681.5280
Email cfs@cfs-hawaii.org
www.childandfamily.org

BOARD OF DIRECTORS

Kathy Inouye
CHAIR

Robert Fujioka
PAST CHAIR

Richard Wacker
FIRST VICE CHAIR

Michele Saito
SECOND VICE CHAIR

Stanley Hong
SECRETARY

Christine Camp
TREASURER

Howard S. Garval
PRESIDENT & CEO

Stephanie Ackerman

Carol Ai May

John L. Arizumi

Justine Balaura

Kyle Chock

George Ehara

Micki Euslin

Russell Figueiroa

John Gebbert

David Haverly

Dwight Kealoha

Anton Krucky

Frances Lui-Kuan

Lori Lum

Julie Mandanas

Abika Mau

Steve Metter

Tony Mizuno

Terri Ann Motosue

Maurice Myers

Gina Pohlabei

Joanie Shibuya

Jonathan Steiner

Earl Stoner

Ram Watumull

Colleen Wong

Mark Yamakawa

ACCREDITATION

Council on Accreditation

AFFILIATIONS

Alliance for Children

And Families

International Forum for

Child Welfare

Hawaii Island



Aloha United Way
Kauai United Way



Child & Family
SERVICE

Private, nonprofit since 1899

**Testimony on SB 2778 Making an Appropriation for
Early Childhood Health, Hearing Date: Thursday,
March 29, 2012, State Capitol, Room 308, 11:00 a.m.**

Dear Chair Rep. Marcus Oshiro and Vice-Chair Rep. Marilyn Lee and
House Finance Committee members:

I am Howard S. Garval, President and Chief Executive Officer of Child
& Family Service, Hawaii's oldest human services nonprofit organization
whose mission is **strengthening families and fostering the healthy
development of children.**

I am writing in support of SB 2778 **Making an Appropriation for
Early Childhood Health**

Childhood and adult obesity have reached epidemic proportions in this
country and in Hawaii. The human, social, health care/medical and
financial costs are staggering! We need to do so much more to prevent
this serious condition from developing in children. SB 2778 proposes
several modest recommendations to address this epidemic. With a
recovering but still weak economy here in Hawaii, the funds being
proposed are reasonable, but as the economy improves, we need to do so
much more. A stronger investment in prevention through education and
increased awareness as well as promoting healthier diet and adequate
physical exercise will be needed to have an impact.

I applaud the authors of this legislation that takes an important step in
elevating Hawaii's commitment to our keiki.

I urge your support of this legislation.

Mahalo for the opportunity to submit testimony.

Aloha,

Howard S. Garval, President & CEO

Child & Family Service

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



American Heart Association | American Stroke Association

Learn and Live.

Serving Hawaii

Testimony on SB 2778, SD1, HD1 "Making an Appropriation for Early Childhood Health"

The American Heart Association supports the intent of SB 2778, SD1, HD1, but would like to recommend amendments.

As the bill states, obesity has become one of the leading health issues for our state. If left unchecked, it holds the potential to cripple Hawaii's health care system and Hawaii's businesses that largely cover employee healthcare costs.

Obesity, however, is not just a childhood epidemic. **To effectively check the skyrocketing obesity rates, the AHA feels the issue must be addressed comprehensively. That means working to reduce obesity in adults, as well as children.** It also means going beyond simple attempts to educate the public about the risk factors leading to obesity, and enacting strong policy efforts to encourage a move towards living healthier lifestyles. **The AHA recommends that the bill's focus be expanded to address obesity as a societal issue, not just a children's issue. Only then will efforts to address childhood obesity be effectively addressed.**

Serving Hawaii since 1948

For information on the AHA's educational or research programs, contact your nearest AHA office, or visit our web site at www.americanheart.org or e-mail us at hawaii@heart.org

Oahu:
677 Ala Moana Blvd., Ste. 600
Honolulu, HI 96813-5485
Phone: 808-538-7021
Fax: 808-538-3443

Maui County:
Phone: 808-224-7185
Fax: 808-224-7220

Hawaii:
Phone: 808-961-2825
Fax: 808-961-2827

Kauai:
(Served by Oahu office)
Phone: 866-205-3256
Fax: 808-538-3443

*"Building healthier lives,
a of cardiovascular
diseases and stroke."*

We also express caution that beverage industry involvement in the proposed task force could result in efforts to detract attention away from addressing overconsumption of calories to a focus only on physical activity, or burning of calories. That would be a recipe for failure. To burn off just one can of sugar-sweetened soda it would take about 20 minutes of hard running, and that amount of exercise would not compensate for any other calories consumed through meals. To be truly effective, any obesity prevention campaign needs to be comprehensive and address both reductions in calorie consumption and increased physical activity.

Hawaii's obesity epidemic must be addressed comprehensively through a combination of public education and strong, progressive policy aimed at encouraging the public toward living healthier. The future of our public's health and all Hawaii businesses' economic health depends on it.

Respectfully submitted,

Donald B. Weisman
Hawaii Government Relations/Mission:Lifeline Director