



Hearing
date: Thursday,
March 29, 2012;
11:00 am
House Finance
Committee
Room 308

To: Representative Marcus Oshiro, Chair
Representative Marilyn Lee, Vice Chair

From: Elisabeth Chun, Executive Director
Good Beginnings Alliance

LATE TESTIMONY

Date: Thursday, March 29, 2012, 11:00 am
Conference Room 308

Subject: **SB2778 SD1: Health; Early Childhood; Task Force; Appropriation**

The Good Beginnings Alliance is a policy and advocacy organization focused on Hawaii's youngest children and their families. We strive to ensure a nurturing, safe and healthy development for all children from pre-birth to age eight. The following information is provided to help you in your decision-making process:

- According to the Center for Disease Control in a report entitled, "Too Fat to Fight: A Brief on Hawaii," by Mission: Readiness Military Leaders for Kids, 42 percent of Hawaii's young adults ages 17-24 are overweight or obese increasing from 33 percent over a 13-year period (<http://missionreadiness.s3.amazonaws.com/wp-content/uploads/HI-Too-Fat-To-Fight-Brief.pdf>).
- The lifestyle habits of our young adults clearly start in their early childhood years and the ability to collect and analyze Hawaii-specific early childhood overweight and obesity data will be very valuable in tackling this significant problem
- The establishment and proposed \$500,000 funding of this task force will help the Legislature develop legislation to combat this serious problem of childhood obesity in Hawaii.

Mahalo for your consideration and your support. For more information contact: Good Beginnings Alliance; phone: 531-5502; lchun@goodbeginnings.org