
A BILL FOR AN ACT

RELATING TO LONG TERM CARE.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that Americans with
2 multiple, chronic health conditions and increased rates of
3 disability in old age are living longer now than in the past.
4 Furthermore, the aging of the population in Hawaii guarantees
5 that there will be a greater need for long term care in the
6 future. Between 2007 and 2030, the population aged eighty-five
7 and older, which has the greatest need for long term care, will
8 increase by almost two-thirds.

9 The legislature further finds that many people in Hawaii
10 have limited knowledge on long term care issues, and some of
11 what they know may be incorrect. For example, although long
12 term care is not covered by medicare or regular private health
13 insurance, a 2011 survey of Hawaii members of the Association of
14 American Retired Persons found that twenty-nine per cent of
15 respondents said they expected medicare to pay for their long
16 term care if needed.

17 The legislature additionally finds that unless people have
18 basic information about long term care, including the different



1 types and providers of long term care services, the statistical
2 risk of needing long term care, and the cost of long term care,
3 they are unlikely to be motivated to establish long term care
4 plans or pay significant amounts of money for long term care
5 insurance.

6 The legislature also finds that a long term care education
7 and awareness campaign will educate people about their risks of
8 needing long term care and motivate people to begin planning for
9 their potential long term care needs.

10 The purpose of this Act is to appropriate funds to the
11 executive office on aging of the department of health to
12 administer a public education and awareness campaign on long
13 term care and obtain an independent evaluation of the campaign.

14 SECTION 2. (a) The department of health's executive
15 office on aging shall conduct a long term care education and
16 awareness campaign.

17 (b) The campaign goals shall include:

18 (1) Informing the public on the likelihood of needing long
19 term care at some point in life;

20 (2) Educating the public on the risks of not planning for
21 long term care and maximizing the length of

22 independent living;



1 (3) Building awareness that long term care is not covered
2 by medicare or regular private health insurance;

3 (4) Educating the public about the cost of long term care,
4 including the limits of medicaid eligibility and
5 benefits;

6 (5) Informing the public on the value and availability of
7 current financing and delivery options to obtain long
8 term care; and

9 (6) Providing the public with resources to navigate the
10 complexities of planning for long term care and the
11 agencies that provide these services.

12 (c) The executive office on aging may develop a public-
13 private partnership to fund and administer the campaign and may
14 invite broad participation from multiple interested stakeholders
15 in the State.

16 (d) The director of the executive office on aging shall
17 have the campaign independently evaluated for its effectiveness.

18 (e) The director of the executive office on aging shall
19 transmit the report of the independent evaluation's findings and
20 recommendations, if any, to the legislature no later than twenty
21 days prior to the convening of the 2016 regular session.



1 SECTION 3. There is appropriated out of the general
2 revenues of the State of Hawaii the sum of \$ or so
3 much thereof as may be necessary for fiscal year 2013-2014, and
4 the same sum, or so much thereof as may be necessary for fiscal
5 year 2014-2015, for the executive office on aging of the
6 department of health to conduct an education and awareness
7 campaign on long term care and to contract for an independent
8 evaluation of the campaign.

9 The sums appropriated shall be expended by the department
10 of health for the purposes of this Act.

11 SECTION 4. This Act shall take effect on July 1, 2050.



Report Title:

Kupuna Caucus; Long Term Care; Education and Awareness;
Appropriation

Description:

Directs the executive office on aging to conduct a public education and awareness campaign on long term care and have the campaign independently evaluated. Appropriates moneys.
Effective 07/01/2050. (SD1)

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