

GM 545

Measure Title: Submitting for consideration and confirmation to the Board of Directors of the Hawaii Health Connector, Gubernatorial Nominee, JO ANN TSARK, for a term to expire 6-30-2015.

Report Title: Board of Directors of the Hawaii Health Connector

Description:

Companion:

Package:

Current Referral: CPN

Introducer(s):



HAWAII HEALTH
CONNECTOR

**TO: The Honorable Rosalyn H. Baker, Chair
Senate Committee on Commerce and Consumer Protection**

FROM: Tom Matsuda, Interim Executive Director

HEARING: March 12, 2014, at 10:00 a.m., Room 229

**RE: GM545, Submitted for consideration and confirmation to the Board of
Directors of the Hawaii Health Connector, Gubernatorial Nominee JO
ANN TSARK, for a term to expire 6-30-2015**

My name is Tom Matsuda, Interim Executive Director of the Hawai'i Health Connector (the "Connector"), speaking on behalf of the Connector's Board of Directors.

The Hawai'i Health Connector would like to **offer support** on GM545, which nominates JO ANN TSARK for confirmation as a member of the Board of Directors of the Hawai'i Health Connector. As the Research Director of Papa Ola Lokahi and a Director of 'Imi Hale, Ms. Tsark will bring to the Connector Board a wealth of experience and knowledge to aid the Connector in serving the people of Hawai'i, especially the Native Hawaiian and Pacific Islander communities on all islands. It is also with great appreciation and respect that the Connector bids Aloha and Mahalo to Hardy Spoehr, who guided the Connector as a board member and Board Chair through its challenging start-up phase. We will miss having Hardy on the board, but we look forward to having an opportunity to work with Ms. Tsark going forward.

Thank you for the opportunity to provide comments on this measure.

GM545

Submitted on: 3/10/2014

Testimony for CPN on Mar 12, 2014 10:00AM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Mary Frances Oneha	Individual	Support	No

Comments: I am submitting testimony to support the confirmation of Jo Ann Tsark to the Board of Directors of the Hawai'i Health Connector. Ms. Tsark has been a strong advocate of Native Hawaiian health for many years. Her work and relationship with community organizations has strengthened efforts to improve the health and well-being of Native Hawaiians. Ms. Tsark will be a great addition to the Hawai'i Health Connector Board of Directors.

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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GM545

Submitted on: 3/8/2014

Testimony for CPN on Mar 12, 2014 10:00AM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Hardy Spoehr	Individual	Support	No

Comments: Aloha Chair Baker, Vice Chair Taniguchi, and Members of the Senate Committee on Commerce and Consumer Affairs, thank you for this opportunity to provide supportive testimony on behalf of JoAnn Tsark's appointment to the board of the Hawai'i Health Connector. Over the past year and a half I have had the honor of serving on the board representing the Native Hawaiian community. I have never served with such a dedicated group of people wishing only to improve the health and wellness of our island people. We all have been saddened that our expectations have not been fully realized but in no way has that been because of a lack of desire and dedication on the part of the board or Connector staff. I do want to commend Tom Matsuda who has provided the leadership and the "glue" to get us to where we are today. Last month I retired from Papa Ola Lokahi, the Native Hawaiian Health Board, and so it is now time to vacate my seat. JoAnn Tsark will be a wonderful addition to the board. As Papa Ola Lokahi's Research Director and Director of `Imi Hale she has first hand knowledge on the difficulties experienced by Native Hawaiians, Pacific Islanders, and all who call Hawai'i home in accessing health care and in promoting disease prevention and health promotion in our island communities. My only regret is that because of a former commitment I am out of state and not able to be with you personally today to present this testimony. Thank you for the opportunity to provide this supportive testimony. Mahalo. Hardy Spoehr

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From: mailinglist@capitol.hawaii.gov
To: [CPN Testimony](#)
Cc: kealohafox@gmail.com
Subject: *Submitted testimony for GM545 on Mar 12, 2014 10:00AM*
Date: Friday, March 07, 2014 10:25:26 AM

GM545

Submitted on: 3/7/2014

Testimony for CPN on Mar 12, 2014 10:00AM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Leanne Fox	Individual	Support	No

Comments:

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February 28, 2014

To: Brooke Jones, Legislative Assistant
Office of Senator Roz Baker

From: JoAnn Tsark
Papa Ola Lōkahi

- (1) Why do you wish to be a member of the Board of Directors of the Hawaii Health Connector?

My tenure in Public Health in Hawai'i over the past 25 years has been focused on improving the health and wellness of Native Hawaiians and Pacific Islanders. These populations continue to be overrepresented in the medically uninsured and underserved. Under the Affordable Care Act, this can be addressed through the prepaid health plans.

- (2) What do you perceive are the roles and responsibilities of a member of the Board?

The kuleana of Board members are to work collectively and thoughtfully to oversee the implementation of the Hawai'i Health Connector through the development and implementation of appropriate policies that support effective, culturally relevant outreach and recruitment and, program viability and sustainability.

- (3) Given your understanding of the roles and responsibilities of a Board member, why do you believe that you are qualified for the position? Please include a brief statement of your skills, expertise and knowledge that would aid you as a member of the Board.

My 25 years in Public Health have been focused on Native Hawaiian and Pacific Islander community health and wellness. Prior to joining Papa Ola Lōkahi, I served as Director of Research Education and Training at the Rehabilitation Hospital of the Pacific and Director of the Governor's Pacific Health Promotion and Development Center which focused on health disparities in Hawai'i and the U.S. Affiliated Pacific. At Papa Ola Lōkahi since 1999, I have spearheaded federally-funded programs from NIH, NCI, HRSA and CDC to support programs for cardiovascular health, cancer prevention and control research and education, and diabetes prevention and control in Hawaiian and Pacific Islander communities.

As a founding member and current Director of 'Imi Hale Native Hawaiian Cancer Network our 'Imi Hale team has developed a robust, community-based infrastructure to support cancer education and awareness in Native Hawaiian

communities, community-based participatory research and cancer patient navigation. To address the lack of culturally relevant health education materials for Hawaiian and Pacific Islander communities, I have led and overseen the development of over 100 culturally tailored health education materials—each one engaging the intended community in the development and distribution of the products. As a Native Hawaiian, I strive to be sensitive to the historical disparities in health, education, and well-being among Hawaiians, who in our own homeland fare poorly when compared to our non-Hawaiian counterparts. My education and experience throughout my professional career has focused on public health education, community mobilization and capacity building in the groups I am privileged to serve. I believe these to be strengths that will add to this effort.

- (4) What do you hope to accomplish during your term of service?

During my term of service I hope to add a community “voice” and community perspective to all facets of this enterprise to promote equitable outreach that considers and incorporates an understanding of the diverse groups that can and should benefit from the ACA. Outreaching to the “hard to reach” and the “hardly reached” populations require community engagement and effective communication. As a Public Health Educator and trainer in health communication I would like to offer my expertise in this area to facilitate effective outreach and recruitment.

- (5) Name three qualities that best describe you and how these qualities will benefit the Board.

- 1) Demonstrated ability to communicate health messages to Native Hawaiian and Pacific Islander communities
- 2) Able to convene appropriate partners for actionable outcomes
- 3) Demonstrated experience in community organization and advocacy

- (6) Name a previous experience you've had that will be beneficial as a Board member.

I was fortunate to participate in the efforts to pass and implement the Native Hawaiian Health Care Act of 1988 and the reauthorization in 1992, and subsequently participated in forming Papa Ola Lōkahi and Na Pu‘uwai, the Native Hawaiian Health Care System on the island of Moloka‘i. These seminal milestones required coordination, collaboration and commitment from Hawaiian communities, Hawaiian health care professionals and paraprofessionals, and our congressional leadership. Through legislation that was vetted statewide in Hawaiian communities, the commitment was made to invest in building the capacity within Hawaiian communities to identify, address and improve the

health status and wellness of Native Hawaiians. As part of this movement I served as a member of E Ola Mau, a grants writer, a facilitator of community forums on all islands, a program developer, a community representative at national forums and a research coordinator. This 23-year experience provided, and continues to provide the relationships and values that guide my current work in health disparities research and programming and hopefully, my contributions to this board, should I be approved.

- (7) Can you foresee any possible conflicts of interest that could arise during your service on the Board? How would you overcome conflicts of interest?

I do not foresee any conflicts of interest.

Please do not hesitate to contact me with any questions.

JoAnn Tsark, MPH
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Project Director, 'Imi Hale Native Hawaiian Cancer Network
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