

From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: adele.mattoon@doh.hawaii.gov
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 12:44:25 PM
Attachments: [SB1256_HTH_02-13-15_HTH.pdf](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Danette Wong Tomiyasu	Department of Health	Comments Only	Yes

Comments: see attachment

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TESTIMONY BY WESLEY K. MACHIDA
DIRECTOR, DEPARTMENT OF BUDGET AND FINANCE
STATE OF HAWAII
TO THE SENATE COMMITTEE ON HEALTH
ON
SENATE BILL NO. 1256

February 13, 2015

RELATING TO OBESITY PREVENTION

Senate Bill No. 1256 imposes a fee on sugar sweetened beverages and establishes the Obesity and Chronic Disease Prevention Special Fund within the Department of Health (DOH). The intent of the bill is to prevent obesity and chronic disease related to the consumption of sugar sweetened beverages and to support obesity prevention programs. The bill appropriates an unspecified expenditure ceiling for the proposed Obesity and Chronic Disease Prevention Special Fund for FY 16 and FY 17 and establishes the Hawaii interagency obesity prevention council to oversee and coordinate obesity prevention policies in the State.

While the Department of Budget and Finance does not take any position on the policy of Obesity Prevention programs, as a matter of general policy, the department does not support the creation of special funds which do not meet the requirements of Section 37-52.3, Hawaii Revised Statutes. Special funds should:

- 1) serve a need as demonstrated by the purpose, scope of work and an explanation why the program cannot be implemented successfully under the general fund appropriation process;
- 2) reflect a clear nexus between the benefits sought and charges made upon the users or beneficiaries or a clear link between the program and the sources of revenue;
- 3) provides an appropriate means of financing for the

program or activity; and 4) demonstrates the capacity to be financially self-sustaining. In regards to this bill, it is difficult to determine whether the special fund meets the criteria to establish a special fund.

TAXBILLSERVICE

126 Queen Street, Suite 304

TAX FOUNDATION OF HAWAII

Honolulu, Hawaii 96813 Tel. 536-4587

SUBJECT: MISCELLANEOUS, Fee on sugar sweetened beverages

BILL NUMBER: SB 1256; HB 1439 (Identical)

INTRODUCED BY: SB by Taniguchi by request; HB by Belatti by request

EXECUTIVE SUMMARY: This bill proposes to impose a tax on sugar-sweetened beverages, ostensibly to discourage childhood obesity. The connection between such beverages and childhood obesity is tenuous. Rather, this proposal should be seen for what it really is: it's a new tax. As a new tax, it has the potential for being highly regressive – the burden would fall heavily on people with the least ability to pay. It does not appear to be consistent with good tax policy.

BRIEF SUMMARY: Adds a new part to HRS chapter 321 to establish a sugar-sweetened beverage fee. Requires a distributor, which includes any person, manufacturer or wholesale dealer who receives, stores, manufacturers, bottles, or distributes sugar-sweetened beverages, syrup, or powder in this state to pay a fee of: (1) \$1.28 per gallon of bottled sugar-sweetened beverages sold or offered for sale to a retailer; and (2) \$1.28 per gallon of sugar-sweetened beverage produced from syrup or powder sold or offered for sale either as syrup or powder or as a sugar-sweetened beverage derived from that syrup or powder. Defines “sugar-sweetened beverage” as any nonalcoholic beverage, carbonated or noncarbonated, which is intended for human consumption and contains any added caloric sweetener.

“Sugar-sweetened beverage” does not include: (1) beverages consisting of 100% natural fruit or vegetable juice with no added caloric sweetener; (2) milk without any added caloric sweetener; (3) dietary aids such as liquid products manufactured for use as: (a) an oral nutritional therapy for persons who cannot absorb or metabolize dietary nutrients from food or beverages; (b) a source of necessary nutrition used due to a medical condition; or (c) an oral electrolyte solution for infants and children formulated to prevent dehydration due to illness; (4) infant formula; and (5) beverages containing less than 4.2 grams of added caloric sweetener per eight ounces of beverage.

Any retailer that sells bottled sugar-sweetened beverages, syrup, or powder in the state to a consumer on which the fee imposed by this section has not been paid by a distributor, shall be liable for the fee at the time of sale to the consumer. Allows a distributor to add the amount of the fees to the price of sugar-sweetened beverages sold to a retailer, and the retailer shall pass the amount of the fees through to a consumer as a component of the final retail purchase price. The amount of the fees shall be stated separately on all invoices, signs, sales or delivery slips, bills, and statements that advertise or indicate the price of such beverages.

The following shall be exempt from the fee: (1) bottled sugar-sweetened beverages, syrups, and powder sold by a distributor or a retailer expressly for resale or consumption outside the state; and (2) bottled sugar-sweetened beverages, syrups, and powder sold by a distributor to another distributor, if the sales

invoice clearly indicates that the sale is exempt. If the sale is to a person who is both a distributor and a retailer, the sale shall also be exempt from the fee and the fee shall be paid when the purchasing distributor, who is also a retailer, resells the product to a retailer or a consumer.

Establishes the obesity and chronic disease prevention special fund into which shall be deposited sugar-sweetened beverage fees, interest payments, and penalty payments. The fund shall be used for: (1) costs to implement this program; (2) coordination and support of evidence-based statewide obesity prevention programs by the department of health or other state agencies; (3) support of prenatal surveillance and assessment, home visitation, early childhood oral health prevention, and coordination for families, infants, and children at highest health and domestic violence risk; and (4) support of health promotion from birth to childhood to provide a systems approach that will ensure children and families have healthy lifestyles and wellness.

Delineates provisions for the filing of the return, payment, penalties, record keeping, inspection of records, and appeals related to the imposition of the fee.

Adds a new section to HRS chapter 321 to provide for the establishment of Hawaii interagency obesity prevention council to: (1) formulate and advise the governor on the implementation of a unified ten-year state obesity prevention strategic plan to address child and adult obesity in Hawaii; (2) promote collaboration among public agencies and private stakeholders to lower obesity rates in the state; (3) monitor the progress of the state obesity prevention strategic plan; (4) provide recommendations to state agencies, the legislature, and the private sector on improving the quality, availability, and coordination of obesity prevention policies and activities; (5) develop specific strategies to address social determinants of health as they relate to obesity prevention; and (6) activate, coordinate, and maintain responsive action among the public, business, and educational communities to become part of an obesity prevention strategy.

Appropriates \$_____ out of the obesity and chronic disease prevention special fund in fiscal 2016 and fiscal 2017 to the department of health to support child and adult obesity and chronic disease prevention programs, including programs relating to diabetes, cardiovascular disease, promotion of healthy lifestyles, physical fitness, nutrition, early childhood health, and other prevention-oriented public health programs.

EFFECTIVE DATE: July 1, 2015

STAFF COMMENTS: This measure proposes a new fee on sugar-sweetened beverages sold in the state; however, it would appear that while diet soft drinks and natural fruit juices are not subject to the proposed fee, studies have indicated that diet soft drinks may also contribute to weight gain, diabetes, and other health problems while natural fruit juices are laden with sugars albeit “natural.” Proponents of a fee on sugary drinks declare that such a fee would act as a disincentive to excessive consumption of such beverages. The problem with that argument is that it penalizes those who may consume such beverages in moderation. Further, this proposal is a piecemeal approach to the whole issue of childhood obesity which proponents claim it targets.

This measure should be recognized for what it truly is, another strategy to raise even more money to expand government, in this case the department of health. High caloric beverages represent just one aspect of the childhood obesity dilemma. Of even greater concern should be the sedentary lifestyle of

children today as opposed to fifty years ago. Preoccupied by hand-held devices, children today are more likely to tuck themselves into a corner for hours of texting and e-mailing friends. If one believes that sugary beverages are the culprits of childhood obesity, the lack of physical activity should also be targeted as a major contributor of obesity.

The other obvious phenomenon is that childhood obesity has a marked propensity to be found in children who come from poor families. With limited financial means, poor families do not have access to components of a healthy diet including fresh fruits and vegetables and milk as a beverage instead of the canned soft drinks found in many of these homes. Where food is readily available, these children will overeat in fear that there may not be a next meal or the next meal will be sparse. The bottom line is that there are many contributing factors to childhood obesity and slapping additional fees on sugary beverages as the panacea fails to recognize and understand the complexity of the issue.

The U.S. Department of Health and Human Services says, “the causes of childhood obesity are multifactorial.” John Rosemond, author of the *Parent Power* column, notes that, “the reason so many of our children are obese is because they consume too much bad stuff and move too little. Their diets are high in bad carbohydrates (i.e., junk food) like french fries, soda and sweets and low in fresh vegetables, fruits and healthful sources of protein. They spend entirely too much time in front of televisions, video games and computers and not enough time in physical activity. And make no mistake, the best physical activity for a child is free play. A child enrolled in an adult-micromanaged sport is not getting half the exercise kids got playing sandlot games in the 1950’s and ’60s, when childhood obesity was rare.”

He goes on to note that, “In rare instances a medical issue might precede childhood obesity, but the typical overweight kid has a lifestyle problem. As such, the solution is for parents to begin making their children’s weight a high priority. Yes, schools need to eliminate carbo-load lunches along with soda and snack machines, but in the final analysis, childhood obesity is going to be prevented and solved at home.”

Rosemond also observes, “*This is not rocket science. Eat at least 90 percent of your meals at home, around the table as opposed to in front of a television set. If that means taking your kids out of most after-school activities, do it! Most of them involve minimal activity anyway. Prepare meals that are heart-healthy. When your children are hungry between meals, give them apples, cheese and raw vegetables. When they’re thirsty, direct them to the faucet.*”

The fee on sugar-sweetened beverages proposed in this measure should be viewed as a discriminatory fee increase on such beverages. Taxpayers, as well as lawmakers, should view this part of the bill for what it is, a money grab disguised as an effort to prevent childhood obesity. As we have learned from the beverage container deposit fee, unless people’s habits are changed, no financial disincentive, save one that is confiscatory, will discourage or encourage certain types of human behavior. Further, economics more than not dictates what families consume. For example, fresh vegetables and fresh fruit that contribute to a healthier diet are sometimes beyond the means of the poor so they tend to consume large quantities of carbohydrates because they are cheap and filling, but not particularly healthy. If the intent is to promote healthier eating patterns, then that goal can be achieved only with education and understanding on the part of families to replace unhealthy choices with healthy choices. This proposal lacks understanding of what it takes to solve the problems of childhood obesity, high blood pressure and diabetes and focuses only on sugar-sweetened beverages as the cause of the problem.

To adopt this measure in the belief that it will deter the consumption of such beverages and, therefore, address childhood obesity would be a great disservice to all children as the problem is multifaceted. Adoption of this measure in the belief it will prevent this disease reflects ignorance of the problem.

From an administrative and compliance perspective, these proposals to tax sweetened sugary drinks may pose a challenge as products are developed. For example, does a “power” drink like “Red Bull,” which has sugar as an ingredient, be tagged with the fee even though it does not appeal to children? The proposed fee discriminates against those consumers who use these sugar-sweetened products in moderation. Similarly, beverages that have traces of sweetener will be caught in the net even though by content there is little sweetener.

If lawmakers believe that imposing a financial disincentive to discourage the consumption of any product that contributes to childhood obesity is necessary, then they may want to explore a confiscatory fee on all hand-held devices like tablets, cell phones, and handheld video game devices.

Finally, while this measure would distribute the moneys from the sugar-sweetened beverage fee into the newly created obesity and chronic disease prevention special fund, a direct appropriation for the purposes stated would be preferable to the earmarking mechanism proposed in this measure.

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SB1256

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Submitted By	Organization	Testifier Position	Present at Hearing
Nani Medeiros	HPCA	Support	No

Comments:

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Beth Irikura

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years⁴, and obese children are at least twice as likely as non-obese children to become obese adults⁵. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent⁶. Sugar-sweetened beverages are the single largest source of added sugars in the American diet⁷, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar⁸. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems⁹. Obesity-related health conditions have serious economic costs and overweight and obesity

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⁶ Trust for America's Health. *F as in Fat: How Obesity Threatens America's Future*. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.

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⁸ Harvard School of Public Health Nutrition Source. *The Nutrition Source: Time to Focus on Healthier Drinks*. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.

⁹ Obesity, 2012; Am J Public Health 2007; Physical Behavior 2010

may account for \$147 billion in annual health care costs nationally¹⁰, with Hawaii spending an estimated \$470 million annually on obesity-related medical costs¹¹.

A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent¹² and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs¹³. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Beth Irikura
irikura@yahoo.com

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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Mahalo,

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calvine@gmail.com

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Mahalo,

Daria Fand
daria@hawaiiantel.net

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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¹³ [Obesity \(Silver Spring\)](#). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Kristin Speltz

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years⁴, and obese children are at least twice as likely as non-obese children to become obese adults⁵. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent⁶. Sugar-sweetened beverages are the single largest source of added sugars in the American diet⁷, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar⁸. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems⁹. Obesity-related health conditions have serious economic costs and overweight and obesity

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⁶ Trust for America's Health. *F as in Fat: How Obesity Threatens America's Future*. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.

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⁸ Harvard School of Public Health Nutrition Source. *The Nutrition Source: Time to Focus on Healthier Drinks*. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.

⁹ Obesity, 2012; Am J Public Health 2007; Physical Behavior 2010

may account for \$147 billion in annual health care costs nationally¹⁰, with Hawaii spending an estimated \$470 million annually on obesity-related medical costs¹¹.

A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent¹² and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs¹³. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Kristin Speltz
MrsSpeltz@gmail.com

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Lisa Kehl

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years⁴, and obese children are at least twice as likely as non-obese children to become obese adults⁵. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent⁶. Sugar-sweetened beverages are the single largest source of added sugars in the American diet⁷, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar⁸. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems⁹. Obesity-related health conditions have serious economic costs and overweight and obesity

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Lisa Kehl
kehl@hawaii.edu

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Maile Corpus

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Maile Corpus
Mcorpus3@hawaii.edu

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Midge Wright

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

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Mahalo,

Midge Wright

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Nicole Ellison

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Nicole Ellison
Fujioka2@hawaii.edu

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Nicole Kerr

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

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Mahalo,

Nicole Kerr
nicole@nicolekerr.com

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Tony Rodriguez Larkin

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

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² Centers for Disease Control and Prevention. *Obesity and Overweight for Professionals: Childhood: Data: DNPAO | CDC*. Available at: www.cdc.gov/obesity/data/childhood.html.

³ Behavioral Risk Factor Surveillance Study, Hawaii State Department of Health 2011

⁴ Centers for Disease Control and Prevention. *CDC – Obesity – Facts – Adolescent and School Health*. Available at: www.cdc.gov/healthyyouth/obesity/facts.htm.

⁵ Serdula MK, Ivery D, Coates RJ, et al. "Do Obese Children Become Obese Adults? A Review of the Literature." *American Journal of Preventive Medicine*, 22(2): 167–177, 1993.

⁶ Trust for America's Health. *F as in Fat: How Obesity Threatens America's Future*. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.

⁷ Johnson RK, Appel LJ, Brands M, et al. Dietary Sugars Intake and Cardiovascular Health: A Scientific Statement From the American Heart Association. *Circulation*, 120: 1011–1120, 2009. Available at: <http://circ.ahajournals.org/content/120/11/1011.full.pdf>.

⁸ Harvard School of Public Health Nutrition Source. *The Nutrition Source: Time to Focus on Healthier Drinks*. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.

⁹ Obesity, 2012; Am J Public Health 2007; Physical Behavior 2010

may account for \$147 billion in annual health care costs nationally¹⁰, with Hawaii spending an estimated \$470 million annually on obesity-related medical costs¹¹.

A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent¹² and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs¹³. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Tony Rodriguez Larkin

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at: www.obesity.procon.org/sourcefiles/FinkelsteinAnnualMedicalSpending.pdf.

¹¹ Obesity, 2012; 20(1): 214-220

¹² Andreyeva T, Long MW, and Brownell KD. The Impact of Food Prices on Consumption: A Systematic Review of Research on the Price Elasticity of Demand for Food. *American Journal of Public Health*, 100(2): 216–222, 2010. Available at: www.yaleruddcenter.org/resources/upload/docs/what/economics/FoodPricesElasticity_AJPH_2.10.pdf.

¹³ *Obesity (Silver Spring)*. 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

From: [Kenneth Nakamura](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 10:26:24 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent) ¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

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A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

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³Behavioral Risk Factor Surveillance Study, Hawaii State Department of Health 2011

⁴Centers for Disease Control and Prevention. CDC – Obesity – Facts – Adolescent and School Health. Available at: www.cdc.gov/healthyyouth/obesity/facts.htm.

⁵Serdula MK, Ivery D, Coates RJ, et al. “Do Obese Children Become Obese Adults? A Review of the Literature.” American Journal of Preventive Medicine, 22(2): 167–177, 1993.

- 6Trust for America's Health. F as in Fat: How Obesity Threatens America's Future. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.
- 7Johnson RK, Appel LJ, Brands M, et al. Dietary Sugars Intake and Cardiovascular Health: A Scientific Statement From the American Heart Association. *Circulation*, 120: 1011–1120, 2009. Available at: <http://circ.ahajournals.org/content/120/11/1011.full.pdf>.
- 8Harvard School of Public Health Nutrition Source. The Nutrition Source: Time to Focus on Healthier Drinks. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.
- 9Obesity, 2012; *Am J Public Health* 2007; *Physical Behavior* 2010
- 10Finkelstein EA, Trogdon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at: www.obesity.procon.org/sourcefiles/FinkelsteinAnnualMedicalSpending.pdf.
- 11Obesity, 2012; 20(1): 214-220
- 12Andreyeva T, Long MW, and Brownell KD. The Impact of Food Prices on Consumption: A Systematic Review of Research on the Price Elasticity of Demand for Food. *American Journal of Public Health*, 100(2): 216–222, 2010. Available at: www.yaleruddcenter.org/resources/upload/docs/what/economics/FoodPricesElasticity_AJPH_2.10.pdf.
- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Kenneth Nakamura
1319 Punahou St
Honolulu, HI 96826

From: [Yukiko Morimoto](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 10:34:24 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

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A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

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3Behavioral Risk Factor Surveillance Study, Hawaii State Department of Health 2011

4Centers for Disease Control and Prevention. CDC – Obesity – Facts – Adolescent and School Health. Available at: www.cdc.gov/healthyyouth/obesity/facts.htm.

5Serdula MK, Ivery D, Coates RJ, et al. “Do Obese Children Become Obese Adults? A Review of the Literature.” American Journal of Preventive Medicine, 22(2): 167–177, 1993.

- 6Trust for America's Health. F as in Fat: How Obesity Threatens America's Future. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.
- 7Johnson RK, Appel LJ, Brands M, et al. Dietary Sugars Intake and Cardiovascular Health: A Scientific Statement From the American Heart Association. *Circulation*, 120: 1011–1120, 2009. Available at: <http://circ.ahajournals.org/content/120/11/1011.full.pdf>.
- 8Harvard School of Public Health Nutrition Source. The Nutrition Source: Time to Focus on Healthier Drinks. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.
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- 11Obesity, 2012; 20(1): 214-220
- 12Andreyeva T, Long MW, and Brownell KD. The Impact of Food Prices on Consumption: A Systematic Review of Research on the Price Elasticity of Demand for Food. *American Journal of Public Health*, 100(2): 216–222, 2010. Available at: www.yaleruddcenter.org/resources/upload/docs/what/economics/FoodPricesElasticity_AJPH_2.10.pdf.
- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Yukiko Morimoto
2550 Kuhio Avenue, Apt. 2205
Honolulu, HI 96815

From: [Forrest Batz](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 10:38:02 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

Aloha Senate Committee on Health,

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Below are list the resources used for the information used in my testimony.

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- 5Serdula MK, Ivery D, Coates RJ, et al. "Do Obese Children Become Obese Adults? A Review of the Literature." American Journal of Preventive Medicine, 22(2): 167–177, 1993.
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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Forrest Batz
34 Rainbow Drive
Keaau, HI 96749

From: [Kim Swartz](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 10:38:49 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

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Below are list the resources used for the information used in my testimony.

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⁵Serdula MK, Ivery D, Coates RJ, et al. “Do Obese Children Become Obese Adults? A Review of the Literature.” American Journal of Preventive Medicine, 22(2): 167–177, 1993.

- 6Trust for America's Health. F as in Fat: How Obesity Threatens America's Future. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.
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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Kim Swartz
98-1394 Hinu Pl, #B
Pearl City, HI 96782

From: [Michael Kellar](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 10:40:15 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Michael Kellar
45-401 Mokulele Dr. #32
Kaneohe, HI 96744

From: [Paul Smith](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 10:41:08 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Paul Smith
134 Kapahulu Ave
#418
Honolulu-Waikiki, HI 96815

From: [Valerie Yontz](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 10:41:10 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Many thanks. Valerie Yontz

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Valerie Yontz
677 Auwina Street
677 Auwina Street Kailua, HI 96734-3430
Kailua, HI 96734

From: [Thomas Wills](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 10:41:10 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Thomas Wills
5079 Maunalani Circle
Honolulu, HI 96816

From: [Zeyana Saad-Jube](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 10:41:41 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

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Zeyana Saad-Jube
3478 Keahi Place
Honolulu, HI 96822

From: [Michelle Schiff](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 10:43:47 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Michelle Schiff
1655 Kanapuu Dr
Kailua, HI 96734

From: [Kei-Lin Cerf](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 10:45:42 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

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Kei-Lin Cerf
POB 385699
Waikoloa, HI 96738

From: [Venkataraman Balaraman](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 10:55:11 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

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- 7Johnson RK, Appel LJ, Brands M, et al. Dietary Sugars Intake and Cardiovascular Health: A Scientific Statement From the American Heart Association. *Circulation*, 120: 1011–1120, 2009. Available at: <http://circ.ahajournals.org/content/120/11/1011.full.pdf>.
- 8Harvard School of Public Health Nutrition Source. The Nutrition Source: Time to Focus on Healthier Drinks. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.
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- 11Obesity, 2012; 20(1): 214-220
- 12Andreyeva T, Long MW, and Brownell KD. The Impact of Food Prices on Consumption: A Systematic Review of Research on the Price Elasticity of Demand for Food. *American Journal of Public Health*, 100(2): 216–222, 2010. Available at: www.yaleruddcenter.org/resources/upload/docs/what/economics/FoodPricesElasticity_AJPH_2.10.pdf.
- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Venkataraman Balaraman
94-1015 Ahiu Place
Mililani, HI 96789

From: [Sally Jo Manea](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 11:01:07 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

As a retired 29 year public health worker, I have seen the devastating results of consumption of sugar laden drinks on Hawai`i children and adults, including my own family. Establishing a fee on these drinks would be a positive first step for reducing their consumption.

Sally Jo Manea, Epidemiology Specialist, Kauai District health Office, retired

Sally Jo Manea
6415 Olohena Road
Kapaa, HI 96746

From: [Karli Bergheer](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 11:01:12 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent) ¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years, and obese children are at least twice as likely as non-obese children to become obese adults. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent. Sugar-sweetened beverages are the single largest source of added sugars in the American diet, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems. Obesity-related health conditions have serious economic costs and overweight and obesity may account for \$147 billion in annual health care costs nationally, with Hawaii spending an estimated \$470 million annually on obesity-related medical costs.

A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Below are list the resources used for the information used in my testimony.

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²Centers for Disease Control and Prevention. Obesity and Overweight for Professionals: Childhood: Data: DNPAO | CDC. Available at: www.cdc.gov/obesity/data/childhood.html.

³Behavioral Risk Factor Surveillance Study, Hawaii State Department of Health 2011

⁴Centers for Disease Control and Prevention. CDC – Obesity – Facts – Adolescent and School Health. Available at: www.cdc.gov/healthyyouth/obesity/facts.htm.

⁵Serdula MK, Ivery D, Coates RJ, et al. “Do Obese Children Become Obese Adults? A Review of the Literature.” American Journal of Preventive Medicine, 22(2): 167–177, 1993.

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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Karli Bergheer
221 Mahalani Street, Suite 99
Wailuku, HI 96793

From: [Rebecca Knight](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 11:05:52 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

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- 8Harvard School of Public Health Nutrition Source. The Nutrition Source: Time to Focus on Healthier Drinks. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.
- 9Obesity, 2012; *Am J Public Health* 2007; *Physical Behavior* 2010
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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Rebecca Knight
2439 Kapiolani Blvd #1004
Honolulu, HI 96826

From: [Napualani Spock](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 11:16:54 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Napualani Spock
Kealaloa Avenue
Makawao, HI 96768

From: [Ralph Shohet](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 11:22:13 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

As a cardiologist and Director of Cardiovascular Research at the Medical School I recognize the important role of obesity and resulting diabetes as increasingly common contributors to heart disease. The tax should reduce consumption, directly addressing the problem, and should also support exercise programs at schools, encouraging a healthy life-style in our children.

A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,
Ralph Shohet, MD
Professor of Medicine
Former President of the Oahu Affiliate of the American Heart Association

Below are list the resources used for the information used in my testimony.

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13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Ralph Shoet
4151A Nuuanu Pali Drive
Honolulu, HI 96817

From: [Marilyn Gagen](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 11:22:17 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

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⁴Centers for Disease Control and Prevention. CDC – Obesity – Facts – Adolescent and School Health. Available at: www.cdc.gov/healthyyouth/obesity/facts.htm.

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Marilyn Gagen
59-398 Ka Nani Drive
N/A
Kamuela, HI 96743



Executive Officers:

John Schilf, RSM Hawaii - Chairperson
Derek Kurisu, KTA Superstores - Vice Chair
Lisa DeCoito, Aloha Petroleum - Treasurer
John Erickson, Frito-Lay - Secretary
Lauren Zirbel, Executive Director

1050 Bishop St. PMB 235
Honolulu, HI 96813
Fax : 808-791-0702
Telephone : 808-533-1292

TO:
COMMITTEE ON HEALTH
Senator Josh Green, Chair
Senator Glenn Wakai, Vice Chair

FROM: HAWAII FOOD INDUSTRY ASSOCIATION
Lauren Zirbel, Executive Director

DATE: February 13, 2015
TIME: 1:35pm
PLACE: Conference Room 414

RE: SB1256

Position: Oppose

The Hawaii Food Industry Association is comprised of two hundred member companies representing retailers, suppliers, producers, and distributors of food and beverage related products in the State of Hawaii.

This bill is yet another tax on groceries. Here in Hawaii, even though we pay up to 70% more for groceries than the national average¹, we are still one of the only states that pay taxes on groceries. This “fee” would be an additional regressive, unnecessary, and unfair tax.

The tax in this bill would disproportionately affect retailers, especially small business owners, and lower income consumers, two groups that can least afford an added financial burden. Retailers would have to take on the administrative cost and burden of calculating and implementing this fee, they would also have to pay the fee on all stock on their shelves, and only recuperate it as individual units are sold, and then pay it again when they restock. For retailers the costs associated with this fee go far beyond the fee itself and retailers may have to raise prices on other grocery items in order to make up the difference.

Since the fee amounts to a few cents per individual beverage it is unlikely to affect the purchasing choice of higher income consumers, but it could make the difference to lower income consumers and will certainly be a tremendous cost to retailers. The way that this tax would be implemented makes it seem like an attempt to fill the budget deficit by punishing lower income people for drinking soda and punishing retailers for stocking soda.

¹USDA calculation provided by Civil Beat, “Living Hawaii: Why Is the Price of Paradise so High?”
<http://www.civilbeat.com/2013/09/19815-living-hawaii-why-is-the-price-of-paradise-so-high/>

This bill purports to have the goal of reducing obesity, and also mentions addressing tooth decay. While these goals are extremely laudable, these are complex issues that are not simply related to consuming one type of beverage. The bill cherry picks a few studies, one of which is over 30 years old, to back up these claims, but it does not give a comprehensive explanation of why this added tax is necessary. Given that Hawaii is the healthiest state in the nation² with the second lowest obesity rates in the nation³, and as previously noted, we already pay extremely high prices for groceries, there should be very strong justification for any action by the government that would drive our grocery prices up even more.

In addition to hurting everyday consumers and retailers, other casualty of this bill would be Hawaii's beverage, craft beverage, and bottling industries. These industries provide hundreds of jobs, many in areas where other employment options are limited. While this tax might make some money for the government, it could cost much in terms of economic damage and lost jobs.

Finally, we would ask that when considering this bill the legislature look at the bottle fee which has been placed on these and similar products and is also administered by the Department of Health. As noted in the recent Audit of the Glass Advance Disposal Fee Program there are a range of problems with the current program and "a number of shortcomings we found in the department's administration of the glass ADF, particularly regarding overseeing costs and compliance with state laws." Given that it would seem ill advised to burden the Department it is hard to see how the Department will meet the bill's vague purpose of "Designating the fees to be used for the coordination of obesity prevention programs by the department of health."

This bill has some very admirable goals, but another tax is not the way to achieve them. Especially a tax, which hurts the economy, drives up grocery costs, punishes low income consumers, burdens businesses, and is modeled after a failing program. For these reasons we ask that this measure be deferred indefinitely.

Thank you for the opportunity to testify.

² American Health Rankings
<http://www.americashealthrankings.org/HI>

³ State of Obesity
<http://stateofobesity.org/states/hi/>

From: [Milette Oliveros](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 11:59:08 AM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent) ¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years, and obese children are at least twice as likely as non-obese children to become obese adults. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent. Sugar-sweetened beverages are the single largest source of added sugars in the American diet, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems. Obesity-related health conditions have serious economic costs and overweight and obesity may account for \$147 billion in annual health care costs nationally, with Hawaii spending an estimated \$470 million annually on obesity-related medical costs.

A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Below are list the resources used for the information used in my testimony.

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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Milette Oliveros
1288 Kapiolani Blvd
Apt 2308
Honolulu, HI 96814

From: [Jinan Banna](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 12:09:54 PM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Jinan Banna
3029 Lowrey Ave
Apt J-3017
Honolulu, HI 96822

From: [shay Chan Hodges](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 12:18:26 PM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

shay Chan Hodges
37 Puu Koa Place
Haiku, HI 96708

From: [Cheryl Reeser](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 12:26:23 PM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Cheryl Reeser
51-E Kealaloa Ave
Makawao, HI 96768

From: [Stacy Haumea](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 12:45:36 PM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo, Stacy Haumea

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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Stacy Haumea
POB 4182
Hilo, HI 96720

From: [Howard Saiki](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 12:49:40 PM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

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Howard Saiki
45-480 B Apiki Street
Apt. D1202
Kaneohe, HI 96744

From: [cynthia Damo](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 1:27:23 PM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent) ¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years, and obese children are at least twice as likely as non-obese children to become obese adults. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent. Sugar-sweetened beverages are the single largest source of added sugars in the American diet, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems. Obesity-related health conditions have serious economic costs and overweight and obesity may account for \$147 billion in annual health care costs nationally, with Hawaii spending an estimated \$470 million annually on obesity-related medical costs.

A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Below are list the resources used for the information used in my testimony.

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²Centers for Disease Control and Prevention. Obesity and Overweight for Professionals: Childhood: Data: DNPAO | CDC. Available at: www.cdc.gov/obesity/data/childhood.html.

³Behavioral Risk Factor Surveillance Study, Hawaii State Department of Health 2011

⁴Centers for Disease Control and Prevention. CDC – Obesity – Facts – Adolescent and School Health. Available at: www.cdc.gov/healthyyouth/obesity/facts.htm.

⁵Serdula MK, Ivery D, Coates RJ, et al. “Do Obese Children Become Obese Adults? A Review of the Literature.” American Journal of Preventive Medicine, 22(2): 167–177, 1993.

- 6Trust for America's Health. F as in Fat: How Obesity Threatens America's Future. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.
- 7Johnson RK, Appel LJ, Brands M, et al. Dietary Sugars Intake and Cardiovascular Health: A Scientific Statement From the American Heart Association. *Circulation*, 120: 1011–1120, 2009. Available at: <http://circ.ahajournals.org/content/120/11/1011.full.pdf>.
- 8Harvard School of Public Health Nutrition Source. The Nutrition Source: Time to Focus on Healthier Drinks. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.
- 9Obesity, 2012; *Am J Public Health* 2007; *Physical Behavior* 2010
- 10Finkelstein EA, Trogdon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at: www.obesity.procon.org/sourcefiles/FinkelsteinAnnualMedicalSpending.pdf.
- 11Obesity, 2012; 20(1): 214-220
- 12Andreyeva T, Long MW, and Brownell KD. The Impact of Food Prices on Consumption: A Systematic Review of Research on the Price Elasticity of Demand for Food. *American Journal of Public Health*, 100(2): 216–222, 2010. Available at: www.yaleruddcenter.org/resources/upload/docs/what/economics/FoodPricesElasticity_AJPH_2.10.pdf.
- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

cynthia Damo
PO box 715
Hana, HI 96713

From: [Dina Mezheritsky](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 1:29:17 PM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

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- 8Harvard School of Public Health Nutrition Source. The Nutrition Source: Time to Focus on Healthier Drinks. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.
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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Dina Mezheritsky
119A Kulalani Circle
Kula, HI 96790

From: [Pualei Kaohelaulii](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 1:32:11 PM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Pualei Kaohelaulii
8010 Iwipolena Road
P.O. Box 52
Kekaha, HI 96752

From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: goomale@yahoo.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Wednesday, February 11, 2015 2:14:51 PM

SB1256

Submitted on: 2/11/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Maile Goo	Individual	Support	No

Comments: February 11, 2015 To: The Honorable Josh Green, Chair, Committee on Health The Honorable Glenn Wakai, Vice Chair, Committee on Health Members, Senate Committee on Health Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414 Re: Strong Support for SB 1256, Relating to Obesity Prevention Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health. Obesity is a growing problem with about one-third of U.S. adults (35.7 percent) 1 and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese2. In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese3. Childhood obesity has more than tripled in the past 30 years, and obese children are at least twice as likely as non-obese children to become obese adults. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent. Sugar-sweetened beverages are the single largest source of added sugars in the American diet, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems. Obesity-related health conditions have serious economic costs and overweight and obesity may account for \$147 billion in annual health care costs nationally, with Hawaii spending an estimated \$470 million annually on obesity-related medical costs. A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks. This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill. Mahalo, Maile Goo 3683 Woodlawn Terrace Place Honolulu, Hawaii 96822

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.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

Ball Corporation- Hawaii Can Plant Employees
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1256, Relating to Obesity Prevention

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant. My colleagues and I are strongly opposed to SB 1256.

Located in Kapolei, the Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii. Since 1979, we have produced cans for dozens of locally manufactured products.

Our company is a major contributor to the local economy. We support over 45 good jobs.

My colleagues and I are very concerned about the effects SB 1256 would have on our company. The effects of this tax would be far-reaching for us. If this tax passes, the sustainability of the Ball Hawaii Can Plant would be in jeopardy and with it the jobs of my fellow employees.

We are the only company in Hawaii that produces cans. If this tax passes and we shut down, Hawaii would have to import empty cans from the mainland. This would create even more costs for the supply chain and result in higher prices passed onto the consumer.

Obesity is a seriously problem, but singling out one group of products for higher taxes is not the solution. Rather than create new taxes that would put jobs in jeopardy, we need to work together to help educate people about the importance of good diet and exercise.

The Ball Hawaii Can Plant has been a fixture in our state for over 35 years, and we look forward to serving our customers for many years to come. Please don't put our jobs at risk by supporting this policy.

Sincerely,

Marco Blanco

From: [Stuart Coleman](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 4:37:03 PM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

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Mahalo,

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³Behavioral Risk Factor Surveillance Study, Hawaii State Department of Health 2011

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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Stuart Coleman
2121 Algaroba St., #1107
Honolulu, HI 96826

Ball Corporation
Michelle Matsuoka – Administrative Manager
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1256, Relating to Obesity Prevention

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Michelle Matsuoka and I am writing to you today on behalf of myself and an employee of the Ball Hawaii Can Plant. I am strongly opposed to SB 1256.

Located in Kapolei, the Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii. Since 1979, we have produced cans for dozens of locally manufactured products.

Our company is a major contributor to the local economy. We support over 45 good jobs.

My colleagues and I are very concerned about the effects SB 1256 would have on our company. The effects of this tax would be far-reaching for us. If this tax passes, the sustainability of the Ball Hawaii Can Plant would be in jeopardy and with it the jobs of my fellow employees.

We are the only company in Hawaii that produces cans. If this tax passes and we shut down, Hawaii would have to import empty cans from the mainland. This would create even more costs for the supply chain and result in higher prices passed onto the consumer.

Obesity is a seriously problem, but singling out one group of products for higher taxes is not the solution. Rather than create new taxes that would put jobs in jeopardy, we need to work together to help educate people about the importance of good diet and exercise.

The Ball Hawaii Can Plant has been a fixture in our state for over 35 years, and we look forward to serving our customers for many years to come. Please don't put our jobs at risk by supporting this policy.

Sincerely,
Michelle Matsuoka

Jeff Martin
Ball Corporation
91-320 Komohana Street
Kapolei, Hawaii 96707

February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1256, Relating to Obesity Prevention

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

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Sincerely,

Jeff Martin
Ball Corporation
91-320 Komohana St.
Kapolei, Hawaii 96707

Ball Corporation- Hawaii Can Plant Employees
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1256, Relating to Obesity Prevention

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

Aloha my name is Simi T Leo, and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant. My colleagues and I are strongly opposed to SB 1256.

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Sincerely,

Simi T Leo

TESTIMONY: Jean Butel

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Jean Butel

Date: February 11, 2015

Hrg: House Committee on Health

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)ⁱ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obeseⁱⁱ. In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obeseⁱⁱⁱ.

I should know I was once an obese adult. I have lost 100 pounds and it wasn't easy. Gaining weight is easy. There are "empty" calories in many foods and beverages - calories that add pounds and make us fat and unhealthy. Sugar sweetened beverages are a big source of those empty calories. Having been an obese adult, I know the pitfalls of bad habits and "of just having one won't make a difference" mentality. It does. One soda contains about 150 calories. $150 \times 365 = 54,750$ calories or about 10 pounds a year. If a 10% decrease in sugar sweetened beverage consumption is realized then we would expect to see a decrease in added sugar and calories in the American diet, a step in the right direction.

Childhood obesity has more than tripled in the past 30 years^{iv}, and obese children are at least twice as likely as non-obese children to become obese adults^v. I was one of those "pretty plus" children. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent^{vi}. Sugar-sweetened beverages are the single largest source of added sugars in the American diet^{vii}, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar^{viii}. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems^{ix}. Obesity-related health conditions have serious economic costs and overweight and obesity may account for \$147 billion in annual health care costs nationally^x, with Hawaii spending an estimated \$470 million annually on obesity-related medical costs^{xi}.

A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent^{xii} and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs^{xiii}. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Jean A. Butel

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- ⁱ Centers for Disease Control and Prevention. *Obesity and Overweight for Professionals: Data and Statistics: Adult Obesity*. Available at: www.cdc.gov/obesity/data/adult.html.
- ⁱⁱ Centers for Disease Control and Prevention. *Obesity and Overweight for Professionals: Childhood: Data: DNPAO | CDC*. Available at: www.cdc.gov/obesity/data/childhood.html.
- ⁱⁱⁱ Behavioral Risk Factor Surveillance Study, Hawaii State Department of Health 2011
- ^{iv} Centers for Disease Control and Prevention. *CDC – Obesity – Facts – Adolescent and School Health*. Available at: www.cdc.gov/healthyyouth/obesity/facts.htm.
- ^v Serdula MK, Ivery D, Coates RJ, et al. “Do Obese Children Become Obese Adults? A Review of the Literature.” *American Journal of Preventive Medicine*, 22(2): 167–177, 1993.
- ^{vi} Trust for America’s Health. *F as in Fat: How Obesity Threatens America’s Future*. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.
- ^{vii} Johnson RK, Appel LJ, Brands M, et al. Dietary Sugars Intake and Cardiovascular Health: A Scientific Statement From the American Heart Association. *Circulation*, 120: 1011–1120, 2009. Available at: <http://circ.ahajournals.org/content/120/11/1011.full.pdf>.
- ^{viii} Harvard School of Public Health Nutrition Source. *The Nutrition Source: Time to Focus on Healthier Drinks*. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.
- ^{ix} Obesity, 2012; *Am J Public Health* 2007; *Physical Behavior* 2010
- ^x Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at: www.obesity.procon.org/sourcefiles/FinkelsteinAnnualMedicalSpending.pdf.
- ^{xi} Obesity, 2012; 20(1): 214-220
- ^{xii} Andreyeva T, Long MW, and Brownell KD. The Impact of Food Prices on Consumption: A Systematic Review of Research on the Price Elasticity of Demand for Food. *American Journal of Public Health*, 100(2): 216–222, 2010. Available at: www.yaleruddcenter.org/resources/upload/docs/what/economics/FoodPricesElasticity_AJPH_2.10.pdf.
- ^{xiii} *Obesity (Silver Spring)*. 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

From: [Jennifer Hausler](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 8:05:18 PM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent) ¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years, and obese children are at least twice as likely as non-obese children to become obese adults. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent. Sugar-sweetened beverages are the single largest source of added sugars in the American diet, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems. Obesity-related health conditions have serious economic costs and overweight and obesity may account for \$147 billion in annual health care costs nationally, with Hawaii spending an estimated \$470 million annually on obesity-related medical costs.

A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Below are list the resources used for the information used in my testimony.

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⁴Centers for Disease Control and Prevention. CDC – Obesity – Facts – Adolescent and School Health. Available at: www.cdc.gov/healthyyouth/obesity/facts.htm.

⁵Serdula MK, Ivery D, Coates RJ, et al. “Do Obese Children Become Obese Adults? A Review of the Literature.” American Journal of Preventive Medicine, 22(2): 167–177, 1993.

- 6Trust for America's Health. F as in Fat: How Obesity Threatens America's Future. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.
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- 8Harvard School of Public Health Nutrition Source. The Nutrition Source: Time to Focus on Healthier Drinks. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.
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- 10Finkelstein EA, Trogdon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at: www.obesity.procon.org/sourcefiles/FinkelsteinAnnualMedicalSpending.pdf.
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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Jennifer Hausler
1429 kuloko st
Kuloko
Pearl city, HI 96782



Hawaii Restaurant Association

2909 Waiialae Avenue #22
Honolulu, Hawaii 96826
www.HawaiiRestaurant.org

Phone: (808) 944-9105
Email: info@HawaiiRestaurant.org

Date: February 11, 2015

To: Sen. Josh Green, Chair
Members on the Committee on Health

From: Victor Lim, Hawaii Restaurant Association

Subject: SB 1256 Sugar-Sweetened Beverage Fee

The Hawaii Restaurant Association stands in opposition of SB 1256 which proposes to charge a fee for sugar-sweetened fee as a means to fund obesity prevention and many other causes.

Obesity is a very complicated issue dealing with many factors from total calorie intake, physical exercise that result in calorie burn, life styles, genetics, etc. Just blaming sugar-sweetened beverages on this issue when so many factors might contribute to obesity is not correct.

Sugar-sweetened beverages consumption here in Hawaii and America has been on a steady decline over the past years and the sale of low calorie and non calorie beverages including water is on the rise. This is true not only in the general retail markets but also in the restaurant industry.

Menu labeling showing calorie contents on restaurant menus, movie theatres' foods and beverages, convenience stores foods and beverages, supermarket prepared foods will be coming into full affect before the end of 2015. For those of us that has been doing menu labeling for the past few years, we do see a change in consumer buying patterns. We should allow the current laws to come into full effect before imposing additional taxes (fees) on our consumers. This bill will result in unfairly hurting the ones that can least afford because of what the consequences will be with additional costs.

Thank you very much for allowing us to share our point of view.

From: [Kanani Kilbey](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 8:45:02 PM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Below are list the resources used for the information used in my testimony.

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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Kanani Kilbey
1319 Punahou Street, 7th floor
Attn: Dr. Bryan Mih, HEALTHY program
Honolulu, HI 96826

From: [Brent Tamamoto](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1256, Relating to Obesity Prevention
Date: Wednesday, February 11, 2015 10:56:22 PM

February 11, 2015

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:35 p.m.in Conference Room 414

Re: Strong Support for SB 1256, Relating to Obesity Prevention

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Below are list the resources used for the information used in my testimony.

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- 13Obesity (Silver Spring). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Brent Tamamoto
99-210 Kauhale Street
Suite C-22
Aiea, HI 96701

Ball Corporation- Hawaii Can Plant Employees
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1256, Relating to Obesity Prevention

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant. My colleagues and I are strongly opposed to SB 1256.

Located in Kapolei, the Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii. Since 1979, we have produced cans for dozens of locally manufactured products.

Our company is a major contributor to the local economy. We support over 45 good jobs.

My colleagues and I are very concerned about the effects SB 1256 would have on our company. The effects of this tax would be far-reaching for us. If this tax passes, the sustainability of the Ball Hawaii Can Plant would be in jeopardy and with it the jobs of my fellow employees.

We are the only company in Hawaii that produces cans. If this tax passes and we shut down, Hawaii would have to import empty cans from the mainland. This would create even more costs for the supply chain and result in higher prices passed onto the consumer.

Obesity is a seriously problem, but singling out one group of products for higher taxes is not the solution. Rather than create new taxes that would put jobs in jeopardy, we need to work together to help educate people about the importance of good diet and exercise.

The Ball Hawaii Can Plant has been a fixture in our state for over 35 years, and we look forward to serving our customers for many years to come. Please don't put our jobs at risk by supporting this policy.

Sincerely,

John Perez

Ball Corporation- Hawaii Can Plant Employees
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1256, Relating to Obesity Prevention

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Sincerely,

Lyndon Shove

Ball Corporation- Hawaii Can Plant Employees
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1256, Relating to Obesity Prevention

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

Aloha my name is Randy Canoy, and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant. My colleagues and I are strongly opposed to SB 1256.

Located in Kapolei, the Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii. Since 1979, we have produced cans for dozens of locally manufactured products.

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Sincerely,

Randy Canoy

Ball Corporation- Hawaii Can Plant Employees
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair: Josh Green
Vice Chair: Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1256, Relating to Obesity Prevention

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Sincerely,

Kyle Pace

Ball Corporation- Hawaii Can Plant Employees
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

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Sincerely,

Jeremy Dias

Ball Corporation- Hawaii Can Plant Employees
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

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Sincerely,

Daryl Kami

Ball Corporation- Hawaii Can Plant Employees
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1256, Relating to Obesity Prevention

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant. My colleagues and I are strongly opposed to SB 1256.

Located in Kapolei, the Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii. Since 1979, we have produced cans for dozens of locally manufactured products.

Our company is a major contributor to the local economy. We support over 45 good jobs.

My colleagues and I are very concerned about the effects SB 1256 would have on our company. The effects of this tax would be far-reaching for us. If this tax passes, the sustainability of the Ball Hawaii Can Plant would be in jeopardy and with it the jobs of my fellow employees.

We are the only company in Hawaii that produces cans. If this tax passes and we shut down, Hawaii would have to import empty cans from the mainland. This would create even more costs for the supply chain and result in higher prices passed onto the consumer.

Obesity is a seriously problem, but singling out one group of products for higher taxes is not the solution. Rather than create new taxes that would put jobs in jeopardy, we need to work together to help educate people about the importance of good diet and exercise.

The Ball Hawaii Can Plant has been a fixture in our state for over 35 years, and we look forward to serving our customers for many years to come. Please don't put our jobs at risk by supporting this policy.

Sincerely,

Michael Moniz

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health
From: Melissa-Anne Wong, MS, RD, LD, CLE

Date: February 12, 2015

Hrg: House Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years⁴, and obese children are at least twice as likely as non-obese children to become obese adults⁵. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent⁶. Sugar-sweetened beverages are the single largest source of added sugars in the American diet⁷, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar⁸. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems⁹. Obesity-related health conditions have serious economic costs and overweight and obesity

¹ Centers for Disease Control and Prevention. *Obesity and Overweight for Professionals: Data and Statistics: Adult Obesity*. Available at: www.cdc.gov/obesity/data/adult.html.

² Centers for Disease Control and Prevention. *Obesity and Overweight for Professionals: Childhood: Data: DNPAO | CDC*. Available at: www.cdc.gov/obesity/data/childhood.html.

³ Behavioral Risk Factor Surveillance Study, Hawaii State Department of Health 2011

⁴ Centers for Disease Control and Prevention. *CDC – Obesity – Facts – Adolescent and School Health*. Available at: www.cdc.gov/healthyyouth/obesity/facts.htm.

⁵ Serdula MK, Ivery D, Coates RJ, et al. "Do Obese Children Become Obese Adults? A Review of the Literature." *American Journal of Preventive Medicine*, 22(2): 167–177, 1993.

⁶ Trust for America's Health. *F as in Fat: How Obesity Threatens America's Future*. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.

⁷ Johnson RK, Appel LJ, Brands M, et al. Dietary Sugars Intake and Cardiovascular Health: A Scientific Statement From the American Heart Association. *Circulation*, 120: 1011–1120, 2009. Available at: <http://circ.ahajournals.org/content/120/11/1011.full.pdf>.

⁸ Harvard School of Public Health Nutrition Source. *The Nutrition Source: Time to Focus on Healthier Drinks*. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.

⁹ Obesity, 2012; *Am J Public Health* 2007; *Physical Behavior* 2010

may account for \$147 billion in annual health care costs nationally¹⁰, with Hawaii spending an estimated \$470 million annually on obesity-related medical costs¹¹.

A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent¹² and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs¹³. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Melissa-Anne Wong, MS, RD, LD, CLE
Registered Dietitian
Waimanalo Health Center

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

www.obesity.procon.org/sourcefiles/FinkelsteinAnnualMedicalSpending.pdf.

¹¹ Obesity, 2012; 20(1): 214-220

¹² Andreyeva T, Long MW, and Brownell KD. The Impact of Food Prices on Consumption: A Systematic Review of Research on the Price Elasticity of Demand for Food. *American Journal of Public Health*, 100(2): 216–222, 2010.

Available at: www.yalerruddcenter.org/resources/upload/docs/what/economics/FoodPricesElasticity_AJPH_2.10.pdf.

¹³ *Obesity (Silver Spring)*. 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

Ball Corporation- Hawaii Can Plant Employees
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1256, Relating to Obesity Prevention

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My colleagues and I are very concerned about the effects SB 1256 would have on our company. The effects of this tax would be far-reaching for us. If this tax passes, the sustainability of the Ball Hawaii Can Plant would be in jeopardy and with it the jobs of my fellow employees.

We are the only company in Hawaii that produces cans. If this tax passes and we shut down, Hawaii would have to import empty cans from the mainland. This would create even more costs for the supply chain and result in higher prices passed onto the consumer.

Obesity is a seriously problem, but singling out one group of products for higher taxes is not the solution. Rather than create new taxes that would put jobs in jeopardy, we need to work together to help educate people about the importance of good diet and exercise.

The Ball Hawaii Can Plant has been a fixture in our state for over 35 years, and we look forward to serving our customers for many years to come. Please don't put our jobs at risk by supporting this policy.

Sincerely,

Rodney K. Yogi

Ball Corporation- Hawaii Can Plant Employees
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

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Sincerely,

Duane Gella

Ball Corporation- Hawaii Can Plant Employees
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

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Sincerely,

Carmelita Manangan

Ball Corporation- Hawaii Can Plant Employees
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

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Sincerely,

Glenn Rayno

From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: tshigemuraball@outlook.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 9:09:46 AM
Attachments: [SB 1256.docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Tina Shigemura	Individual	Oppose	No

Comments:

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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To: [HTHTestimony](#)
Cc: 08dapaga@gmail.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 9:28:15 AM
Attachments: [Testimony-D.P..docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Dara Pagaduan	Individual	Support	No

Comments:

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To: [HTHTestimony](#)
Cc: Markwalden808@outlook.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 9:34:44 AM
Attachments: [SB 1256.docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Mark Walden	Individual	Oppose	No

Comments:

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To: [HTHTestimony](#)
Cc: justinkmi@hawaii.rr.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 9:46:41 AM
Attachments: [SB 1256 personal testimony.docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Justin Miyashiro	Individual	Support	No

Comments:

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To: [HTHTestimony](#)
Cc: weeklyupdate@hawaii.rr.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 9:52:20 AM
Attachments: [SB 1256 testimony.docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Cristeta Ancog	Individual	Support	No

Comments:

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To: [HTHTestimony](#)
Cc: JeffersonMiguel808@outlook.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 9:53:07 AM
Attachments: [SB 1256.docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Jefferson Miguel	Individual	Oppose	No

Comments:

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Cc: Marksamson808@outlook.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 10:03:10 AM
Attachments: [SB 1256.docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Mark Samson	Individual	Oppose	No

Comments:

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To: [HTHTestimony](#)
Cc: jessica@hiphi.org
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 10:07:49 AM
Attachments: [sb1256 support 2.12.15.pdf](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Jessica Yamauchi	Hawaii Public Health Institute	Support	Yes

Comments:

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From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: KaliaKBrown@outlook.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 10:16:56 AM
Attachments: [SB 1256.docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Kalia Brown	Individual	Oppose	No

Comments:

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From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: GordonKihune@outlook.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 10:49:02 AM
Attachments: [SB 1256.docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Gordon Kihune	Individual	Oppose	No

Comments:

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From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: CharleyLebehn@outlook.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 10:57:02 AM
Attachments: [SB 1256.docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Charley Lebehn	Individual	Oppose	No

Comments:

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From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: Arnoldedwards808@outlook.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 11:07:54 AM
Attachments: [SB 1256.docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Arnold Edwards	Individual	Oppose	No

Comments:

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To: [HTHTestimony](#)
Cc: FJamora@outlook.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 11:13:22 AM
Attachments: [SB 1256.docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Francis Jamora	Individual	Oppose	No

Comments:

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From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: FrancisKahalekai@outlook.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 11:21:22 AM
Attachments: [SB 1256.docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Francis Kahalekai	Individual	Oppose	No

Comments:

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To: [HTHTestimony](#)
Cc: pheckathorn@queens.org
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 12:12:12 PM
Attachments: [02-13-15 - Sugar Sweetened Beverage Fee - SB 1256.docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Paula Yoshioka	The Queen's Health Systems	Support	No

Comments:

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From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: pukapants_01@hotmail.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 12:49:22 PM
Attachments: [SB 1256.docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Vincent Leong	Individual	Oppose	Yes

Comments:

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From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: coreykim@outlook.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 12:52:57 PM
Attachments: [SB 1256.docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Corey Kim	Individual	Oppose	No

Comments:

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From: [Ann T. Yotsuji](#)
To: [HTHTestimony](#)
Subject: HTH: Testimony for SB 1256 (David Thorp, American Beverage Association)
Date: Thursday, February 12, 2015 1:15:29 PM
Attachments: [image001.png](#)
[D. Thorp, ABA-sb1256-HTH-2.13.2015.pdf](#)

Attached is testimony for SB 1256 Relating to Obesity Prevention:

Testifier: David Thorp, Senior Director, Government Affairs, American Beverage Association

Position: Oppose

Committee Hearing: HTH

Hearing Date: February 13, 2015

Hearing Time: 1:35 p.m.

Testifier will be present.

Thank you.

Ann Yotsuji, Secretary to R. Brian Tsujimura
Ashford & Wriston



First Hawaiian Center, Suite 1400
999 Bishop Street
Honolulu, Hawaii 96813
Tel: (808) 539-0822
Fax: (808) 533-4945
E-mail ayotsuji@awlaw.com
Website: www.ashfordwriston.com

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Any personal opinions expressed in this message do not necessarily represent the views of Ashford & Wriston.

From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: ashley@rodriguezstrategies.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 2:43:00 PM
Attachments: [Tailor Made Vending SB 1256 Testimony .pdf](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Vikki Ferstler	Tailor Made Vending	Oppose	No

Comments:

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Cc: lho@hawaiipublicpolicy.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 4:44:56 PM
Attachments: [20150213 Times SB1256 Sugar Beverage Tax OPPOSE.pdf](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Bob Gutierrez	Times Supermarkets	Oppose	No

Comments:

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From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: don.weisman@heart.org
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 5:13:41 PM
Attachments: [American Heart Association testimony in SUPPORT of SB 1256 Relating to Obesity Prevention.docx](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Don Weisman	American Heart Association	Support	Yes

Comments:

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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From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: bryan@andayalaw.com
Subject: Submitted testimony for SB1256 on Feb 13, 2015 13:35PM
Date: Thursday, February 12, 2015 5:53:23 PM
Attachments: [SB 1256 \(2015\) - Soda Tax Testimony.pdf](#)

SB1256

Submitted on: 2/12/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Eddie Flores, Jr.	L & L Franchise	Oppose	No

Comments:

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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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Aaron Higashi, Nanakuli High School 9th grade

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years⁴, and obese children are at least twice as likely as non-obese children to become obese adults⁵. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent⁶. Sugar-sweetened beverages are the single largest source of added sugars in the American diet⁷, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar⁸. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems⁹. Obesity-related health conditions have serious economic costs and overweight and obesity

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³ Behavioral Risk Factor Surveillance Study, Hawaii State Department of Health 2011

⁴ Centers for Disease Control and Prevention. *CDC – Obesity – Facts – Adolescent and School Health*. Available at: www.cdc.gov/healthyyouth/obesity/facts.htm.

⁵ Serdula MK, Ivery D, Coates RJ, et al. "Do Obese Children Become Obese Adults? A Review of the Literature." *American Journal of Preventive Medicine*, 22(2): 167–177, 1993.

⁶ Trust for America's Health. *F as in Fat: How Obesity Threatens America's Future*. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.

⁷ Johnson RK, Appel LJ, Brands M, et al. Dietary Sugars Intake and Cardiovascular Health: A Scientific Statement From the American Heart Association. *Circulation*, 120: 1011–1120, 2009. Available at: <http://circ.ahajournals.org/content/120/11/1011.full.pdf>.

⁸ Harvard School of Public Health Nutrition Source. *The Nutrition Source: Time to Focus on Healthier Drinks*. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.

⁹ Obesity, 2012; Am J Public Health 2007; Physical Behavior 2010

may account for \$147 billion in annual health care costs nationally¹⁰, with Hawaii spending an estimated \$470 million annually on obesity-related medical costs¹¹.

A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent¹² and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs¹³. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Aaron Higashi

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: AJ Bunton, Nanakuli High School student

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

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⁸ Harvard School of Public Health Nutrition Source. *The Nutrition Source: Time to Focus on Healthier Drinks*. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

AJ Bunton

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Barabara Seseapasara-Kotrys, Nanakuli Intermediate School student

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

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⁶ Trust for America's Health. *F as in Fat: How Obesity Threatens America's Future*. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.

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⁸ Harvard School of Public Health Nutrition Source. *The Nutrition Source: Time to Focus on Healthier Drinks*. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Barbara Seseapasara-Kotrys

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Brandi Soon, Nanakuli Intermediate School student

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

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Mahalo,

Brandi Soon

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Bronson Sevellino, Nanakuli Intermediate School student

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

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³ Behavioral Risk Factor Surveillance Study, Hawaii State Department of Health 2011

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Mahalo,

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Byron Potts-Kalulu, Nanakuli High School student

Date: February 11, 2015

Hrg: Senate Committee on Health;

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Mahalo,

Byron Potts-Kalulu

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Ceriah Altobar, Nanakuli Intermediate School student

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years⁴, and obese children are at least twice as likely as non-obese children to become obese adults⁵. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent⁶. Sugar-sweetened beverages are the single largest source of added sugars in the American diet⁷, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar⁸. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems⁹. Obesity-related health conditions have serious economic costs and overweight and obesity

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⁴ Centers for Disease Control and Prevention. *CDC – Obesity – Facts – Adolescent and School Health*. Available at: www.cdc.gov/healthyyouth/obesity/facts.htm.

⁵ Serdula MK, Ivery D, Coates RJ, et al. "Do Obese Children Become Obese Adults? A Review of the Literature." *American Journal of Preventive Medicine*, 22(2): 167–177, 1993.

⁶ Trust for America's Health. *F as in Fat: How Obesity Threatens America's Future*. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.

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⁸ Harvard School of Public Health Nutrition Source. *The Nutrition Source: Time to Focus on Healthier Drinks*. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.

⁹ Obesity, 2012; Am J Public Health 2007; Physical Behavior 2010

may account for \$147 billion in annual health care costs nationally¹⁰, with Hawaii spending an estimated \$470 million annually on obesity-related medical costs¹¹.

A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent¹² and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs¹³. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Ceriah Altobar

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at: www.obesity.procon.org/sourcefiles/FinkelsteinAnnualMedicalSpending.pdf.

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¹³ *Obesity (Silver Spring)*. 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Cerise Altobar-Gomes, Nanakuli Intermediate School student

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years⁴, and obese children are at least twice as likely as non-obese children to become obese adults⁵. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent⁶. Sugar-sweetened beverages are the single largest source of added sugars in the American diet⁷, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar⁸. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems⁹. Obesity-related health conditions have serious economic costs and overweight and obesity

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Cerise Altobar-Gomes

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Christina Ayala-Espinosa, Nanakuli High School student

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years⁴, and obese children are at least twice as likely as non-obese children to become obese adults⁵. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent⁶. Sugar-sweetened beverages are the single largest source of added sugars in the American diet⁷, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar⁸. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems⁹. Obesity-related health conditions have serious economic costs and overweight and obesity

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A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent¹² and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs¹³. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Christina Ayala-Espinaso

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Hilari Ballenti, Nanakuli Intermediate School student

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

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⁶ Trust for America's Health. *F as in Fat: How Obesity Threatens America's Future*. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Hilari Ballenti

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Ipo Kea, Nanakuli Intermediate School student 8th grade

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Ipo Kea

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Iwa Magallanes-Kaleikoa, Nanakuli Intermediate School student

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

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Mahalo,

Iwa Magallanes-Kaleikoa

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Jarod Peahi, Nanakuli Intermediate School student 8th grade

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

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⁸ Harvard School of Public Health Nutrition Source. *The Nutrition Source: Time to Focus on Healthier Drinks*. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.

⁹ Obesity, 2012; Am J Public Health 2007; Physical Behavior 2010

may account for \$147 billion in annual health care costs nationally¹⁰, with Hawaii spending an estimated \$470 million annually on obesity-related medical costs¹¹.

A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent¹² and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs¹³. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Jarod Peahi

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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¹³ [Obesity \(Silver Spring\)](#). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Jason Hulo, Nanakuli High School student

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years⁴, and obese children are at least twice as likely as non-obese children to become obese adults⁵. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent⁶. Sugar-sweetened beverages are the single largest source of added sugars in the American diet⁷, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar⁸. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems⁹. Obesity-related health conditions have serious economic costs and overweight and obesity

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Jason Hulo

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Jason Rosa, Nanakuli High School 9th grade

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Jason Rosa

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Jhero Costales, Nanakuli High School student

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

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Mahalo,

Jhero Costales

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Kahele Kea, Nanakuli High School student

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Kahele Kea

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Keoni Acosta-Mehelona, Nanakuli High School student

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Keoni Acosta-Mehelona

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Kezra Pa'e, Nanakuli Intermediate School student 7th grade

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

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Mahalo,

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Laney Peahi-Ayau, Nanakuli Intermediate School student 8th grade

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years⁴, and obese children are at least twice as likely as non-obese children to become obese adults⁵. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent⁶. Sugar-sweetened beverages are the single largest source of added sugars in the American diet⁷, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar⁸. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems⁹. Obesity-related health conditions have serious economic costs and overweight and obesity

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³ Behavioral Risk Factor Surveillance Study, Hawaii State Department of Health 2011

⁴ Centers for Disease Control and Prevention. *CDC – Obesity – Facts – Adolescent and School Health*. Available at: www.cdc.gov/healthyyouth/obesity/facts.htm.

⁵ Serdula MK, Ivery D, Coates RJ, et al. "Do Obese Children Become Obese Adults? A Review of the Literature." *American Journal of Preventive Medicine*, 22(2): 167–177, 1993.

⁶ Trust for America's Health. *F as in Fat: How Obesity Threatens America's Future*. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.

⁷ Johnson RK, Appel LJ, Brands M, et al. Dietary Sugars Intake and Cardiovascular Health: A Scientific Statement From the American Heart Association. *Circulation*, 120: 1011–1120, 2009. Available at: <http://circ.ahajournals.org/content/120/11/1011.full.pdf>.

⁸ Harvard School of Public Health Nutrition Source. *The Nutrition Source: Time to Focus on Healthier Drinks*. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.

⁹ Obesity, 2012; Am J Public Health 2007; Physical Behavior 2010

may account for \$147 billion in annual health care costs nationally¹⁰, with Hawaii spending an estimated \$470 million annually on obesity-related medical costs¹¹.

A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent¹² and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs¹³. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Laney Peahi-Ayau

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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¹³ [Obesity \(Silver Spring\)](#). 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Malachi Keohulooa, Nanakuli Intermediate School student 8th grade

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Malachi Keohulua

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Mariah Manadis-Kapu, Nanakuli Intermediate School student 8th grade

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Mariah Manandis-Kapu

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Michelle Quensell

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years⁴, and obese children are at least twice as likely as non-obese children to become obese adults⁵. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent⁶. Sugar-sweetened beverages are the single largest source of added sugars in the American diet⁷, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar⁸. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems⁹. Obesity-related health conditions have serious economic costs and overweight and obesity

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Michelle Quensell
MQ@hawaii.edu

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Sammy Kea, Nanakuli Elementary School student 6th grade

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

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Mahalo,

Sammy Kea

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Sarina K Proctor, Nanakuli Intermediate School student

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

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Mahalo,

Sarina K Proctor

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Shaiann Ala-Peahi, Nanakuli Intermediate School student 8th grade

Date: February 11, 2015

Hrg: Senate Committee on Health;

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⁵ Serdula MK, Ivery D, Coates RJ, et al. "Do Obese Children Become Obese Adults? A Review of the Literature." *American Journal of Preventive Medicine*, 22(2): 167–177, 1993.

⁶ Trust for America's Health. *F as in Fat: How Obesity Threatens America's Future*. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.

⁷ Johnson RK, Appel LJ, Brands M, et al. Dietary Sugars Intake and Cardiovascular Health: A Scientific Statement From the American Heart Association. *Circulation*, 120: 1011–1120, 2009. Available at: <http://circ.ahajournals.org/content/120/11/1011.full.pdf>.

⁸ Harvard School of Public Health Nutrition Source. *The Nutrition Source: Time to Focus on Healthier Drinks*. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.

⁹ Obesity, 2012; Am J Public Health 2007; Physical Behavior 2010

may account for \$147 billion in annual health care costs nationally¹⁰, with Hawaii spending an estimated \$470 million annually on obesity-related medical costs¹¹.

A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent¹² and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs¹³. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Shaiann Ala-Peahi

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at: www.obesity.procon.org/sourcefiles/FinkelsteinAnnualMedicalSpending.pdf.

¹¹ Obesity, 2012; 20(1): 214-220

¹² Andreyeva T, Long MW, and Brownell KD. The Impact of Food Prices on Consumption: A Systematic Review of Research on the Price Elasticity of Demand for Food. *American Journal of Public Health*, 100(2): 216–222, 2010. Available at: www.yalerruddcenter.org/resources/upload/docs/what/economics/FoodPricesElasticity_AJPH_2.10.pdf.

¹³ *Obesity (Silver Spring)*. 2012 Jan;20(1):214-20. doi: 10.1038/oby.2011.169. Epub 2011 Jun 16.

To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Shayann Hooihuli, Nanakuli Intermediate School student

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years⁴, and obese children are at least twice as likely as non-obese children to become obese adults⁵. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent⁶. Sugar-sweetened beverages are the single largest source of added sugars in the American diet⁷, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar⁸. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems⁹. Obesity-related health conditions have serious economic costs and overweight and obesity

¹ Centers for Disease Control and Prevention. *Obesity and Overweight for Professionals: Data and Statistics: Adult Obesity*. Available at: www.cdc.gov/obesity/data/adult.html.

² Centers for Disease Control and Prevention. *Obesity and Overweight for Professionals: Childhood: Data: DNPAO | CDC*. Available at: www.cdc.gov/obesity/data/childhood.html.

³ Behavioral Risk Factor Surveillance Study, Hawaii State Department of Health 2011

⁴ Centers for Disease Control and Prevention. *CDC – Obesity – Facts – Adolescent and School Health*. Available at: www.cdc.gov/healthyyouth/obesity/facts.htm.

⁵ Serdula MK, Ivery D, Coates RJ, et al. "Do Obese Children Become Obese Adults? A Review of the Literature." *American Journal of Preventive Medicine*, 22(2): 167–177, 1993.

⁶ Trust for America's Health. *F as in Fat: How Obesity Threatens America's Future*. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.

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⁸ Harvard School of Public Health Nutrition Source. *The Nutrition Source: Time to Focus on Healthier Drinks*. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.

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A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent¹² and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs¹³. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Shayann Hoohuli

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Travis Vierra, Nanakuli High School student 10th grade

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years⁴, and obese children are at least twice as likely as non-obese children to become obese adults⁵. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent⁶. Sugar-sweetened beverages are the single largest source of added sugars in the American diet⁷, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar⁸. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems⁹. Obesity-related health conditions have serious economic costs and overweight and obesity

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² Centers for Disease Control and Prevention. *Obesity and Overweight for Professionals: Childhood: Data: DNPAO | CDC*. Available at: www.cdc.gov/obesity/data/childhood.html.

³ Behavioral Risk Factor Surveillance Study, Hawaii State Department of Health 2011

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⁵ Serdula MK, Ivery D, Coates RJ, et al. "Do Obese Children Become Obese Adults? A Review of the Literature." *American Journal of Preventive Medicine*, 22(2): 167–177, 1993.

⁶ Trust for America's Health. *F as in Fat: How Obesity Threatens America's Future*. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.

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⁸ Harvard School of Public Health Nutrition Source. *The Nutrition Source: Time to Focus on Healthier Drinks*. Boston: Harvard School of Public Health. Available at: www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus.

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A fee of 1 cent per ounce on sugar-sweetened beverages is expected to reduce consumption by 8-10 percent¹² and will raise approximately \$38 million in new revenue in 2015-2016 for obesity prevention programs¹³. This added revenue would establish an obesity prevention fund within the Department of Health for communities. Funds could help to ensure that all schools have Certified Physical Education teachers and adequate and accessible water fountains are available in all schools and parks.

This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Travis Vierra

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at:

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Violet Garcia-Gonsalves, Nanakuli Intermediate School student 7th grade

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

Childhood obesity has more than tripled in the past 30 years⁴, and obese children are at least twice as likely as non-obese children to become obese adults⁵. 13 states, including Hawaii, currently have an adult obesity rate above 30 percent, 41 states have rates of at least 25 percent, and every state has a rate above 20 percent⁶. Sugar-sweetened beverages are the single largest source of added sugars in the American diet⁷, and an average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar⁸. Obesity increases the risk of serious health conditions such as type 2 diabetes, coronary heart disease, stroke, hypertension, some types of cancer, sleep apnea and other respiratory problems⁹. Obesity-related health conditions have serious economic costs and overweight and obesity

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⁶ Trust for America's Health. *F as in Fat: How Obesity Threatens America's Future*. 2012. Available at: <http://fasinfat.org/obesity-rates-trends-overview>.

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Violet Garcia Gonsalves

¹⁰ Finkelstein EA, Trogon JG, Cohen JW, et al. Annual Medical Spending Attributable to Obesity: Payer- and Service-Specific Estimates. *Health Affairs*, 28(5): w822–w831, 2009. Available at: www.obesity.procon.org/sourcefiles/FinkelsteinAnnualMedicalSpending.pdf.

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To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Aaliyah Manandis-Kapu, Nanakuli Intermediate School student 7th grade

Date: February 11, 2015

Hrg: Senate Committee on Health;

Re: **Strong Support for SB 1256, Relating to Obesity Prevention**

Thank you for the opportunity to submit testimony in support of SB 1256. I strongly support establishing a fee on sugar-sweetened beverages sold in the State to designate the funds to be used for obesity prevention programs coordinated by the Department of Health.

Obesity is a growing problem with about one-third of U.S. adults (35.7 percent)¹ and approximately 17 percent (12.5 million) of children and adolescents aged 2 to 19 years old are obese². In Hawaii, 57% of adults in Hawaii are overweight or obese and approximately 1 out of 4 children entering Kindergarten are overweight or obese³.

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This bill will save lives and help our keiki to be healthier. I respectfully ask you to pass this bill.

Mahalo,

Aaliyah Manandis-Kapu

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