

SCR155

Measure Title: REQUESTING THE LEGISLATIVE REFERENCE BUREAU TO CONDUCT A STUDY ON THE BENEFITS OF ESTABLISHING A SUGAR-SWEETENED BEVERAGE SURCHARGE PROGRAM TO FUND PUBLIC HEALTH PROGRAMS IN THE STATE.

Report Title: Sugar-Sweetened Beverage; Surcharge; Study; Legislative Reference Bureau

Description:

Companion: [HCR128](#)

Package: None

Current Referral: CPH, WAM

Introducer(s): BAKER, ESPERO, HARIMOTO, KIDANI, K. RHOADS, RUDERMAN, S. Chang, Galuteria, Ihara, Nishihara, Wakai



STATE OF HAWAII
DEPARTMENT OF HEALTH
P. O. Box 3378
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doh.testimony@doh.hawaii.gov

**Testimony in SUPPORT of SCR0155
REQUESTING THE LEGISLATIVE REFERENCE BUREAU TO CONDUCT A STUDY
ON THE BENEFITS OF ESTABLISHING A SUGAR-SWEETENED BEVERAGE
SURCHARGE PROGRAM TO FUND PUBLIC HEALTH PROGRAMS IN THE STATE**

SENATOR ROSALYN H. BAKER, CHAIR
SENATE COMMITTEE ON COMMERCE, CONSUMER PROTECTION, AND HEALTH

Hearing Date: March 28, 2017

Room Number: 229

1 **Fiscal Implications:** None

2 **Department Testimony:** The Department of Health supports SCR155. The purpose of SCR155
3 is to conduct a study on the benefits of establishing a 1-cent per fluid ounce surcharge on the sale
4 of sugar-sweetened beverages (SSBs) to fund public health programs in Hawaii. SCR155 also
5 requests the Department and the Office of the State Auditor to provide specific data to the
6 Legislative Reference Bureau (LRB) on the present system of fee collection and any relevant
7 data relating to the Hawaii Deposit Beverage Container Program, which the SSB surcharge
8 program could be modeled after.

9 The concept of the study outlined in SCR155 is based on national recommendations for
10 reducing the consumption of SSBs.^{1,2} A study conducted by the LRB can help assess whether
11 an SSB fee would be a beneficial and feasible program for Hawaii. Published studies estimate
12 that raising the cost of SSBs by 20% would decrease caloric consumption and result in weight
13 loss ranging from 1.5 to 3.8 pounds per year for adults.^{3,4} In November 2014, Berkeley,

¹ Centers for Disease Control and Prevention, Division of Nutrition, Physical Activity and Obesity (September 2010). DNPAO State Program Highlights Limiting Access to Sugar-Sweetened Beverages. Retrieved from <https://www.cdc.gov/obesity/downloads/LimitingAccessToSSBs.pdf>.

² U.S Department of Health and Human Services and U.S. Department of Agriculture. (December 2015). 2015-2020 Dietary Guidelines for Americans 8th Edition. Retrieved from <https://health.gov/dietaryguidelines/2015/guidelines/>.

³ Novak, N.L., Brownell, K.D.. (2011). Taxation as prevention and as a treatment for obesity: The case of sugar-sweetened beverages. *Current Pharmaceutical Design*, 17(12):1218–22.

1 California became the first city in the United States to pass an SSB tax. Within the first year, the
2 tax generated \$1.5 million dollars and reduced SSB consumption by 21%, especially in low-
3 income communities.⁵ There are currently seven counties across the country that have passed
4 SSB fees.

5 SSBs have been identified by numerous scientific studies as a major contributor to our
6 costly obesity epidemic.⁶ A recent survey conducted by the Department found that nearly half of
7 adolescents in Hawaii (46%) drink SSBs one or more times per day and nearly all teens (96%)
8 drink SSBs at least once a week.⁷ Youth are price sensitive, and increasing the cost of cigarettes
9 in Hawaii has proven to be part of a successful comprehensive program to prevent tobacco use.
10 Raising the price of SSBs and directing the funding towards public health programs could be an
11 effective policy in the comprehensive effort to reduce rates of obesity and chronic disease in our
12 state.

13 **Offered Amendments:** The Department recommends that the study assesses the SSB fee
14 structure outlined in HB1210 from the 2017 Legislative session, which assesses a fee on
15 distributors who sell sugar-sweetened beverages in the State:

16 1) Amend – Page 2, Lines, 27 and 28:

17 “BE IT RESOLVED by the Senate of the Twenty-ninth Legislature of the State of
18 Hawaii, Regular Session of 2017, the House of Representatives concurring, that the
19 Legislative Reference Bureau is requested to conduct a study on the benefits of
20 establishing a 1-cent per fluid ounce surcharge on sugar-sweetened beverages, sold by
21 distributors to retailers, to fund public health programs in the State; and”

⁴ Finkelstein, E.A., Zhen, C., Bilger, M., et al. (2013). Implications of a sugar-sweetened beverage (SSB) tax when substitutions to non-beverage items are considered. *Journal of Health Economics*, 32(1):219–39.

⁵ Falbe, J., Thompson, H.R., Becker, C.M., Rohas, N., McCulloch, C.E., and Madsen, K.A.. (2016). Impact of the Berkeley Excise Tax on Sugar-Sweetened Beverage Consumption. *Am J Public Health*. Published online ahead of print August 23, 2016: e1-e7. doi:10.2105/AJPH.2016.303362.

⁶ Smith, T.A., Lin, B.H., Lee, J.Y.. (2010). Taxing caloric sweetened beverages: Potential effects on beverage consumption, calorie intake, and obesity. *US Department of Agriculture, Economic Research Service*, Retrieved from https://www.ers.usda.gov/webdocs/publications/err100/8310_err100_reportssummary_1_.pdf.

⁷ Hawaii State Department of Health. (2012). Rethink Your Drink Adolescent Post-test Survey, 2012.

1 Thank you for the opportunity to provide testimony.



DAVID Y. IGE
GOVERNOR
SHAN S. TSUTSUI
LT. GOVERNOR

**STATE OF HAWAII
OFFICE OF THE DIRECTOR
DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS**

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CATHERINE P. AWAKUNI COLÓN
DIRECTOR
JO ANN M. UCHIDA TAKEUCHI
DEPUTY DIRECTOR

TO THE SENATE COMMITTEE ON
COMMERCE, CONSUMER PROTECTION, AND HEALTH

TWENTY-NINTH LEGISLATURE
Regular Session of 2017

Tuesday, March 28, 2017
10:00 a.m.

**TESTIMONY ON SENATE CONCURRENT RESOLUTION NO.155 – REQUESTING
THE LEGISLATIVE REFERENCE BUREAU TO CONDUCT A STUDY ON THE
BENEFITS OF ESTABLISHING A SUGAR-SWEETENED BEVERAGE SURCHARGE
PROGRAM TO FUND PUBLIC HEALTH PROGRAMS IN THE STATE.**

TO THE HONORABLE ROSALYN H. BAKER, CHAIR, AND MEMBERS OF THE
COMMITTEE:

My name is Gordon Ito, State Insurance Commissioner, testifying on behalf of the Department of Commerce and Consumer Affairs (“Department”). The Department supports S.C.R. 155, which is a companion to H.C.R. 128.

The purpose of this resolution is to request the Legislative Reference Bureau to conduct a study on the benefits of establishing a sugar-sweetened beverage surcharge program to fund public health programs in Hawaii.

According to a Hawaii Department of Health report, the consumption of one or more cans per day of sugary beverages is associated with a 26% greater risk of developing diabetes and is the leading cause of uncontrolled weight gain. The report also indicates that diabetes costs Hawaii \$1.5 billion each year in direct medical costs and loss of productivity and is responsible for \$1 for every \$10 spent on health care. The prevalence of these issues may cause health insurance premiums to rise at

Senate Concurrent Resolution No. 155
DCCA Testimony of Gordon Ito
Page 2

unsustainable levels. The use of preventative measures can help control the State's health care cost curve.

We thank the Committee for the opportunity to present testimony on this matter.

Charlotte A. Carter-Yamauchi
Director

Shawn K. Nakama
First Assistant

Research (808) 587-0666
Revisor (808) 587-0670
Fax (808) 587-0681



LEGISLATIVE REFERENCE BUREAU
State of Hawaii
State Capitol, Room 446
415 S. Beretania Street
Honolulu, Hawaii 96813

Written Comments

SCR155

REQUESTING THE LEGISLATIVE REFERENCE BUREAU TO CONDUCT A STUDY ON THE BENEFITS OF ESTABLISHING A SUGAR-SWEETENED BEVERAGE SURCHARGE PROGRAM TO FUND PUBLIC HEALTH PROGRAMS IN THE STATE

Charlotte A. Carter-Yamauchi, Director
Legislative Reference Bureau

Presented to the Senate Committee on Commerce, Consumer Protection, and Health

Tuesday, March 28, 2017, 10:00 a.m.
Conference Room 229

Chair Baker and Members of the Committee:

Good morning Chair Baker and members of the Committee, my name is Charlotte Carter-Yamauchi and I am the Director of the Legislative Reference Bureau. Thank you for providing the opportunity to submit written comments on S.C.R. No. 155, Requesting the Legislative Reference Bureau to Conduct a Study on the Benefits of Establishing a Sugar-Sweetened Beverage Surcharge Program to Fund Public Health Programs in the State.

The purpose of this measure is to request that:

- (1) The Legislative Reference Bureau conduct a study on the benefits of establishing a 1-cent per fluid ounce surcharge on the sale of sugar-sweetened beverages to fund public health programs in the State, and that the study:
 - (A) Include information on net operating costs and expected generated revenue that can benefit public health programs in obesity, diabetes, and oral health; and

- (B) Examine the collection of fees for a sugar-sweetened beverage surcharge program modeled after the Hawaii Deposit Beverage Container Program administered by the Department of Health;
- (2) The Department of Health and Office of the State Auditor are requested to provide specific data to the Legislative Reference Bureau on the present system of fee collection and any relevant data to permit the Legislative Reference Bureau to target its study and complete it in a timely manner; and
- (3) The Legislative Reference Bureau is requested to submit a report of its findings and recommendations, including any proposed legislation, to the Legislature no later than twenty days prior to the convening of the Regular Session of 2018;

The Legislative Reference Bureau takes no position on this measure, but submits the following comments for your consideration.

The measure does not contain a clear definition of what constitutes a "sugar-sweetened beverage" or sufficiently detailed instructions on how the surcharge is to be applied. Consequently, it is unclear which categories of beverages will be subject to the 1-cent per fluid ounce surcharge and how the surcharge will be imposed. Without such specific information, it will be unlikely that the Bureau would be able to make any meaningful determinations on what surcharge revenue gains will be realized and, relatedly, what types of public health programs could be funded and the how much these programs would cost to operate.

For example, while it seems clear that "non-diet" sodas and soft drinks would be subject to the surcharge, will the surcharge apply only to containerized soft drinks or to fountain drinks as well? Further, would dairy products such as chocolate or strawberry flavored milk, yogurt drinks, dietary and nutritional supplements such as Ensure, alcoholic beverages with sugar added (e.g., Bailey's Irish Cream, Kahlua, etc.) be subject to the surcharge as well?

In addition, with regard to made-to-order beverages sold at drive-ins (e.g., milk shakes) or coffee shops (e.g. Starbucks) such as coffee-based drinks to which sugared additives are included (e.g., frappucinos, mochas, etc.), are these beverages to be assessed a surcharge, and if so, how would the surcharge be applied if only a miniscule amount of sugar is included? For example, if a person orders a 20 fluid ounce coffee-based drink that is made with one ounce of sugar-based sweetener, is the surcharge imposed on the entire 20 fluid ounces or just the fluid ounces attributable to the sugar-based sweetener?

All these specific questions are relevant since the answers will determine how the surcharge is to be implemented and how much revenue may be realized. Furthermore,

knowing approximately how much revenue will be realized will directly affect what kind of public health programs can be funded.

The Bureau would like to note that it does not currently have any expertise in the development, budgeting, and implementation of public health programs, nor does it have any familiarity with the operation and fiscal management of the Hawaii deposit beverage container program. Generally, experience in these matters currently rest with the Department of Health and the Auditor respectively. Further, the Bureau notes that the Auditor is thoroughly familiar with the operations of the Hawaii deposit beverage container program. Pursuant to section 342G-107, Hawaii Revised Statutes, the Auditor conducts a biennial audit of the program. To date, the Auditor has issued six audit reports of the program, with the most recent report issued in March 2017.

Moreover, we have some concerns with modeling the surcharge after the Hawaii Deposit Beverage Container Program (program). We note that the Auditor's reports have consistently pointed out significant defects in the program, including:

- The program is exposed to fraud;
- Unaddressed program flaws have resulted in millions of dollars in overpayments and have undermined financial sustainability of the program;
- "Inattention to basic management functions exacerbates the program's inability to prevent fraud and abuse;"
- In fiscal year 2010 through fiscal year 2012, the program "paid \$6.2 million in deposit refunds for almost 7.5 million pounds of materials that cannot be accounted for;" and
- One beverage distributor "underpaid beverage container deposits and fees for more than six years, which went undetected by the program".

As recently as its just completed audit, the Auditor concluded that the Department of Health has been aware of the program's flawed payment system for over a decade, but has done little to address it.

Accordingly, it would appear that the Auditor's level of familiarity with the operations, and existing problems, of the Hawaii Deposit Beverage Container Program would place the Auditor in a far better position than the Bureau to study and opine on the benefits of establishing a sugar-sweetened beverage surcharge program modeled after the Hawaii Deposit Beverage Container Program.

Nevertheless, if the Legislature feels that this measure is an appropriate use of the Bureau's resources, and if the further policy guidance regarding the issues noted above is

provided, then the Bureau will do its best to conduct the study requested under this measure in the timeframe allotted; provided that the Department of Health and the Auditor can timely provide any information required, and the scope of the requested study is not expanded; provided further that the Bureau's interim workload is not adversely impacted by too many other studies or additional responsibilities, such as conducting, writing, or finalizing other reports, drafting legislation, or both, for other state agencies, task forces, or working groups that may be requested or required under other legislative measures.

Thank you again for this opportunity to provide written comments.



American Heart Association testimony in support of SCR 155, Requesting the Legislative Reference Bureau to conduct a study on the benefits of establishing a sugar-sweetened beverage surcharge program to fund public health programs in the state.

The American Heart Association supports SCR 155. In addition to the health issues outlined in the preamble section of SCR 155, sugary drink consumption can also lead to many of the leading chronic diseases plaguing our state today including heart disease, stroke, high blood pressure, type 2 diabetes, pancreatic cancer, and metabolic syndrome. The costs associated to these diseases are well into the hundreds of millions of dollars.

The health and economic benefits of Hawaii establishing a SSB surcharge program are unquestionable. There are major health disparities across racial and ethnic groups in Hawaii. For instance, 44 percent of Native Hawaiian adults are obese compared to 14 percent of Japanese-American adults. The beverage industry and its supporters will undoubtedly argue that adding a surcharge to the cost of purchasing sugar-sweetened beverages would be regressive, but their arguments only serve to emphasize the impact that the beverage companies' marketing and advertising has on those lower income, lower educated populations that suffer the most from the health consequences of overconsumption of their products. Population groups like Native Hawaiians would benefit the most from the proposed fee by providing them with further incentive to reduce their consumption of sugary drinks, and through the health education programs that would be funded in their communities.

A 10 percent increase in prices of sugar-sweetened beverages will lead to an estimated 8 to 10 percent reduction in SSB purchases. A fee of 1 cent per ounce on sugar-sweetened beverages would raise approximately \$38 million in new revenue and if used as suggested in this resolution would fund childhood and adult obesity prevention and other health promotion. 75 percent of Hawaii residents polled by the Hawaii Public Health Institute in late 2016 support increasing the price of sugar-sweetened beverages if the money is used as this resolution proposes.

The American Heart Association urges your support of SCR 155 as the first step toward establishing a fee on sugary beverages in Hawaii and using a significant portion of that revenue to fund prevention and education programs targeting the health issues caused by sugary drink consumption.

Respectfully submitted,

A handwritten signature in black ink that reads "Donald B. Weisman".

Don Weisman

Hawaii Government Relations Director

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

life is why™ es por la vida™ 全为生命™

Please remember the American Heart Association in your will.





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Director, Hawaii Initiative for Childhood Obesity
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March 27, 2017

Sen. Rosalyn Baker, Chair
Senate Committee on Commerce, Consumer Protection, and Health
Hawaii State Senate
Honolulu, Hawaii 96813

RE: TESTIMONY IN SUPPORT OF SCR 155 WITH REQUEST FOR CORRECTION

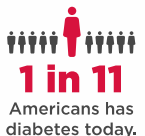
The American Diabetes Association (ADA) supports legislative bills intended to promote type 2 diabetes prevention and persuade strategies to improve health outcomes. We encourage you and your Committee on Commerce, Consumer Protection, and Health to support such measures.

The ADA supports SCR 155, which requests a study be conducted to examine the benefits of establishing a sugar-sweetened beverage fee to fund public health programs in Hawaii. We do ask a correction be made throughout the bill to include **type 2 diabetes** opposed to diabetes.

Thank you for the opportunity to provide testimony and comments. Should you have any questions, please do not hesitate to reach me at (808) 947-5979 ext 7035, or by email at lduenas@diabetes.org.

Mahalo nui loa,

LJ Duenas
Hawaii Director
American Diabetes Association



Every 23 seconds, someone in the United States is diagnosed with diabetes.

More than 18,000 youth are diagnosed with type 1 diabetes every year.

Pioneer Plaza
900 Fort Street Mall, Suite 940
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Tel (808) 947-5979 | Fax (808) 546-7502
1-888-DIABETES (342-2383)
diabetes.org/hawaii



Date: March 26, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

From: Trish La Chica, Policy and Advocacy Director, Hawai'i Public Health Institute

Re: **Strong Support of SCR 155**

Hrg: March 28, 2017 at 10:00am at Conference Room 229

Thank you for the opportunity to testify in **strong support** for SCR155, requesting the Legislative Reference Bureau to conduct a study on the benefits of establishing a sugar-sweetened beverage surcharge program to fund public health programs in the state.

Created by the legislature in 2012, the Obesity Prevention Task Force is comprised of over 20 statewide organizations, and works to make recommendations to reshape Hawai'i's school, work, community, and health care environments, making healthier lifestyles obtainable for all Hawai'i residents. The Hawai'i Public Health Institute (HIPHI) convenes the Task Force and supports and promotes policy efforts to create a healthy Hawai'i.

SSBs contribute to a poor and unhealthy diet

Sugar-sweetened beverages (SSBs) are any beverages with added sugars or other caloric sweeteners such as high fructose corn syrup, and can include soda, sports drinks, fruit drinks, teas, flavored waters, and energy drinks. SSBs have become a staple item in our diet, primarily because they are inexpensive and heavily marketed, especially to kids. SSBs do not deliver any nutrition and studies have shown that consumption of SSBs is associated with obesity, type 2 diabetes, cardiovascular disease, and tooth decay.

A penny-per-ounce SSB fee in Hawai'i is expected to generate \$39.5 million in revenue

Using the University of Connecticut's revenue calculator for sugar-sweetened beverage taxesⁱ, the annual revenue expected from a one-cent per ounce fee on SSBs is \$39,583,084, with \$16.2 million coming from soda alone. According to a 2016 poll on Hawaii votersⁱⁱ, support for a SSB fee is at 75% if the revenue is used to fund obesity, heart disease and diabetes prevention programs. Designating all or a portion of this revenue will have a tremendous impact on public health. Revenue can be used to fund nutrition or obesity and diabetes prevention programs, promoting school-health initiatives, and improving the built environment for safe walking and biking.

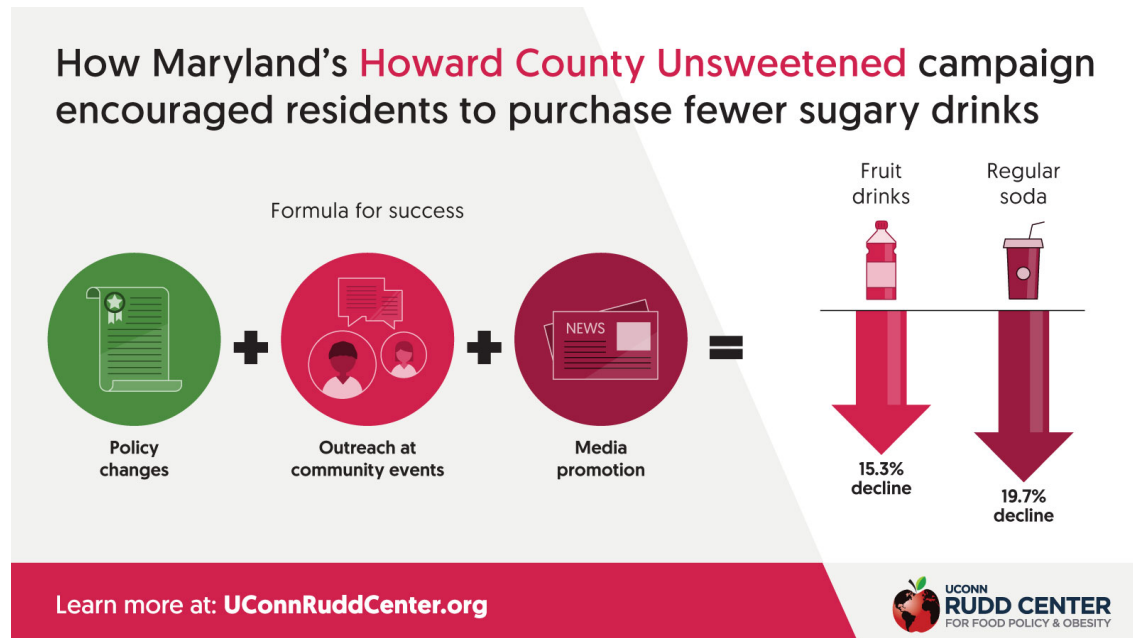
The HI-5 or Deposit Beverage Container Program already collects fees from beverage distributors

In addition to the 5¢ deposit fee that is refunded to consumers, the HI-5 program, managed by the Department of Health charges a nonrefundable one-cent per container fee which helps to cover the operational costs of the program. In 2015, the program collected 640 million containersⁱⁱⁱ, which include cans, bottles, and glass. In addition, the program issues citations to beverage distributors that do not comply with the law and were delinquent with reporting^{iv}.

An educational campaign must be accompanied by policy change

Although public health education is key, policy change is necessary to truly affect consumption and make it easier for people to say “no” to unhealthy drinks. Personal responsibility is an excuse often used by the beverage industry not to take responsibility in its role in the obesity epidemic. If people knew the risks that come with consuming sugary drinks, they might decide to drink fewer of them to protect their health. Part of the revenue from a tax on sugary drinks could go toward educating people about those risks.

The image below shows how a campaign in Maryland resulted in a 20% decline in soda sales:



The culture of sugary drinks leads to poor health. In the last two years, the number of counties with SSB fees has grown to seven, spanning four states.

SCR155 is a first step to looking at how the state can reduce consumption of unhealthy products and fund obesity-prevention and other community programs to help parents and kids make healthy decisions about what to drink. We respectfully ask you to pass this measure out of committee.

Mahalo,



Trish La Chica
Policy and Advocacy Director

ⁱ UConn Rudd Center for Food Policy and Obesity - <http://www.uconnruddcenter.org/revenue-calculator-for-sugar-sweetened-beverage-taxes?>

ⁱⁱ This study by Ward Research, Inc. summarizes findings from a phone survey among n=806 Hawaii registered voters, conducted between October 17 and November 8, 2016.

ⁱⁱⁱ <http://health.hawaii.gov/news/files/2013/05/BEVERAGE-CONTAINER-FEE-TO-DECREASE-BY-HALF-CENT-.pdf>

^{iv} <https://health.hawaii.gov/news/files/2013/05/16-075-DOH-Cites-Companies-for-HI-5-Violations.pdf>



**Testimony to the Senate Committee on Commerce, Consumer Protection, and Health
Tuesday, March 28, 2017; 10:00 a.m.
State Capitol, Conference Room 229**

RE: SUPPORT OF SENATE CONCURRENT RESOLUTION NO. 155 - REQUESTING THE LEGISLATIVE REFERENCE BUREAU TO CONDUCT A STUDY ON THE BENEFITS OF ESTABLISHING A SUGAR-SWEETENED BEVERAGE SURCHARGE PROGRAM TO FUND PUBLIC HEALTH PROGRAMS IN THE STATE.

Chair Baker, Vice Chair Nishihara, and Members of the Committee:

My name is Robert Hirokawa and I am the Chief Executive Officer of the Hawaii Primary Care Association (HPCA), a 501(c)(3) organization established to advocate for, expand access to, and sustain high quality care through the statewide network of Community Health Centers throughout the State of Hawaii. The HPCA appreciates this opportunity to testify in **SUPPORT** of Senate Concurrent Resolution No. 155.

The Concurrent Resolution, as received by your Committee, would direct the Legislative Reference Bureau (LRB) to study the benefits of establishing a 1-cent per fluid ounce surcharge on the sale of sugar-sweetened beverages to fund public hearing programs in the State

At the outset, as a member of the Hawaii Obesity Prevention Task Force, HPCA wishes to commend the Hawaii Pacific Health Institute and its Executive Director Jessica Yamauchi for taking the lead on this very important issue.

Community Health Centers serve on the front line providing desperately needed primary care for Hawaii's underprivileged communities. Studies have shown that less affluent communities consume more foods containing processed sugar because of the higher costs attributed to fresh vegetables and other healthier foods. The overconsumption of processed sugar has created a litany of chronic physical maladies that lower life expectancy, increase the frequency of emergency medical treatments, and denigrate the quality of life for our people.

Because of the direct link between the consumption of processed sugar and chronic disease, there is a clear nexus between a sugar-sweetened beverage surcharge and funding for public health programs, and as such, the establishment of such a mechanism would serve the public's best interests.

Upon review of the resolution, the HPCA questions whether the LRB has sufficient staff expertise to provide the cost-analysis desired. As such, the Committee may want to consider directing the Auditor to take the lead in this study.

Thank you for the opportunity to submit supportive testimony.

From: ddrummon@everyactioncustom.com on behalf of [Debbie Drummondo](#)
To: [CPH Testimony](#)
Subject: Testimony in strong support of SCR155
Date: Friday, March 24, 2017 8:43:11 AM

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

I strongly support SCR 155 which requests that the Legislative Reference Bureau conducts a study on the benefits of establishing a sugar-sweetened beverage surcharge program to help fund public health programs in our state. The consumption of sugar-sweetened beverages (SSBs) or sugary drinks is strongly linked to obesity, type 2 diabetes, and tooth decay. Hawai'i already spends \$470 million annually on obesity-related health issues. SSBs are inexpensive, abundant, high in calories, deliver little or no nutrition, and appeal to our taste for sweetness. They are heavily marketed, especially to children. In Hawaii, 1 in 4 adults (22.7%) and high schoolers (28.3%) are obese. Although public health education campaigns are important, policies that would help to reduce sugary drink consumption are also key.

SCR155 would help to look at the benefits of establishing a fee on SSBs and using these funds to support nutrition and physical activity schools, as well as other critically-needed disease prevention efforts. Similar to the successes experienced in lowering our smoking rate, increasing the price of sugary drinks will likely curb consumption and help to reverse current obesity and diabetes trends.

This measure will provide the data necessary to inform the state legislature on potential revenues collected from sugary drinks to fund public health, as well as operating costs necessary to implement the program. With more and more states considering legislation, and cities such as Oakland, San Francisco, Philadelphia, and Boulder to name a few that have passed SSB fees, I ask the legislature to take the next step towards improving public health.

I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Debbie Drummondo
98 -634 Moanalua Loop Apt 235 Aiea, HI 96701-5167
ddrummon@hawaii.edu

From: mailinglist@capitol.hawaii.gov
Sent: Friday, March 24, 2017 11:40 AM
To: CPH Testimony
Cc: higov@azelski.net
Subject: *Submitted testimony for SCR155 on Mar 28, 2017 10:00AM*

SCR155

Submitted on: 3/24/2017

Testimony for CPH on Mar 28, 2017 10:00AM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
C. Azelski	Individual	Support	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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From: mailinglist@capitol.hawaii.gov
Sent: Thursday, March 23, 2017 10:28 PM
To: CPH Testimony
Cc: john.a.h.tomoso@gmail.com
Subject: Submitted testimony for SCR155 on Mar 28, 2017 10:00AM

SCR155

Submitted on: 3/23/2017

Testimony for CPH on Mar 28, 2017 10:00AM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
John A. H. Tomoso	Individual	Support	No

Comments: 03-23-17 TO: CPH RE: SCR155 Aloha kakou, Sugar-sweetened beverages (SSBs) high in calories, deliver little or no nutrition, and appeal to our taste for sweetness. Yet they are, unfortunately, inexpensive and abundant; and they are heavily marketed, especially to children! This has had an impact on our community's public health: one out of every four adults and high school-aged youngster is obese! Thus, our quality of life is being diminished through inexpensive, abundant and heavily marketed SSBs that have little or no nutritionally healthy and redeeming value to us as a community. I think that it can be deduced that SSBs are slowly breaking down our community. This Resolution is needed so that a study of the potential benefits of a surcharge on SSBs can be undertaken. Once completed, the study can and will point us towards the direction of a healthier and nutritionally sustainable community with a healthy quality of life for all generations. Please pass this resolution. Me ka 'oia'i'o, John A. H. Tomoso, MSW, ACSW, LSW 51 Ku'ula Street Kahului, Maui, HI 96732-2906 808-280-1749 john.a.h.tomoso@gmail.com

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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CPH Testimony

From: getmebriandc@everyactioncustom.com on behalf of Brian Birch
<getmebriandc@everyactioncustom.com>
Sent: Thursday, March 23, 2017 2:54 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

I strongly support SCR 155 which requests that the Legislative Reference Bureau conducts a study on the benefits of establishing a sugar-sweetened beverage surcharge program to help fund public health programs in our state. The consumption of sugar-sweetened beverages (SSBs) or sugary drinks is strongly linked to obesity, type 2 diabetes, and tooth decay. Hawai'i already spends \$470 million annually on obesity-related health issues. SSBs are inexpensive, abundant, high in calories, deliver little or no nutrition, and appeal to our taste for sweetness. They are heavily marketed, especially to children. In Hawaii, 1 in 4 adults (22.7%) and high schoolers (28.3%) are obese. Although public health education campaigns are important, policies that would help to reduce sugary drink consumption are also key.

SCR155 would help to look at the benefits of establishing a fee on SSBs and using these funds to support nutrition and physical activity schools, as well as other critically-needed disease prevention efforts. Similar to the successes experienced in lowering our smoking rate, increasing the price of sugary drinks will likely curb consumption and help to reverse current obesity and diabetes trends.

This measure will provide the data necessary to inform the state legislature on potential revenues collected from sugary drinks to fund public health, as well as operating costs necessary to implement the program. With more and more states considering legislation, and cities such as Oakland, San Francisco, Philadelphia, and Boulder to name a few that have passed SSB fees, I ask the legislature to take the next step towards improving public health.

I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Brian Birch
850 Richards St Honolulu, HI 96813-4790 getmebriandc@gmail.com

CPH Testimony

From: carolr.ignacio@everyactioncustom.com on behalf of Carol Ignacio
<carolr.ignacio@everyactioncustom.com>
Sent: Thursday, March 23, 2017 4:07 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

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The Honorable Clarence Nishihara, Vice Chair
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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Carol Ignacio
43 -2038 Pohakea Mauka Rd Paauilo, HI 96776 carolr.ignacio@healthways.com

CPH Testimony

From: chase@everyactioncustom.com on behalf of Chase Kessler
<chase@everyactioncustom.com>
Sent: Friday, March 24, 2017 12:05 AM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Chase Kessler
PO Box 61681 Honolulu, HI 96839-1681
chase@chasekessler.com

CPH Testimony

From: weeklyupdate@everyactioncustom.com on behalf of Cristeta Ancog
<weeklyupdate@everyactioncustom.com>
Sent: Thursday, March 23, 2017 4:51 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Cristeta Ancog
98 -1941 Kaahumanu St Apt F Aiea, HI 96701-1854 weeklyupdate@hawaii.rr.com

CPH Testimony

From: Cindy_artemis13@everyactioncustom.com on behalf of Cynthia P Chow
<Cindy_artemis13@everyactioncustom.com>
Sent: Thursday, March 23, 2017 3:44 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Cynthia P Chow
46 -369 Haiku Rd Apt D6 Kaneohe, HI 96744-4258 Cindy_artemis13@yahoo.com

CPH Testimony

From: derekbown@everyactioncustom.com on behalf of Derek Bown
<derekbown@everyactioncustom.com>
Sent: Friday, March 24, 2017 7:56 AM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Derek Bown
41 -1004 Laumilo St Waimanalo, HI 96795-1663 derekbown@yahoo.com

CPH Testimony

From: dneubert18@everyactioncustom.com on behalf of Diane Neubert <dneubert18@everyactioncustom.com>
Sent: Thursday, March 23, 2017 3:40 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Diane Neubert
78 -7030 Alii Dr Apt 201 Kailua Kona, HI 96740-2502 dneubert18@yahoo.com

CPH Testimony

From: yangeemily@everyactioncustom.com on behalf of Emily Yang
<yangeemily@everyactioncustom.com>
Sent: Thursday, March 23, 2017 8:51 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
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Re: Strong Support of SCR 155

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Emily Yang
1684 Saint Louis Dr Honolulu, HI 96816-1923 yangeemily@gmail.com

CPH Testimony

From: ericacoe@everyactioncustom.com on behalf of Erica Coe
<ericacoe@everyactioncustom.com>
Sent: Thursday, March 23, 2017 3:26 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Erica Coe
PO Box 2988 Honolulu, HI 96802-2988
ericacoe@gmail.com

CPH Testimony

From: fbatz@everyactioncustom.com on behalf of Forrest Batz
<fbatz@everyactioncustom.com>
Sent: Thursday, March 23, 2017 3:27 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Forrest Batz
HC 3 Box 4730 Keaau, HI 96749-8602
fbatz@sonic.net

CPH Testimony

From: zhongxin51039@everyactioncustom.com on behalf of Howard Saiki <zhongxin51039@everyactioncustom.com>
Sent: Friday, March 24, 2017 7:48 AM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
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Re: Strong Support of SCR 155

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Howard Saiki
45 480B APIKI St Kaneohe, HI 96744
zhongxin51039@gmail.com

CPH Testimony

From: jamesjtz@everyactioncustom.com on behalf of James Gauer
<jamesjtz@everyactioncustom.com>
Sent: Thursday, March 23, 2017 8:18 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
James Gauer
1320 Ala Kapuna St Apt 204 Honolulu, HI 96819-1331 jamesjtz@aol.com

CPH Testimony

From: jbutel@everyactioncustom.com on behalf of Jean Butel
<jbutel@everyactioncustom.com>
Sent: Thursday, March 23, 2017 3:04 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Jean Butel
204 Kapahulu Ave Honolulu, HI 96815-4000 jbutel@hawaii.edu

CPH Testimony

From: jcbanna@everyactioncustom.com on behalf of Jinan Banna
<jcbanna@everyactioncustom.com>
Sent: Thursday, March 23, 2017 3:00 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

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Sincerely,
Jinan Banna
3029 Lowrey Ave Apt J-3017 Honolulu, HI 96822-1800 jcbanna@hawaii.edu

CPH Testimony

From: jtsark@everyactioncustom.com on behalf of Joann Tsark
<jtsark@everyactioncustom.com>
Sent: Thursday, March 23, 2017 8:42 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

I strongly support SCR 155 which requests that the Legislative Reference Bureau conducts a study on the benefits of establishing a sugar-sweetened beverage surcharge program to help fund public health programs in our state. The consumption of sugar-sweetened beverages (SSBs) or sugary drinks is strongly linked to obesity, type 2 diabetes, and tooth decay. Hawai'i already spends \$470 million annually on obesity-related health issues. SSBs are inexpensive, abundant, high in calories, deliver little or no nutrition, and appeal to our taste for sweetness. They are heavily marketed, especially to children. In Hawaii, 1 in 4 adults (22.7%) and high schoolers (28.3%) are obese. Although public health education campaigns are important, policies that would help to reduce sugary drink consumption are also key.

SCR155 would help to look at the benefits of establishing a fee on SSBs and using these funds to support nutrition and physical activity schools, as well as other critically-needed disease prevention efforts. Similar to the successes experienced in lowering our smoking rate, increasing the price of sugary drinks will likely curb consumption and help to reverse current obesity and diabetes trends.

This measure will provide the data necessary to inform the state legislature on potential revenues collected from sugary drinks to fund public health, as well as operating costs necessary to implement the program. With more and more states considering legislation, and cities such as Oakland, San Francisco, Philadelphia, and Boulder to name a few that have passed SSB fees, I ask the legislature to take the next step towards improving public health.

I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Joann Tsark
1669 Palolo Ave Apt B Honolulu, HI 96816-6223 jtsark@imihale.org

CPH Testimony

From: keawe9@everyactioncustom.com on behalf of Joseph Keawe'aimoku Kaholokula
<keawe9@everyactioncustom.com>
Sent: Friday, March 24, 2017 6:26 AM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Joseph Keawe'aimoku Kaholokula
581 Kamoku St Apt 904 Honolulu, HI 96826-5203 keawe9@hotmail.com

CPH Testimony

From: kanani.kilbey@everyactioncustom.com on behalf of Kanani Kilbey
<kanani.kilbey@everyactioncustom.com>
Sent: Thursday, March 23, 2017 9:37 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Kanani Kilbey
2238 Mahalo St Unit B Honolulu, HI 96817-1606 kanani.kilbey@gmail.com

CPH Testimony

From: katbumatay@everyactioncustom.com on behalf of Katherine Bumatay
<katbumatay@everyactioncustom.com>
Sent: Thursday, March 23, 2017 5:11 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Katherine Bumatay
HC 3 Box 13544 Keaau, HI 96749-9218
katbumatay@gmail.com

CPH Testimony

From: katiapohai@everyactioncustom.com on behalf of Katia Worley
<katiapohai@everyactioncustom.com>
Sent: Thursday, March 23, 2017 3:46 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Katia Worley
141 Ainoni St Kailua, HI 96734-2138
katiapohai@gmail.com

CPH Testimony

From: lbuencon@everyactioncustom.com on behalf of Lee Buenconsejo-Lum
<lbuencon@everyactioncustom.com>
Sent: Thursday, March 23, 2017 3:09 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Lee Buenconsejo-Lum
47 -671 Nukupuu St Kaneohe, HI 96744-5510 lbuencon@hawaii.edu

CPH Testimony

From: lee.t.colburn@everyactioncustom.com on behalf of Lee Colburn
<lee.t.colburn@everyactioncustom.com>
Sent: Thursday, March 23, 2017 3:36 PM
To: CPH Testimony
Subject: Hello! Testimony for the support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Lee Colburn
2879 Kamaile St Wailuku, HI 96793-5466
lee.t.colburn@kp.org

CPH Testimony

From: lisakehl@everyactioncustom.com on behalf of Lisa Kehl
<lisakehl@everyactioncustom.com>
Sent: Thursday, March 23, 2017 3:26 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Lisa Kehl
1914 University Ave Apt 412 Honolulu, HI 96822-2479 lisakehl@gmail.com

CPH Testimony

From: madysong@everyactioncustom.com on behalf of Madyson Gutierrez
<madysong@everyactioncustom.com>
Sent: Thursday, March 23, 2017 5:29 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Madyson Gutierrez
477 Kekupua St Honolulu, HI 96825-2307
madysong@hawaii.edu

CPH Testimony

From: mgagen@everyactioncustom.com on behalf of Marilyn Gagen
<mgagen@everyactioncustom.com>
Sent: Thursday, March 23, 2017 3:04 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Marilyn Gagen
59 -398 Ka Nani Dr Kamuela, HI 96743-8500 mgagen@gmail.com

CPH Testimony

From: levin@everyactioncustom.com on behalf of Mark Levin
<levin@everyactioncustom.com>
Sent: Thursday, March 23, 2017 4:12 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Mark Levin
2515 Dole St Honolulu, HI 96822-2350
levin@hawaii.edu

CPH Testimony

From: mokihiro@everyactioncustom.com on behalf of May M. Okihiro
<mokihiro@everyactioncustom.com>
Sent: Friday, March 24, 2017 7:30 AM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
May M. Okihiro
46 -193 Yacht Club St Kaneohe, HI 96744-3641 mokihiro@me.com

CPH Testimony

From: nihipalim001@everyactioncustom.com on behalf of Michele Nihipali <nihipalim001@everyactioncustom.com>
Sent: Thursday, March 23, 2017 4:43 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Michele Nihipali
54 -074 A KAM Hwy # A Hauula, HI 96717
nihipalim001@hawaii.rr.com

CPH Testimony

From: Worldmk007@everyactioncustom.com on behalf of Michael Kellar <Worldmk007@everyactioncustom.com>
Sent: Thursday, March 23, 2017 3:36 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Michael Kellar
435 Haleloa Pl Apt E Honolulu, HI 96821-2251 Worldmk007@gmail.com

CPH Testimony

From: mikeching@everyactioncustom.com on behalf of Mike Ching
<mikeching@everyactioncustom.com>
Sent: Friday, March 24, 2017 12:09 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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This measure will provide the data necessary to inform the state legislature on potential revenues collected from sugary drinks to fund public health, as well as operating costs necessary to implement the program. With more and more states considering legislation, and cities such as Oakland, San Francisco, Philadelphia, and Boulder to name a few that have passed SSB fees, I ask the legislature to take the next step towards improving public health.

I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Mike Ching
7222 Luhi Pl Honolulu, HI 96825-2716
mikeching@yahoo.com

CPH Testimony

From: Npheatt@everyactioncustom.com on behalf of Nan Pheatt
<Npheatt@everyactioncustom.com>
Sent: Thursday, March 23, 2017 4:26 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

I strongly support SCR 155 which requests that the Legislative Reference Bureau conducts a study on the benefits of establishing a sugar-sweetened beverage surcharge program to help fund public health programs in our state. The consumption of sugar-sweetened beverages (SSBs) or sugary drinks is strongly linked to obesity, type 2 diabetes, and tooth decay. Hawai'i already spends \$470 million annually on obesity-related health issues. SSBs are inexpensive, abundant, high in calories, deliver little or no nutrition, and appeal to our taste for sweetness. They are heavily marketed, especially to children. In Hawaii, 1 in 4 adults (22.7%) and high schoolers (28.3%) are obese. Although public health education campaigns are important, policies that would help to reduce sugary drink consumption are also key.

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Nan Pheatt
75 -5919 Alii Dr Apt 23 Kailua Kona, HI 96740-1395 Npheatt@hotmail.com

CPH Testimony

From: pat.fleckconsulting@everyactioncustom.com on behalf of Patricia Fleck
<pat.fleckconsulting@everyactioncustom.com>
Sent: Friday, March 24, 2017 9:00 AM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Respectfully Submitted,

Patricia Fleck
Kailua-Kona, HI

Sincerely,
Patricia Fleck
77 -215 Hoowaiwai Ct Kailua Kona, HI 96740-4449 pat.fleckconsulting@hawaiiantel.net

CPH Testimony

From: patti.ornellas@everyactioncustom.com on behalf of Patti Ornellas
<patti.ornellas@everyactioncustom.com>
Sent: Thursday, March 23, 2017 4:57 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Patti Ornellas
3343 Kanakolu St Lihue, HI 96766-1089
patti.ornellas@cancer.org

CPH Testimony

From: sandycooks@everyactioncustom.com on behalf of Sandy Barr Rivera
<sandycooks@everyactioncustom.com>
Sent: Thursday, March 23, 2017 7:21 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Sandy Barr Rivera
45 476 Ilima St Box 1561 Honokaa, HI 96727 sandycooks@earthlink.net

CPH Testimony

From: ssaka@everyactioncustom.com on behalf of Susan Saka
<ssaka@everyactioncustom.com>
Sent: Thursday, March 23, 2017 3:05 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Susan Saka
1201 Wilder Ave Apt 2502 Honolulu, HI 96822-3146 ssaka@hawaii.edu

CPH Testimony

From: dgkahalas@everyactioncustom.com on behalf of Tyler Ralston
<dgkahalas@everyactioncustom.com>
Sent: Thursday, March 23, 2017 6:37 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Tyler Ralston
PO Box 10528 Honolulu, HI 96816-0528
dgkahalas@gmail.com

CPH Testimony

From: sistaval@everyactioncustom.com on behalf of Valerie Val
<sistaval@everyactioncustom.com>
Sent: Friday, March 24, 2017 8:15 AM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Valerie Val
251 Kahiko St Paia, HI 96779-9728
sistaval@kpoa.com

CPH Testimony

From: vyontz@everyactioncustom.com on behalf of Valerie Yontz
<vyontz@everyactioncustom.com>
Sent: Thursday, March 23, 2017 5:31 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Valerie Yontz
677 Auwina Street
Kailua, Hawaii 97834

Sincerely,
Valerie Yontz
677 Auwina St Kailua, HI 96734-3430
vyontz@hawaii.edu

CPH Testimony

From: wdatario@everyactioncustom.com on behalf of Wilson Datario
<wdatario@everyactioncustom.com>
Sent: Thursday, March 23, 2017 6:51 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Wilson Datario
PO Box 623 Pepeekeo, HI 96783-0623
wdatario@hawaii.edu

baker4 - Mary Kate

From: Joyfuljourney2be@everyactioncustom.com on behalf of Alana Busekrus
<Joyfuljourney2be@everyactioncustom.com>
Sent: Saturday, March 25, 2017 3:52 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Alana Busekrus
220 Ohana St Kailua, HI 96734-2352
Joyfuljourney2be@yahoo.com

baker4 - Mary Kate

From: DrT@everyactioncustom.com on behalf of Brent Tamamoto
<DrT@everyactioncustom.com>
Sent: Monday, March 27, 2017 8:09 AM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Brent Tamamoto
98 -1065 Kaamilo St Aiea, HI 96701-3423 DrT@AieaPediatrics.com

CPH Testimony

From: eocb44@everyactioncustom.com on behalf of Erin Bantum <eocb44@everyactioncustom.com>
Sent: Monday, March 27, 2017 1:16 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Erin Bantum
44 -754 Malulani St Kaneohe, HI 96744-2410 eocb44@hotmail.com

baker4 - Mary Kate

From: theofficemaui@everyactioncustom.com on behalf of Jennifer Gladwin
<theofficemaui@everyactioncustom.com>
Sent: Sunday, March 26, 2017 7:29 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Jennifer Gladwin
250 Alamaha St Kahului, HI 96732-2496
theofficemaui@gmail.com

CPH Testimony

From: uglowgurl@everyactioncustom.com on behalf of Shelly Ogata
<uglowgurl@everyactioncustom.com>
Sent: Friday, March 24, 2017 4:35 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Shelly Ogata
PO Box 2104 Keaau, HI 96749-2104
uglowgurl@gmail.com

baker4 - Mary Kate

From: megan.tabata@everyactioncustom.com on behalf of Megan Tabata
<megan.tabata@everyactioncustom.com>
Sent: Saturday, March 25, 2017 4:36 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

I strongly support SCR 155 which requests that the Legislative Reference Bureau conducts a study on the benefits of establishing a sugar-sweetened beverage surcharge program to help fund public health programs in our state. The consumption of sugar-sweetened beverages (SSBs) or sugary drinks is strongly linked to obesity, type 2 diabetes, and tooth decay. Hawai'i already spends \$470 million annually on obesity-related health issues. SSBs are inexpensive, abundant, high in calories, deliver little or no nutrition, and appeal to our taste for sweetness. They are heavily marketed, especially to children. In Hawaii, 1 in 4 adults (22.7%) and high schoolers (28.3%) are obese. Although public health education campaigns are important, policies that would help to reduce sugary drink consumption are also key.

SCR155 would help to look at the benefits of establishing a fee on SSBs and using these funds to support nutrition and physical activity schools, as well as other critically-needed disease prevention efforts. Similar to the successes experienced in lowering our smoking rate, increasing the price of sugary drinks will likely curb consumption and help to reverse current obesity and diabetes trends.

This measure will provide the data necessary to inform the state legislature on potential revenues collected from sugary drinks to fund public health, as well as operating costs necessary to implement the program. With more and more states considering legislation, and cities such as Oakland, San Francisco, Philadelphia, and Boulder to name a few that have passed SSB fees, I ask the legislature to take the next step towards improving public health.

I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Megan Tabata
98 -1823 Nahele St Aiea, HI 96701-1615
megan.tabata@healthways.com

baker4 - Mary Kate

From: phopson@everyactioncustom.com on behalf of Puanani Hopson
<phopson@everyactioncustom.com>
Sent: Sunday, March 26, 2017 10:31 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Puanani Hopson
1709 S Beretania St Honolulu, HI 96826-1101 phopson@hawaii.edu

CPH Testimony

From: shay.chanhodges@everyactioncustom.com on behalf of Shay Chan Hodges
<shay.chanhodges@everyactioncustom.com>
Sent: Friday, March 24, 2017 1:14 PM
To: CPH Testimony
Subject: Testimony in strong support of SCR155

Dear Senate Committee on Commerce, Consumer Protection, and Health,

Date: March 24, 2017

To: The Honorable Rosalyn Baker, Chair
The Honorable Clarence Nishihara, Vice Chair
Members of the Senate Committee on Commerce, Consumer Protection, and Health

Re: Strong Support of SCR 155

Hrg: March 28, 2017 at 10:00am at Conference Room 229

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I strongly support SCR155 and ask you to pass this out of committee.

Sincerely,
Shay Chan Hodges
37 Puu Koa Pl Haiku, HI 96708-5117
shay.chanhodges@gmail.com