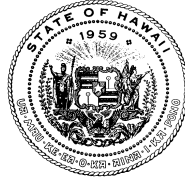


DAVID Y. IGE
GOVERNOR OF HAWAII



CAROLINE CADIRAO
DIRECTOR

BRUCE ANDERSON, Ph.D.
DIRECTOR OF HEALTH

STATE OF HAWAII
EXECUTIVE OFFICE ON AGING
NO. 1 CAPITOL DISTRICT
250 SOUTH HOTEL STREET, SUITE 406
HONOLULU, HAWAII 96813-2831
eoa@doh.hawaii.gov

Testimony in SUPPORT of GM0745
Submitting for consideration and confirmation to the Policy Advisory Board for Elder Affairs, Gubernatorial Nominee, ROBERTA MURRAY, for a term to expire 06-30-2023

COMMITTEE ON COMMERCE, CONSUMER PROTECTION, AND HEALTH
SENATOR ROSALYN H. BAKER, CHAIR
SENATOR STANLEY CHANG, VICE CHAIR

Testimony of Caroline Cadirao
Director, Executive Office on Aging
Attached Agency to the Department of Health

Hearing Date: May 13, 2020
9:30 am

Room Number: 229

- 1 **EOA's Position:** The Executive Office on Aging (EOA), an attached agency to the Department
- 2 of Health, supports the nomination of Ms. Roberta Murray to the Policy Advisory Board for
- 3 Elder Affairs (PABEA).
- 4 **Comments:** Ms. Roberta Murray brings a wealth of experience and knowledge in
- 5 communications and marketing to PABEA. Her many professional accomplishments include:
- 6 public relations and communications support for PBS Hawai'i; serving as the Hawai'i Statewide
- 7 Media Spokesperson during the 2010 Census, and development and launch of "Be Aware,
- 8 Protect Your Assets" consumer awareness program on elder financial exploitation. Her 36 years
- 9 of experience in the communications and marketing field will bring a fresh and diverse
- 10 perspective to PABEA. During this unprecedented time, she can provide guidance on how the
- 11 EOA can reach out and connect to its stakeholders and provide clear and consistent messaging
- 12 about our mission and goals.

1 Ms. Murray has a Bachelor of Science and has been accredited in Public Relations. She was also
2 inducted into the Public Relations Society of America College of Fellows, the highest distinction
3 of professional achievement and recognition in the public relations industry. For these reasons,
4 EOA supports the confirmation of Ms. Roberta Murray.
5 Thank you for the opportunity to testify.

May 7, 2020

Senator Rosalyn H. Baker
Chair
Committee on Commerce Consumer Protection and Health

Aloha Senator Baker,

It is with great pleasure that I highly recommend Roberta Wong Murray as our Big Island representative to the Policy Advisory Board on Elderly Affairs. She is an active and valued member of the Senior volunteer community on the West Side of the Big Island. I have known Roberta since 2014 when we were both trained as Class Leaders for the international, evidenced-based program called ***Powerful Tools for Caregivers***. She had since completed the requirements to be a Master trainer for the program.

Additionally, Roberta has continued her advocacy for family caregivers, as a member of the Board of Directors of Hawaii Community Caregiver Network, (HCCN), a local, all volunteer, Kailua-Kona 501(c)3 non-profit. Her creativity and Public Relations experience has helped to broaden the visibility and promote the organization in the West Hawaii Community. She has also been instrumental in the success of several of HCCN's Caregiver Conferences which help to educate and support family caregivers.

Please accept my whole hearted endorsement of Roberta's appointment to PABEA. If you have any questions, please feel free to contact me at treasurer@hawaiicaregivers.org

Sincerely,
Judith M. Bell, Treasurer
Hawaii Community Caregiver Network

Eileen P. Mena
75-816 A Hiona Street
Holualoa, HI 96725

May 9, 2020

CPHTestimony@capitol.hawaii.gov

To Whom It May Concern:

I am writing this letter of recommendation for Roberta Wong Murray in support of her nomination to the Policy Advisory Board for Elder Affairs. I have known Roberta for seven years and I am certain that you will find her an outstanding addition to your Board.

As the Lead Coordinator for West Hawaii AARP activities I have worked with Roberta on the Community Outreach team as volunteers for the Social Security program, coordinating with the Hilo Social Security Administration Office to replace lost or misplaced social security cards. She also worked with me as an AARP volunteer on the advocacy team, attending opening legislative sessions and meeting with Hawai'i State Representatives to discuss current AARP issues pertaining to Hawai'i's kupuna. She regularly volunteers for other AARP events and seminars that cover topics such as for fraud prevention, financial education, and Medicare.

We served together on The Board of Directors of Hawai'i Community Caregivers Network (HCCN) for three years before she resigned in March 2020. As a member of the board she had many unique suggestions and ideas that the board acted upon. We will greatly miss her insights and contributions.

I highly recommend Ms. Murray be appointed to the Policy Advisory Board for Elder Affairs. I know that her considerable experience and knowledge about issues important to Hawai'i's elder community would be a strong addition to your board.

Feel free to contact me for further information via phone or email.

Sincerely,

Eileen Mena
email: eileenpmena@hotmail.com
925/487-3232

GM Questionnaire – Roberta Wong Murray - PABEA

(1) Why do you want to be a member of the Board?

I was born and raised in Honolulu, lived in California for most of my adult life, then returned to Hawaii in 2009 to live in Kailua Kona. Our state has challenges, issues and opportunities unique to each community on each island. I would like to share my perspective as a Hawaii Island resident to help lawmakers understand my community.

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

I perceive the role and responsibilities of a PABEA member would include: listening to or reading and analyzing information, reports and studies; asking questions, sharing ideas, best practices; participating in discussion and consensus in advising state lawmakers on policy proposals impacting elder consumers.

(3) In what ways do you feel that you can help protect the consumer?

I would like to share two personal stories to answer this question. Twenty years ago, my 85-year-old mother was a widow who lived by herself in Kaimuki. One morning, a man claiming to be a bank investigator said they needed her help in catching someone who was stealing from the bank. He asked her to go to her branch and withdraw \$8000 in cash, put it in a paper bag and meet him on a corner to give him the money. She did...more than once... until nearly all the money in her checking account was gone. Eventually, mom told one of my brothers of the mistake she thought she had made. That year, my brothers and I moved her to a retirement facility, then later into a nursing home where she died a month shy of her 90th birthday. That was in 2004.

In 2005, I was recruited to head the corporate communications function at Bank of the West in San Francisco. There, I developed Be Aware, a public awareness campaign for bank customers over the age of 60 to spotlight elderly financial fraud protection. After designated rollouts in key branch communities, I created a public relations toolkit and implementation guide for the regional bank's 67 branches to schedule on demand.

While I was unable to protect my mother from becoming a victim of elder financial fraud, what happened to her enabled me to give voice to those who are vulnerable and to become a consumer advocate on their behalf.

The second story had a direct impact on people in Hawaii afflicted with ALS, also known as Lou Gehrig's disease. It is a neurodegenerative disease that causes a short circuit in brain signals sending messages to nerve endings – signals that direct one's muscles to

move. Without these prompts, the muscles eventually atrophy and die. As a result, the body loses its ability to move, walk, swallow and eventually breathe. My late husband Mark experienced muscle weakness in 2010. He had cervical spine surgery but that didn't help. Both his arms were getting weaker. In 2012, he sought a second opinion at UCSF, where, after multiple tests, he was diagnosed with ALS.

At UCSF we met a social worker who represented the ALS Association.

She put me in touch with Nohea Nakaahiki, whose husband had passed away from ALS when they lived on the Big Island. We formed a task force to start an ALS Association chapter in Hawaii. In 2013, the first Walk to Defeat ALS took place at Kapiolani Park. It has continued every year to this day. As a result, Hawaii has an ALS Coordinator to provide PALS (people with ALS) with services such as clinics, electronic equipment and more. What were 14 PALS in 2014 has grown to more than 70.

I believe I can be a strong advocate for our elder consumers.

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

As a former television news journalist in Honolulu and San Francisco, I was involved in information gathering, interviewing, writing and reporting on news stories.

Subsequently, during a 30-year career in corporate communications and as a principal founder of my own public relations firm, I have either participated or created consumer awareness public information campaigns, ranging from water conservation to highway improvements to financial fraud protection, as previously described in (3).

The skills that I have developed over the course of a multi-faceted communications career - active listening, asking questions, gathering information, analyzing options, offering suggestions, seeking consensus – are skills which will serve me well as a PABEA member.

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

I would like to be of value to PABEA in helping to make an impact on future policy affecting Hawaii's elder consumers.

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

Objectivity

I am an impartial observer.

Analysis

I read, absorb and process information to form a big picture of the issues

Perspective

I would like to share the perspective I have gained as a result of my professional and

personal experience to serve the Board.

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

I served as a volunteer board member for Hawaii Community Caregiver Network, a nonprofit organization in West Hawaii on Hawaii Island. During my tenure, I procured guest speakers and workshop leaders for the caregiver conference, led Powerful Tools for Caregivers classes for family caregivers, gained visibility for HCCN's programs and outreach through media dissemination. As a former family caregiver myself, I bring personal experience and volunteer experience of serving this demographic.

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

I am a volunteer for AARP Hawaii. In the past I have participated in advocacy outreach, visiting state lawmakers to make them aware of AARP's issues of legislative interest. If this is a conflict, I will refrain from advocacy activities for AARP.