

OKLAHOMA TOBACCO SETTLEMENT ENDOWMENT TRUST (TSET)

The Oklahoma Tobacco Settlement Endowment Trust (TSET) serves as a partner and bridge builder for organizations working towards shaping a healthier future for all Oklahomans. TSET provides leadership at the intersections of health by working across the state, by cultivating innovative and life-changing research, and by working across public and private sectors to develop, support, implement and evaluate creative strategies to take advantage of emerging opportunities to improve the public's health.

Oklahoma and 45 other states sued Big Tobacco for the damage it caused them. As the case was scheduled to go to trial, Big Tobacco and the participating states reached a compromise known as the "Master Settlement Agreement." As part of this settlement, Big Tobacco is required to make annual payments to participating states that will continue as long as cigarettes are sold nationally. Each annual payment is split three ways:



TSET
75%

Tobacco Settlement Endowment Trust



18.75%

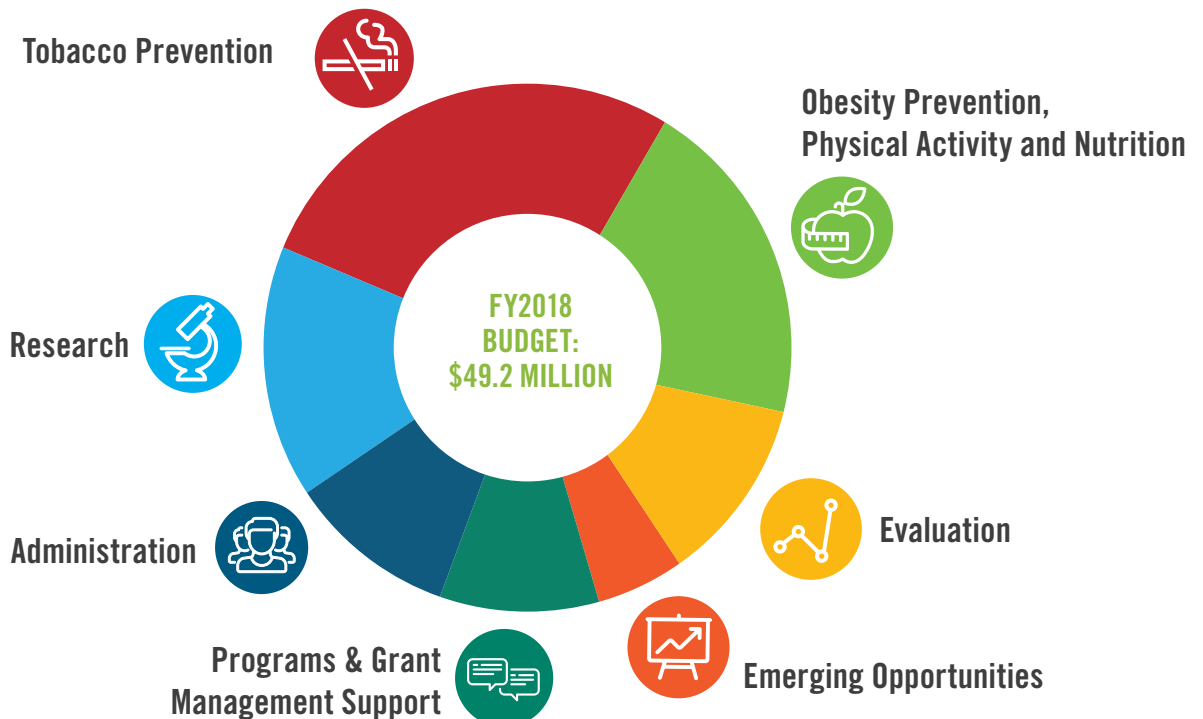
The Legislature



6.25%

Attorney General's Office

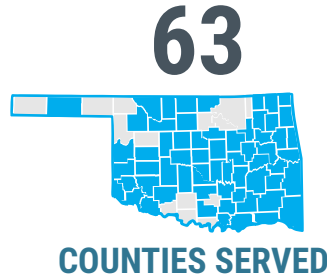
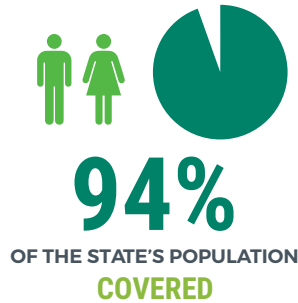
Created by voters in 2000, TSET safeguards the majority of the annual payments for health-related efforts. The money is invested by an independent Board of Investors. Only the earnings from these investments are spent — to fund grants that reduce cancer, heart disease and stroke in Oklahoma.



HEALTHY LIVING PROGRAM



TSET Healthy Living Program grants are community-based grants that seek to prevent and reduce tobacco use and obesity through a comprehensive approach that includes strategic actions and partnerships with businesses, cities, governments, community institutions, organizations and schools.



HEALTH SYSTEMS INITIATIVE



To address tobacco use and obesity, TSET provides grants to health systems throughout the state.

STATEWIDE GRANTS

- Oklahoma Hospital Association to work with health care providers to educate them about cessation services available to patients.
- Oklahoma Department of Mental Health and Substance Abuse Services to work with contract providers of behavioral health services to make facilities tobacco free.
- Oklahoma Health Care Authority to increase the number of calls to the Helpline through outreach efforts and training services.
- Oklahoma Medical Loan Repayment Program to recruit primary care physicians to medically underserved areas through a partnership between TSET and the Physician Manpower Training Commission.
- Oklahoma State University Medical Authority Residency Program to support physician training in rural and medically underserved areas.

HEALTH COMMUNICATION



Customized public education interventions are proven to be one of the most effective strategies to reduce tobacco use and promote healthy behaviors. Through rigorous evaluation, TSET public education interventions are proven to be effective in changing knowledge, attitudes and behaviors to support healthy lifestyle choices by Oklahomans. The Oklahoma Tobacco Helpline is a free service available 24/7 that provides the tools and support needed to quit tobacco. To date, the Helpline has served over 360,000 Oklahomans.

**TOBACCO
STOPS WITH ME.com**



RESEARCH



TSET works to promote new scientific discoveries and give Oklahomans access to cutting-edge cancer treatments by funding three major research programs:

TSET Cancer Research Program: \$27.5 million over 5 years

Oklahoma Tobacco Research Center (OTRC): \$19 million over 5 years

Oklahoma Center for Adult Stem Cell Research (OCASCR): \$17 million over 5.5 years

The TSET Phase 1 Clinical Trials program at the Stephenson Cancer Center offers cutting-edge cancer treatment to Oklahomans across the state. The program recently ranked 2nd nationally in patients served.

INCENTIVE GRANTS



TSET Healthy Incentive Grants promote wellness by offering grants to schools, school districts and local communities that adopt health-promoting policies and strategies. They are designed to encourage healthy eating, physical activity and tobacco-free lifestyles.

Grant funds, often leveraged with dollars from other organizations, have helped communities build basketball courts, purchase playground equipment, provide park enhancements and fund numerous other projects that promote the health and wellness of Oklahomans. In public schools throughout Oklahoma, incentive grants have been used to purchase Automated External Defibrillators (AEDs), physical education curriculum and equipment, active learning labs and to improve playgrounds.

TSET'S MISSION: TO REDUCE PREVENTABLE DEATH IN OKLAHOMA.

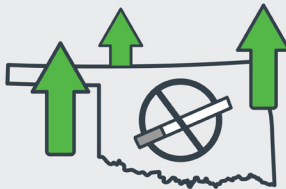


PREVENTION FOCUS



OKLAHOMANS SUPPORT INVESTMENTS IN PREVENTING POOR HEALTH BEHAVIORS BEFORE THEY TAKE ROOT.

STATEWIDE SMOKEFREE LAW



ADULT SMOKING RATE

19.6% 17.1%



BECAUSE OF TSET,

OKLAHOMA SMOKING RATES HAVE DROPPED

10X FASTER
than similar states.*

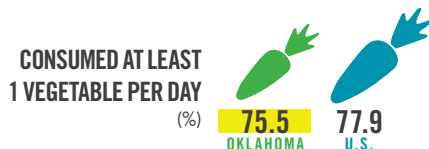
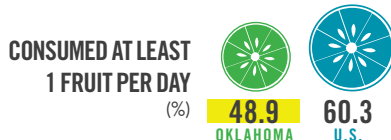
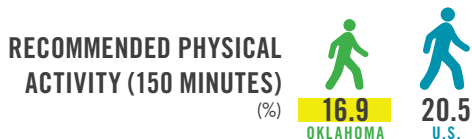
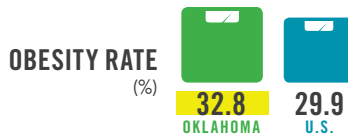
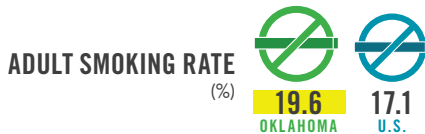
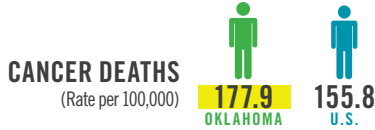
*according to an independent study conducted by professors and scientists from the University of Wisconsin School of Medicine and Public Health and the University of Oklahoma.

OKLAHOMA'S HEALTH ENVIRONMENT

Oklahoma ranks 43rd in overall health status, according to the 2017 United Health Foundation rankings. Oklahoma is also ranked 36th in adult smoking, 9th-highest in obesity and 3rd-highest in cardiovascular deaths.

HEALTH INDICATORS

OKLAHOMA **U.S.**



MEASURES OF PROGRESS

Over the past decade, TSET's efforts to prevent tobacco use and help people quit smoking have helped to create a healthier, more prosperous state.



Adult smoking prevalence decreased from 28.7 percent in 2001 to 19.6 percent in 2016.



Quit attempts among smokers have increased from 48.1 percent in 2001 to 57.5 percent in 2016.



Cigarette sales decreased by 1 billion packs since 2001.



Homes with a smokefree policy in Oklahoma increased from 54.9 percent in 2001 to 84 percent in 2016.



Thanks to TSET grantees' pioneering work, all Oklahoma schools are now 24/7 tobacco free.

Source: BRFSS

Middle School, Current Cigarette Smokers in Oklahoma*



Source: Youth Tobacco Survey

High School, Current Cigarette Smokers in Oklahoma*



*Percent of respondents

Source: Youth Tobacco Survey

SMOKING

\$1.62 BILLION

IN DIRECT HEALTHCARE COSTS EACH YEAR

- 7,500 ADULT DEATHS EACH YEAR
- 2,100 KIDS BECOME DAILY SMOKERS EACH YEAR
- \$163 MILLION IS SPENT BY TOBACCO INDUSTRY ANNUALLY TO MARKET TOBACCO IN OKLAHOMA

OBESITY

\$1.72 BILLION

IN MEDICAL EXPENDITURES EACH YEAR

- 17% OF OKLAHOMA YOUTH ARE OBESE
- 15% OF OKLAHOMA YOUTH ARE OVERWEIGHT
- 1 IN 3 ADULTS ARE OBESE

For more information, contact Julie Bisbee, Director of Public Information and Outreach, Oklahoma Tobacco Settlement Endowment Trust at (405) 521-3888, toll-free (866) 530-TSET, tset.ok.gov.

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