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HOUSE DISTRICT 28

TSET Overview

In 2000, Oklahoma voters overwhelmingly chose to create TSET, the Tobacco Settlement Endowment Trust. Oklahoma's forward-looking choice enables strategic programmatic investments in healthy communities, statewide organizations, and life-saving research. TSET extends the opportunity for all Oklahomans to have better lives through better health – for generations to come.

House District 28

REPRESENTATIVE NAME

Zack Taylor

COUNTIES

Pottawatomie Seminole

Healthy Living Program Grants

Grantee: Gateway to Prevention & Recovery
Pottawatomie County

Grantee: Gateway to Prevention & Recovery - Seminole County

FY16-Present

Cumulative: **\$949,320**

FY16-Present

Cumulative: **\$722,848**

Oklahoma Tobacco Helpline Participants

The Oklahoma Tobacco Helpline provides free telephone and web-based tobacco cessation “coaching” sessions and free nicotine patches, gum and lozenges. Since 2003, the Helpline has served more than 360,000 Oklahomans, saving an estimated \$18 million each year in direct medical costs from tobacco users who have quit with the Oklahoma Tobacco Helpline.

District Fiscal Year 2017:

364

District Cumulative:

2,230

Incentive Grants

TSET Healthy Incentive Grants promote wellness through 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.

Healthy Communities Incentive Grants

Grantee: City of Seminole

Grantee: City of McLoud

Grantee: City of Maud

Cumulative: **\$50,000**

Cumulative: **\$10,000**

Cumulative: **\$20,000**

Healthy Schools Incentive Grants

Grantee: Maud Public Schools

Grantee: McLoud Public Schools

Grantee: McLoud Elementary

Grantee: McLoud High School

Grantee: McLoud Junior High School

Grantee: Wewoka Public Schools

Grantee: Seminole Public Schools

Grantee: Konawa Public Schools

Grantee: New Lima Public Schools

Cumulative: **\$3,000**

Cumulative: **\$5,000**

Cumulative: **\$4,000**

Cumulative: **\$2,000**

Cumulative: **\$1,500**

Cumulative: **\$5,000**

Cumulative: **\$5,000**

Cumulative: **\$3,000**

Cumulative: **\$3,000**

Medical Costs In Oklahoma Associated With:



SMOKING

\$1.62 BILLION

IN DIRECT HEALTHCARE COSTS

- 7,500 ADULT DEATHS EACH YEAR
- 2,400 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

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

Research

TSET has research grants to the Oklahoma Center for Adult Stem Cell Research, Oklahoma Tobacco Research Center and the Stephenson Cancer Center, which treats patients statewide. TSET's research grants advance new discoveries, add to the knowledge base and provide hope.

FY17 Budgeted Total \$12,300,000

TSET: INVESTING IN HEALTH

BECAUSE OF TSET,
OKLAHOMA SMOKING RATES HAVE DROPPED

10 X 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.

42,000



LIVES SAVED

127,000



**FEWER
CURRENT
SMOKERS**

\$1.24



BILLION

**IN DIRECT MEDICAL
COSTS AVOIDED**



Through the funding of cancer research, grants focused on health, and health communication interventions like Tobacco Stops With Me, TSET is changing and saving lives.