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## SENATE DISTRICT 45

### 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.

## Senate District 45

### SENATOR

Paul Rosino

### COUNTIES

Canadian Cleveland Oklahoma

## Healthy Living Program Grants

**Grantee:** Canadian County Health Department

**FY16-Present**

Cumulative: **\$889,924**

**Grantee:** Norman Regional Health System - Cleveland County

**FY16-Present**

Cumulative: **\$1,272,146**

**Grantee:** Oklahoma City - County Health Department

**FY16-Present**

Cumulative: **\$2,013,412**

## 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 Schools Incentive Grants

**Grantee:** Oklahoma City Public Schools

Cumulative: **\$50,000**

## 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:**

**552**

**District Cumulative Calls:**

**3,285**

## 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.