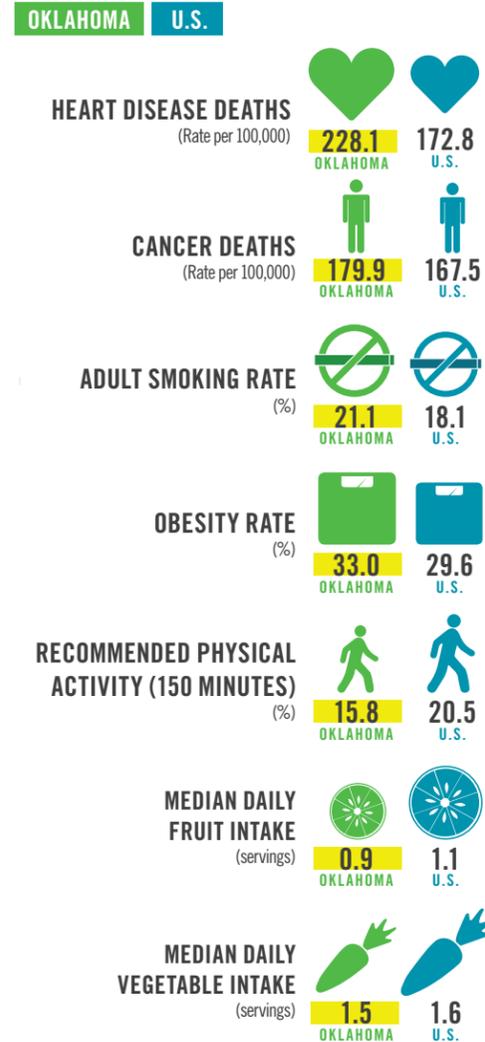


# OKLAHOMA'S HEALTH ENVIRONMENT

Oklahoma ranks 45th in overall health status, according to the 2015 United Health Foundation rankings. Oklahoma is also ranked 40th in adult smoking, 6th-highest in obesity and 3rd-highest in cardiovascular deaths.

## 2015 HEALTH INDICATORS



**SMOKING**  
\$1.62 BILLION

IN DIRECT HEALTHCARE COSTS

- 7,500 ADULT DEATHS EACH YEAR
- 3,300 KIDS BECOME DAILY SMOKERS EACH YEAR
- \$181 MILLION IS SPENT BY TOBACCO INDUSTRY ANNUALLY TO MARKET TOBACCO IN OKLAHOMA

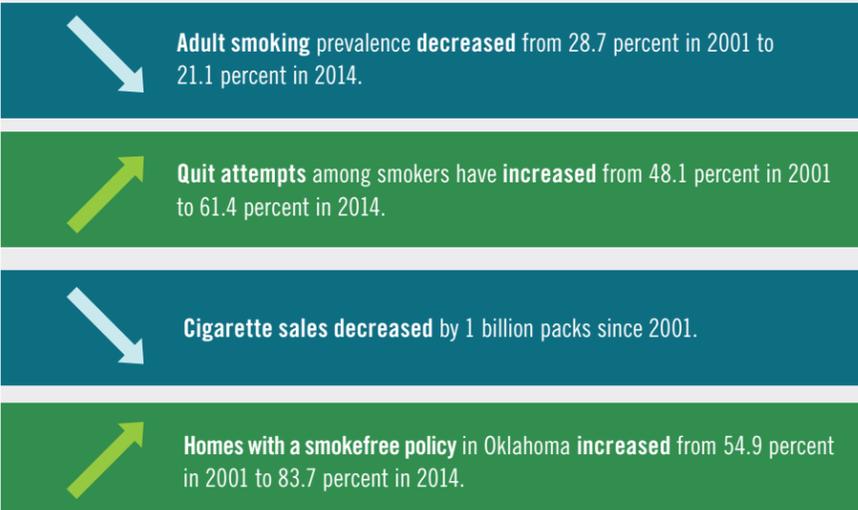
**OBESITY**  
\$1.72 BILLION

IN MEDICAL EXPENDITURES

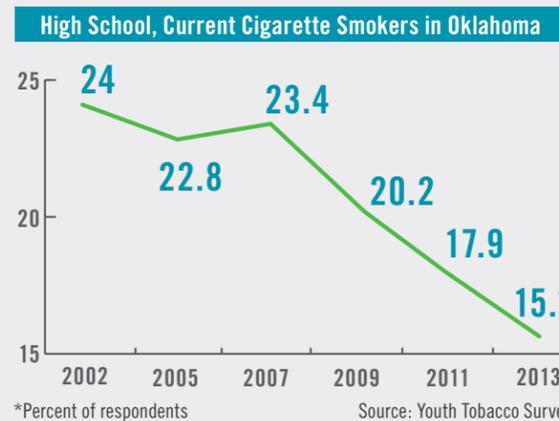
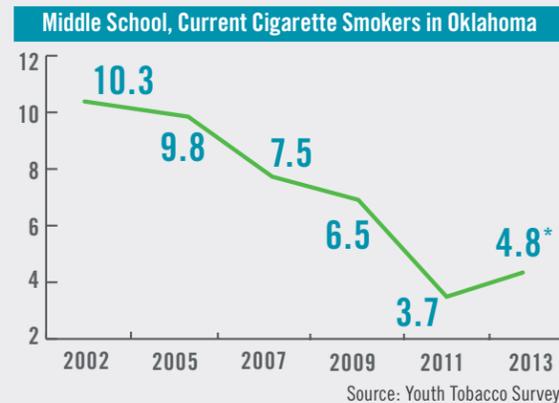
- 12% OF OKLAHOMA YOUTH ARE OBESE
- 15% OF OKLAHOMA YOUTH ARE OVERWEIGHT
- 1 IN 3 ADULTS ARE OBESE

## 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.



Source: BRFSS 2014



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

Rev. 1/2016



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Executive Director Tracey Strader, MSW  
Board of Directors Chair Jim Gebhart, FACHE

## OKLAHOMA TOBACCO SETTLEMENT ENDOWMENT TRUST (TSET)

Created by voters in 2000, TSET is an endowment trust established with payments from the 1998 Master Settlement Agreement (MSA) between 46 states and the tobacco industry. Funds are invested by a Board of Investors and **only the earnings** from those investments are used by a Board of Directors to support efforts to improve the health of Oklahomans.

TSET has focused funding on reducing Oklahoma's leading causes of preventable death – tobacco use and obesity – in order to reduce cancer and cardiovascular disease. As a state grant-making trust, TSET funds prevention, research and emerging opportunities to improve the health of every Oklahoman.

TSET is governed by Article 10, Section 40 of the Oklahoma Constitution and by 62 O.S. § 2301-2310.

## HOW TSET IS FUNDED

Oklahoma was the first state to constitutionally protect funds received as part of the MSA. The majority of Oklahoma's payments are invested in the endowment to ensure a growing source of funding for grants and programs that improve the health of all Oklahomans.

Annual FY2015 Tobacco Industry Payments to the State of Oklahoma  
**\$76.9 MILLION**

Office of the Attorney General (6.25%):  
**\$4.8 Million**  
Allocated to the Evidence Fund.

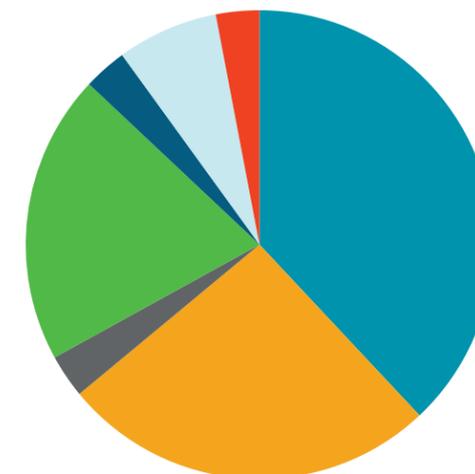
State Legislature's Tobacco Settlement Fund (18.75%):  
**\$14.4 Million**

Tobacco Settlement Endowment Trust (75%):  
**\$57.6 Million**  
Added to Endowment for Investment.

Endowment Corpus Balance as of June 30, 2015:  
**\$999.8 Million**

FY2015 Certified Earnings for TSET's Use:  
**\$46.2 Million**

## PROGRAM FUNDING DISTRIBUTION



### PROGRAM FUNDING DISTRIBUTION, FISCAL YEAR 2016

- Tobacco Prevention - 38%
- Obesity Prevention, Physical Activity and Nutrition - 26%
- Research - 20%
- Evaluation - 3%
- Programs & Grant Management Support - 7%
- Emerging Opportunities - 3%
- Administration - 3%

# BUILDING A HEALTHIER TOMORROW, TODAY: TSET GRANTS

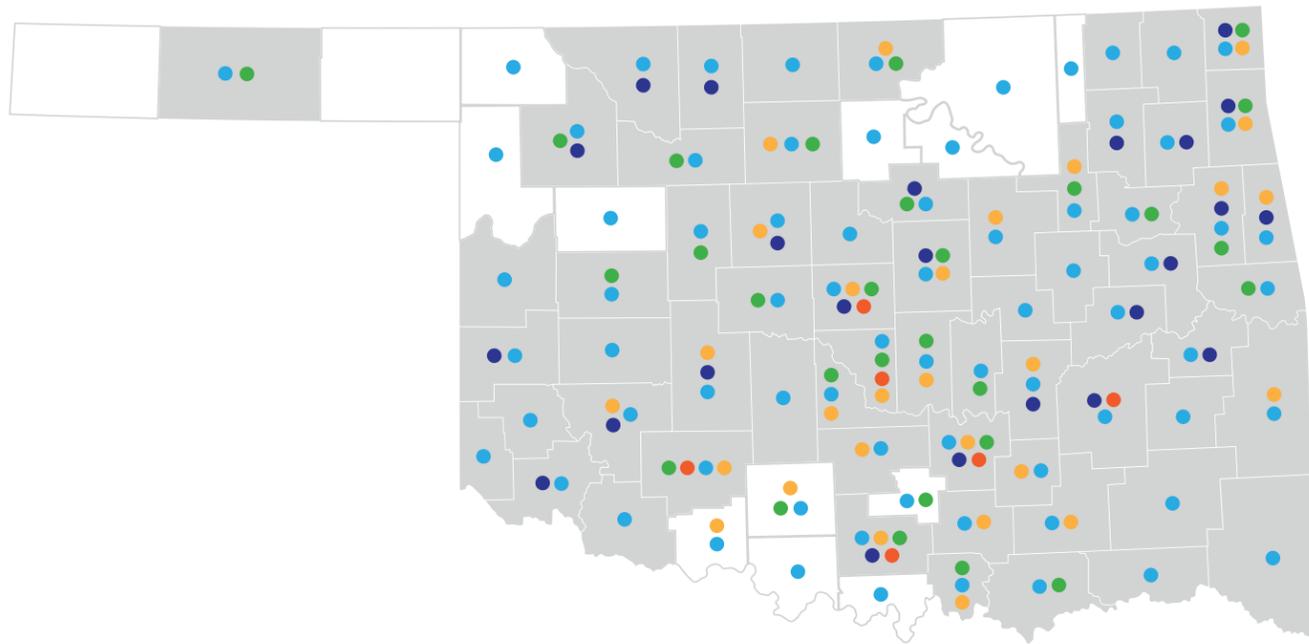


The Oklahoma Tobacco Helpline provides free telephone and web-based cessation coaching and free nicotine patches, gum and lozenges to Oklahomans.

**OKLAHOMA TOBACCO HELPLINE (1-800-QUIT NOW)**

Since 2003, the Helpline has **served more than 300,000** Oklahomans, **saving an estimated \$18 million each year in direct medical costs** from tobacco users who have quit with the Oklahoma Tobacco Helpline.

## TSET STATEWIDE GRANTS



**HEALTHY LIVING PROGRAM GRANT COVERAGE**

**OKLAHOMA MEDICAL LOAN REPAYMENT PROGRAM (PMTc)**

**OKLAHOMA STATE UNIVERSITY MEDICAL AUTHORITY RESIDENCY PROGRAM (OSU)**

**OKLAHOMA DEPARTMENT OF MENTAL HEALTH AND SUBSTANCE ABUSE WELLNESS GRANT**

**OKLAHOMA HOSPITAL ASSOCIATION WELLNESS GRANT**

**OKLAHOMA HEALTHCARE AUTHORITY WELLNESS GRANT**

### STATEWIDE GRANTS

- 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.
- 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.

### INCENTIVE GRANTS

Incentive grants are available to schools and communities that have been recognized by the Certified Healthy Oklahoma program and meet the TSET incentive grant criteria. The funds are used for projects that promote health in communities and schools.

- Healthy Communities Incentive Grants
- Healthy School District Incentive Grants

### EMERGING OPPORTUNITIES

To identify and respond to emerging opportunities to transform the health of Oklahomans, TSET also accepts unsolicited proposals, as funding is available, for projects that relate to TSET's mission as specified in the Oklahoma Constitution and TSET's Strategic Plan.

- Oklahoma City Boathouse Foundation to increase access and utilization of physical activity facilities for youth and families
- Rescue Social Change Group to promote smokefree environments for young adults through Free the Night
- Oklahoma State Department of Health to administer FitnessGram assessments in Oklahoma public schools

### RESEARCH

The TSET Phase I Clinical Trials program at the Stephenson Cancer Center offers cutting-edge cancer treatment to Oklahomans across the state. Currently 729 Oklahomans and 26 out-of-state patients are enrolled.

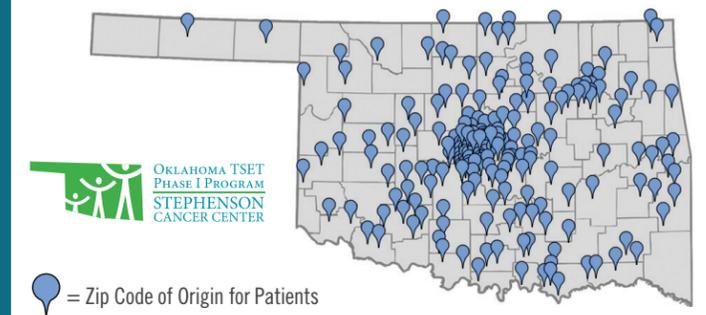
#### TSET'S RESEARCH CENTERS

Stephenson Cancer Center, TSET Cancer Research Center, **\$29 million** over 5 years.

Oklahoma Tobacco Research Center, **\$19.9 million** over 6 years.

Oklahoma Center for Adult Stem Cell Research, **\$14.7 million** over 5.5 years.

#### OKLAHOMA TSET PHASE I CLINICAL TRIALS PROGRAM AT THE STEPHENSON CANCER CENTER



= Zip Code of Origin for Patients

### HEALTH COMMUNICATION

When combined with other programs, mass media campaigns are proven to be one of the most effective strategies to reduce tobacco use and promote healthy behaviors. Through rigorous evaluation, TSET campaigns are proven to be effective in changing knowledge, attitudes and behaviors to support healthy lifestyle choices by Oklahomans.

### TOBACCO STOPS WITH ME.

