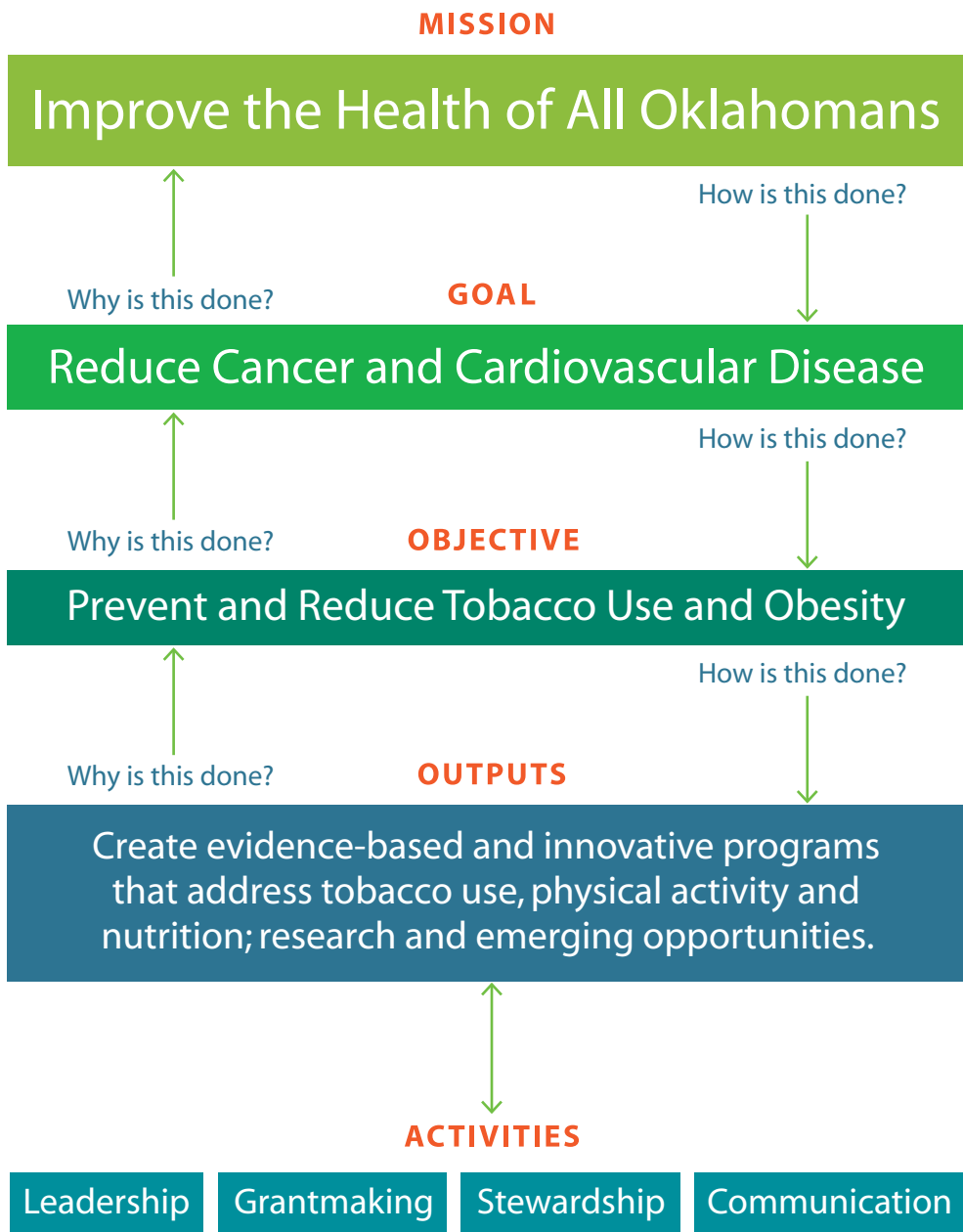


# TSET STRATEGIC MAP



## OBJECTIVES · FY2014-FY2018



### TOBACCO

Increase serious quit attempts from 58.5 percent to 65 percent of current adult smokers by FY18.

#### CURRENT

61.4% want to quit  
(BRFSS 2014)

#### PROGRESS



Reduce the rate of tobacco consumption per capita in Oklahoma from 71.3 packs to 56.3 packs by FY18.

64.3  
(OTC 2014)



Reduce smoking prevalence among Oklahoma adults from 26.1 percent to 18 percent by FY18.

21.1  
(BRFSS 2014)



Reduce smoking among Oklahoma high school youth from 17.9 percent to 15.8 percent by FY18.

15.1% unweighted  
(YTS 2013)



Reduce smoking among Oklahoma middle school youth from 3.7 percent to 2.7 percent by FY19.

4.8% unweighted  
(YTS 2013)



### PHYSICAL ACTIVITY & NUTRITION



Reduce obesity among Oklahoma adults from 32.2 percent to 29.2 percent by FY18.

33.0  
(BRFSS 2014)



Reduce obesity among Oklahoma youth from 16.3 percent to 15.3 percent by FY18. (Grades 9-12)

17.3%  
(YRBS 2014)



Increase the median daily vegetable intake among Oklahoma adults to 2.2 by FY18.

1.5  
(BRFSS 2013)



Increase the median daily fruit intake among Oklahoma adults to 1.6 by FY18.

0.9%  
(YTS 2013)



### RESEARCH



#### STEPHENSON CANCER CENTER

Increase annual new Phase I Clinical Drug Trials from 15 to 32 by FY18.

18



Increase the annual number of patients participating in Phase I clinical trials from 116 to 155 by FY18.

124



Increase the number of TSET Tobacco Research Scholars in Oklahoma from 2 to 7 by FY18.

8



#### OKLAHOMA TOBACCO RESEARCH CENTER

Increase the number of externally funded research grants from OTRC activities from 17 to 20 by FY18.

20



#### OKLAHOMA CENTER FOR ADULT STEM CELL RESEARCH

Increase recruited adult stem cell investigators to Oklahoma from 5 to 10 by FY18.

5



Increase the number of stem cell projects funded from 5 to 33 by FY18.

23



▲ meets or exceeds objective

● making positive progress

▼ trend moving in opposite direction