



# TSET HEALTHY LIVING PROGRAM

The TSET Healthy Living Program consists of grants to 50 organizations working in 63 counties to prevent and reduce tobacco use and obesity, the primary causes of Oklahoma’s top killers – cancer and cardiovascular disease. Half of all cancers are caused by obesity and other lifestyle choices.

Using a comprehensive approach, grantees work with businesses, city governments, community organizations and schools to create meaningful opportunities to encourage Oklahomans to eat better, move more and be tobacco free.

The TSET Healthy Living Grant Program supports the prevention and reduction of tobacco use and obesity in an effort to lessen the burden of unhealthy behaviors before they take root. A strong emphasis on reducing these risk factors will save lives and save money.

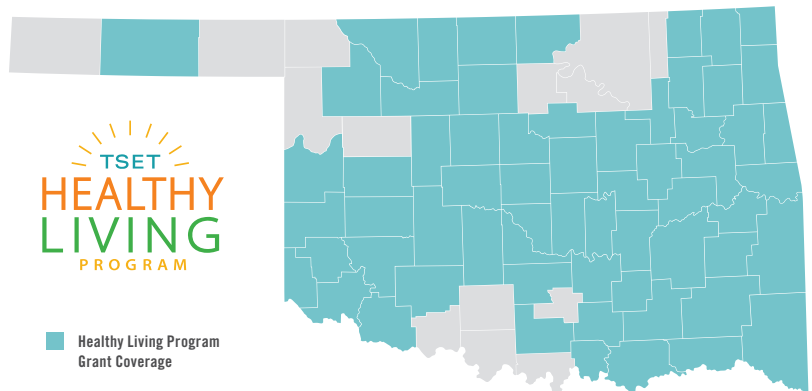
### Examples of TSET Healthy Living Program strategies include:

- Working to ensure tobacco-free properties, and promoting the Oklahoma Tobacco Helpline for those who want to quit tobacco.
- Facilitating school, business, and community gardens, food pantries, and farmers markets to create opportunities for healthy eating.
- Assisting with agreements between schools and community groups to open the school grounds for physical activity outside of the school day.
- Engaging schools and child care organizations to support tobacco-free lifestyles, and to teach in active classrooms that improve academic achievement.
- Improving the nutritional value and appeal of school and worksite food preparation and offerings. In one program, a chef teaches cafeteria workers how to make and market healthy appealing meals that meet nutritional standards.
- Providing guidance to grocery and small food stores on stocking healthy foods and creating healthy checkout aisles to encourage shoppers to choose healthy options.
- Working with cities and governments on a variety of zoning ordinances, urban design, and transportation strategies that encourage active living for people of all ages and abilities.



Designed with input from grantees in the former TSET Communities of Excellence programs, partner organizations and national experts, the TSET Healthy Living Program is evaluated externally by a team of University of Oklahoma and Oklahoma State University academics.

Grantees in the TSET Healthy Living Program began work on their five-year grants July 1, 2015.



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## 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 Master Settlement Agreement. The majority of Oklahoma's payments are invested in the TSET endowment, and only the earnings are used to fund grants and programs to improve the health of Oklahomans for generations to come.



- Tobacco Settlement Endowment Trust (75%)
- State Legislature's Tobacco Settlement Fund (18.75%)
- Office of the Attorney General (6.25%)

FY2016 Certified Earnings for TSET's Use: **\$45.9 MILLION\***

### PROGRAM FUNDING DISTRIBUTION FISCAL YEAR 2017



**Tobacco Prevention**  
38.6%



**Obesity Prevention,  
Physical Activity and Nutrition**  
26.9%



**Research**  
23.2%



**Evaluation**  
3.6%



**Administration**  
3.5%



**Emerging Opportunities**  
1.9%



**Programs & Grant  
Management Support**  
2.2%

\*Includes \$27.1 million from FY2016 annual endowment earnings and \$18.8 million from certified reserve.