

## OKLAHOMA TOBACCO SETTLEMENT ENDOWMENT TRUST (TSET)

The Oklahoma Tobacco Settlement Endowment Trust (TSET) serves as a partner and bridge builder for organizations working towards shaping a healthier future for all Oklahomans. TSET provides leadership at the intersections of health by working across the state, by cultivating innovative and life-changing research and by working across public and private sectors to develop, support, implement and evaluate creative strategies to take advantage of emerging opportunities to improve the public's health.

Oklahoma and 45 other states sued Big Tobacco for the damage it caused them. As the case was scheduled to go to trial, Big Tobacco and the participating states reached a compromise known as the "Master Settlement Agreement." As part of this settlement, Big Tobacco is required to make annual payments to participating states that will continue as long as cigarettes are sold nationally. Each annual payment is split three ways:



**75%**

Tobacco Settlement Endowment Trust



**18.75%**

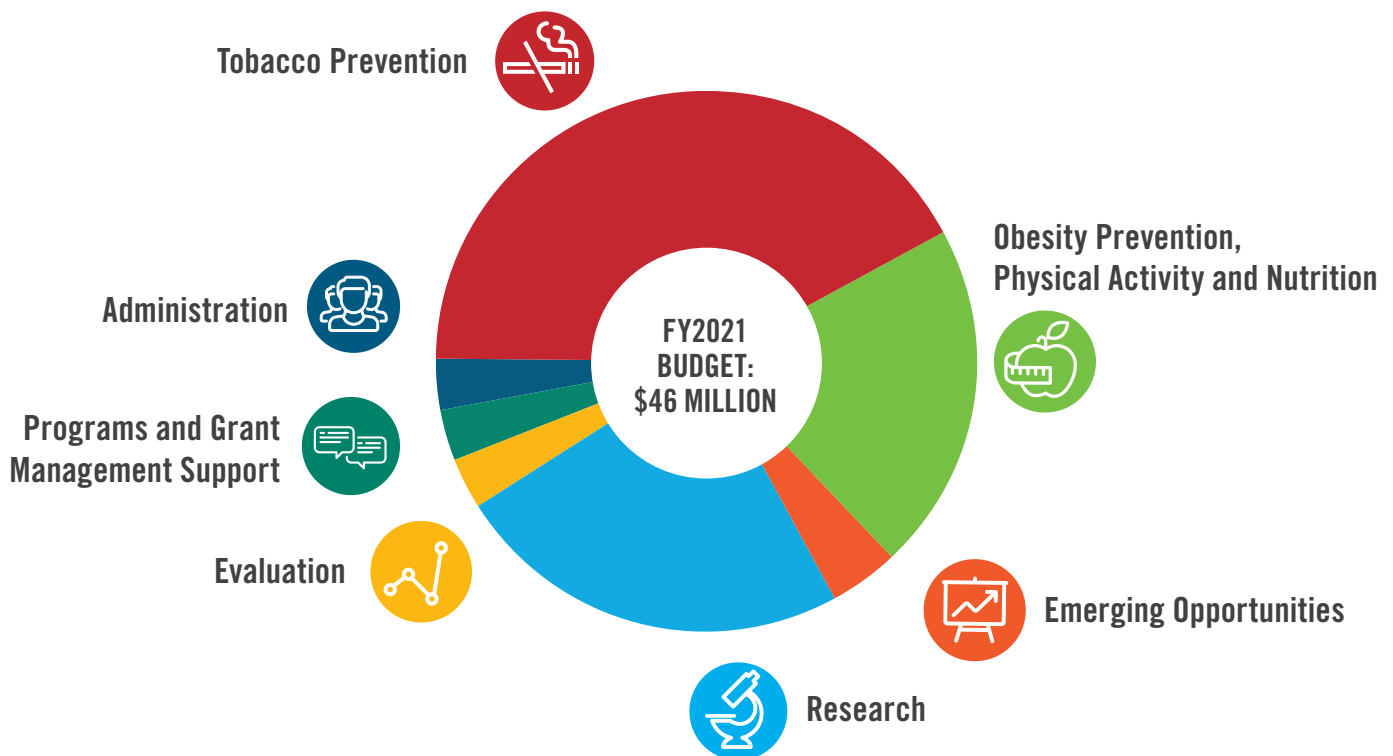
The Legislature



**6.25%**

Attorney General's Office

Created by voters in 2000, TSET safeguards the majority of the annual payments for health-related efforts. The money is invested by an independent Board of Investors. Only the earnings from these investments are spent — to fund grants that reduce cancer, heart disease and stroke in Oklahoma.



## HEALTHY LIVING PROGRAM

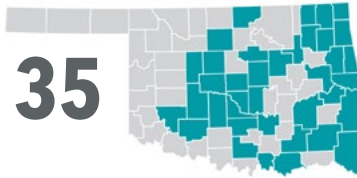


TSET Healthy Living Program grants are community-based grants that seek to prevent and reduce tobacco use and obesity through a comprehensive approach that includes strategic actions and partnerships with businesses, cities, governments, community institutions, organizations and schools. A second, 5-year phase of the TSET Healthy Living Program (HLP) began in 2020.



2,285

TOBACCO-FREE & WELLNESS  
POLICIES ADOPTED  
IN HLP PHASE ONE



35

COUNTIES SERVED  
IN HLP PHASE TWO



37

COMMUNITY GRANTS  
AWARDED



IN HLP PHASE TWO

## STATEWIDE GRANTS



To address tobacco use and obesity, TSET provides grants to health systems throughout the state.

- 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.
- The Oklahoma State Medical Authority Residency Program supported physician training residency programs in rural and medically underserved areas from FY2016 to FY2018.
- TSET Food Systems Impact Grants provide immediate relief to increased need for food during the COVID pandemic and support innovative partnerships that seek to increase the availability of healthy foods throughout Oklahoma.

## HEALTH COMMUNICATION



Customized public education interventions are proven to be one of the most effective strategies to reduce tobacco use and promote healthy behaviors. Through rigorous evaluation, TSET public education interventions are proven to be effective in changing knowledge, attitudes and behaviors to support healthy lifestyle choices by Oklahomans. The Oklahoma Tobacco Helpline is a free service available 24/7 that provides the tools and support needed to quit tobacco. To date, the Helpline has served more than 450,000 Oklahomans.

**TOBACCO  
STOPS WITH ME.com**



## RESEARCH



TSET works to promote new scientific discoveries and give Oklahomans access to cutting-edge cancer treatments by funding three major research programs:

**Stephenson Cancer Center: \$50 million since 2011**

**TSET Health Promotion Research Center (HPRC): \$27 million since 2008**

**Oklahoma Center for Adult Stem Cell Research (OCASCR): \$25.3 million since 2010**

Thanks in part to TSET funding, the Stephenson Cancer Center was awarded NCI designation in 2018. With this award, the Stephenson Cancer Center joins an elite group of 70 NCI-Designated Cancer Centers nationwide. The Stephenson Cancer Center is the only NCI-Designated Cancer Center in Oklahoma.

## INCENTIVE GRANTS



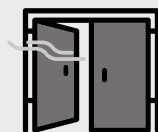
The TSET Healthy Incentive Program promotes wellness by offering grants to schools, school districts and local communities that adopt health-promoting policies and strategies. They are designed to encourage healthy eating, physical activity and tobacco-free lifestyles.

Grant funds, often leveraged with dollars from other organizations, have helped communities build basketball courts, purchase playground equipment, provide park enhancements and fund numerous other projects that promote the health and wellness of Oklahomans. In public schools throughout Oklahoma, incentive grants have been used to purchase Automated External Defibrillators (AEDs), physical education curricula and equipment, active learning labs and playground improvements.

## TSET'S MISSION: TO REDUCE PREVENTABLE DEATH IN OKLAHOMA.



### STATEWIDE SMOKEFREE LAW



**77% OF OKLAHOMANS**  
FAVOR A LAW MAKING  
**ALL PUBLIC PLACES SMOKEFREE.**

### TOBACCO 21



**✓ PASSED AT THE FEDERAL LEVEL**  
ON DEC. 20, 2019, THE PRESIDENT SIGNED  
A BILL RAISING THE MINIMUM AGE TO  
PURCHASE TOBACCO FROM 18 TO 21.

### SMOKEFREE CARS FOR KIDS



**83% OF OKLAHOMANS** FAVOR A LAW  
PROHIBITING SMOKING IN VEHICLES  
**WHEN CHILDREN 16 OR YOUNGER**  
**ARE PRESENT.**

BECAUSE OF TSET,

OKLAHOMA SMOKING RATES HAVE DROPPED

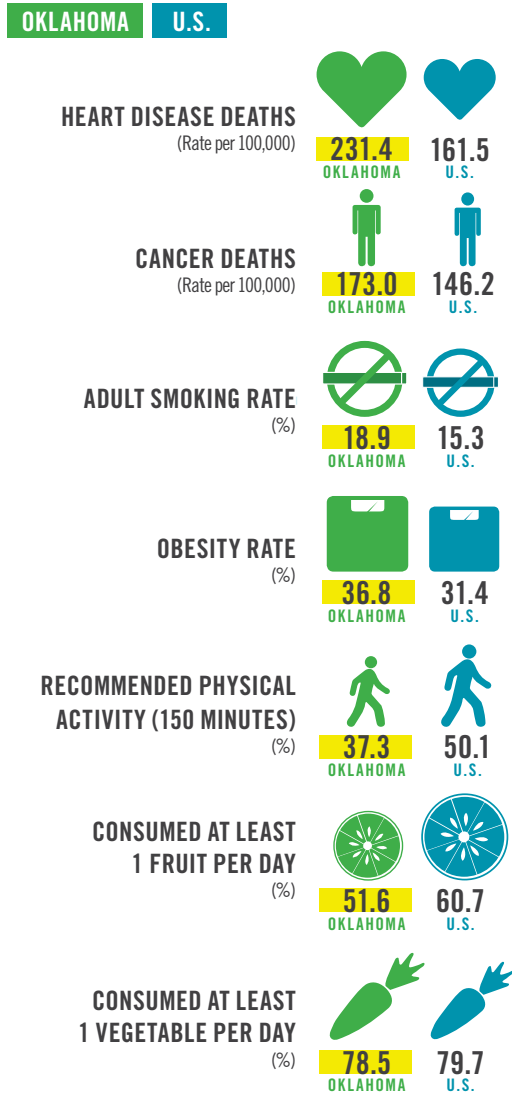
**1**  **TIMES FASTER**  
THAN SIMILAR STATES.\*

\*According to an independent study conducted by the University of Wisconsin School of Medicine and Public Health and the University of Oklahoma.

# OKLAHOMA'S HEALTH ENVIRONMENT

Oklahoma ranks 46th in overall health status, according to the 2019 United Health Foundation rankings. Oklahoma is also ranked 42nd in adult smoking, 40th in obesity and 49th in cardiovascular deaths.

## HEALTH INDICATORS



**SMOKING**  
**\$1.62 BILLION**  
IN DIRECT HEALTH CARE COSTS EACH YEAR

- 7,500 ADULT DEATHS EACH YEAR
- 1,300 KIDS BECOME DAILY SMOKERS EACH YEAR
- \$172 MILLION IS SPENT BY TOBACCO INDUSTRY ANNUALLY TO MARKET TOBACCO IN OKLAHOMA

**OBESITY**  
**\$1.72 BILLION**  
IN MEDICAL EXPENDITURES EACH YEAR

- 1 IN 6 HIGH SCHOOL STUDENTS IS OBESE
- 1 IN 6 HIGH SCHOOL STUDENTS IS OVERWEIGHT
- OVER 1/3 OF OKLAHOMA 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.

**Adult smoking prevalence decreased** from 28.7 percent in 2001 to 18.9 percent in 2019.

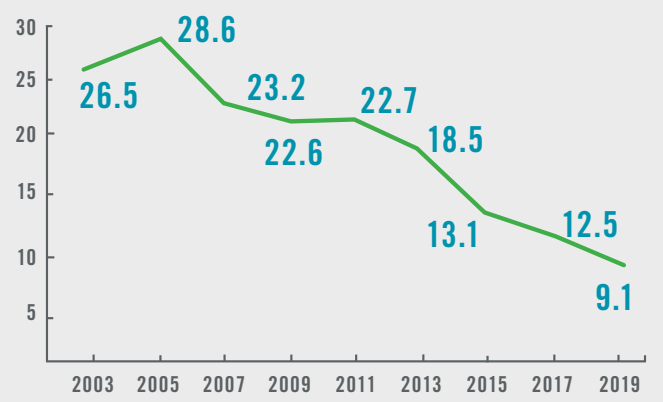
**More than 450,000 Oklahomans** have been served by the Oklahoma Tobacco Helpline since 2003.

**Cigarette sales decreased** by 1 billion packs since 2001.

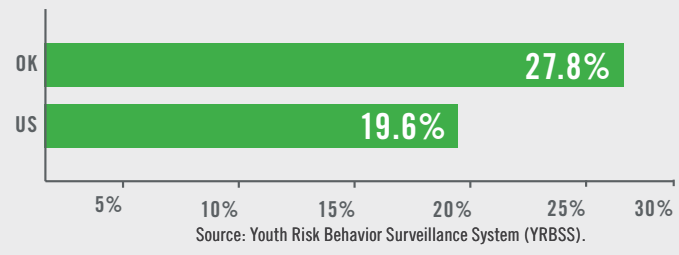
**10x** Because of TSET, Oklahoma smoking rates have dropped 10x faster than similar states according to a study conducted by the University of Wisconsin School of Medicine and Public Health and the University of Oklahoma.

Thanks to TSET grantees' pioneering work, all Oklahoma schools are now 24/7 tobacco and vape free.

### High School, Current Cigarette Smokers in Oklahoma\*



### High School E-Cigarette Use



For more information, contact Thomas Larson, Director of Public Information and Outreach, Oklahoma Tobacco Settlement Endowment Trust at (405) 521-3888, toll-free (866) 530-TSET, TSET.OK.GOV.