Oklahoma Tobacco Settlement Endowment Trust

KEEPING THE PROMISE.

Annual Report FY09

COVER
Lawton-Ft. Sill Students Working Against Tobacco (SWAT) team exposed the dangers of tobacco during the United Way Youth Day of Caring.

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TOBACCO'S TOLL

in oklahoma

It is startling to realize that more than 5 million U.S. children alive today will die prematurely from smoking-related illnesses. In fact, nearly every adult who smokes took his or her first puff at or before the age of 18.

How did we get here? In Oklahoma, the tobacco industry spends more than $213 million each year marketing its deadly products. Published research studies have found that children are twice as sensitive to tobacco advertising as adults and are more likely to be influenced to smoke by cigarette marketing than by peer pressure. Fully one-third of underage experimentation with smoking is attributable to tobacco advertising

The tobacco industry's effort doesn't stop with marketing; it also spends time and money fighting policies that have been proven to reduce tobacco use and supporting laws that accommodate smoking in public places where children and young adults will experience tobacco use as a normal part of everyday life.

When Oklahoma children were asked what percentage of adults smoke, over 30 percent of them believe that more than 70 percent of adults are smokers. In reality, only 25 percent of Oklahoma adults smoke. If we have any hope of stemming the tide of children who experiment with cigarettes and go on to become regular, daily smokers, we must take action, personally and collectively, to protect our kids.

The good news is that through the tireless efforts of many concerned citizens, the trends in youth smoking are beginning to move in the right direction. The number of "committed non-smokers" among Oklahoma high school youth has increased from 33 percent in 2002 to over 40 percent in 2009. Among middle school youth the rate has increased from 52 percent in 2002 to over 64 percent in 2009. As a state, we have made progress in reducing tobacco use and the toll of tobacco on Oklahomans; however, we still have a long way to go.

Tobacco use is still our state's leading cause of preventable death. In spite of our progress, Oklahoma ranks at the bottom of the nation when it comes to the number of youth and adults who smoke and tobacco use costs us $1 billion per year in direct medical costs alone.

It is also important to keep in mind that as tobacco use rates decline nationally, Master Settlement Agreement payments to the states, including Oklahoma, will also decline. If Oklahoma does nothing to reduce smoking among our youth and adults, we will continue to bear the high emotional, physical and economic costs of tobacco related diseases, and we will have less money available to treat them.

As the board and staff prepare for future funding of additional health programs, we remain committed to changing tobacco's impact on the health and economic well-being of Oklahomans.

This report will highlight some of the ways our partners throughout the state are working to reduce tobacco's toll in Oklahoma and collectively we say, "Tobacco Stops With Me."

Casey Killblane, Chair, Board of Directors

Tracey Strader, Executive Director

TOBACCO STOPS WITH ME.

Think smoking in another room protects against secondhand smoke?

THINK AGAIN.

StopsWithMe.com

VISION

Improving the Health of Every Oklahoman

MISSION

To improve the health and quality of life of all Oklahomans through accountable programs and services that address the hazards of tobacco use and other health issues.

VALUES & BEHAVIORS

- To encourage programs and initiatives that are based on the best research available, follow practices with proven results, and provide the best opportunity for success.
- To work cooperatively with other public and private organizations and funders to support joint efforts that will use funds efficiently, avoid duplication, minimize administrative expense, and provide the best opportunity for sustained activity.
- To make funding decisions based on the priorities of the Board and the merits of the proposal, independent of political influence and conflict of interest.
- To plan and encourage community-based comprehensive services for all areas of Oklahoma, including urban and rural communities.
- To encourage grantees to match grant monies awarded with monetary commitments and in-kind matches.
- To require measurable outcomes, appropriate evaluation, and annual evaluation reporting of all funded programs.

TSET grantees and statewide tobacco control partners stand together in support of Oklahoma's "Tobacco Stops With Me" message.

TSET OVERVIEW

Keeping the promise

Unlike other states, Oklahoma has kept the promise of the 1998 Master Settlement Agreement.

Oklahoma is the only state in the nation to have constitutionally protected the majority of the Master Settlement Agreement funds in an endowment to ensure a growing funding source dedicated to improving the health of Oklahomans for generations to come.

A 2000 constitutional amendment approved by voters by a 69 percent to 31 percent margin:

- Established the Oklahoma Tobacco Settlement Endowment Trust Fund (TSET) from which *only the earnings* may be spent on programs to improve the health of Oklahomans.
- Allocated the MSA payments, directing 75 percent to the endowment and the remaining 25 percent between the Oklahoma State Legislature for appropriation and the Office of the Attorney General for the evidence fund.
- Established a five mem ber Board of Investors to oversee the fund's investments.
- Established a seven member Board of Directors to strategically fund programs to improve the state's health.

Antler's Students Work Against Tobacco (SWAT) team spreading the word about Big Tobacco's lies and manipulation.

The Endowment is a long-term strategy to improve Oklahoma's health status. Earnings have gradually increased each year from a low of $650,000 in FY 2002 to a high of $15.5 million in FY 2009.

The Board of Directors is bipartisan with representation from each congressional district in the state. Additionally, each board member is appointed by a different appointing authority.

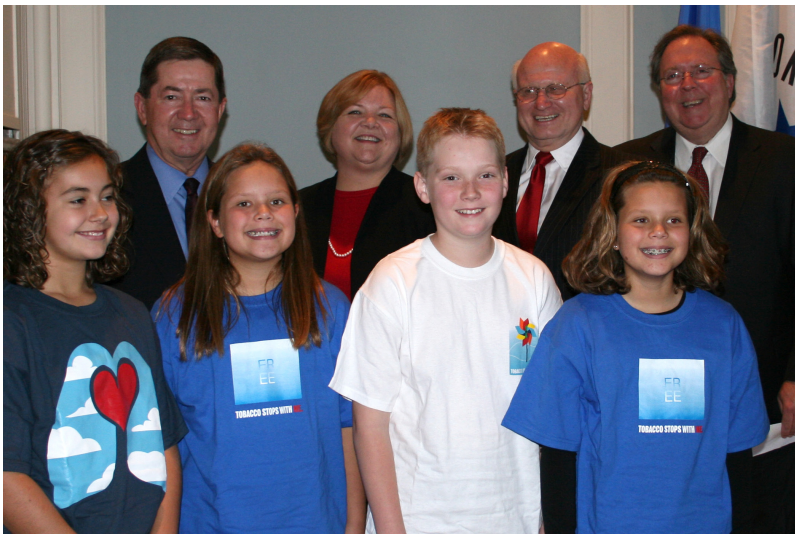
Earnings from the trust fund may be expended for the following purposes:

- Clinical and basic research and treatment efforts in Oklahoma for the purpose of enhancing efforts to prevent and combat cancer and other tobacco-related diseases;
- Cost-effective tobacco prevention and cessation programs;
- Programs designed to maintain or improve the health of Oklahomans or to enhance the provision of health care services to Oklahomans, with particular emphasis on such programs for children;
- Programs and services for the benefit of the children of Oklahoma, with particular emphasis on common and higher education, before- and after-school and pre-school programs, substance abuse prevention and treatment programs and other programs and services designed to improve the health and quality of life of children;
- Programs designed to enhance the health and well-being of senior adults.

The Board engages in regular strategic planning processes involving a review of research and input from key stakeholders including elected officials, private funders, state agency leadership, voluntary organizations, and health advocates from across the state. Stakeholders have overwhelmingly agreed that the board is on track with its mission to *improve the health of every Oklahoman by reducing Oklahoma's leading causes of death.*

- Oklahoma ranks last among states in *cardiovascular disease* deaths.
- *Cancer* is the second leading cause of death, affecting one out of three Oklahomans.
- *Tobacco use, physical inactivity, and poor nutrition* are the leading causes of cardiovascular disease and cancer.
- These preventable causes of death cost the state *billions of dollars* each year.

TSET-funded programs are based on strong evidence of effectiveness and rigorously evaluated. In the early years of the endowment, program funding was focused solely on supporting the *Oklahoma State Plan for Tobacco Use Prevention and Cessation.* The current strategic plan maintains a primary focus on reducing tobacco use while initiating programs to help fulfill the *Oklahoma Physical Activity & Nutrition State Plan.* In each case a statewide, comprehensive program is required to stem the tide of preventable disease, disability, and death. In addition, the board has funded research in tobacco control and is preparing to fund adult stem cell research in an effort to advance the prevention and treatment of cancer and other tobacco-related diseases. Unsolicited proposals are also accepted to respond to emerging opportunities to improve health in our state.



Celebrating the tenth anniversary of the Master Settlement Agreement at the Oklahoma State Capitol.

Early signs of progress are beginning to be realized. Oklahoma has moved up in rank from 41st to 13th in the nation in funding for tobacco prevention. Last year, data from the Oklahoma Behavioral Risk Factor Surveillance System showed that Oklahoma's adult smoking prevalence rate moved below 25 percent for the first time since the endowment was established. According to the Oklahoma Youth Tobacco Survey, smoking among high school youth has dropped from 23.4 percent in 2007 to 20.2 percent.

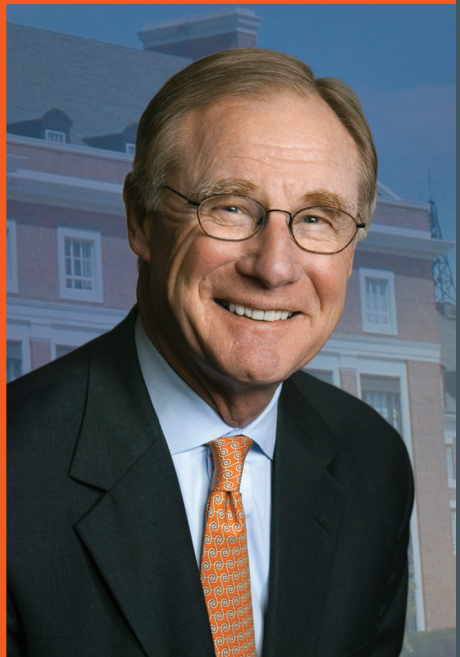
OSU is Tobacco-Free.

One of my first priorities as new president at Oklahoma State University was to fully support a tobacco-free campus. No cigarettes, cigars, pipes or smokeless tobacco and lots of help to quit for good. I think it sends a positive message, not only to the university, but to the city of Stillwater that we value the health of our employees, our students and visitors to our campus. Numerous studies have shown that productivity increases without tobacco and absenteeism drops. Any way to promote greater health and a healthier bottom line has my full blessing.

TOBACCO STOPS WITH ME.

Learn more at StopsWithMe.com

Burns Hargis
Oklahoma State University
President



PROGRAMS WE FUND

comprehensive tobacco control

People do not make behavior choices in isolation, but rather in a larger, complex context that includes the family, community, and culture; the economy and physical environment; formal and informal government policy; and the prevailing legal atmosphere. Programs to reduce tobacco use will be most effective if they address all the components that may influence the individual's behavior choices.

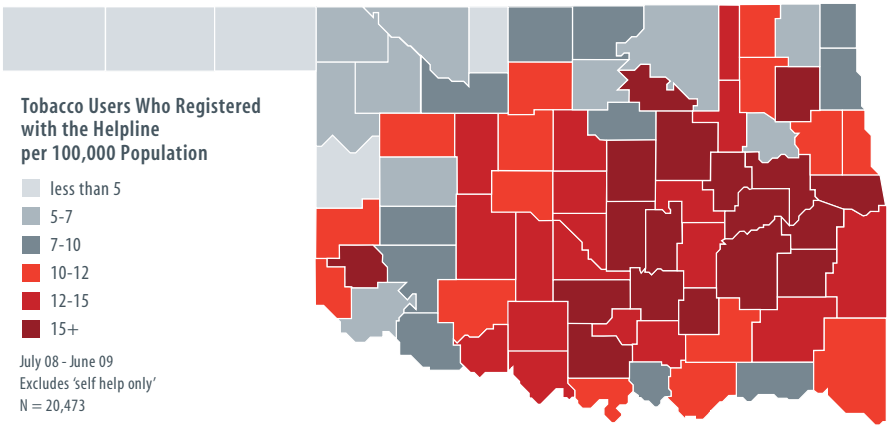
2000 Surgeon General's Report, Reducing Tobacco Use

OKLAHOMA TOBACCO HELPLINE

Oklahoma Tobacco Helpline
1 800 QUIT NOW

Launched in August 2003, the Helpline provides a series of free telephone-based tobacco cessation "coaching" sessions and free nicotine patches or gum. As funds have become available the budget has increased each year to meet the growing demand. The FY09 Helpline budget of $5.59 million utilized a combination of $4.25 million in TSET funds and $1.34 million in funds from the Oklahoma State Department of Health and Centers for Disease Control and Prevention.

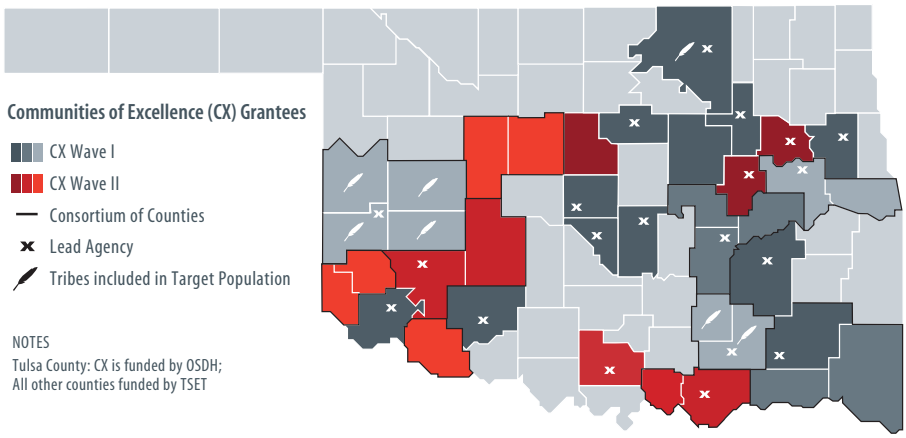
Utilization of the Helpline in Oklahoma reached record levels in FY09, with 37,855 tobacco users registering for services during the year. Tobacco users from all 77 counties contacted the Helpine for services in FY09. Follow-up evaluations with multiple-call participants at 7 months indicated that nearly 30 percent were abstinent from tobacco. This rate far exceeds the quit rate of 5 percent for those who go "cold turkey." Satisfaction with Helpline services remains high across all tobacco users who received either the single or multiple call interventions at 92 percent.



Norman SWAT celebrates Kick Butts Day by cleaning cigarette trash from a local park. Due to efforts by SWAT youth and the Tobacco Free Cleveland County Coalition, Norman passed tobacco-free park policy in June 2009.

COMMUNITIES OF EXCELLENCE IN TOBACCO CONTROL

Twenty-four community coalitions have been funded to implement comprehensive programs in 38 counties and two tribal nations, or about 70 percent of the state's population. Community grantees work with schools, businesses, health care providers, community leaders, and other partners to promote effective policies and programs to reduce tobacco use at the local level. The FY09 budget was $4.49 million.



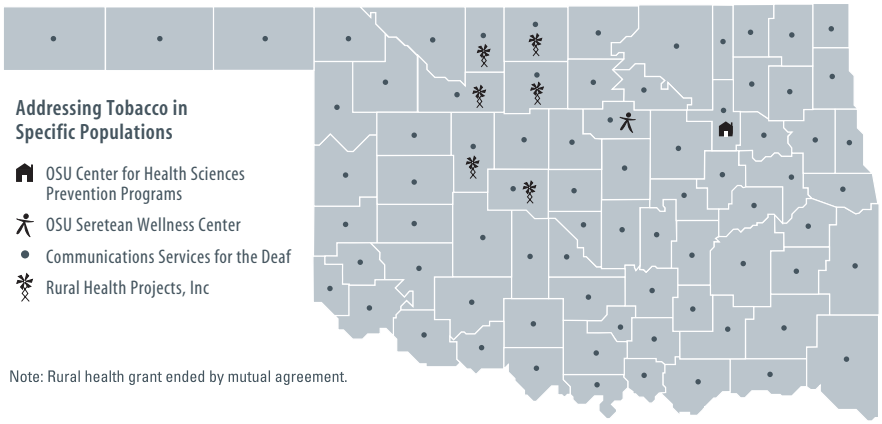
TOBACCO CESSATION SYSTEMS

In January 2009, the Oklahoma Insurance Department, Oklahoma Hospital Association, Oklahoma Department of Mental Health and Substance Abuse Services were awarded grants to promote insurance coverage of tobacco cessation, promote tobacco cessation systems through hospitals and health systems, and integrate tobacco dependence treatment within mental health and substance abuse programs, respectively. The FY09 budget for the first six months of these grants was $211,290.

Tahlequah City Hospital creates a tobacco-free campus encouraging those who use tobacco to quit and protecting all patients, visitors and workers from the dangers of secondhand smoke.

ADDRESSING TOBACCO IN SPECIFIC POPULATIONS

Four grantees have been funded to serve populations at high risk for tobacco use and tobacco related disease, including college students, the deaf and hard of hearing, and Oklahomans living in low income housing. The FY09 budget for these grants was $400,000.

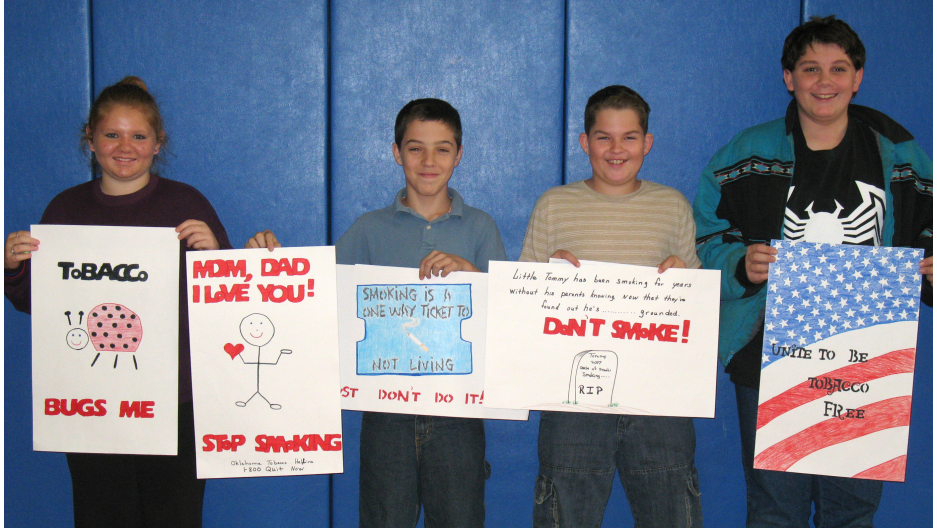


Note: Rural health grant ended by mutual agreement.

TOBACCO CONTROL PUBLIC EDUCATION HEALTH COMMUNICATIONS

When combined with other programs, mass media campaigns have proven to be one of the most effective strategies to prevent tobacco use, promote quitting, and reduce exposure to secondhand smoke. The TOBACCO STOPS WITH ME campaign highlights the ways tobacco use and secondhand smoke impacts the lives of Oklahomans and what people can do to reduce the burden of tobacco in our state. Through a partnership with the National American Legacy Foundation, TSET leverages pre-produced ads to promote a national BecomeAnEx.org campaign and to promote the Oklahoma Tobacco Helpline locally. The total FY09 budget was $3.5 million.

The Cherokee Nation passed a policy for all governmental campuses to be tobacco free. This included the historic courthouse in the town square of Tahlequah and all cultural grounds. The Nation supported the tobacco-free message by uptaking TOBACCO STOPS WITH ME and utilizing their own funding to post outdoor boards which featured Wilma Mankiller, former Cherokee Chief.



SouthEast Tobacco-Free Oklahoma Coalition's annual Great American Smokeout youth poster contest helps children understand the dangerous health effects of tobacco and how to make healthy choices by never using tobacco.

TOBACCO CONTROL TECHNICAL ASSISTANCE & TRAINING

To leverage federal and state resources, avoid duplication, and promote progress toward objectives, TSET has partnered with the Oklahoma State Department of Health, Tobacco Use Prevention Service, to provide coordination, training and technical assistance for tobacco control grantees. The FY09 budget for this "State Program Office" was $443,518.

TOBACCO CONTROL EVALUATION

A rigorous external evaluation of TSET-funded tobacco control programs is conducted by the University of Oklahoma College of Public Health, Department of Biostatistics and Epidemiology. The FY09 budget for evaluation was $677,000.

RESEARCH

The Oklahoma Tobacco Research Center (OTRC), a program of the OU Cancer Institute, was funded in FY07 to provide research to identify, evaluate, and disseminate best practices in tobacco control; translating research to practice in Oklahoma. FY09 was the second year of a two year planning phase. A three year implementation phase will begin in FY10. The FY09 funding was $710,000.

Through efforts of the Tulsa Tobacco Free Coalition, two large family-friendly venues adopted tobacco-free campuses, the Drillers Ballpark and Big Splash.

FITNESS & NUTRITION

In January 2009, the Indian Health Care Resource Center was awarded grant funding for a pilot program through the unsolicited proposals process. The program addresses tobacco, fitness, and nutrition utilizing the Coordinated Approach to Child Health (CATCH) program, community gardens, and similar approaches in twelve schools in Tulsa County. The FY09 budget for the six-month grant period was $172,000. The Board is engaged in a strategic planning process to prepare for additional funding of fitness and nutrition programs in FY11.

CATCH program community garden at Addams Middle School funded by Indian Health Care Resource Center.

EMERGING OPPORTUNITIES

In late FY09, TSET earmarked $5.5 million for Adult Stem Cell Research over a five year period. A planning process will begin with a convening of Oklahoma's stakeholders in Adult Stem Cell Research. A funding approach will be developed and grant funding is anticipated in FY10.

To address emerging opportunities to promote health in Oklahoma, TSET has initiated a process for accepting unsolicited proposals related to any of the purposes identified in the Constitutional amendment. Applicants must have direct third party funding for at least 50 percent of the proposed project. The FY09 budget for unsolicited proposals was $500,000.

CONFERENCE SPONSORSHIPS

Conference sponsorships are available for statewide training events to educate and build capacity among Oklahomans for the purpose of improving the health of every Oklahoman. The FY09 budget was $25,000.

Through efforts of the Tulsa Tobacco Free Coalition two large family-friendly venues adopted tobacco-free campuses, the Drillers Ballpark and Big Splash

TOBACCO STOPS WITH ME.

Think workers aren't harmed by secondhand smoke?

THINK AGAIN.

StopsWithMe.com

LOOKING AHEAD

building momentum for health

In 2000, the voters of Oklahoma overwhelmingly supported the creation of the *Tobacco Settlement Endowment Trust* to improve the health and quality of life of all Oklahomans for generations to come. During these difficult economic times, it is more important than ever that we focus on the mission the voters supported by implementing strategies that will effectively produce dramatic reductions in our state's excessive rates of cardiovascular disease and cancer, and their leading causes — tobacco use, physical inactivity, and poor nutrition. Preventing and reducing the devastating personal and economic costs related to these preventable causes of death will prepare Oklahoma to be a healthier and more prosperous place to live, work, and learn for years to come.

In FY 2009 the Board of Directors issued a Request for Proposals for renewal of the *Communities of Excellence in Tobacco Control* (Wave I) grantees in FY 2010. Another Request for Proposals will be issued in FY 2010 to fund up to ten new grantees as Wave III of the program in FY 2011.

The Board of Directors also committed $5.5 million in funding for Adult Stem Cell Research over a five and a half year period. As a result, FY 2010 will be a planning year at $500,000, followed by an additional five years of implementation at $1 million per year. Early in FY 2010 the board will convene Oklahoma's stakeholders in Adult Stem Cell Research to identify the best approach to address this emerging opportunity to build Oklahoma excellence in one of the fastest growing areas of medical research and serve as a trusted resource for public information.

The board will continue an intensive and collaborative effort to plan and prepare to fund programs to address our state's epidemic of physical inactivity, poor nutrition, and obesity by FY 2011. At the same time, TSET-funded tobacco control programs, including the "Tobacco Stops With Me" campaign, *Communities of Excellence in Tobacco Control, Addressing Tobacco in Specific Populations, Oklahoma Tobacco Helpline, and the Cessation Systems Initiatives* will continue their collective efforts to prevent and reduce tobacco use among Oklahomans. These programs work hand-in-hand with tobacco control programs funded by the Oklahoma State Department of Health, the Centers for Disease Control and Prevention, Tribal Nations, voluntary organizations, professional associations, and many other dedicated organizations and individuals across the state.

Helping Employees Quit Tobacco:

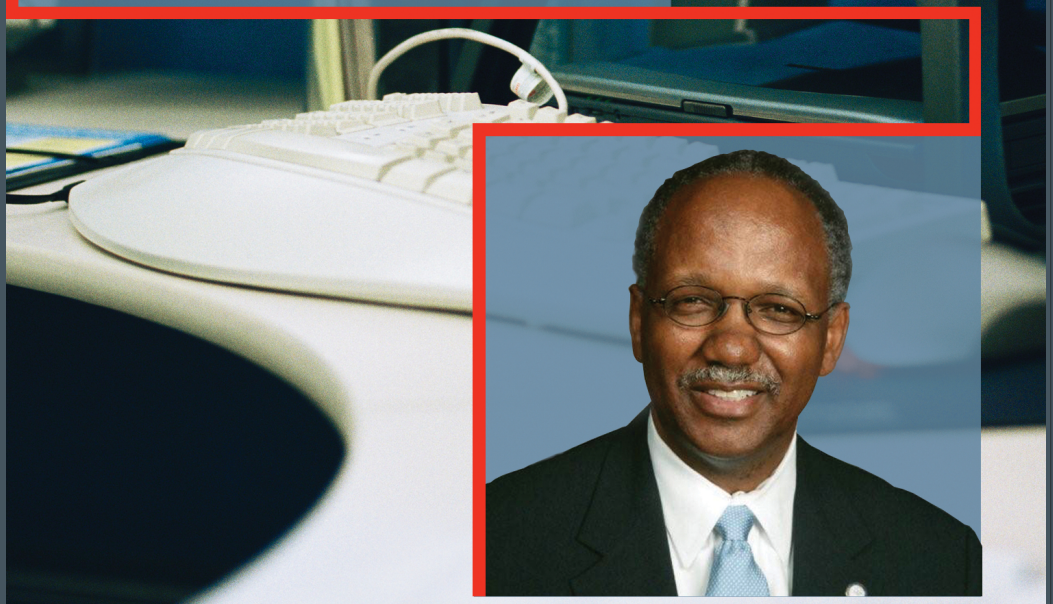
For Physical & Fiscal Health

In just one year, Oklahoma saw an estimated six-fold return on investment from providing tobacco cessation products through the Oklahoma State & Education Employees Group Insurance plan, HealthChoice.

Reduced health care costs and increased productivity will continue to accrue savings over time.

It's much less expensive to reduce the chances of heart disease, cancer, stroke, chronic lung disease and other illnesses than to pay for medical treatment.

Helping employees quit tobacco simply makes good business sense. To find out how to help your employees and your bottom line visit: www.StopsWithMe.com.



Oscar B. Jackson, Jr.
Secretary of Human Resources and Administration
State of Oklahoma

TOBACCO STOPS WITH ME.

Learn more at StopsWithMe.com

TRUST GROWTH

investing in health

In spite of the worst financial crisis our nation has faced since the Great Depression, Fiscal Year 2009 was a record year for earnings on the investments of the Oklahoma Tobacco Settlement Endowment Trust Fund. In August, the Board of Investors certified more than $17.8 million in earnings for Fiscal Year 2009.

These earnings reflect an increase of $2.3 million or 14.5 percent over the funds made available last year from investment of Oklahoma's share of the tobacco settlement. Since becoming State Treasurer and chairman of the Board of Investors in 2005, annual earnings of the tobacco settlement endowment have more than tripled.

We are seeing these strong earnings due to two changes we made in investment strategy a few years ago. We negotiated new investment contracts to cut the fees paid and the portfolio was redistributed to generate additional certified earnings while protecting the principal value of the fund.

With 75 percent of Oklahoma's share of the national Master Settlement Agreement deposited for investment each year, the endowment is truly a strong, permanent source of funding to improve the health and lives of Oklahomans.

Cooperation between the two constitutionally-created boards is strong and I look forward to continued success in the years to come.

Sincerely,

Scott Meacham, Oklahoma State Treasurer
Chair, Oklahoma Tobacco Settlement Board of Investors

TOBACCO STOPS WITH ME.

Think opening a window protects against secondhand smoke?

THINK AGAIN.

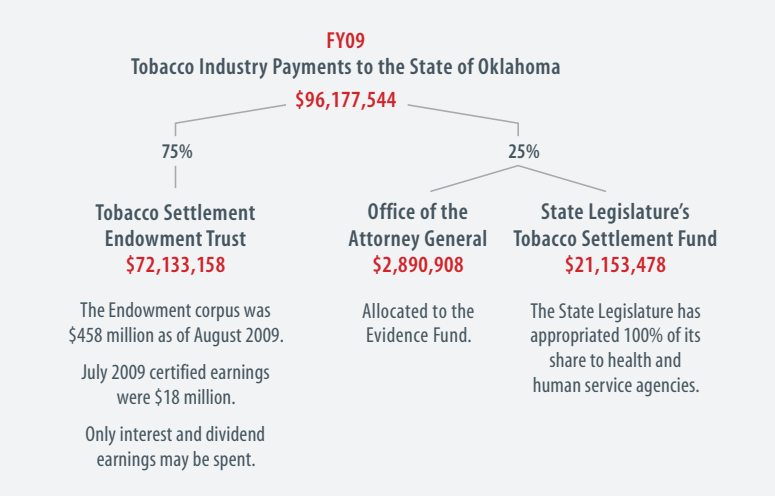
StopsWithMe.com

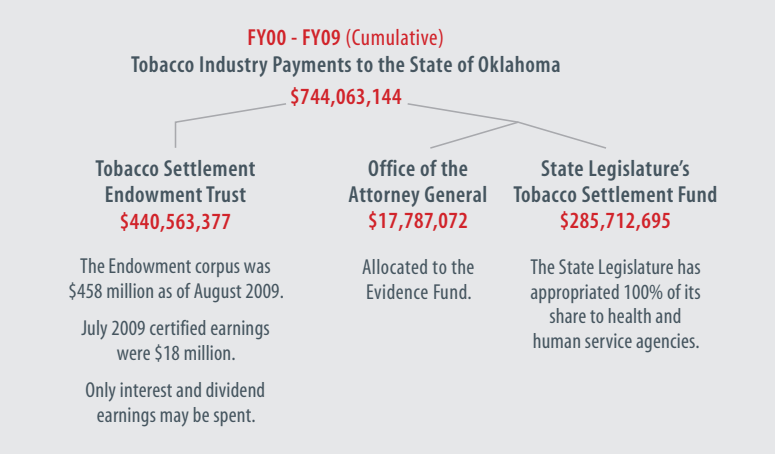
MSA PAYMENTS

to the State of Oklahoma

Payments from the Master Settlement Agreement (MSA) to the State of Oklahoma began in FY2000. Tobacco settlement payments to the state are divided between the Endowment, the State Legislature, and the Office of the Attorney General. TSET's share of the MSA payments has increased from 50 percent in FY02 to 75 percent in FY07. From FY07 forward, TSET's share of the MSA payments will remain at 75 percent.

As tobacco use declines *nationally,* MSA payments to all states will be reduced. If Oklahoma does not keep pace with the rest of the nation in reducing tobacco use, the state will bear the burden of high health care costs due to tobacco-caused diseases as well as the declining settlement payments.





BOARD OF DIRECTORS

The seven-member board of directors is responsible for directing the earnings from the Endowment trust to fund programs to improve the health and well-being of all Oklahomans.

Initial appointed members served staggered terms of office, and subsequent appointed members serve seven-year terms. As specified in the Constitution, at least one appointee must be appointed from each Congressional district, and not more than two appointees may be appointed from any single Congressional district.

In addition, not more than four appointees may be from any one political party. All appointees must have demonstrated expertise in public or private health care or programs related to or for the benefit of children or senior adults.

Full biographies on the TSET board of directors can be found at www.tset.ok.gov.

Casey Killblane
Appointed by the State Superintendent of Public Instruction
Chair, Agency Operations Committee

Don Cooper, MD
Appointed by the Governor
Vice Chair

George E. Foster, OD
Appointed by the Speaker of the House

W. R. "Bill" Lissau
Appointed by the State Treasurer

Kenneth D. Rowe
Appointed by the Senate President Pro Tempore

Robert McCaffree, MD
Appointed by the Attorney General

Susan Walters Bizé
Appointed by the State Auditor & Inspector

BOARD OF INVESTORS

The five-member board of investors is responsible for safely and effectively investing the money entrusted to the trust fund to ensure a steady and growing flow of earnings to fund the programs initiated by the board of directors.

Initial appointed members served staggered terms of office, and subsequent appointed members serve four-year terms.

As specified in the Constitution, no more than two appointees may be appointed from any single Congressional district. All appointees must have demonstrated expertise in public or private investment funds management. The constitutional amendment approved by Oklahoma voters establishes the State Treasurer as the chair of the board of investors.

Full biographies on the TSET board of investors can be found at www.tset.ok.gov.

The Honorable Scott Meacham
State Treasurer
Chair

R. Scott Vaughn, CPA
Appointed by the Speaker of the House

David Hinkle
Appointed by the State Auditor & Inspector

Mike Mayhall, CPA
Appointed by the Governor

Donald Pape
Appointed by the Senate President Pro Tempore

GRANTS · FY09

Communities of Excellence · Wave 1

FY05 Award · Five-Year Grants

Atoka County Health Department (Atoka) $157,294
Coalition: Atoka/Coal Partnership for Change; serving Atoka and Coal Counties and the Choctaw Nation of Oklahoma.

Bill Willis Community Mental Health Center (Tahlequah) $172,817
Coalition: Community Health Coalition of Cherokee County; serving Cherokee County.

City of Elk City (Elk City) $171,650
Coalition: Western Oklahoma Coalition for Community Strengthening; serving Beckham, Roger Mills, Washita, and Custer Counties, and the Cheyenne-Arapaho Tribe.

Comanche County Memorial Hospital (Lawton) $206,550
Coalition: Southwest Tobacco Free Oklahoma Coalition; serving Comanche County.

Community Children's Shelter & Family Service Center, Inc (Ardmore) $194,000
Coalition: Carter County Turning Point; serving Carter County.

Gateway to Prevention and Recovery (Shawnee) $130,299
Coalition: Shawnee Asset Building Alliance; serving Pottawatomie County.

John Crow IV Foundation (Dustin) $191,000
Coalition: Rural Community Substance Abuse Prevention Coalition; serving Hughes, McIntosh, and Okfuskee Counties.

Muskogee County Health Department (Muskogee) $319,483
Coalition: Muskogee Turning Point; serving Muskogee and Sequoyah Counties.

Norman Regional Health Systems (Norman) $279,043
Coalition: Cleveland County Turning Point; serving Cleveland County.

Oklahoma City-County Health Department (Oklahoma City) $309,164
Coalition: Oklahoma County Tobacco Use Prevention Coalition; serving Oklahoma County.

Osage Tribe of Indians (Pawhuska) $184,854
Coalition: Osage County Community Partnership Board; Serving Osage County and Osage Tribe of Indians.

OSU, Seretean Wellness Center (Stillwater) $192,000
Coalition: Payne County Breathe Easy Coalition; serving Payne County.

Pittsburg County Health Department (McAlester) $165,000
Coalition: SouthEast Tobacco-Free Oklahoma Coalition; serving Pittsburg County.

Pushmataha County Health Department (Antlers) $221,000
Coalition: Pushmataha County Turning Point Coalition and Choctaw County Coalition for Change; serving Pushmataha, Choctaw, and McCurtain Counties.

Southwest OK Community Action Group, Inc (Altus) $154,792
Coalition: Jackson County Community Health Action Team; serving Jackson County.

OSU, Seretean Wellness Center (Supulpa) $188,496
Coalition: Child Abuse Prevention Task Force District XI, Creek County Chapter; serving Creek County.

Communities of Excellence · Wave 2

FY08 Award · Five-Year Grants

Bryan County Health Department (Durant) $175,000
Coalition: U Turn Consortium; serving Bryan and Marshal Counties.

Great Plains Youth and Family Services (Hobart) $175,000
Coalition: Caddo Kiowa Consortium; serving Caddo and Kiowa Counties.

Kingfisher County Health Department (Kingfisher) $154,000
Coalition: Blaine-Kingfisher Tobacco Education Consortium; serving Blaine and Kingfisher Counties.

Langston University (Guthrie) $173,952
Coalition: Logan County Sooner SUCCESS; serving Logan County.

Southwest Oklahoma Community Action Group, Inc. (Altus) $135,000
Coalition: Red River Tobacco Education Consortium; serving Greer, Harmon and Tillman Counties.

OSU, Seretean Wellness Center (Morris) $175,000
Coalition: Okmulgee County Wellness Coalition; serving Okmulgee County.

Wagoner County Health Department (Wagoner) $170,091
Coalition: Wagoner County Family Resource Council; serving Wagoner County.

Addressing Tobacco in Specific Populations

FY07 Award · Five-Year Grants

Communication Services for the Deaf, Inc (Tulsa) $100,000
Serving the deaf and hard of hearing, statewide.

Oklahoma State University, Center for Health Sciences Prevention Programs (Tulsa) $100,000
Serving the low socioeconomic status population in Tulsa, Creek, and Payne Counties.

Oklahoma State University, Seretean Wellness Center (Stillwater) $100,000
Serving the university student population in Stillwater and its branch campuses.

Rural Health Projects, Inc, Northwest AHEC (Enid) $99,659*
Serving to prevent smokeless tobacco use among youth in Alfalfa, Blaine, Garfield, Grant, Kingfisher, and Major Counties.
[*Grant ended by mutual agreement.]

Cessation Systems Initiatives

Grants began January 2009

Oklahoma Hospital Association $60,573

Oklahoma Insurance Department $60,030

Oklahoma Department of Mental Health and Substance Abuse Services $90,687

Fitness and Nutrition

Grant began January 2009

Indian Health Care Resources Center $172,000
Serving twelve schools in Tulsa County.

Public Education Health Communications

Oklahoma State Department of Health (Oklahoma City) $3,493,516*
Through subcontractor Visual Image, Oklahoma City, OK, the OSDH coordinates public health communications to achieve the goals of the Oklahoma Tobacco Control Program. [* Due to staff changes at OSDH during FY09, the coordination of health communications moved to TSET. Contract dollars were moved from OSDH's contract with Visual Image and returned to TSET. Funds returned to TSET were placed into a purchase order with Visual Image.]

Oklahoma Tobacco Helpline Program

Free & Clear, Inc (Seattle, WA) $5,590,000 *
Provides a telephone-based tobacco cessation service at no-charge to all Oklahomans who are ready to quit tobacco use. Also provides consultation to Oklahoma health care professionals regarding effective tobacco dependence treatment. TSET funds to Free & Clear, Inc, $3,750,000, through June 30, 2009. Oklahoma State Department of Health funds to Free & Clear, Inc, $1,340,000, through June 30, 2009. [*Due to increase in Federal tax on tobacco, $500,000 in additional funding was added to meet statewide service demands.]

National Alliance for Tobacco Cessation

American Legacy Foundation (Washington, D.C.) $169,000
Membership in the National Alliance for Tobacco Cessation to help fund the "Become An Ex" tobacco cessation media campaign and web-based smoking cessation program.

Program Evaluation

Board of Regents of the University of Oklahoma, Health Sciences Center (Oklahoma City) $677,000
Evaluates the effectiveness of the Oklahoma Tobacco Helpline, Community-based Tobacco Control grants, and Public Health Communication Interventions.

Program Support, Training and Technical Assistance

Oklahoma State Department of Health (Oklahoma City) $443,518
Provides technical assistance and training to TSET-funded grantees related to tobacco control. OSDH facilitates grantee progress toward outcomes and leverages additional services which are provided in-kind by staff funded by the CDC.

Research

FY07 Award · Five-Year Grant

Oklahoma Tobacco Research Center (OTRC) $710,000
The OTRC was established within the OU Cancer Institute, with the purpose of extending the impact of TSET's tobacco control initiatives and leveraging TSET's investments to bring additional funding dollars from the NCI, CDC, and other sources to bear on tobacco use in Oklahoma. OTRC provides research to identify, evaluate, and disseminate best practices in tobacco control; translating research to practice for tobacco control projects in Oklahoma. Serves as a statewide collaborative, providing seed grants and bringing together researchers from a variety of disciplines and from various institutions throughout the state.

Sponsorships

Oklahoma Institute of Child Advocacy Annual Fall Legislative Forum for Children and Youth $5,000

Annual Oklahoma Turning Point Forum and Oklahoma Fit Kids Coalition Conference $5,000

American Lung Association Central States Fight for Air – A Lung Health Luncheon Conference $2,000

Oklahoma Public Health Association Annual Conference $5,000

Biotechnology Industry Organization (BIO) International Convention – Oklahoma City Chamber of Commerce/Oklahoma Pavilion $5,000

TSET STAFF

As we hope this annual report conveys, we at the Oklahoma Tobacco Settlement Endowment Trust are committed to a healthier Oklahoma. We are also committed to identifying the best opportunities to fulfill our mission through partnerships that support our grantmaking values and behaviors.

A meaningful exchange of information is often the first step toward real change, so we invite your inquiries, questions, and suggestions at any time.

We look forward to working with our current and future partners in preventing and reducing tobacco use and addiction, promoting fitness and nutrition, and addressing emerging opportunities that will promote a healthy and prosperous Oklahoma.

Tracey Strader, MSW · Executive Director

Jonás Mata, MSW · Director of Grants & Programs

Sjonna Paulson, APR · Director of Communications

Sharon Neal · Program Officer

Lance Thomas · Health Communications Consultant

Dorothy Antwine · Office Manager

Carol Neal · Administrative Assistant

Oklahoma Tobacco Settlement Endowment Trust

3700 N Classen Blvd, STE 215
Oklahoma City, OK 73118

(405) 525-TSET (8738)
866-530-TSET (8738)
Fax (405) 525-6104

webmaster@tset.ok.gov
www.tset.ok.gov

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Visual Communication · Shauna Schroder Design · www.linkedin.com/in/shaunaschroder