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SENATE DISTRICT 9

TSET Overview

In 2000, Oklahoma voters overwhelmingly chose to create TSET, the Tobacco Settlement Endowment Trust. Oklahoma's forward-looking choice enables strategic programmatic investments in healthy communities, statewide organizations, and life-saving research. TSET extends the opportunity for all Oklahomans to have better lives through better health – for generations to come.

Senate District 9

SENATOR

Dewayne Pemberton

COUNTIES

Cherokee Muskogee

Healthy Living Program Grants

Grantee: Cherokee County Health Services Council

FY16-Present

Cumulative: **\$740,650**

Grantee: Muskogee County Health Department

FY16-Present

Cumulative: **\$1,175,220**

Incentive Grants

TSET Healthy Incentive Grants promote wellness through 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.

Healthy Communities Incentive Grants

Grantee: City of Tahlequah

Cumulative: **\$100,000**

Grantee: City of Muskogee

Cumulative: **\$60,000**

Grantee: Town of Wainwright

Cumulative: **\$20,000**

Grantee: Town of Oktaha

Cumulative: **\$20,000**

Grantee: Town of Summit

Cumulative: **\$20,000**

Grantee: Town of Taft

Cumulative: **\$20,000**

Grantee: City of Braggs

Cumulative: **\$20,000**

Healthy Schools Incentive Grants

Grantee: Tahlequah Public Schools

Cumulative: **\$15,000**

Grantee: Braggs Public Schools

Cumulative: **\$3,000**

Grantee: Muskogee Public Schools

Cumulative: **\$20,000**

Grantee: Ben Franklin Science Academy - Muskogee

Cumulative: **\$2,000**

Oklahoma Tobacco Helpline Participants

The Oklahoma Tobacco Helpline provides free telephone and web-based tobacco cessation “coaching” sessions and free nicotine patches, gum and lozenges. Since 2003, the Helpline has served more than 360,000 Oklahomans, saving an estimated \$18 million each year in direct medical costs from tobacco users who have quit with the Oklahoma Tobacco Helpline.

District Fiscal Year 2017:

849

District Cumulative Calls:

4,952

Medical Costs In Oklahoma Associated With:



SMOKING

\$1.62 BILLION

IN DIRECT HEALTHCARE COSTS

- 7,500 ADULT DEATHS EACH YEAR
- 2,400 KIDS BECOME DAILY SMOKERS EACH YEAR
- \$163 MILLION IS SPENT BY TOBACCO INDUSTRY ANNUALLY TO MARKET TOBACCO IN OKLAHOMA

OBESITY

\$1.72 BILLION

IN MEDICAL EXPENDITURES

- 17% OF OKLAHOMA YOUTH ARE OBESE
- 15% OF OKLAHOMA YOUTH ARE OVERWEIGHT
- 1 IN 3 ADULTS ARE OBESE

Research

TSET has research grants to the Oklahoma Center for Adult Stem Cell Research, Oklahoma Tobacco Research Center and the Stephenson Cancer Center, which treats patients statewide. TSET's research grants advance new discoveries, add to the knowledge base and provide hope.

FY17 Budgeted Total \$12,300,000

TSET: INVESTING IN HEALTH

BECAUSE OF TSET,
OKLAHOMA SMOKING RATES HAVE DROPPED

10 X FASTER

THAN SIMILAR STATES.*

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

42,000



LIVES SAVED

127,000



**FEWER
CURRENT
SMOKERS**

\$1.24



**IN DIRECT MEDICAL
COSTS AVOIDED**



Through the funding of cancer research, grants focused on health, and health communication interventions like Tobacco Stops With Me, TSET is changing and saving lives.