



### REPRESENTATIVE NAME

Mark McBride

### COUNTIES

Cleveland

## Healthy Living Program Grants

TSET Healthy Living Program grants are designed to prevent cancer and cardiovascular disease by preventing and reducing tobacco use and obesity on a local level. Using a comprehensive approach, grantees work with businesses, city governments, community organizations and schools to encourage healthy eating, physical activity and tobacco-free lifestyles.

**Grantee:** Norman Regional Health System - Cleveland County      **FY16-Present**      **\$2,068,000**

## Incentive Grants

TSET Healthy Incentive Program for Schools and Communities 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

City of Moore .....	<b>\$10,000</b>
City of Norman .....	<b>\$50,000</b>

## Stephenson Cancer Center

TSET funds cancer treatment and research at the Stephenson Cancer Center in support of TSET's mission to decrease the burden of cancer by promoting, coordinating and supporting innovative cancer research that allows Oklahomans of all ages to receive cutting-edge care without leaving the state. TSET's grant to the Stephenson Cancer Center supports the TSET Phase I Clinical Trials Program, recruits scientists to Oklahoma, awards research grants to Oklahoma scientists, and leverages funds to advance behavioral and cessation research in Oklahoma.

TSET's research grants advance discoveries, add to the knowledge base and provide hope.

**District Participation 2012-2019:** **174\***

\*Patients that have participated in interventional clinical trials at the Stephenson Cancer Center

## Physician Manpower Training Commission

Through a grant with the Physician Manpower Training Commission, TSET funds are used to recruit primary care physicians to medically underserved areas by offering medical school loan repayment assistance through the Oklahoma Medical Loan Repayment Program. Doctors care for Oklahomans insured by SoonerCare and are trained on how to talk to patients about quitting tobacco use and refer patients to the Oklahoma Tobacco Helpline, also funded by TSET.

Participants must accept Medicare billing and agree to establish a practice in a medically underserved area of the state for up to four years.

To date, 61 doctors have been placed in rural areas through the Oklahoma Medical Loan Repayment Program.



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 nearly 400,000 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 2019:

**185**

District Cumulative:

**1503**

# TSET: INVESTING IN HEALTH

Established by voters, the Oklahoma Tobacco Settlement Endowment Trust (TSET) is a state grantmaking trust devoted to preventing cancer and cardiovascular disease, Oklahoma's leading causes of death. By awarding grants to schools, communities, state agencies and partner organizations, TSET works to improve the health of Oklahoma's citizens. It also funds research and emerging opportunities in the public and private sectors. TSET initiatives are addressing Oklahoma's most pressing public health issues — and creating healthier places for all Oklahomans to live, work, learn and play.

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



BILLION

IN DIRECT MEDICAL  
COSTS AVOIDED

## Medical Costs In Oklahoma Associated With:

OBESITY

**\$1.72 BILLION**

IN MEDICAL EXPENDITURES

- 1 IN 6 HIGH SCHOOL STUDENTS IS OBESE
- 1 IN 6 HIGH SCHOOL STUDENTS IS OVERWEIGHT
- 1 IN 3 ADULTS IS OBESE

SMOKING

**\$1.62 BILLION**

IN DIRECT HEALTHCARE COSTS

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



Through the funding of cancer research, grants focused on health and health communication interventions, TSET is saving lives.