



REPRESENTATIVE

Jacob Rosecrants

COUNTIES

Cleveland

Healthy Living Program Grants

TSET Healthy Living Program grants are designed to prevent cancer and cardiovascular disease at the local level by working with businesses, city governments, community organizations and schools to encourage healthier lifestyles.

Grantee: Norman Regional Health System (Cleveland)	FY21	\$220,000
Grantee: Norman Regional Health System (Cleveland)	FY16-FY20	\$2,068,000

Incentive Grants

TSET Healthy Incentive Programs for Schools and Communities promote wellness through grants to schools, school districts and local communities that adopt policies and strategies that encourage healthy eating, physical activity and tobacco-free lifestyles.

Healthy Communities Incentive Grants

City of Noble.....	\$50,000
City of Norman.....	\$50,000

Healthy Schools Incentive Grants

Norman Public Schools.....	\$100,000
Truman Primary.....	\$4,000

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 2012-2020: 156*

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

Physician Loan Repayment Program

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 Physician 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, 84 doctors have been placed in rural areas through the Oklahoma Physician 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 more than 450,000, 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 2020: **200**

District Cumulative: **1729**

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  **TIMES 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.

SMOKING PREVALENCE 18.9%



MORE THAN
450,000
Oklahomans have been served by the
Oklahoma Tobacco Helpline
SINCE 2003

\$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
- 1,300 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.