



TSET HEALTHY LIVING PROGRAM

The TSET Healthy Living Program consists of grants to 47 organizations working in 62 counties to prevent and reduce tobacco use and obesity, the primary causes of Oklahoma's top killers – cancer and cardiovascular disease. Half of all cancers are caused by obesity and other lifestyle choices.

Using a comprehensive approach, grantees work with businesses, city governments, community organizations and schools to create meaningful opportunities to encourage Oklahomans to eat better, move more and be tobacco free.

The TSET Healthy Living Grant Program supports the prevention and reduction of tobacco use and obesity in an effort to lessen the burden of unhealthy behaviors before they take root. A strong emphasis on reducing these risk factors will save lives and save money.

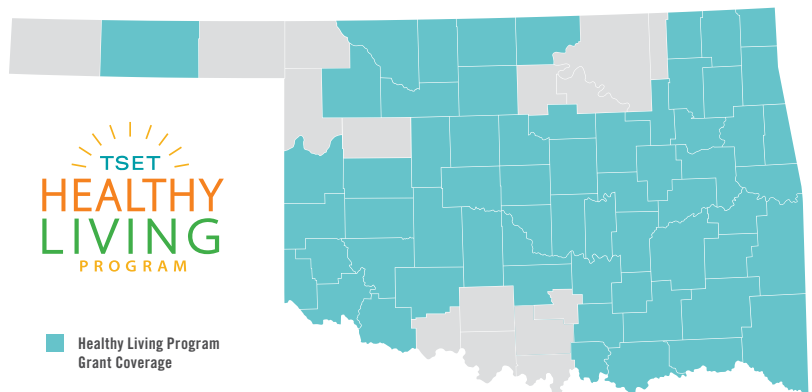
Examples of TSET Healthy Living Program strategies include:

- Working to ensure tobacco-free properties and promoting the Oklahoma Tobacco Helpline for those who want to quit tobacco.
- Facilitating school, business, and community gardens, food pantries, and farmers markets to create opportunities for healthy eating.
- Assisting with agreements between schools and community groups to open the school grounds for physical activity outside of the school day.
- Engaging schools and child care organizations to support tobacco-free lifestyles and to teach in active classrooms that improve academic achievement.
- Improving the nutritional value and appeal of school and worksite food preparation and offerings. In one program, a chef teaches cafeteria workers how to make and market healthy, appealing meals that meet nutritional standards.
- Providing guidance to grocery and small food stores on stocking healthy foods and creating healthy checkout aisles to encourage shoppers to choose healthy options.
- Working with cities and governments on a variety of zoning ordinances, urban design, and transportation strategies that encourage active living for people of all ages and abilities.



Designed with input from grantees in the former TSET Communities of Excellence programs, partner organizations and national experts, the TSET Healthy Living Program is evaluated externally by a team of University of Oklahoma and Oklahoma State University academics.

Grantees in the TSET Healthy Living Program began work on their five-year grants July 1, 2015.

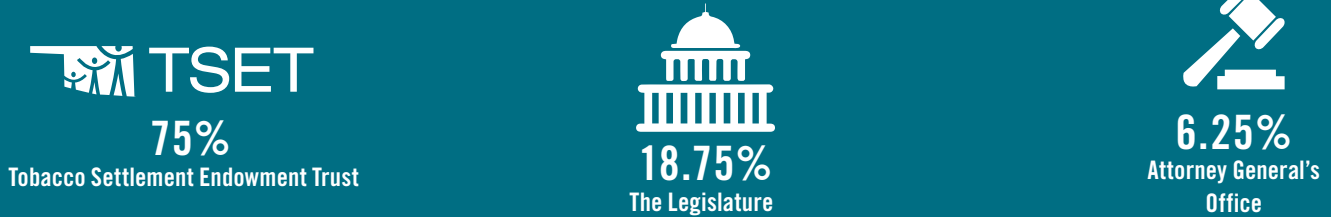


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OKLAHOMA TOBACCO SETTLEMENT ENDOWMENT TRUST (TSET)

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:



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.

