

Live,
work,
play!



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 explore emerging opportunities that encourage creative and innovative approaches.

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 opportunity for sustained activity.

To plan and encourage community-based comprehensive services for urban and rural areas of Oklahoma.

To make funding decisions based on the best interests of the people of Oklahoma and the merits of the proposals.

To encourage grantees to leverage additional resources through partnerships, grants and other monetary and in-kind contributions.



2
Live, work, play!

4
Overview

6
Key Outcomes

8
Research We Fund

10
Programs We Fund

18
Trust Growth

20
Boards

22
Grants

26
Staff

Live, work, play!

Oklahomans across the state are working to make our state a healthier place to live, work and play. In urban centers and rural communities alike, city leaders, businesses, and schools are making properties tobacco free and embracing wellness policies to encourage Oklahomans to eat better, move more and be tobacco free.



At the same time, far too many Oklahoma children become regular smokers each year, and because of childhood obesity this generation of youth may have a shorter life-span than their parents.

With grants in communities, schools, research institutions and other major systems, TSET is working to reduce our state's leading causes of preventable death—cancer and cardiovascular disease—by addressing tobacco use and obesity.

Through TSET-supported work and the support of many partners across the state, youth smoking has been cut by half and more Oklahoma adults are quitting tobacco each year.

Oklahoma's tobacco use and obesity rates are still far higher than the national average. There are many challenges, but local people are coming together to improve health in ways that work best for their communities.

To address our obesity epidemic, we are applying the lessons learned in our decade of tobacco control work.

Hundreds of state employees participated in Gov. Mary Fallin's fitness walk on the Capitol grounds.

Although the path is not as clearly defined by research, we will seek innovative solutions to address this emerging epidemic.

While our work primarily focuses on prevention, TSET grants are also helping to bring groundbreaking treatments to Oklahoma cancer patients or recruit much needed primary care physicians to practices in rural, medically underserved parts of our state.

FY12 marked the beginning of TSET's Healthy Communities Incentive Grant program. Fourteen communities that demonstrated a commitment to health by becoming Certified Healthy Communities and passing pro-health policies were awarded TSET grant funds for their use on a health related project in their community. A similar program for schools is planned for FY13.

During her State of the State address in January 2012, Gov. Mary Fallin announced an executive order making all state-owned properties—including state parks and universities—tobacco free. Her executive order replaced the state Capitol's indoor smoking room and, with support from TSET, opened a fitness center at the Capitol.

TSET's grants in FY12 included support for the Physician Manpower Training Commission to encourage primary care physicians to practice in rural, underserved areas, a grant to the Oklahoma Afterschool Network to establish afterschool standards, and a grant to OSU dining services for menu labeling and encouraging healthy eating among college students.

In recent years, the TSET Board of Directors has also made a commitment to advancing research in cancer and tobacco-related diseases.

In FY12, the board committed over \$30 million in a five year grant to the Peggy and Charles Stephenson Cancer Center (SCC). Thanks to this new TSET funding, the SCC expanded its Phase I clinical trials program, making it one of the top ten Phase I cancer centers in the nation.

Two existing TSET-funded research centers—the Oklahoma Tobacco Research Center (OTRC) and the Oklahoma Center for Adult Stem Cell Research (OCASCR)—also received increased grant support in FY12.

Each of these research centers work to recruit new scientists and new jobs to Oklahoma, and leverage funds to help scientists create new discoveries related to TSET's mission.

TSET's investments in cutting-edge research are already creating opportunities for Oklahomans to live healthier lives, and will assure TSET's programs are based on the best science available.

Since its inception, TSET has been a consistent force for change. With this new work, we will continue to advance our mission by helping all Oklahomans live better lives through better health.



Tracey Strader

Tracey Strader, MSW, Executive Director



Ken D. Rowe

Ken D. Rowe, Chair, Board of Directors

Overview

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

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 to a high of \$33 million in FY12.



The Shape Your Future public education campaign encouraged Oklahomans to eat better, move more and be tobacco free and promoted making healthy choices in the workplace.

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 TSET Board of Directors 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 preventable 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 are 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 funding programs to that 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



The Shape Your Future public education campaign promoted fun ways families could incorporate physical activity into their daily activities.

research in tobacco control, cancer prevention and treatment and 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.

Key Outcomes

TSET works with numerous partners and grantees to help fulfill the *Oklahoma State Plan for Tobacco Use Prevention and Cessation*, *Oklahoma Physical Activity & Nutrition State Plan*, and the *Oklahoma Health Improvement Plan*.



Gov. Mary Fallin signed an executive order banning tobacco use on state-owned properties across the state, including the State Capitol. As part of Fallin's executive order, the smoking room in the Capitol was closed and a grant from TSET helped build a fitness center.

The following accomplishments have been realized as a result of TSET-funded programs, partnerships with other state agencies, communities, businesses, and tribal nations, and the public policies enacted by the Oklahoma State Legislature and Oklahoma voters.

OUTCOME MEASURES

- Adult smoking prevalence decreased from 28.7% in 2001 to 23.7 % in 2010. In 2011, the Behavioral Risk Factor Surveillance System changed its methodology. The new baseline for adult smoking is 26.2%.
- Quit attempts are at an all-time high, having increased from 48.1% in 2001 to 58.5% in 2011.
- The number of cigarette packs sold has decreased from 108.1 packs per person in 2001 to 71.0 packs per person in 2011.
- 75.3% of Oklahoma households reported having a smokefree home policy in 2011.
- The number of Oklahoma high school youth identified as "committed nonsmokers" has increased from 25.5% in 1999 to 40.7% in 2011.
- The number of Oklahoma middle school youth identified as "committed nonsmokers" has increased from 41.4% in 1999 to 64.8% in 2011.

PUBLIC POLICIES

- In 2003, the State Legislature amended the Smoking in Public Places and Indoor Workplaces Act which made most workplaces smokefree. Significant exemptions in the Act included free standing bars.
- In 2004, Oklahoma voters approved a tobacco excise tax increase, one of the single-most effective means of reducing youth smoking. The State Legislature strengthened the Prevention of Youth Access to Tobacco Act.
- In 2009, the Clean Air in Restaurants Act established a rebate program to incentivize restaurants to close smoking rooms and become smokefree. The same bill also created the Oklahoma Certified Healthy Communities Act and Oklahoma Certified Healthy Schools Act establishing advisory committees to develop criteria by which communities and schools may be certified.
- In 2012, Gov. Mary Fallin signed an executive order that makes all state properties, including universities, tobacco free.



Youth participating in Wellness Adventures.

COMMUNITY BASED PROGRAMS

- 85% of Oklahomans live in a community covered by a TSET Communities of Excellence in Tobacco Control grant. 34 coalitions have been funded to implement programs in 51 counties and one tribal nation.
- 181 Students Working Against Tobacco teams are actively working with their peers and within their communities to promote tobacco free policies, expose tobacco industry marketing practices, and prevent youth from using tobacco products.
- 24/7 Tobacco-Free Property Policies:
 - More than 270 public school districts. *Two-thirds of Oklahoma's public school students attend a tobacco-free school.*
 - 19 universities and 5 career techs. State colleges and universities went tobacco free on July 1, 2012, after the governor's executive order took effect.
 - More than 90 businesses have tobacco free policies. *Dollar Thrifty's tobacco-free policy was extended nationwide.*
 - 27 Oklahoma City and Tulsa area hospitals and 23 rural hospitals.
 - At least a dozen communities have passed ordinances making their parks tobacco-free.
 - 3 housing authorities in northeast Oklahoma.
 - 3 tribal nations adopted the policy for government-owned property, excluding casinos.
 - Many organizations adopting tobacco-free property policies also offer smoking cessation services.
- In 2012, 349 businesses met the requirements of the Certified Healthy Business program started by the Oklahoma Academy for State Goals, the Oklahoma Turning Point Council, the State Chamber and the Oklahoma State Department of Health.

Research We Fund

TSET is dedicated to investment in cutting edge research by Oklahoma scientists in the biomedical and behavioral sciences, to advance health, leverage outside research dollars and expand the number of highly skilled jobs in the state.

In FY12, TSET's Board of Directors approved a five-year, \$30 million grant to the Peggy and Charles Stephenson Cancer Center, creating the TSET Cancer Research Program and the TSET Phase I Clinical Trials. The Board of Directors also increased its funding to the Oklahoma Center for Adult Stem Cell Research (OCASCR) adding an additional \$4 million over the next four years.



OTRC

Created in 2008, the Oklahoma Tobacco Research Center (OTRC), a program of the Peggy and Charles Stephenson Cancer Center, was funded at \$5 million over five years. OTRC provides research to identify, evaluate, and disseminate best practices in tobacco control; translating research to practice in Oklahoma.

In FY12, the OTRC awarded seed grants to the following:

- Samuel Cheng, PhD, University of Oklahoma Norman - Improved Non-invasive Lung Cancer Screening using Kernel-based Anomaly Detection.
- Syed (Razi) Hussaini, PhD, University of Tulsa - Development of an Organocatalytic and Enantioselective C-C Bond Forming Method for the Synthesis of Smoking Cessation Agents.
- Rajagopal Ramesh, PhD, University of Oklahoma Health Sciences Center - HuR, an mRNA-binding protein as molecular target for lung cancer therapy.

Scientists at OCASCR work with stem cells to pioneer new treatments for heart disease, cancer, diabetes and Alzheimer's and Parkinson's disease.

Peggy and Charles
**STEPHENSON
CANCER CENTER**
at The University of Oklahoma

The Oklahoma TSET Cancer Research Program at the Peggy and Charles Stephenson Cancer Center was created in January 2012 with TSET funding of \$30.2 million over five years. The mission of the program is to decrease the burden of cancer in Oklahoma and nationally through promoting, coordinating and supporting innovative cancer research. The Stephenson Cancer Center supports the TSET Cancer Research Program (TCRP). TCRP supports a Phase I Clinical Trials Program, recruits scientists to Oklahoma, awards research grants to Oklahoma scientists in a variety of institutions, and leverages funds to advance cancer research in Oklahoma. These investments move the Cancer Center closer to earning a "comprehensive cancer center" designation from the National Cancer Institute and opening the door to significant external resources to support cancer research. The FY12 budget was \$3.9 million.

In FY12, SCC recruited two researchers to Oklahoma:

- Xin Zhang, PhD, comes to Oklahoma from the Center for Cancer Research and the Department of Medicine at the University of Tennessee Health Sciences Center. Zhang's research focuses on the mechanisms that govern how cells develop and interact, with a specific interest in tetraspanin proteins and how they control tumor progression and metastasis. His focus is primarily on the progression of prostate and breast cancer, but his research interests have implications for better understanding other diseases as well. He brings a

cancer research program with over \$1.6 million in grant funding from the National Institutes of Health.

- Rajagopal Ramesh, PhD, comes to Oklahoma from the M.D. Anderson Cancer Center. He has an appointment in the OU College of Medicine's Department of Pathology. Dr. Ramesh was originally recruited to SCC in 2010 with support from the Oklahoma Tobacco Research Center, but the TSET Cancer Research Program has assumed this support and Dr. Ramesh has been named a TSET Cancer Research Scholar. Ramesh's research is mainly focused on novel gene-based therapeutics using viral and non-viral vectors with emphasis on translational cancer research. He has more than 15 years of experience in the area of gene delivery and therapy and has extensively published in several peer-reviewed journals. He brings a cancer research program with over \$1.6 million in grant funding from the National Institutes of Health.

During FY12, SCC also:

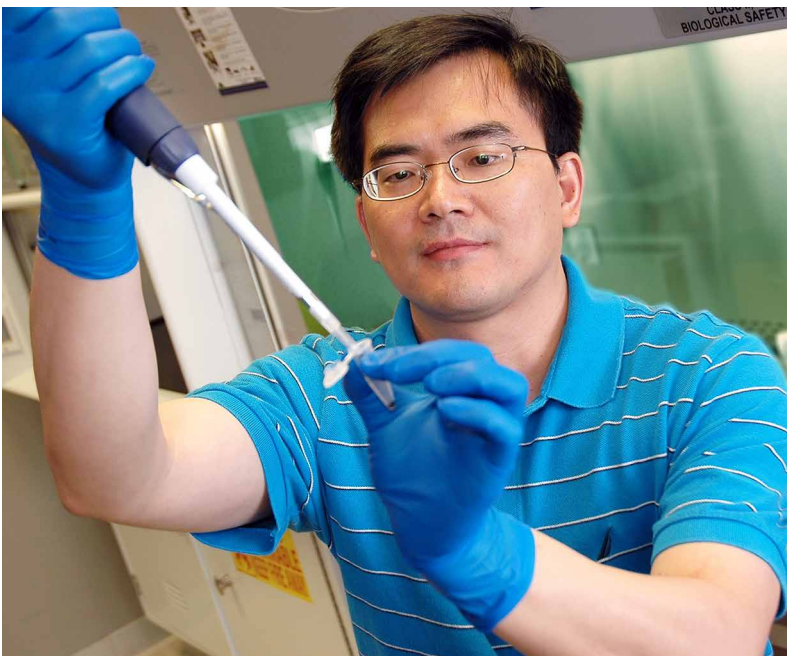
- Opened 32 new clinical trials
- Enrolled 251 patients to therapeutic trials
- Enrolled 116 patients to non-therapeutic (observational) trials
- Opened five new Phase I clinical trials
- Enrolled 64 patients to Phase I clinical trials



In FY10, OCASCR began with an investment from TSET \$1 million per year over five years. In FY12, the TSET Board of Directors increased the OCASCR budget to \$2 million per year for the remaining three years of the grant. OCASCR is collaboratively governed by the Oklahoma Medical Research Foundation, University of Oklahoma, and Oklahoma State University.

In FY12, OCASCR awarded grants to the following:

- Carol Webb, PhD, Oklahoma Medical Research Foundation - \$112,000 to determine methods of creating adult stem cells in adult humans that could accelerate development of more effective tissue replacement therapies.



Weidong Wang received a grant from the OCASCR. Wang's work measures changes in stem cells.

- Leonidas Tsiokas, PhD, University of Oklahoma Health Sciences Center - \$112,000 to determine how calcium "improves" bone formation which could result in a better treatment for osteoporosis.
- Weidong Wang, MD, PhD, Oklahoma Medical Research Foundation - \$112,000 to determine a different way of creating adult stem cells without using potentially tumor-causing viruses.
- Jana Barlic-Dicen, PhD, Oklahoma Medical Research Foundation - \$112,000 to study a mechanism that increases the number of fat cells which could advance development of anti-obesity therapies.
- Jose Alberola, PhD, Oklahoma Medical Research Foundation - \$120,000 to study how low grade infections affect stem cells which could have implications for preventing or reducing some effects of aging.
- Myron Hinsdale, PhD, Oklahoma State University - \$72,800 to determine if stem cells can heal lung disease and to explore the potential of therapies.
- Lin Liu, PhD, Oklahoma State University - \$72,800 to test if stem cells can be used to cure chronic obstructive pulmonary disease (COPD).
- Pamela Lloyd, PhD, Oklahoma State University - \$72,800 to test if stem cells repair or replace damaged lung tissue which will have implications for a potential treatment for Chronic Obstructive Pulmonary disease.
- Daniel Carr, PhD, University of Oklahoma Health Sciences Center - \$2,000 education grant to work in a lab at the University of California-Irving to learn how to identify and change brain and nerve cells in mice.
- Chuanbin Mao, PhD, University of Oklahoma - \$112,000 to study how to how adult stem cells can become bone forming cells.
- Muna Naash, PhD, University of Oklahoma Health Sciences Center - \$112,000 to test the timing and effectiveness of treatment with eye stem cells for those with retinitis pigmentosa.
- Florea Lupu, PhD, Oklahoma Medical Research Foundation - \$112,000 to determine if stem cells modified to have more of a specific protein could have implications for preventing obesity and fat deposits in blood vessels.
- Michael Dresser, MD, PhD, Oklahoma Medical Research Foundation, Zeiss LSM710 Confocal Fluorescence Microscope for Live Stem Cell Imaging. Confocal microscopes allow scientists to look deep into tissues, and create three dimensional images. This microscope has advanced features and is expected to receive heavy use in adult stem cell research.
- Hui-Ying Lim, Oklahoma Medical Research Foundation, Fluorescence stereomicroscope for characterization of adult stem cells in intact tissues of various model systems. Stem cells can be identified, marked with labels, and grouped together with an appropriate microscope.
- Lin Lui, PhD, Oklahoma State University, Department of Physiological Sciences, shared equipment for creating a lung disease model to test efficacy of adult stem cell therapy. Scientists at OSU are studying ways that stem cells can help in lung diseases. This instrument will help them measure the effectiveness of the therapy.
- Florea Lupu, PhD, Oklahoma Medical Research Foundation, spinning disk confocal microscope for intravital imaging. This instrument is specially designed to capture pictures of rapidly moving cells in mice. It can be used to study how stem cells move to and interact with blood vessels.
- Chuabin Mao, PhD, University of Oklahoma, Bio-AFM for studying Stem Cell Niche. Atomic force microscopes represent the latest in stem cell technology, but none has been available anywhere in Oklahoma until now. It can trace the surface of single living stem cells and will be especially valuable for scientists that create artificial structures in which stem cells can grow.
- David Schmidtke, PhD, University of Oklahoma, Development of Adult Stem Cell Characterization Facilities. Flow cytometers are fundamental to stem cell research, allowing identification and sorting of cells. Unfortunately, one has not been available on the OU-Norman campus. Thus, this award will facilitate the work of several investigators.
- Linda Thompson, PhD, Oklahoma Medical Research Foundation, Fluorescence Activated Cell Sorters Upgrade. This equipment provides updates to the high speed cell sorting and flow cytometry at OMRF.
- Weidong Wang, MD, PhD, Oklahoma Medical Research Foundation, automated high throughput microscope for adult stem cell research. This microscope enhances the ability of scientists to measure changes in stem cells.'
- Lijun Xia, MD, PhD, Oklahoma Medical Research Foundation, Microtome for histological analysis of adult stem cell based therapies. High quality sections of tissues are needed to study the environments where stem cells live. The microtome will be used for those studies.

Programs We Fund



*We're all
paying the bill.*

Every Oklahoma household pays \$548 each year in state and federal taxes related to smoking.

Visit StopsWithMe.com to learn how you can help improve Oklahoma's fiscal and physical health.

Tobacco-Free Oklahoma Week

January 29th - February 4th, 2012

TOBACCO STOPS WITH ME.
StopsWithMe.com

TSET. Better Lives Through Better Health.

OKLAHOMA TOBACCO HELPLINE

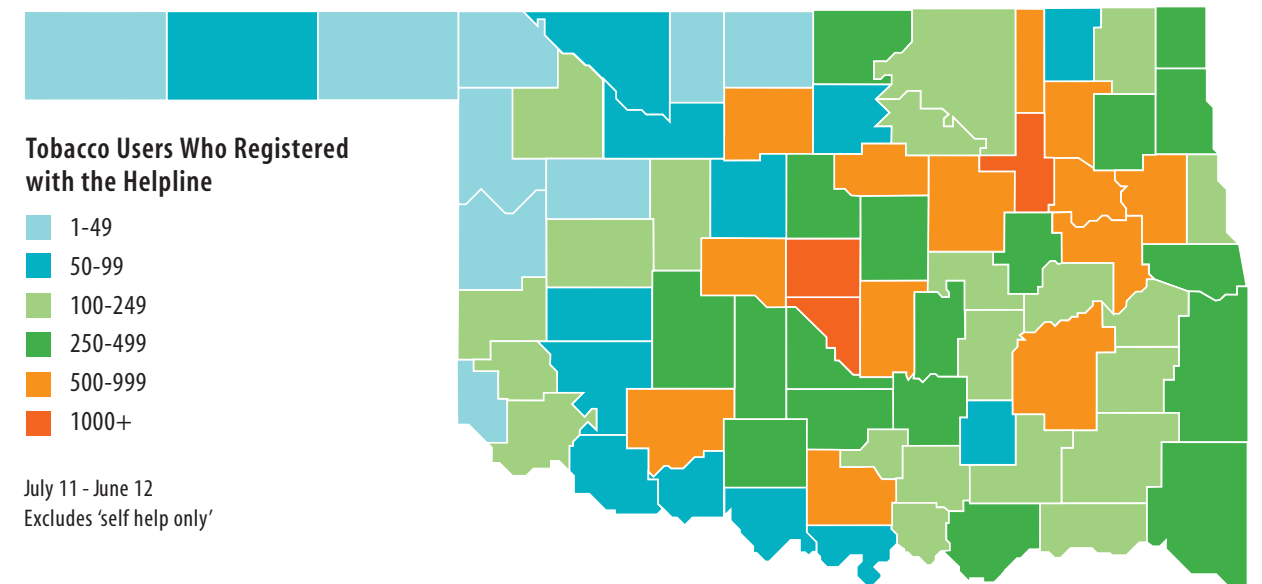
Launched in August 2003, the Oklahoma Tobacco Helpline provides free telephone-based tobacco cessation "coaching" sessions and free nicotine patches, gum or lozenges. As funds have become available, the budget has increased each year to meet the growing demand. The FY12 Helpline budget of \$5 million utilized a combination of \$3.8 million in TSET funds, \$750,000 from the Oklahoma State Department of Health, \$200,000 from Employees Group Insurance Division and \$265,000 from the Oklahoma Health Care Authority.



In FY12, more than 37,000 Oklahoma tobacco users from across the state registered for services. Follow-up evaluations with multiple-call participants at seven months indicated that nearly 36.3% had not smoked in the past 30 days. This rate far exceeds the quit rate of 5% 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 92.9%.

ADDRESSING TOBACCO IN SPECIFIC POPULATIONS

Two grantees completed grants to serve populations at high risk for tobacco use and tobacco related disease, including college students and Oklahomans living in low-income housing. FY12 was the final year of funding. The budget was \$50,000 and awarded to Tobacco Free Zone (Tulsa), \$25,000 and Oklahoma State University - Stillwater Campus, \$25,000.



In Carter County, grantees promoted principles of the Shape Your Future campaign: Eat better, move more and be tobacco free.

**COMMUNITIES OF EXCELLENCE
IN TOBACCO CONTROL**

Thirty-four community coalitions have been funded to implement comprehensive programs in 51 counties and one tribal nation, or about 85% 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. In addition to the tremendous work adult volunteers do in communities across the state, Students Working Against Tobacco (SWAT) youth teams are vital advocates for youth access ordinances and tobacco-free 24/7 school policies as well as exposing big tobacco’s marketing practices which attract our youth as “replacement smokers” for those who have quit or died as a result of a tobacco caused disease. The FY12 budget was \$6.06 million.



The Shape Your Future campaign also promoted being tobacco free and avoiding toxic secondhand smoke.

**COMMUNITIES OF EXCELLENCE
IN NUTRITION AND FITNESS**

In FY12, staff with 15 nutrition and fitness grants in 21 counties assessed the needs of their local communities and worked with their coalitions to come up with a plan to encourage Oklahomans to eat better, move more and be tobacco free. The FY12 budget was \$1.05 million.

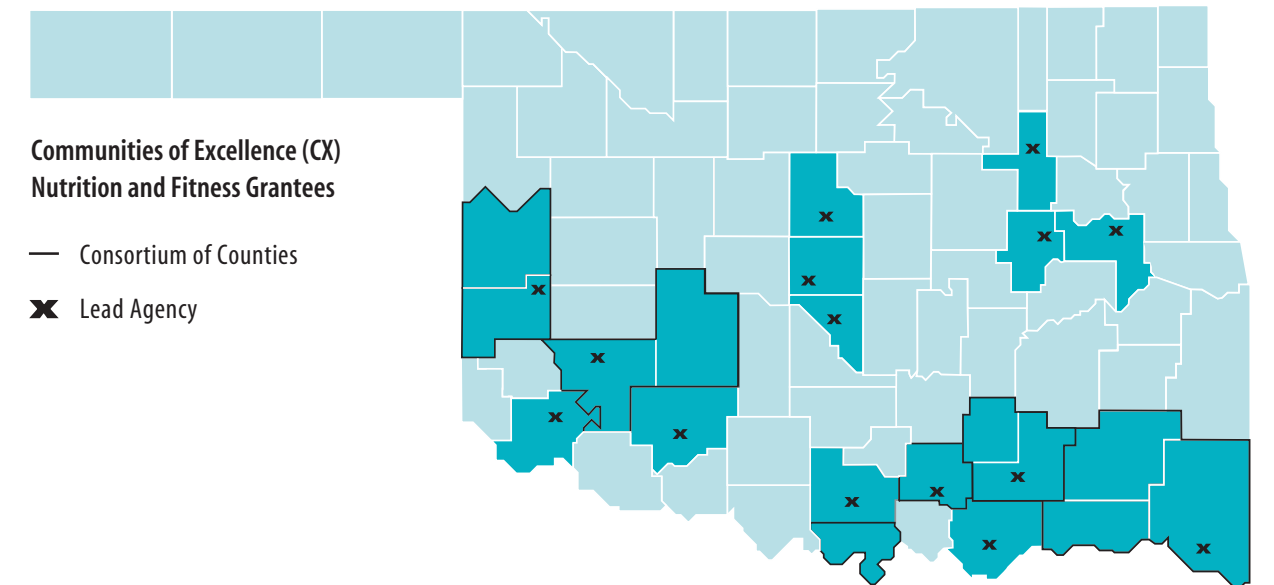
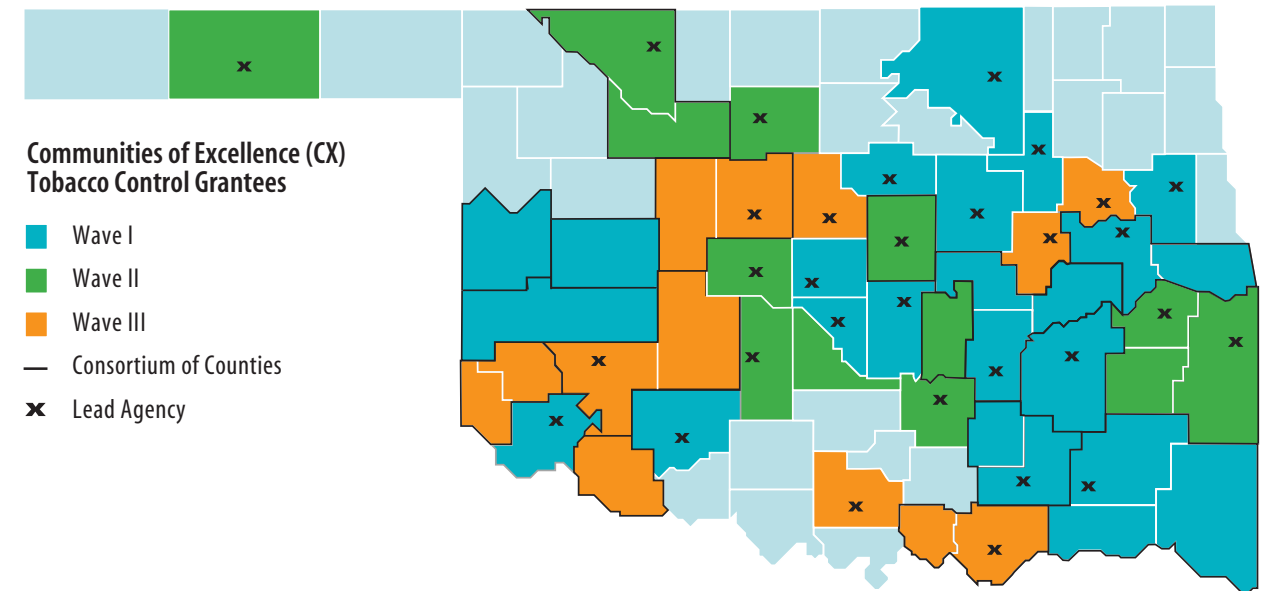
TOBACCO CESSATION SYSTEMS

The Oklahoma Insurance Department, Oklahoma Hospital Association, Oklahoma Department of Mental Health and Substance Abuse Services, and Oklahoma Health Care Authority continued their work to promote insurance coverage of tobacco cessation, establish tobacco cessation systems through hospitals and health systems, integrate tobacco dependence treatment within mental health and substance abuse programs, and within health care settings serving pregnant women, respectively. The FY12 budget was \$770,000.

HEALTHY COMMUNITIES INCENTIVE GRANTS

In FY12, the Healthy Communities Incentive Grants program began and TSET Board of Directors awarded grants to 14 cities that achieved basic, merit or excellence levels of certification under the Certified Healthy Communities program.

Grant funds could be applied to a variety of projects that promote health in local communities. The TSET Board of Directors awarded \$186,000 in Healthy Communities Incentive Grants. The funds were dispersed in FY13. The FY12 budget was \$1 million.





Through a grant with the Oklahoma Child Care Association, TSET supports the development of education tools to teach children and childcare providers about a tobacco-free and healthy lifestyle.

YOUTH ACCESS TO TOBACCO

The Oklahoma Department of Mental Health and Substance Abuse Services completed a three-year grant to expand its program with the ABLE Commission to do compliance checks in tobacco retail outlets in high-risk areas. This intergovernmental agreement was established to increase compliance and to build capacity within the ABLE Commission to ensure it was well positioned to apply and receive funding from the Food and Drug Administration for compliance checks. FY12 was the final year of the TSET funding and the first year of the FDA funding. The FY12 budget was \$67,000.

UNSOLICITED PROPOSALS

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. In FY12, grants to the Physician Manpower Training Commission, Oklahoma State University Dining Services, Oklahoma Childcare Association, Oklahoma Afterschool Network and the Indian Health Care Resource Center were funded through the unsolicited proposal process. FY12 was the final year of funding for the grant with the Indian Health Care Resource Center. The FY12 budget 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 FY12 budget was \$50,000.

TOBACCO CONTROL TECHNICAL ASSISTANCE AND TRAINING

To leverage federal and state resources, avoid duplication, and promote progress toward objectives, TSET has partnered with the Oklahoma State Department of Health, Center for Advancement of Wellness, to provide coordination, training and technical assistance for tobacco control grantees. The FY12 budget was \$935,651.

TOBACCO CONTROL EVALUATION

A rigorous external evaluation of all TSET-funded tobacco control programs is conducted by the University of Oklahoma College of Public Health, Department of Biostatistics and Epidemiology. The FY12 budget was \$480,700.

NUTRITION AND FITNESS EVALUATION

A rigorous external evaluation of all TSET-funded nutrition and fitness programs is conducted by Oklahoma State University. The FY12 budget was \$155,500.

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. Since 2008, the Tobacco Stops With Me campaign has highlighted the ways tobacco use and secondhand smoke impact the lives of Oklahomans and what people can do to reduce the burden of tobacco in our state. Through evaluation of those exposed to the campaign, nearly 80 percent of Oklahomans report that the campaign makes them want to protect their families from secondhand smoke. Non-smokers were 50 percent more likely to help someone quit smoking, and quit attempts among smokers doubled.

To assist Oklahomans in quitting tobacco use, paid media, as well as earned media, promoted the Oklahoma Tobacco Helpline (OTH) throughout the year. In addition to statewide media placement, TSET community grantees, Oklahoma State Department of Health contractors and the Cherokee Nation use the library of Tobacco Stops With Me and Oklahoma Tobacco Helpline ad products and media releases to promote quitting and the free quit coaching offered to Oklahomans. Through partnerships with agencies providing health insurance in the state, like Oklahoma Health Care Authority, InsureOklahoma and OSEEGIB, the Oklahoma Tobacco Helpline is promoted for those in need.

In FY12, TSET continued partnerships with grantees, Oklahoma State Department of Health and various other state agencies, and businesses and nonprofit organizations, to expand public awareness through the Shape Your Future campaign. The campaign expansion will be launched in the late summer of FY13 and will continue to focus on helping all Oklahomans eat better, move more and be tobacco free through various media products, comprehensive website, media releases and social media. Primary messaging will support filling half your plate with fruits and vegetables and for adults, getting 30 minutes of physical activity every day.

The total FY12 budget was \$7 million.



TOBACCO STOPS WITH ME.
StopsWithMe.com

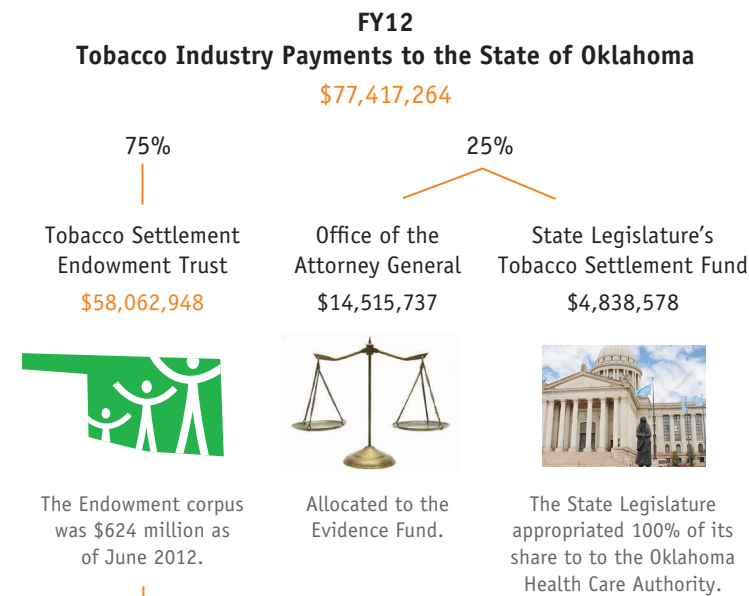


Payments & Earnings

Payments from the Master Settlement Agreement (MSA) to the State of Oklahoma began in FY00. Tobacco settlement payments to the state are divided between the Endowment, the State Legislature, and the Office of the Attorney General. The TSET Endowment share of the MSA payments has increased from 50% in FY02 to 75% in FY07.

Since FY07, TSET's share of the MSA payments has been 75%. Annual earnings certified in July FY12 were \$33,344,298. Cumulative earnings in July FY12 were \$151,230,891. Earnings from FY12 are certified in August for use in FY13 and future years.

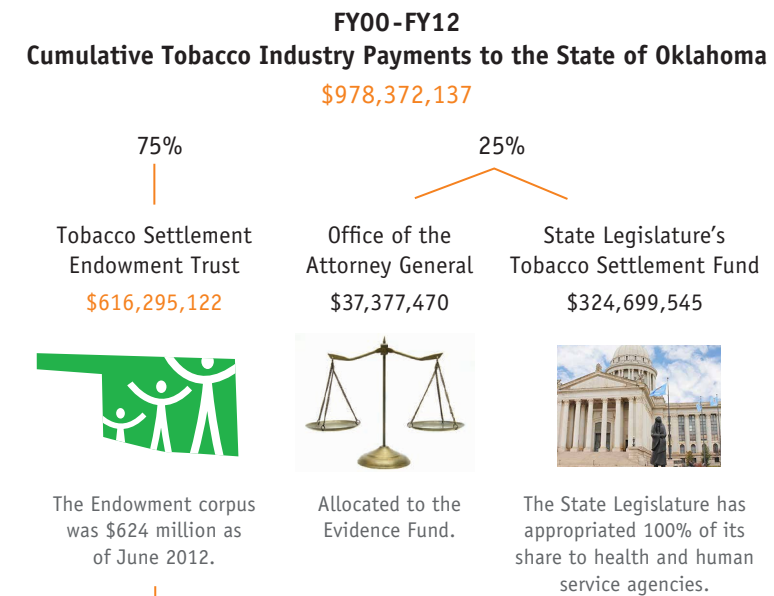
As cigarette use declines nationally, MSA payments to all states will be reduced. If Oklahoma does not keep pace with the rest of the nation in reducing tobacco use, the state will bear the burden of high health care costs due to tobacco-caused diseases as well as the declining settlement payments.



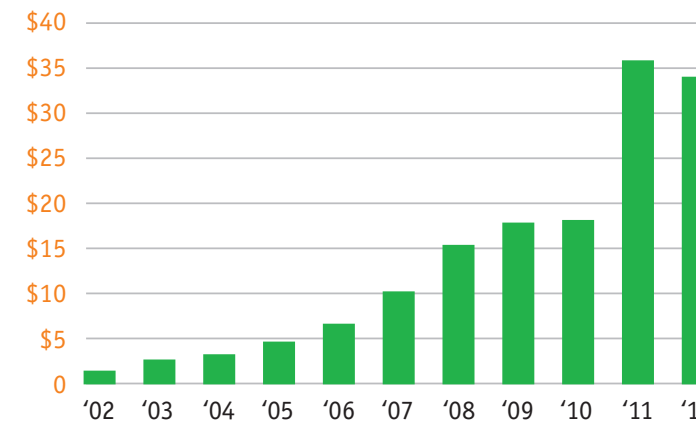
FY12 TSET Certified Earnings

\$33.3 million

Only the earnings from the TSET endowment investments can be allocated for programs that improve the health of Oklahomans.



FY02-FY12 TSET Certified Earnings (in Millions)



Boards

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 wellbeing 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 of board members can be found at www.tset.ok.gov.



Kenneth D. Rowe
Appointed by the Senate
President Pro Tempore
Chair



Casey Killblane
Appointed by the
State Superintendent
of Public Instruction
Vice Chair



Susan Walters Bizé
Appointed by the State
Auditor & Inspector



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



Jim Gebhart, FACHE
Appointed by the
Attorney General



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



Lisa Nowlin
Appointed by the
Governor

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 of board members can be found at www.tset.ok.gov.



Ken Miller
State Treasurer
Chair



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



Mike Mayhall, CPA
Appointed by the
Governor



Donald Pape
Appointed by the Senate
President Pro Tempore



Jimmy Williams
Appointed by the State
Auditor & Inspector

Grants

Communities of Excellence - Wave 1 Round FY12 Award

\$140,000

Atoka County Health Department (Atoka)

Coalition: Atoka/Coal Partnership for Change; serves Atoka and Coal counties.

\$173,412

Cherokee County Health Services (Tahlequah) Coalition: Community Health Coalition of Cherokee County; serves Cherokee County.

\$168,650

City of Elk City (Elk City) - Coalition: Western Oklahoma Tobacco Control Coalition; serves Beckham, Roger Mills, Washita, and Custer counties.

\$185,895

Comanche County Memorial Hospital (Lawton) - Coalition: Southwest Tobacco Free Oklahoma Coalition; serves Comanche County.

\$195,000

Community Children's Shelter & Family Service Center, Inc (Ardmore) - Coalition: Carter County Turning Point; serves Carter County.

\$205,000

Gateway to Prevention and Recovery (Shawnee) - Coalition: Pottawatomie Alliance Toward Community Health; serves Pottawatomie County.

\$188,000

Gateway to Prevention and Recovery (Wetumka) - Coalition: Tri-County Tobacco Prevention; serves Hughes, McIntosh, and Okfuskee counties.

\$324,000

Muskogee County Health Department (Muskogee) - Coalition: Muskogee Turning Point; serves Muskogee and Sequoyah counties.

\$340,000

Norman Regional Health Systems (Norman) - Coalition: Cleveland County Turning Point; serves Cleveland County.

\$375,876

Oklahoma City-County Health Department (Oklahoma City) - Coalition: Central Oklahoma Turning Point, Oklahoma County Tobacco Use Prevention Coalition; serves Oklahoma County.

\$201,000

Osage Nation (Pawhuska) - Coalition: Osage Nation / Osage County Community Partnership Board; serves Osage County and Osage Tribe of Indians.

\$202,800

Oklahoma State University-Seretean Wellness Center - Coalition: Payne County Breathe Easy Coalition; serves Payne County.

\$180,000

Pittsburg County Health Department (McAlester) - Coalition: SouthEast Tobacco-Free Oklahoma Coalition; serves Pittsburg County.

\$220,000

Pushmataha County Health Department (Antlers) - Coalition: Project S.P.I.T. Consortium of Pushmataha County Turning Point Coalition, McCurtain County Coalition for Change, and Choctaw County Coalition for Change; serves Pushmataha, Choctaw, and McCurtain counties.

\$152,000

Jackson County Health Department (Altus) - Coalition: Jackson County Community Health Action Team; serves Jackson County.

\$339,724

Tulsa County Health Department (Tulsa) Coalition: Tulsa Tobacco Free Coalition; serves Tulsa County.

\$190,000

Oklahoma State University – Seretean Wellness Center - Child Abuse Prevention Task Force District XI; serves Creek County

Communities of Excellence - Wave 2 FY12 Award

\$185,000

Bryan County Health Department (Durant) Coalition: U Turn Consortium; serves Bryan and Marshall counties.

\$175,000

Great Plains Youth and Family Services (Hobart) - Coalition: Caddo Kiowa Consortium; serves Caddo and Kiowa counties.

\$154,000

Kingfisher County Health Department (Kingfisher) - Coalition: Blaine-Kingfisher Tobacco Education Consortium; serves Blaine and Kingfisher Counties.

\$172,685

Langston University (Guthrie) - Coalition: Logan County Partnership; serves Logan County.

\$135,000

Southwest Oklahoma Community Action Group, Inc. (Altus) - Coalition: Red River Tobacco Education Consortium; serves Greer, Harmon and Tillman counties.

\$180,000

Oklahoma State University - Seretean Wellness Center (Okmulgee) - Coalition: Okmulgee County Wellness Coalition; serves Okmulgee County.

\$170,091

Wagoner County Health Department (Wagoner) - Coalition: Wagoner County Family Resource Council; serves Wagoner County.

Communities of Excellence - Wave 3 FY11 Award

\$125,000

Gateway to Prevention and Recovery Coalition: Prague Turning Point Coalition; serves Lincoln and Seminole counties.

\$125,000

KI Bois Community Action Foundation Coalition: Haskell County Coalition and Living in Latimer Coalition; serves Haskell and Latimer counties.

\$125,000

Norman Regional Health Systems Coalition: Interagency and Community Coalition of Grady County; serves Grady County.

\$125,000

Norman Regional Health Systems Coalition: Community Alliance of Resources for Everyone; serving McClain County.

\$125,000

Canadian County Health Department Coalition: Canadian County for Children and Families; serves Canadian County.

\$125,000

Rural Health Projects Inc. - Coalition: Enid Metropolitan Health Planning Committee, Garfield County Tobacco Free Coalition; serves Garfield County.

\$125,000

Pontotoc County Health Department Coalition: Pontotoc County Turning Point/Systems of Care Coalition; serves Pontotoc County.

\$125,000

LeFlore County Youth Services, Inc. Coalition: LeFlore County Coalition for Healthy Living; serves LeFlore County.

\$125,000

Texas County Health Department Coalition: Texas County Coalition; serves Texas County.

\$125,000

Northwest Family Services Inc. Coalition: Woods County and Major County Coalitions; serves Woods and Major counties.

Communities of Excellence - Nutrition and Fitness, Wave 1 FY12 Award

\$90,000

Bryan County Health Department (Durant) - Coalition: Bryan County Turning Point

\$90,000

Carter County Health Department (Ardmore) - Coalition: Carter County Turning Point.

\$90,000

City of Elk City Youth and Family Programs - Coalition: Oklahoma Unified Resources (OUR) Turning Point Coalition.

\$90,000

Comanche County Health Department (Lawton) - Coalition: Fit Kids of Southwest Oklahoma.

\$90,000

Great Plains Youth and Family Services (Hobart) - Coalition: Kiowa Coalition & Caddo County Interagency Coalition.

\$90,000

INCA Community Services, Inc. (Atoka) Coalition: Atoka/Coal Partnership for Change.

\$90,000

Jackson County Health Department (Altus) - Coalition: Jackson County Community Health Action Team.

\$90,000

Johnston County Health Department (Tishomingo) - Coalition: Fit Communities, Love and Johnston Consortium.

\$90,000

Logan County Health Department (Guthrie) - Coalition: Logan County Partnership.

\$90,000

McCurtain County Health Department (Idabel) - Coalition: Tri-County Consortium.

\$90,000

Muskogee County Health Department (Muskogee) - Coalition: Muskogee County Turning Point.

\$90,000

Norman Regional Health Systems Inc. Coalition: Cleveland County Turning Point.

\$90,000
Oklahoma City-County Health Department · Coalition: Wellness Now Coalition.

\$90,000
Okmulgee County Health Department (Okmulgee) · Coalition: Okmulgee County Wellness Coalition.

\$90,000
Tulsa County Health Department (Tulsa) Coalition: Family Health Coalition.

Addressing Tobacco in Specific Populations FY12 Award

\$25,000
Tobacco Free Zone (Tulsa) · Works with public housing authorities to promote passage of tobacco free policies in Tulsa County.

\$25,000
Oklahoma State University · Supports tobacco free policy and tobacco cessation for students and faculty. OSU was the first university in Oklahoma to pass a tobacco-free policies.

Cessation Systems Initiatives FY12 Award

\$194,500
Oklahoma Hospital Association

\$125,000
Oklahoma Insurance Department

\$240,926
Oklahoma Department of Mental Health and Substance Abuse Services

\$205,314
Oklahoma Health Care Authority

Preventing Youth Access to Tobacco FY12 Award

\$67,407
Oklahoma Department of Mental Health and Substance Abuse Services contracting with the ABLE Commission Provides short-term funding in anticipation of availability of federal dollars.

Unsolicited Proposals FY12 Award

\$170,925
Indian Health Care Resources Center · Promotes tobacco free education and good nutrition to school-aged children in Tulsa County.

\$71,500
Oklahoma Child Care Association · Works with childcare center owners to promote tobacco free facilities, healthy policies and curriculum for children.

\$49,275
Oklahoma State University Dining Services · Promotes healthy dining options to students and the university community.

\$36,313
Oklahoma Afterschool Network · Develops standards for nutrition and physical activity in afterschool programs.

Public Education Health Communications

\$7,000,000
Visual Image (Oklahoma City) · TSET, in partnership with the Center for Advancement of Wellness at the Oklahoma State Department of Health, coordinates public education health communications campaigns to achieve the goals of reducing tobacco use and obesity.

Oklahoma Tobacco Helpline Program

\$5,000,000
Alere Wellbeing (Seattle, WA) · 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. *The Helpline’s budget is a combination of \$3,850,000 in TSET funds and \$1,150,000 in funds from the Oklahoma State Department of Health and Centers for Disease Control and Prevention.

Program Evaluation

\$480,700
University of Oklahoma College of Public Health · Evaluates the effectiveness of the Oklahoma Tobacco Helpline, Community-based Tobacco Control grants, and Public Health

Communication Interventions.

\$155,500
Oklahoma State University · Evaluates the effectiveness of the physical activity and nutrition program.

Program Support, Training & Technical Assistance

\$935,651
Oklahoma State Department of Health (Oklahoma City) · 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 FY12 Award

\$1,171,863
Oklahoma Tobacco Research Center (OTRC) · The OTRC was established within the Peggy and Charles 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 National Cancer Institute, Centers for Disease Control and Prevention, 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. OTRC serves as a statewide collaborative, providing seed grants and bringing together researchers from a variety of disciplines and from various

institutions throughout the state.

\$2,429,488
Oklahoma Center for Adult Stem Cell Research (OCASCR) · The OCASCR promotes research in the emerging field of adult stem cell research by awarding research grants to scientists in Oklahoma, recruiting scientist to the state and conducting public education. OCASCR’s goal is to build Oklahoma excellence in one of the fastest growing areas of medical research and serve as a trusted resource for public information. OCASCR is collaboratively governed by the Oklahoma Medical Research Foundation, University of Oklahoma, and Oklahoma State University.

\$2,750,000
Stephenson Cancer Research Center (SCC) · TSET Cancer Research Program supports Phase 1 Clinical Trials, recruits scientists to Oklahoma, awards research grants to Oklahoma scientists in a variety of institutions, and leverages funds to advance cancer research in Oklahoma.

Conference Sponsorships

\$5,000
Board of Regents of the University of Oklahoma on behalf of the Center on Child Abuse and Neglect in the Department of Pediatrics · Oklahoma Child Abuse and Neglect and Healthy Families Conference.

\$5,000
Oklahoma Turning Point and Oklahoma

Fit Kids Coalition · Conference.

\$3,200
Rural Health Association of Oklahoma

\$2,500
Rural Health Projects, Inc. · Suicide Prevention in Schools: An Interpersonal-Psychological Theory of Suicidal Behavior.

\$2,500
Oklahoma Institute for Child Advocacy

\$5,000
The Oklahoma Caring Foundation, Inc. · Champions of Health Gala.

\$2,000
The Oklahoma Nursing Association

\$5,000
The Oklahoma Academy · Certified Healthy event.

\$5,000
Oklahoma Public Health Association

\$5,000
Biotechnology Industry Organization · International Convention.

\$5,000
Oklahoma Academy of Family

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, advancing cutting-edge research, and addressing emerging opportunities that will promote a healthy and prosperous Oklahoma.

Row 1

- Tracey Strader, MSW
Executive Director
- Jonás Osio Mata, MSW
Director of Grants and Programs
- Sjonna Paulson, APR
Director of Health Communication
- Julie Bisbee
Public Information and Outreach Officer
- Connie Befort
Program Manager, Healthy Communities Incentive Grants
- Kim McCoy
Grants Manager
- Lance Thomas
Senior Health Communications Consultant

Row 2

- James Tyree
Health Communications Consultant
- Sharon Neal
Senior Program Officer
- Jennifer Wilson
Program Officer
- Dorothy Antwine
Office Manager
- Denice Yardley
Administrative Assistant
- Dianne McGarry
Administrative Assistant





Oklahoma Tobacco Settlement
Endowment Trust

3800 N Classen Blvd, STE 200
Oklahoma City, OK 73118

(405) 521-3888
866-530-TSET (8738)

www.tset.ok.gov

This publication was issued by the
Oklahoma Tobacco Settlement
Endowment Trust as authorized by
Tracey Strader, Executive Director,
and Kenneth D. Rowe, Board Chair.
No copies were printed of this report.

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