

BUILDING ON OUR FOUNDATION

Change and transition were strong forces in FY2016 at TSET. It was a year of transition with new programs, new health communication campaigns, and new leadership.

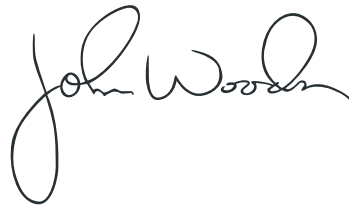
However, TSET's mission has remained steadfast and simple: to reduce the number of preventable deaths from cancer and cardiovascular disease by preventing and reducing tobacco use and obesity.

In FY2016, TSET launched the Healthy Living Program, which distributed \$14 million for 50 community-based grants to serve 63 counties statewide. The goal of the Healthy Living Program is to encourage Oklahomans to eat better, move more, and be tobacco free. Shape Your Future also began sharing new health communication messages on why Oklahoma should "Rethink Your Drink," and choose water over sugary drinks. And the Oklahoma Tobacco Helpline added even more services with free text and email support to help Oklahomans quit tobacco.

In FY2016, TSET also began funding new initiatives to improve access to primary care physicians and preventative care with a grant to the Oklahoma State University Medical Authority to help build the infrastructure to recruit and train physicians to work in underserved areas of Oklahoma.

This year wouldn't be complete without a heart-felt thank you and recognition of retired executive director Tracey Strader for her years of dedication. She was an exemplary leader who helped make a real impact on the health of Oklahomans. Since she began her work with TSET in 2002, youth smoking has been cut in half and adult smoking is at a historic low. Her hard work created the foundation for our organization and we are all indebted for her service to this state.

As a lifelong Oklahoman, I have spent my career working on the state and national level to enhance the lives of Oklahomans. In my new role as the executive director at TSET, my focus will be on improving Oklahoma's health outcomes and working toward our mission of reducing preventable deaths due to tobacco and obesity. I am grateful to be surrounded by staff, grantees, and partners who are also committed to creating a healthier state for future generations.



L to R: Board Chair Don Millican, Executive Director John Woods, TSET Executive Director Emeritus Tracey Strader and founding Board Chairman Robert McCaffree

FY16 MILESTONES

PREVENTION

TSET invests in primary prevention to support healthy behaviors before unhealthy habits take root. Grants and programs focus on preventing and reducing tobacco use and obesity to reduce the leading causes of death in our state—cancer and cardiovascular disease.

57,709

Oklahomans benefitted from [Healthy Community Incentive Grants](#).

51,616

Students benefitted from [Healthy Schools Incentive Grants](#).

63

Counties are served by 50 organizations under the TSET [Healthy Living Program](#). This program aims to prevent tobacco use and obesity by working with schools, city governments, community organizations and businesses to encourage healthy eating, physical activity and a tobacco-free lifestyle in an effort to reduce the leading causes of preventable death in Oklahoma — cancer and cardiovascular disease.



Kingston: Partnering to Improve Health for All

A partnership between the city of Kingston and the Kingston School District created additional opportunities for physical activity for residents and students. In FY16, the city of Kingston was awarded a \$20,000 Healthy Communities Incentive Grant, while the public school district was awarded a \$5,000 Healthy District Incentive Grant. The community used funds to partner with other groups to purchase and install new playground equipment at the Kingston Elementary School. The school district also leveraged its TSET grant dollars with funds from the Walmart Foundation to purchase additional playground equipment. Through a shared-use agreement, the playground is available to Kingston residents outside the school day, creating an additional opportunity for physical activity.



RESEARCH

Since 2008, TSET has been a partner in bringing cutting-edge research and treatments to Oklahoma. TSET funds the Oklahoma Center for Adult Stem Cell Research, Oklahoma Tobacco Research Center and the Stephenson Cancer Center. TSET's research grants advance life-changing discoveries, adding to the knowledge base and providing hope.

\$11.6 million

in external funding was secured by TSET-funded researchers at the [Oklahoma Tobacco Research Center](#).

38

Stem cell investigators and researchers at the [Oklahoma Center for Adult Stem Cell Research](#).

719

patients participated in the Stephenson Cancer Center Clinical Trials Program since 2005. The [TSET Cancer Research Program](#) ranks third nationally for the number of patients participating in NCI-sponsored clinical trials.

2,702

adult and pediatric cancer patients (representing all 77 counties) were provided care by the Stephenson Cancer Center—the largest single-site provider of specialized, multidisciplinary oncology services in the Oklahoma.

TSET Cancer Research Program

With a grant from TSET, the Stephenson Cancer Center has increased outside research dollars flowing into Oklahoma. Scientists supported by grants from TSET have also leveraged grants dollars from the National Institutes of Health, American Cancer Society and the National Science Foundation to support trials of new medicines, groundbreaking cancer research and new discoveries. During FY16, the program received \$30.42 million in nationally-sponsored, peer-reviewed research funding and was among ranked in the top three for enrollment in National Cancer Institute clinical trials.



HEALTH SYSTEMS

TSET provides grants to health systems to address tobacco use and obesity. Grantees are often able to leverage federal dollars through the Oklahoma Health Care Authority to help expand reach and impact. In most cases, TSET funds 40 to 50 percent of the program cost.

46

medical residency slots were funded through a six-year, \$3.8 million grant to the [Oklahoma State University Medical Authority](#) to provide access to primary care, preventative screenings and treatment in underserved areas.

32

physicians have established practices in rural and underserved areas through the [Oklahoma Medical Loan Repayment Program](#) funded by a TSET grant to the Physician Manpower Training Commission.

10,330

patients were referred to the [Oklahoma Tobacco Helpline](#) by the [Oklahoma Department of Mental Health and Substance Abuse Services](#) and the [Oklahoma Hospital Association](#) during FY2016.

Creating a Culture of Health

In FY16, the Oklahoma Hospital Association (OHA), as part of its [WorkHealthy Hospital](#) grant funded by TSET, partnered with the South Carolina Hospital Association to create a new online assessment tool to determine employee wellness and provide hospitals with resources for goal-setting and action plans to make health improvements within the hospital infrastructure. The WorkHealthy Hospital program seeks to create a culture of health in the hospital environment and improve employee health by making permanent changes that make the healthy choice the easy choice. This also assists in creating a culture of health in the communities these facilities serve. There are currently 24 hospitals and medical facilities in Oklahoma participating in the program.



HEALTH COMMUNICATION

When combined with other programs, mass media campaigns are one of the most effective strategies to reduce tobacco use and promote healthy behaviors. TSET campaigns are proven to be effective in changing knowledge, attitudes and behaviors to support healthy lifestyles.

55%

of respondents surveyed in the [Shape Your Future](#) campaign evaluation knew half their plate should be filled with fruits and vegetables at meals, a 12% increase since FY2015. And, 76% knew children should get 60 minutes of daily physical activity—an increase of 60%.

70%

of respondents to a [Tobacco Stops With Me](#) campaign evaluation said they were likely to ask someone not to smoke in their presence. And, 50% were likely to make their community tobacco-free or talk with their boss about a tobacco free workplace policy.

91%

of smokers responding to an annual survey approve of the [Oklahoma Tobacco Helpline](#) messaging and 85% felt the messaging made a strong argument for quitting. Since 2003, the Oklahoma Tobacco Helpline has served more than 350,000 Oklahomans.

Rethink Your Drink

In FY16, SYF launched the [Rethink Your Drink](#) campaign to address sugar-sweetened beverage consumption. Rethink Your Drink promotes drinking refreshing water instead of sugary beverages throughout the day, especially for children. Oklahomans between the ages of 18-34 drink at least one sugary drink per day—more than any other state. The Rethink Your Drink campaign is expected to produce an increased awareness of water as the healthy alternative to sugar-sweetened beverages and eventually shift Oklahoma's behavior to increased consumption of water and decreased consumption of sugar-sweetened beverages.

**SOOO,
SODA'S *not*
HEALTHY.**

1 CAN =
3.25
DONUTS

HOLE-Y
MOLY

Nutrition Facts
Serving Size: 1 12-oz. can
Packets of Sugar **10**
40 Total Sugar (grams)
Increased Risk of weight gain
Increased Risk of obesity
Increased Risk of type 2 diabetes
Increased Risk of tooth decay

There's a myth that clear soda is better for you than dark soda. Not true. The big difference between dark and clear soda falls in caffeine levels, not sugar. Clear and dark soda still contains a lot of sugar.

So, water you drinking? Say it ain't soda! Choose healthy, hydrating water instead.

RETHINK *your* DRINK
ShapeYourFutureOK.com

TSET

10 PACKETS

MEASURES OF PROGRESS

Established by voters in 2000, the Oklahoma Tobacco Settlement Endowment Trust (TSET) is a state grantmaking trust devoted to preventing cancer and cardiovascular disease by preventing and reducing tobacco use and obesity.

TSET funds the [Oklahoma Tobacco Helpline](#) to provide free resources to Oklahomans who want to quit using tobacco. TSET funds grants and programs at the local level to create environments that support healthy choices.

A key success for TSET's community-based grants was the passage of a [24/7 tobacco-free schools](#) law in 2015 that uniformly protects all students from tobacco use. Nearly 85 percent of school children were covered by locally adopted 24/7 tobacco free policies when the law was enacted to protect all children statewide.

TSET's comprehensive approach includes funding [research](#) centers for discoveries in cancer treatment and adult stem cell research. Grants to recruit and train [physicians](#) in rural and underserved areas help increase access to preventative screenings and care.

TSET contracts with external researchers for rigorous evaluation of programs and grants. Evaluation reports are available to the public on the TSET [website](#).

1 BILLION

Cigarette sales have decreased by 1 billion packs since 2001.

Source: OK Tax Commission

58.1%

Quit attempts among smokers has increased from 48.1% in 2001 to 58.1% in 2015.

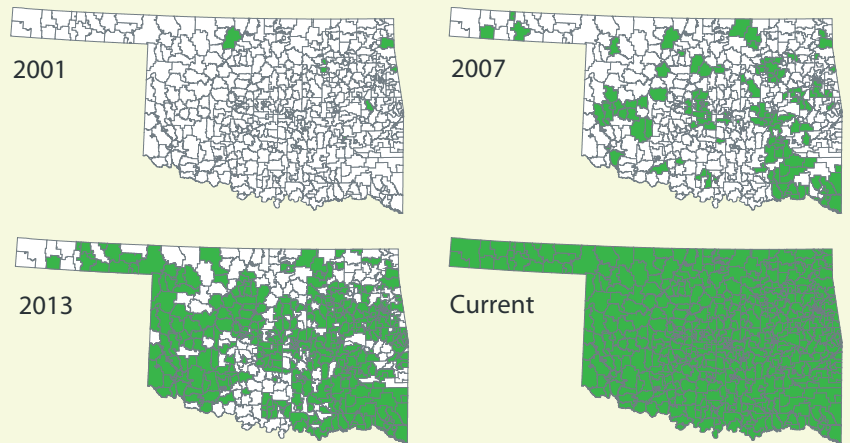
Source: BRFSS

82.7%

Homes with a smokefree policy have increased from 54.9% in 2001 to 82.7% in 2015.

Source: BRFSS

Public School Districts Adoption of 24/7 Tobacco-Free Policies

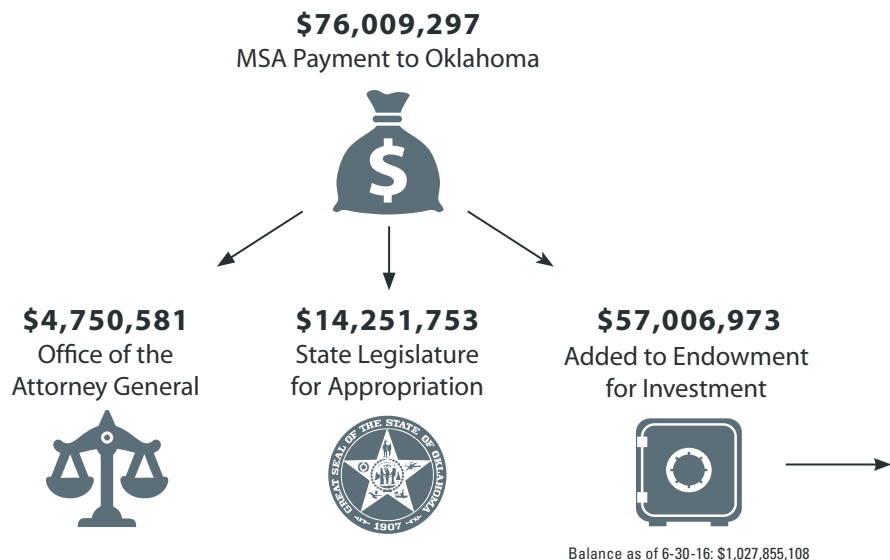


Source: Oklahoma State Department of Health

FY16 PAYMENTS & EARNINGS

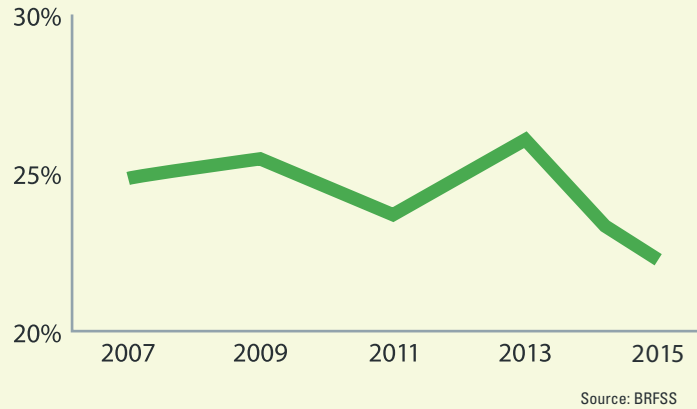
The Tobacco Settlement Endowment Trust (TSET) is funded by earnings from investments of payments from the 1998 Master Settlement Agreement (MSA) between 46 states and the tobacco industry. MSA payments to the state are divided—TSET receives 75 percent, the State Legislature receives 18.75 percent, and the Attorney General's Office receives 6.25 percent.

TSET's endowment fund is constitutionally protected to ensure a growing revenue source dedicated to improving the health of Oklahomans.

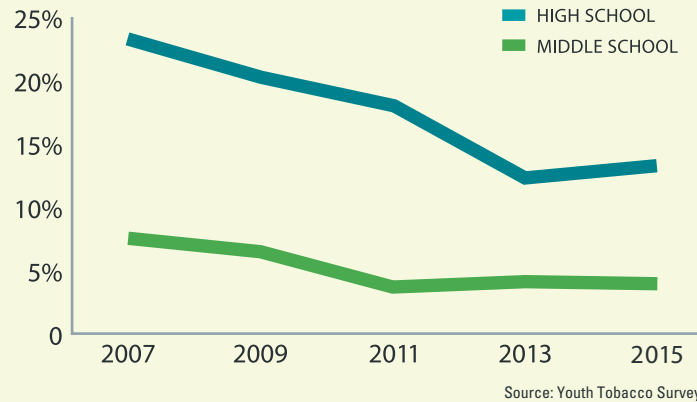


HEALTH INDICATORS

Current Adult Smoking



Current Youth Smoking

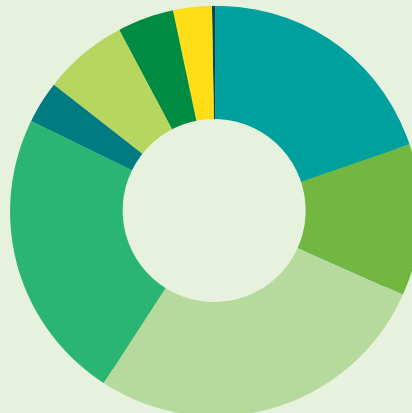


	OK	U.S.
Heart Disease Deaths (rate per 100,000)	228.1	172.8
Cancer Deaths (rate per 100,000)	179.9	167.5
Obesity - Adult	33.0%	29.6%
Obesity - Youth	17.3%	13.9%
150 Minutes Weekly Physical Activity - Adult	15.8%	20.5%
60-Minutes Daily Physical Activity - Youth	32.2%	27.1%
Fruit Consumption (at least 1 per day) - Adult	48.9%	60.3%
Fruit or Fruit Juice Intake, Past 7 Days - H.S. Students	92.6%	94.8%
Vegetable Consumption (at least 1 per day) - Adult	77.5%	77.9%
Vegetable Intake, Past 7 Days - H.S. Students	91.9%	93.3%

FY16 BUDGET ALLOCATIONS

\$50,624,038
Budget Allocations
Funded by FY16 Earnings

Only the earnings from endowment investments are used to fund grants and programs that seek to reduce cancer and cardiovascular disease. Appointed Board of Directors oversee expenditures.



- 19.82%** Tobacco Prevention
- 12.11%** Obesity Prevention
- 27.31%** Health Communications
- 23.03%** Research
- 3.45%** Administration
- 6.68%** Program & Grant Support
- 4.44%** Health Systems
- 3.05%** Evaluation
- .10%** Conference Sponsorships

\$45,949,212
Investment Earnings
to TSET



Certified in November 2016; available for FY17 and beyond. Includes \$27.1 million in FY16 endowment earnings and \$18.8 million from reserve funds.

FY16 GRANTS

Conference Sponsorships (\$50,000)

- \$5,000 · Schools for Healthy Lifestyles
- \$5,000 · Center for Child Abuse & Neglect
- \$1,750 · Oklahoma Association for Health, Physical Education, Recreation and Dance
- \$5,000 · Oklahoma Institute for Child Advocacy



- \$5,000 · Oklahoma Primary Care Association
- \$5,000 · Oklahoma State School Board Association
- \$5,000 · Public Health Institute of Oklahoma
- \$5,000 · Mental Health Association of Oklahoma
- \$5,000 · Oklahoma Academy of Family Physicians
- \$1,500 · Oklahoma Dental Hygienists Association
- \$5,000 · Oklahoma Department of Mental Health and Substance Abuse Services
- \$1,750 · University of Central Oklahoma

Emerging Opportunities (\$1,581,000)

- \$285,000 · Oklahoma City Boathouse Foundation
- \$214,000 · Oklahoma State Department of Health - FitnessGram
- \$565,000 · OSU Medical Residencies

- \$201,000 · Physicians Manpower Training Commission - Oklahoma Medical Loan Repayment Program
- \$316,000 · Rescue Social Change - Free the Night

Health Systems Initiatives (\$398,000)

- \$359,000 · Oklahoma Department of Mental Health and Substance Services
- \$723,000 · Oklahoma Hospital Association
- 234,000 · OHCA - Sooner Quit Provider Engagement
- \$164,000 · OHCA - SoonerQuit Health Promotions

Healthy Communities Incentive Grants (\$568,000)

- \$20,000 · Achille
- \$20,000 · Boynton
- \$20,000 · Cleo Springs
- \$25,000 · Collinsville
- \$20,000 · Council Hill
- \$4,000 · Earlsboro
- \$45,000 · Elk City
- \$16,000 · Frederick



- \$20,000 · Ft. Gibson
- \$37,000 · Guthrie
- \$20,000 · Haskell
- \$37,000 · Idabel
- \$20,000 · Laverne
- \$37,000 · Okmulgee
- \$20,000 · Oktaha

- \$50,000 · Piedmont
- \$42,000 · Sand Springs
- \$20,000 · Summit
- \$20,000 · Taft
- \$20,000 · Warner
- \$45,000 · Weatherford
- \$10,000 · Woodward

Healthy Schools Incentive Grants (\$150,125)



- \$3,000 · Battiast Public School District
- \$10,000 · Beggs Elementary School
- \$2,000 · Ben Franklin Science Academy
- \$3,000 · Bluejacket School District
- \$3,000 · Boswell School District
- \$1,500 · Central High Elementary School
- \$2,625 · Cleora School District
- \$500 · Coyle School District
- \$5,000 · Davis School District
- \$1,500 · Eliot Elementary School
- \$1,500 · Greasy School District
- \$5,000 · Henryetta School District
- \$10,000 · Jenks West Elementary
- \$5,000 · Kingston Public School District
- \$2,000 · MLK Jr Elementary School
- \$10,000 · Miami Public Schools
- \$1,500 · Millwood Arts Academy

- \$1,500 · Millwood Elementary Learning Academy
- \$1,500 · Moffett School District
- \$3,000 · Okeene School District
- \$8,000 · Poteau High School
- \$3,000 · Shattuck School District
- \$3,000 · Snyder School District
- \$1,000 · Springer Elementary School
- \$1,000 · Springer Middle/High School
- \$5,000 · Stilwell School District
- \$3,000 · Thackerville Schools
- \$3,000 · Timberlake Public School District
- \$50,000 · Tulsa School District

Healthy Living Program (\$10,900,000)

- \$205,000 · ACE HI - Adair County Environmental Health Initiative, Inc
- \$200,000 · Atoka County Health Department
- \$270,000 · Bryan County Health Department
- \$220,000 · Canadian County Health Department



- \$152,000 · Carter County Health Department
- \$236,000 · Cherokee County Health Services Council
- \$45,000 · Choctaw County Health Department
- \$390,000 · City of Elk City (serving Beckham, Custer, Roger Mills, and Washita counties)

\$85,000 · Comanche County Health Department

\$186,000 · Comanche County Memorial Hospital

\$160,000 · Community Children's Shelter and Family Services Center

\$103,000 · Rural Health Projects, Inc. - Garfield County

\$103,000 · Rural Health Projects, Inc. - Grant County

\$280,000 · Gateway to Prevention & Recovery - Pottawatomie County

\$240,000 · Gateway to Preven-



tion & Recovery - Seminole County

\$289,500 · Gateway to Prevention & Recovery (Tri-County)

\$231,000 · Great Plains Youth & Family Services

\$152,000 · Jackson County Health Departmet

\$143,000 · Johnston County Health Department

\$156,000 · KI BOIS Community Action Foundation (for Haskell & Latimer counties)

\$239,000 · Kingfisher County Health Department (serving Blaine & Kingfisher counties)

\$216,000 · LeFlore County Youth Services

\$107,000 · Lincoln County Health Department

\$196,000 · Logan County Health Department

\$277,000 · Mayes County HOPE

\$151,000 · McClain-Garvin County Youth & Family Services

\$192,000 · McCurtain County Health Department

\$311,000 · Muskogee County Health Department

\$361,000 · Norman Regional Health System - Cleveland County

\$222,000 · Norman Regional Health System - Grady County

\$247,000 · Norman Regional Health System - McClain County

\$187,000 · Northeastern Tribal Health Systems

\$153,000 · Northwest Family Services (serving Alfalfa, Major, and Woods counties)

\$96,000 · Nowata CAN

\$556,000 · Oklahoma City-County Health Department

\$200,000 · Okmulgee County Health Department

\$255,000 · OSU Seratean Center - Creek County

\$220,000 · OSU Seratean Center - Kay County

\$250,000 · OSU Seratean Center - Payne County

\$146,000 · People Inc



\$225,000 · Pittsburg County Health Department

\$160,000 · Pontotoc County Health Department

\$155,000 · Pushmataha County Health Department

\$170,000 · ROCMND - Craig County

\$245,000 · ROCMND - Delaware County

\$245,000 · Rogers County Volunteers for Youth

\$195,000 · Southwest Oklahoma Community Action Group - Jackson, Greer, Harmon, and Tillman Counties



\$165,000 · Texas County Health Department

\$615,000 · Tulsa County Health Department

\$236,000 · Wagoner County Health Department

\$60,000 · Woodward County Health Department

Oklahoma Tobacco Helpline Program

\$3,800,000 · 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.

Public Education Health Communication

\$10,678,752 · VI Marketing & Branding (Oklahoma City) · TSET, in partnership with the Center for Advancement of Wellness at the Oklahoma State Department of Health, coordinates public education health communication campaigns to

achieve the goals to reduce tobacco use and obesity.

Program Evaluation

\$1,545,000 · Oklahoma Tobacco Research Center

Technical Assistance, Training, and Consultation (\$2,194,000)

\$1,075,000 · Oklahoma State Department of Health

\$670,500 · ChangeLab

\$290,000 · Emory (PHAO)

\$25,000 · OK Center for Non-Profits

\$10,000 · Health Systems Consulting

\$35,000 · Tim Fallon (Program Consultation)

\$28,500 · Cati Brown Johnson (Program Consultation)

\$10,000 · OTAC (Program



Consultation)

\$50,000 · University of Wisconsin

Research (\$11,662,438)

\$3,002,438 · Oklahoma Center for Adult Stem Cell Research (OCASCR)

\$3,160,000 · Oklahoma Tobacco Research Center (OTRC)

\$5,500,000 · TSET Cancer Research Program

WHAT GUIDES US

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.

STRATEGIC PLAN



BOARDS

The constitution created two TSET boards. A five-member [board of investors](#), chaired by the State Treasurer, invests and manages the fund. A seven-member board of directors allocates the earnings from the endowment fund to grants and programs.

Seven different appointing authorities appoint the bi-partisan [board of directors](#) to represent each of Oklahoma's congressional districts. This structure helps ensure that the decisions made are in the best interests of the people, and the State of Oklahoma.

FY16 Directors

Jim Gebhart, FACHE, Chair
Don Millican, CPA, Vice Chair
Bruce Benjamin, PhD
Casey Killblane
Curtis Knoles, MD
Ken Rowe, CPA
Michelle Stephens, JD

FY16 Investors

Ken Miller, Chair
Brenda Bolander, CPA
Todd Dobson, CPA
Donald Pape
R. Scott Vaughn, CPA



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