

Committed to Oklahoma's Health

For nearly two decades, TSET has worked to improve the health of Oklahomans and reduce the toll of tobacco on our state. Our work in fiscal year 2019 remained true to that mission as programs funded by TSET used proven practices, timely innovations and a commitment to accountability to create a culture of health in Oklahoma.



A \$1 per pack cigarette price increase approved by the Legislature took effect on July 1, 2018. In the weeks following the price increase, enrollments in the Oklahoma Tobacco Helpline increased by 87% over July 2017.

Policy and changes to state law are the most effective ways to decrease unhealthy behaviors and support health. This is a common thread through all of TSET's work. During FY2019, 47 TSET grantees serving 66 counties worked with local organizations to pass 413 tobacco-free policies and 336 wellness policies.

TSET also spent much of FY2019 highlighting opportunities for Oklahoma's laws to protect citizens from tobacco use and secondhand smoke. TSET unveiled a bold plan to cut adult smoking in half through our Tobacco Stops With Me public education program. The unveiling of the 7-point plan to reduce adult smoking rallied more than 40 partners to support policy changes in Oklahoma that prevent and reduce smoking and save lives. Partners included youth-serving organizations, health organizations and elected officials. The group continues to be active in educating and mobilizing on creating a tobacco-free future for Oklahoma.

While we've seen progress in reducing tobacco use, our state cannot ignore the increase in the use of e-cigarettes and vapor products by kids. E-cigarettes are now the most commonly used tobacco product for Oklahoma youth. Enticing flavors and addictive nicotine make e-cigarettes attractive and potent to young people. In response to this uptick in Oklahoma and nationally, we have stepped up our efforts to provide educational materials to schools, community organizations and other groups that educate on what vapor products look like, their risks and how to have meaningful conversations with young people about the risks.

TSET-funded research at the Oklahoma Tobacco Research Center also supports our interest in learning more about the risks of e-cigarette use among children, long-term health consequences and policy solutions that could protect our young people from a lifetime of addiction.

During FY2019, the agency moved into new office space and placed an emphasis on shoring up accountability, internal processes and achieving efficiencies.

TSET also experienced a leadership transition in FY2019. The TSET Board of Directors successfully guided the agency through a leadership transition that included a search with a strong pool of applicants. I am honored to have been chosen for this position. It is a privilege to serve our state.

Sincerely,



Julie Bisbee, Executive Director

Advancing Discoveries, Providing Hope

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



Stephenson Cancer Center at Top of U.S. Rankings

TSET's commitment to improving the health of Oklahomans and lessening the burden of tobacco helped propel [Stephenson Cancer Center](#) to achieving national recognition as a world-class cancer center. Since 2011, TSET has invested nearly \$50 million into research at Stephenson Cancer Center.

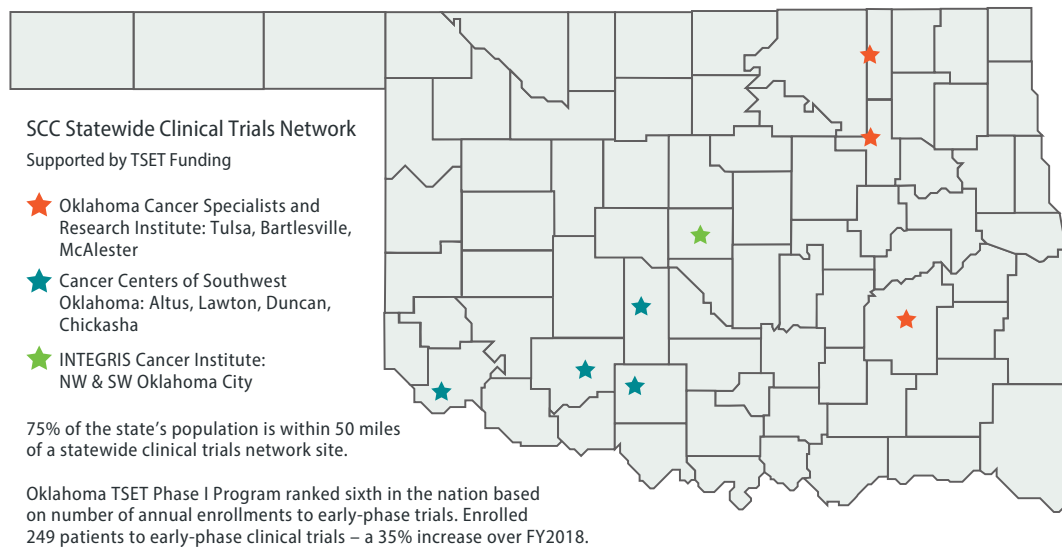
In summer 2019, Stephenson Cancer Center was ranked among the Top 50 "Best Hospitals for Cancer" in the nation by U.S. News & World Report for 2019-20. The ranking puts the Stephenson Cancer Center in the top 1% of all cancer programs in the U.S. (out of 4,650 centers that provide some level of care).

The Top 50 ranking comes just a year after Stephenson Cancer Center achieved National Cancer Institute designation, making the center part of the NCI's elite 71-member program.

The TSET Phase I Program, which provides patients access to the newest early-phase investigational drugs, is currently ranked sixth in the nation for the number of patients participating in early-phase clinical trials. The program has doubled in size over the past two years.

"TSET's support has had a transformative impact on the level of cancer research and care in Oklahoma. It is a fact that NCI designation for Oklahoma would not have been possible without TSET support," said Dr. Robert Mannel, director of the Stephenson Cancer Center.

For example, the TSET Cancer Research Program grant has recruited 50 researchers since 2012 including 10 new researchers in FY2019. Researchers recruited to Oklahoma also include investigators at the Oklahoma Tobacco Research Center. Since arriving, scientists have brought an additional \$115 million in outside grant funding to Oklahoma.





OCASCR Selects New Scientific Director to Succeed Retiring Leader

The [Oklahoma Center for Adult Stem Cell Research](#) is collaboratively governed by scientists from the Oklahoma Medical Research Foundation, Oklahoma State University and the University of Oklahoma Health Sciences Center. Established in 2010 with TSET funding, OCASCR promotes adult stem cell research through grants to biologists and provides public education and recruits researchers.

In FY2019, 17 scientists received research grants. Funded projects included work studying genetic abnormalities, cells that control vision, cells that make and repair cartilage in arthritis, fat cells and cancer cells. Research also explored how dietary restriction improves cell function. The ultimate goal of all research is to determine how to lessen the burden of disease and illness.

Paul Kincade, Ph.D., retired as OCASCR's scientific director Dec. 31, 2018, capping a distinguished career as a stem cell biologist that spanned more than five decades. In 2010, he helped TSET launch OCASCR. Courtney

Griffin, Ph.D., was chosen to succeed Kincade as scientific director. Griffin also is a scientist at the Oklahoma Medical Research Foundation.

"OCASCR is keen on funding regenerative medicine research projects involving smoking and obesity, as these diseases are particularly deadly in Oklahoma," Griffin said.



Paul Kincade, Ph.D., retired as OCASCR'S scientific director in 2018, capping a distinguished career as a stem cell biologist that spanned more than five decades.



OTRC Research Dives into Youth's Relationships with E-Cigarettes

The [Oklahoma Tobacco Research Center](#) faculty strive to effectively and efficiently deliver state-of-the-science, evidence-based tobacco treatment to Oklahomans. TSET funding allows OTRC to recruit scientists from around the world to work at the Oklahoma facility.

OTRC faculty actively pursue grants and during FY2019 they had 40 active studies totaling more than \$15 million in funding. OTRC's research programs continued to grow during FY2019. Faculty partnered with the Choctaw Nation, Regional Food Bank of Oklahoma and The Homeless Alliance.

Two new faculty joined OTRC in FY2019. Associate professor Amy Cohn, Ph.D., and assistant professor Alayna Tackett, Ph.D., are both

appointed to the Department of Pediatrics at the University of Oklahoma Health Sciences Center College of Medicine.

Cohn is the principal investigator in a study that measures the relationships between young adults and menthol cigarettes. The study is made possible by a \$1.2 million grant from the National Institutes of Health.

Tackett was awarded funding from the National Heart, Lung, and Blood Institute during FY2019. Tackett's work examined e-cigarette perceptions and use among youth with asthma. The study conducted respiratory assessments on youth between the ages of 13-17. Her findings led to a prestigious Tobacco Regulatory K01 Award from the National Heart, Lung, and Blood Institute.

Removing Barriers to Cessation



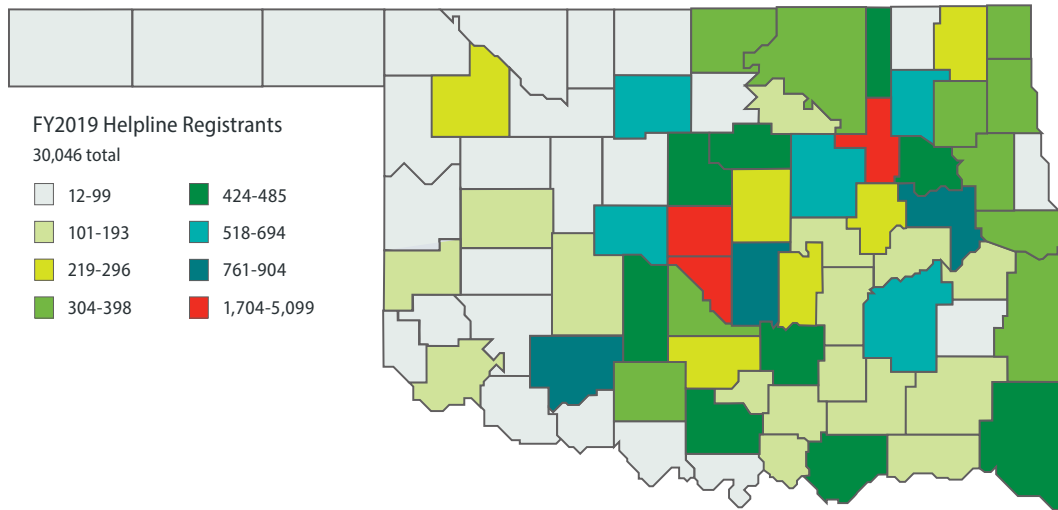
Oklahoma Tobacco Helpline

The [Oklahoma Tobacco Helpline](#) has operated since 2003 serving more than 400,000 Oklahomans. During FY2019, the Helpline provided phone, web, text message and email support, as well as nicotine replacement therapy to 30,046 tobacco users from all 77 counties in Oklahoma.

During a seven-month follow-up survey, 31.5% of those surveyed reported not using tobacco for one month or longer, exceeding the North American Quitline Consortium benchmark for quit rates of 30%.

Consistent with prior years, 55.3% of tobacco users registering for services

had incomes of less than \$20,000 in FY2019 and 16.6% had less than a high school degree. Additionally, 15.2% of tobacco users registering were Medicaid recipients and 39.8% were uninsured. Connecting Oklahomans who have higher rates of tobacco use with free tobacco cessation services is key to saving lives and saving dollars.



30,046
In FY2019, 30,046 registrants statewide received support from the Helpline.

77
In FY2019, tobacco users from all 77 counties contacted the Helpline.

94%
In FY2019, 94% of all registrants reported overall satisfaction with the Helpline.

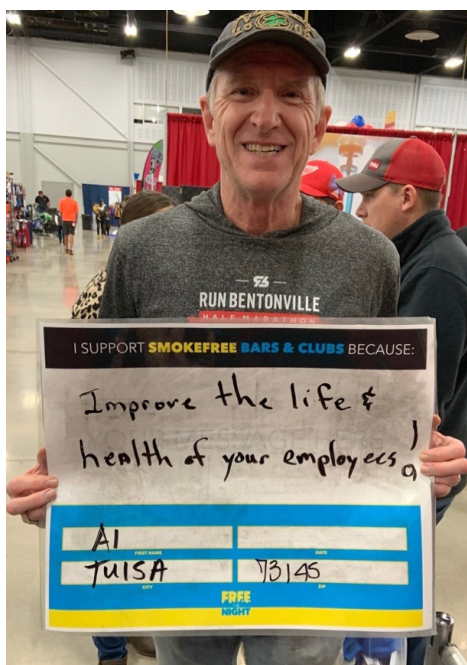
Health Systems Grants

To address tobacco use and obesity, TSET provides [grants to health systems](#) throughout Oklahoma.

In FY2019, TSET continued to fund a grant with the [Oklahoma Hospital Association](#), which promotes a program that engages patients in stopping tobacco use. Launched in FY2010 by OHA, the Hospitals Helping Patients Quit program has worked with hospitals and clinics to infuse proven tobacco cessation practices to benefit patients. During FY2019, HHPQ worked with one hospital and 60 clinics to implement comprehensive tobacco cessation services. In their 10 years as a TSET grantee, the HHPQ initiative has touched over 90 hospitals (nearly 75% of member hospitals). As a result of the HHPQ program, OHA member hospitals and hospital-affiliated clinics have made over 30,000 referrals to the Oklahoma Tobacco Helpline in six years.

Another TSET grant program led by OHA is the [WorkHealthy Hospitals](#) program, which helps Oklahoma hospitals change and improve their culture of employee well-being. The WHH program guides hospital teams through a nine-part assessment that encourages organizational system changes. For FY2019, WHH experienced increased participation in the initiative with 31 engaged hospitals, representing over 25,000 employees.

Smoking rates are nearly four times higher among people with mental health or substance abuse disorders. Since FY2009, the [Oklahoma Department of Mental Health and Substance Abuse Services](#) has provided more than half of the referrals to the Oklahoma Tobacco Helpline. During FY2019, referrals by partner organizations increased by 19%.



Al Green, a Tulsa resident, is an advocate of Free The Night. He takes part in Free The Night activities to help spread the word about the initiative.

In FY2019, the [Free The Night](#) initiative brought the total number of bars and clubs converting to smoke-free to 47 in Oklahoma. The initiative currently focuses on metro areas — Oklahoma City, Tulsa and Stillwater. In FY2019, they expanded their efforts to Chickasha, Enid and McAlister. Free The Night works with bar owners on voluntary smoke-free policies for bars and other places of entertainment where young people frequent. Most smokers in Oklahoma fall between the ages of 18-35, according to annual survey data.

Investing in Community Champions



TSET Healthy Living Program

One of TSET's primary assets includes its investment in public health champions across Oklahoma. These organizations and communities help TSET pursue reductions in the leading causes of preventable death and disease through [TSET Healthy Living Program](#) grants.

During FY2019, 47 grantees serving 66 Oklahoma counties worked with local organizations to pass 413 tobacco-free policies and 336 wellness policies. These policies and their implementation at schools, businesses, municipalities and other community organizations make a profound impact.

HLP grantees build lasting relationships and help promote locally supported changes for health. Grant-funded staff gain a full understanding of the people they serve, whether students, patrons, citizens, congregants or others. The TSET Board of Directors has been committed to community-based programs for more than a decade. Local grants are a recommended best practice way to improve health, according to the Centers for Disease Control and Prevention.

City of Tahlequah Hosts Billions of Butts

The City of Tahlequah, population 17,000, worked with their local Healthy Living Program grantee to clean up cigarette litter and ensure that city property stays tobacco-free. Several years ago, the city adopted an ordinance that prohibits the use of all tobacco products on all city property. During a recent environmental scan and signage assessment of parks and recreational areas in Tahlequah, workers found that the Anthis-Brennan Sports Complex had no signs to make sure patrons were aware of the city's tobacco-free policy.

Supporting the tobacco-free policy at the complex took the effort of many. First, the local Student Wellness Action Teams (SWAT) designed permanent signage to be displayed at the complex. Next, the Cherokee County, Health Services Council, TSET Healthy Living Program serving Cherokee County, and SWAT planned and executed a Billions of Butts event in March 2019 to clean up the complex. The event raised public awareness of cigarette litter, as well as encouraged physical activity all while informing patrons about Tahlequah's Tobacco-Free Properties ordinance.

The City of Tahlequah adopted an ordinance that prohibits the use of all tobacco products on all city property. Residents took part in a Billions of Butts event in March 2019.



Payne County Bank Prioritizes Employee Health

Working with the local Healthy Living Program grantee and updating wellness policies helped the Payne County Bank save money on health insurance costs. The bank, in Perkins, Oklahoma, employs 29 people. As a self-insured employer, bank leadership focused for years on lowering insurance premiums for their employees. The bank's 2019 premium costs decreased by a hefty 11% compared to its 2018 rates, which saved the bank between \$20,000 and \$30,000. The bank's CEO was astonished by the premium decreases the bank had realized and directly attributes the cost-savings to working with the TSET Healthy Living Program in Payne County and updating their tobacco and wellness policies.



Melinda Caldwell (left), TSET Healthy Living Program Coordinator, presents the 2018 Healthy Organization Award to Payne County Bank's Christine Windiate, a Payne County Bank wellness committee member.

TSET Healthy Incentive Grant Program

TSET's major investment in local communities is done primarily through the TSET Healthy Living Program, yet the TSET Board of Directors also recognizes the integral role schools and local governments play in promoting healthy lifestyles. Schools and local governments that adopt health-promoting policies are able to apply for grants through the TSET Healthy Incentive Grant Program that can be used for local improvements and projects that promote health.

For FY2019, the TSET Board of Directors awarded a total of \$971,500 in grants to applicants that adopted health promoting policies and strategies. Funds were distributed to 63 counties throughout the state of Oklahoma. Local schools and communities chose projects that included developing master plans for sidewalks, improving parks and playgrounds, installing water bottle filling hydration stations and supporting wellness programs for schools and cities.

In some communities, schools boosted physical activity thanks to the TSET Healthy Incentive Grant Program.

Three Delaware County public school districts were honored in FY2019 for their efforts to improve health. Jay Public Schools received a \$25,000 for playground equipment and improvements. Colcord Public Schools received a \$17,000 grant for hydration stations, replacement drinking fountains, cafeteria tables and safe street crossings. Oaks-Mission Public Schools received a \$15,000 grant for playground equipment and improvements.

In addition to positive impacts in schools, TSET's investments in local communities have a lasting influence on the lives of Oklahomans. One of those investments in FY2019 included a \$50,000 grant to the City of Holdenville for new playground equipment, and a new pavilion and grill at Holdenville Park.

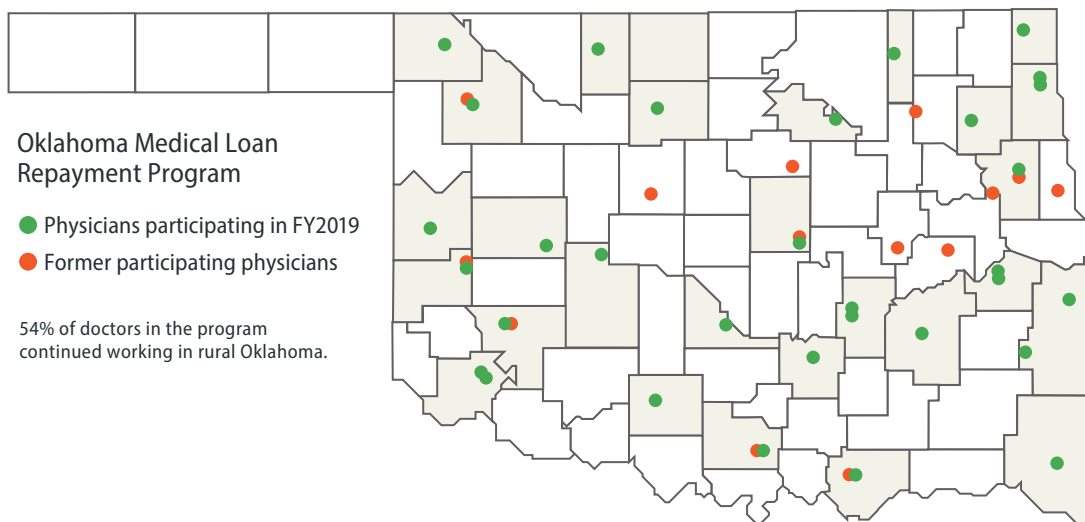


TSET works with organizations to pass tobacco-free policies and wellness policies. Connie Befort, TSET program manager (far right), presents an award to (from left) Bob Coburn, former Muskogee mayor; Mike Miller, Muskogee city manager; and Ivory Vann, Muskogee City Council member.

Increasing Access to Preventive Care

TSET continues to be part of a statewide partnership with a mission to place more doctors in rural and underserved areas. In FY2019, the TSET Board of Directors extended a contract with the Physician Manpower Training Commission for an additional five years to recruit and retain physicians in rural Oklahoma. The new agreement will allow an additional 42 physicians to be placed. TSET funds are matched by hospitals, cities, insurance providers and banks to ensure that physicians are placed in underserved communities.

Through the grant with PMTC, 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](#). To date, 63 doctors have been placed in rural areas through the program. In FY2019, five of those placements took place.



26

26 physicians now practicing in Oklahoma's rural and underserved areas.

324,000

324,000 patient visits in Oklahoma's rural and underserved areas since 2013.

\$1.9 million

\$1.9 million estimated amount generated by each primary care physician in rural Oklahoma.

Recruiting and Training Physicians for Underserved Areas

Dr. Stormy Walkup, a family medicine physician, practices medicine in Idabel under the guidelines of the Oklahoma Medical Loan Repayment Program, a partnership between TSET and the Physician Manpower Training Commission.

“I grew up in Valliant and I love the people here in McCurtain County,” Walkup said. “Rural communities need access to doctors and this program enables me to serve communities I care about and give great care to the hardworking people here in southeastern Oklahoma.”

Walkup sees patients, including patients insured by SoonerCare, and refers tobacco users to the Oklahoma Tobacco Helpline for free cessation coaching and services. He is eligible for a medical school loan repayment program that can pay up to \$160,000 if he participates in the program for four years in a rural or underserved community.

Participating physicians like Dr. Walkup often choose to continue to practice medicine in a rural or underserved community beyond the four years to keep essential medical care in areas of the state that have been deemed medically underserved by the federal government.

To date, more than 324,000 patient visits have been conducted by physicians participating in the program. In addition, participating physicians have referred more than 9,200 patients to the Oklahoma Tobacco Helpline.

“We are proud to partner with TSET and the PMTC in addressing the need for highly-trained doctors to practice in critical access areas. Rural physicians not only provide crucial services and keep their patients healthy, they also help breathe life into their communities. On behalf of physicians

throughout the state, we are thrilled to welcome Dr. Walkup and look forward to helping him grow his career in Idabel,” said Wes Glinsmann, Executive Director of the Oklahoma State Medical Association, which partnered with TSET to provide funding.

And according to a recent analysis by PMTC, each primary care physician in rural Oklahoma will generate an estimated 23 full-time jobs that contribute about \$1.9 million each year to the local economy.

PMTC officials noted that the rural primary care shortage is likely to get worse, with one-third of the state’s physicians over the age of 60 and less than 17% under 40 years old. Private/public partnership like the loan repayment program can help to address the need.



Dr. Stormy Walkup, a family medicine physician, serves the people of McCurtain County.

Growing Successful Public Education Initiatives

Customized health communication interventions are proven to be one of the most effective strategies for reducing tobacco use and promoting healthy behaviors in a population. These public education efforts are designed to improve the knowledge, attitudes and healthy behaviors of specific, targeted audiences over time. Health communication interventions consist of researched, tested and evaluated public health-focused marketing campaigns with coordinated elements for TV and radio broadcast, outdoor, out-of-home, print, digital, social media and website content.

The goal of TSET's investments in health communication interventions is to reduce the leading causes of preventable death in our state – cancer and cardiovascular disease – by addressing the two main risk factors – obesity and tobacco use. Through rigorous evaluation, TSET health communication interventions – Tobacco Stops With Me, Oklahoma Tobacco Helpline and Shape Your Future – achieve increased healthy lifestyle choices by Oklahomans.

TSET-funded prevention programs follow proven business, marketing and public health strategies to improve the public's health in Oklahoma. Specific health communication interventions are informed by the CDC's Best Practices for Comprehensive Tobacco Control Program including a supplemental component on health communication practice, CDC's Childhood Obesity Prevention guidance, marketing best practices and Community Guide Systematic Review for Mass Media Health Communication Campaigns Combined with Health-Related Product Distribution by the American Journal of Preventive Medicine.

Big Tobacco spends \$1 million per hour on marketing in the U.S. with \$172 million targeted toward Oklahomans annually. Food, beverage and restaurant companies spend almost \$14 billion on advertising in the United States. More than 80% of this advertising promotes fast food, sugary drinks,



The Oklahoma Tobacco Helpline messaging is the primary driver of registration for the free services for Oklahomans trying to quit tobacco.

candy and unhealthy snacks. These companies target children, teens and communities of color with marketing for their least healthy products.

Through TSET's investment in health communication interventions, Oklahomans can more effectively weigh glitzy, for-profit marketing against accurate information about healthy lifestyle choices. TSET's education programs – such as Tobacco Stops With Me and Shape Your Future – help Oklahomans make better informed decisions to take the steps to improve their health and that of their families. The Oklahoma Tobacco Helpline messaging is the primary driver of registrations for the free services for Oklahomans trying to quit tobacco.

TOBACCO STOPS WITH ME.

Tobacco Stops With Me

[Tobacco Stops With Me](#) is an award-winning health communication program focused on educating Oklahoma on the dangers of secondhand smoke exposure, tobacco's impact on health, the tobacco industry's manipulative marketing practices and promoting tobacco-free lifestyles.

In FY2019, in addition to core messaging, Tobacco Stops With Me focused on expanding educational messages and resources on the dangers of vaping, especially to youth. With e-cigarette usage by high school students increasing 78% between 2017 to 2018, the U.S. Surgeon General warned that youth vaping had become an epidemic. It was important that Tobacco Stops With Me was able to provide information to parents, educators, youth and the public at large about the known and potential dangers of vaping products and devices, the manipulative marketing tactics that the tobacco industry was using to addict youth to these new products and the destructive effects that nicotine in tobacco has on the developing brain.

The education materials and messaging on vape products were well received by Oklahomans with multiple reprints required of educational materials to meet the requests of schools, parent groups and communities.

Tobacco Stops With Me continued education on the seven tobacco control and prevention policies unveiled in FY2018 that, if enacted in Oklahoma, could cut the adult smoking rate in half in the state in a decade. More than 40 partners stand with TSET in this policy education effort by sharing the Tobacco Stops With Me messaging and resources across the state.

The 2019 cross-sectional survey evaluation of the Tobacco Stops With Me program, conducted by the University of Oklahoma Health Sciences Center Hudson College of Public Health, shows that awareness of the education campaign remains high at 71%. The evaluation also showed that the messages are well-received by Oklahomans who report awareness, with the majority saying the ads increase their concern and willingness to take action to avoid secondhand smoke and to protect young people from the tobacco industry. The evaluation did note that some levels of tobacco-free advocacy declined as did knowledge about the harms of secondhand smoke and that reversing these trends should be a priority. These declines were attributed in the evaluation to reduced spending in recent years on the program.

During FY2019, Tobacco Stops with Me commemorated 10 years of improving health with a landmark announcement. The "Targeting Tobacco Control Policies & Programs for a Tobacco-Free Future" initiative outlined the necessary steps to lower the adult smoking rate in the next decade. Recommendations included:



Prohibit smoking in cars with children present



Raise the minimum legal age to buy tobacco products to 21



100% clean indoor air



Ban on all menthols and flavored tobacco



Cigarette price increases over the next decade



Strengthen enforcement against underage tobacco sales



Remove smokers as a protected class of employees

During FY2019, Tobacco Stops With Me continued education on the seven tobacco control and prevention policies unveiled in FY2018.



Shape Your Future

Shape Your Future is a dynamic public education program promoting eating better, moving more and being tobacco-free to Oklahoma families. The award-winning campaign and supporting website, ShapeYourFutureOK.com, employ informative, motivational messaging along with free online tools, recipes, activities and tips to help Oklahomans embrace healthy behavior choices where they live, work, learn, pray and play.

In FY2019, Shape Your Future messaging focused on getting families up and moving for physical activity 60 minutes a day for youth and 30 minutes a day for adults, ensuring half your plate was filled with fruits and vegetables at every meal and drinking water instead of sugary beverages. These healthy messages emphasized how small steps and simple swaps can help Oklahoma families live healthier lives every day. Through the website, Oklahomans have access to healthy recipes and weekly low-cost meal planning ideas, supportive tips for working physical activity into already busy schedules and about how to share these healthy habits at work and school.



In FY2019, Shape Your Future messaging focused on getting families and friends up and moving for activity 60 minutes a day for youth and 30 minutes a day for adults.



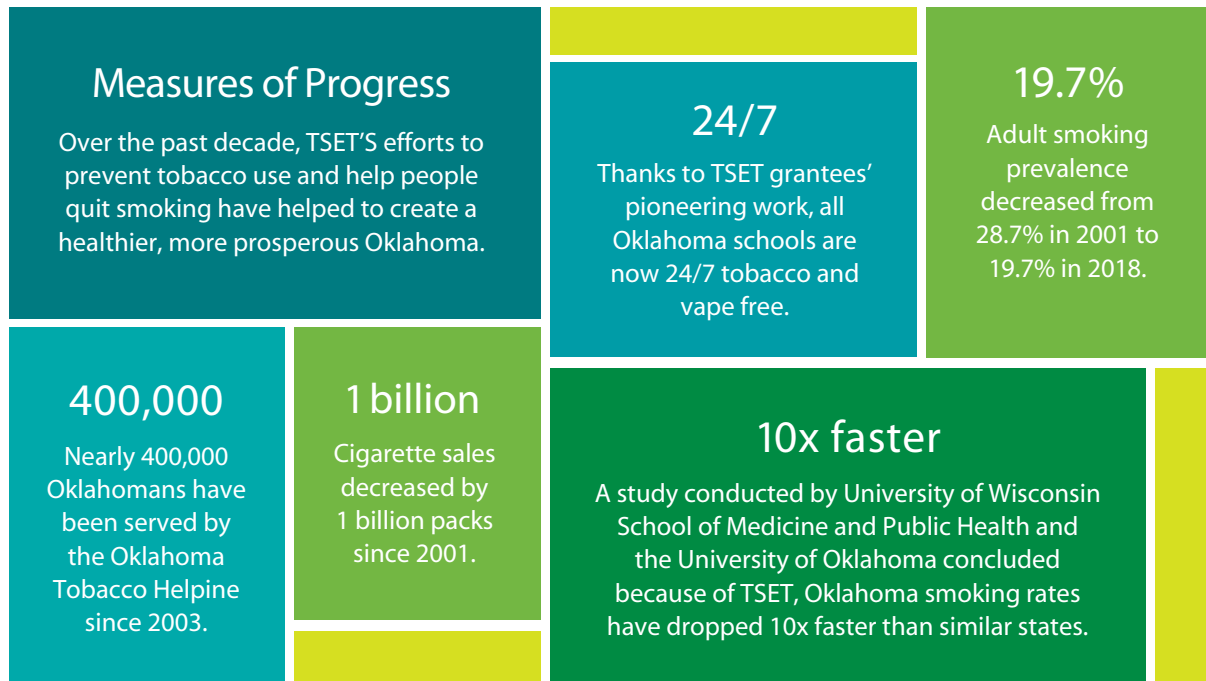
Shape Your Future shares nutritious meals that help Oklahoma families live healthier lives every day. One of the messages in FY2019 featured "7 Meals to Make in 20 Minutes or Less."

The 2019 cross-sectional survey evaluation of Oklahomans with children in the home, conducted by the University of Oklahoma Health Science Center Hudson College of Public Health, found awareness of the Shape Your Future program to be modest, with TV noted as the most frequent source of exposure to the messaging. Key campaign messages of filling half your plate with fruits and vegetables remained stable over time at around 50%; however, the number of respondents reporting children getting the recommended 60 minutes of physical activity per day has declined over time from 88% in 2015 to 69% in 2019.

Sugar-sweetened soda consumption continued to be high in 2018-2019, after a downward trend in 2016-2017, and Oklahomans are reporting less physical activity in 2019 than in past years, according to the survey. Evaluation of the Shape Your Future campaign and results continues to be studied as the TSET Board of Directors review best practice recommendations for funding campaigns and the best use of available earnings. Ongoing evaluation of the program will continue to measure the impact of the program.

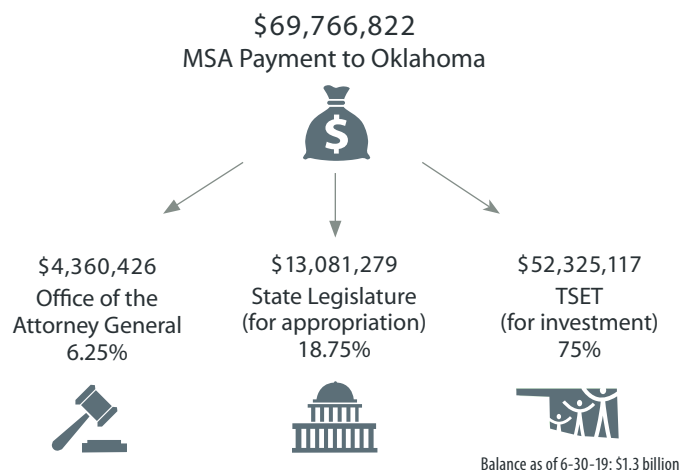
Assessing TSET's Progress

The Oklahoma Tobacco Settlement Endowment Trust serves as a partner and bridge builder for organizations working toward shaping a healthier future for all Oklahomans. TSET provides leadership in health policy 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.










FY2019 Payments

TSET is funded by earnings from investments of payments from the 1998 Master Settlement Agreement between 46 states and the tobacco industry. MSA payments to the state are divided between TSET, the Attorney General's Office and the State Legislature. 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.



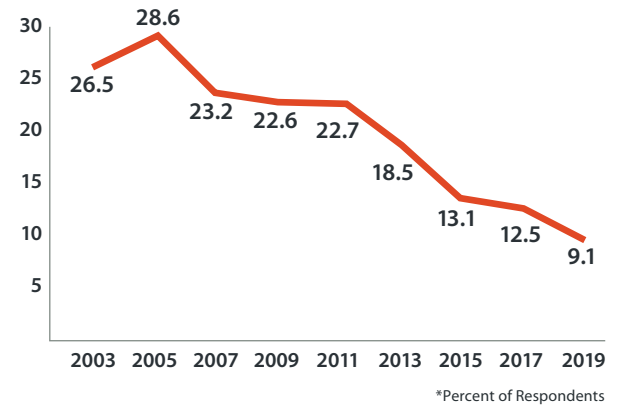
Health Indicators

Oklahoma ranks 46th in overall health, according to the 2019 United Health Foundation rankings. Oklahoma also is ranked 42nd in adult smoking, 40th in obesity and 49th in cardiovascular deaths.

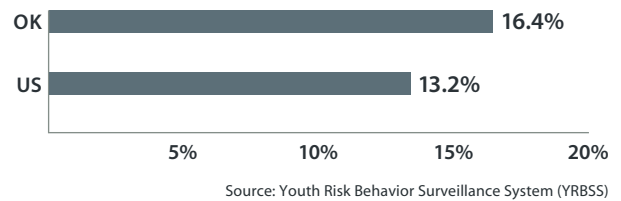
	OK	U.S.
 Heart Disease Deaths (rate per 100,000)	228.4	163.6
 Cancer Deaths (rate per 100,000)	178.1	149.1
 Adult Smoking Rate	19.7%	16.1%
 Obesity Rate	34.8%	30.9%
 Physical Activity (150 minutes per week)	15.9%	20.3%
 Fruit Consumption (at least 1 per day)	54.2%	63.4%
 Vegetable Consumption (at least 1 per day)	82.9%	81.9%

Cigarette smoking by high school students in Oklahoma decreased during FY2019. However, e-cigarette usage has dramatically increased. TSET continues to respond to trends of e-cigarette usage by providing education and resources on the harms of nicotine addiction, as well as funding valuable research.

Youth Cigarette Smokers (High School)*

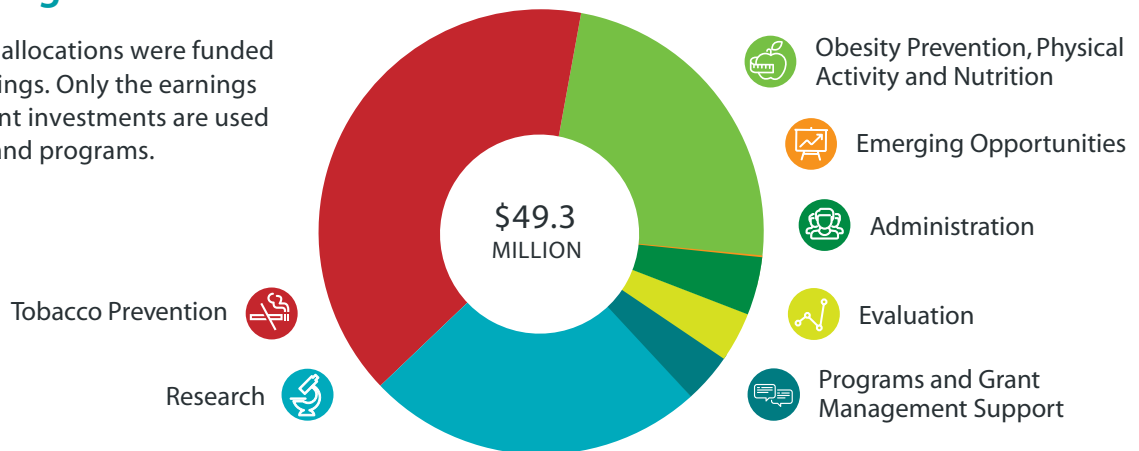


Youth E-Cigarette Use (High School)



FY2019 Budget Allocations

FY2019 budget allocations were funded by FY2018 earnings. Only the earnings from endowment investments are used to fund grants and programs.



FY2019 Grants



Conference Sponsorships (\$35,000)

- \$1,000 · Oklahoma Public Health Association
- \$1,500 · Oklahoma Dental Hygienists' Association
- \$2,500 · Oklahoma Senior Games
- \$2,500 · Oklahoma Association of Health, Physical Education, Recreation, and Dance
- \$1,000 · Public Health Institute of Oklahoma
- \$2,500 · Oklahoma Primary Care Association
- \$1,000 · Oklahoma Caring Foundation
- \$2,500 · Oklahoma Partnership for School Readiness
- \$2,500 · Oklahoma Department of Agriculture, Food and Forestry
- \$1,000 · Oklahoma State Department of Health
- \$1,000 · University of Oklahoma - Institute for Quality Communities
- \$2,500 · Southern Plains Tribal Health Board
- \$2,500 · Oklahoma Institute for Child Advocacy
- \$2,500 · University of Oklahoma Health Sciences Center
- \$2,500 · Diabetes Solutions - OK, Inc.
- \$2,500 · Rural Health Association of Oklahoma



Health Communication

- \$9,015,000 · VI Marketing and Branding



Health Systems Initiatives & Emerging Opportunities (\$2,145,317)

- \$405,292 · Oklahoma Department of Mental Health and Substance Abuse Services
- \$627,000 · Oklahoma Hospital Association
- \$377,879 · Oklahoma Health Care Authority - SoonerQuit Provider Engagement
- \$250,000 · Rescue - Free The Night
- \$485,146 · Physician Manpower Training Commission - Oklahoma Medical Loan Repayment Program



Healthy Communities Incentive Grants (\$973,000)

- \$16,000 · Antlers
- \$36,000 · Arkoma
- \$36,000 · Broken Bow
- \$36,000 · Clayton
- \$50,000 · Clearview
- \$50,000 · Delaware
- \$16,000 · Haileyville
- \$36,000 · Haworth
- \$16,000 · Heavener
- \$36,000 · Holdenville
- \$10,000 · Lamont
- \$10,000 · Langston City
- \$36,000 · Muldrow
- \$25,000 · Newcastle
- \$22,000 · Okeene
- \$16,000 · Oktaha
- \$36,000 · Olustee
- \$36,000 · Panama
- \$36,000 · Pittsburg
- \$36,000 · Pocola
- \$16,000 · Porum
- \$36,000 · Poteau
- \$36,000 · Savanna
- \$36,000 · South Coffeyville
- \$36,000 · Spiro
- \$10,000 · Stonewall
- \$36,000 · Stringtown
- \$16,000 · Taft
- \$36,000 · Tushka
- \$36,000 · Valliant
- \$16,000 · Vian
- \$36,000 · Wann
- \$36,000 · Wetumka



Healthy Schools Incentive Grants (\$971,500)

- \$12,000 · Agra Public Schools
- \$20,000 · Antlers Public School

- \$15,000 · Asher Public Schools
- \$7,000 · Ben Franklin Stem Academy
- \$12,000 · Bennington Public Schools
- \$12,000 · Bluejacket Public Schools
- \$13,500 · Brushy School
- \$15,000 · Carney Public Schools
- \$20,000 · Chandler Public Schools
- \$17,000 · Colcord Public Schools
- \$20,000 · Comanche Public Schools
- \$2,000 · Coolidge Elementary
- \$8,000 · Cottonwood Public Schools
- \$13,500 · Dahlongah Public School
- \$12,000 · Davenport Public Schools
- \$15,000 · Dover Public School
- \$30,000 · Guthrie Public School
- \$25,000 · Jay Public Schools
- \$13,500 · Justice Public School
- \$17,000 · Konawa Public Schools
- \$15,000 · Krebs Public School
- \$15,000 · Lukfata Elementary School
- \$18,000 · Maryetta Schools
- \$15,000 · Mason Public Schools
- \$30,000 · McAlester Public Schools
- \$13,500 · Moffett Public School District
- \$15,000 · Monroe Elementary School
- \$15,000 · Moyers Public Schools
- \$20,000 · Navajo Public School
- \$100,000 · Norman Public Schools
- \$17,000 · Nowata Public Schools
- \$15,000 · Oaks Mission School
- \$13,500 · Pleasant Grove Public School District
- \$11,500 · Porter Consolidated Schools
- \$20,000 · Prague School District
- \$12,000 · Ripley Public Schools
- \$15,000 · Rocky Mountain School
- \$15,000 · Sasakwa Schools
- \$30,000 · Shawnee Public Schools
- \$12,000 · South Coffeyville Public School
- \$13,500 · South Rock Creek Elementary
- \$20,000 · Stilwell Public Schools
- \$15,000 · Stuart Public Schools

\$25,000 · Sulphur Public Schools
 \$15,000 · Tahlequah Public Schools
 \$20,000 · Tonkawa Public Schools
 \$17,000 · Valliant Public Schools
 \$15,000 · Varnum Public Schools
 \$15,000 · Waurika Public Schools
 \$30,000 · Weatherford Public School
 \$17,000 · Wellston Public Schools
 \$25,000 · Westville Public Schools
 \$15,000 · White Rock School
 \$12,000 · Wright City Public Schools



Healthy Living Program (\$12,586,833)

\$220,800 · Atoka County Health Department (serving Atoka and Coal counties)
 \$274,350 · Bryan County Health Department
 \$297,854 · Canadian County Health Department
 \$250,216 · Carter County Health Department
 \$237,150 · Cherokee County Health Services Council
 \$230,400 · Cherokee Nation (serving Adair County)
 \$402,502 · City of Elk City (serving Beckham, Custer, Roger Mills and Washita counties)
 \$171,500 · Comanche County Health Department
 \$196,000 · Comanche County Memorial Hospital
 \$303,600 · Gateway to Prevention & Recovery (serving Hughes, McIntosh and Okfuskee counties)
 \$299,920 · Gateway to Prevention & Recovery (serving Pottawatomie County)
 \$235,200 · Gateway to Prevention & Recovery (serving Seminole County)
 \$246,450 · Great Plains Youth & Family Services (serving Caddo and Kiowa counties)
 \$193,000 · Jackson County Health Department (serving Greer, Harmon, Jackson and Tillman counties)
 \$191,100 · Johnston County Health Department (serving Johnson and Marshall counties)

\$191,100 · KI BOIS Community Action Foundation (serving Haskell and Latimer counties)
 \$255,750 · Kingfisher County Health Department (serving Blaine and Kingfisher counties)
 \$238,080 · LeFlore County Youth Services
 \$277,140 · Lincoln County Health Department
 \$268,770 · Logan County Health Department
 \$284,280 · Mayes County HOPE
 \$174,788 · McClain-Garvin Youth & Family Services (serving Garvin County)
 \$206,400 · McCurtain County Health Department
 \$378,000 · Muskogee County Health Department
 \$396,000 · Norman Regional Health System (serving Cleveland County)
 \$241,800 · Norman Regional Health System (serving McClain County)
 \$251,100 · Norman Regional Health System (serving Grady County)
 \$240,000 · Northeastern Tribal Health Systems (serving Ottawa County)
 \$155,000 · Northwest Family Services (serving Woods, Major and Alfalfa counties)
 \$171,500 · Nowata CAN
 \$599,400 · Oklahoma City-County Health Department
 \$259,470 · Okmulgee County Health Department
 \$289,800 · OSU Seretean Center (serving Creek County)
 \$255,750 · OSU Seretean Center (serving Kay County)
 \$285,200 · OSU Seretean Center (serving Payne County)
 \$196,800 · People Inc (serving Sequoyah County)
 \$289,800 · Pittsburg County Health Department
 \$265,050 · Pontotoc County Health Department
 \$172,813 · Pushmataha County Health Department (serving Choctaw and Pushmataha counties)

\$186,200 · ROCMND (serving Craig County)
 \$255,750 · ROCMND (serving Delaware County)
 \$294,400 · Rogers County Volunteers for Youth
 \$240,000 · Rural Health Projects, Inc. (serving Garfield County)
 \$198,000 · Southwest Oklahoma Community Action Group - Jackson, Greer, Harmon, and Tillman Counties
 \$195,840 · Texas County Health Department
 \$645,093 · Tulsa County Health Department
 \$300,300 · Wagoner County Health Department
 \$105,000 · Woodward County Health Department



Oklahoma Tobacco Helpline (\$3,500,000)



Program Evaluation - Wellness

\$1,785,000 · OU Health Sciences Center



Research (\$12,300,000)

\$3,800,000 · Oklahoma Tobacco Research Center
 \$5,500,000 · TSET Cancer Research Program - Stephenson Cancer Center
 \$3,000,000 · Oklahoma Center for Adult Stem Cell Research (OMRF)



Technical Assistance, Training and Consultation (\$1,720,103)

\$1,140,103 · Oklahoma State Department of Health
 \$380,000 · ChangeLab Solutions
 \$200,000 · Emory University (Public Health Academy of Oklahoma)

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 and 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.

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.

FY2019 Investors

Randy McDaniel, Chair
Brenda Bolander, CPA
Tyson Goetz
Deborah Mueggenborg, CPA
William Schonacher

FY2019 Directors

Bruce Benjamin, Ph.D., Chair
Michelle Stephens, J.D., Vice Chair
Jack Allen, Jr.
Casey Killblane
Curtis Knoles, M.D.
Kenneth Rowe, CPA
Marshall Snipes, CPA

Strategic Plan



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This publication was issued by the Oklahoma Tobacco Settlement Endowment Trust as authorized by Julie Bisbee, TSET Executive Director, and Bruce Benjamin, TSET Board of Directors Chair.