

TSET: Making a Difference

FY2020 ANNUAL REPORT



TSET: Making a Difference



In 2000, Oklahomans voted to support an ambitious initiative to improve the health of all Oklahomans and to lessen the toll of tobacco and preventable death in our state. In November 2000, voters

created the Oklahoma Tobacco Settlement Endowment Trust, a state agency devoted to preventing cancer and cardiovascular disease, Oklahoma's leading causes of death.

Past accomplishments and new initiatives continue to give Oklahomans reason to be proud of TSET. During FY2020, TSET forged ahead in making a difference in the lives of Oklahomans in a variety of ways: funding cutting-edge research; increasing education about the dangers of vaping; successfully completing the five-year grant cycle of the TSET Healthy Living Program; and continuing to support a partnership to increase physicians in rural communities.

At the start of FY2020, TSET staff transitioned to remote work during the summer as we moved our offices from Classen Boulevard in Oklahoma City to the Oklahoma Department of Agriculture, Food and Forestry building near the Oklahoma State Capitol.

Nine months later, staff used lessons learned during the move to seamlessly work remotely as COVID-19 spread through Oklahoma and the nation. TSET staff efficiently utilized social media channels to amplify pandemic messaging from Gov. Kevin Stitt, Oklahoma State Departments of Health and Emergency Management, and others. Shape Your Future, a program of TSET, compiled resources offering tips for staying physically active and eating nutritiously while isolating at home. Additionally, the TSET Board of Directors set into motion food systems grants to help those in need.

TSET's partnership with the Physician Manpower Training Commission saw additional physicians placed in rural and medically underserved areas, making 52 physicians who have participated in the program.

Funding vital research remains a priority goal for TSET. In July 2019, researchers at the TSET-funded Stephenson Cancer Center announced a new cancer treatment, CAR-T therapy, which uses the body's immune system to fight cancer and is an essential advancement in cancer treatment options.

In Fall 2019, TSET increased its public education efforts highlighting the dangers of vaping and advocated for policies — such as regulation and taxation — that could slow the epidemic of use among the state's young people.

During FY2020, Hospitals Helping Patients Quit — an initiative of the Oklahoma Hospital Association funded by TSET — reached a 40,000-client milestone. The program works to promote tobacco cessation and refer patients to the Oklahoma Tobacco Helpline.



In 2000, to safeguard the MSA dollars for health, Oklahoma voters approved a constitutional amendment that created TSET.

TSET and the Texas Health Institute co-hosted the Southern Obesity Summit, bringing together experts to share knowledge of one of Oklahoma's leading risk factors for preventable diseases. Former Oklahoma City Mayor Mick Cornett emceed the summit while the Oklahoma Secretary of Health and Mental Health and Commissioner of Health closed out the event. The summit drew more than 400 attendees from across the country and featured 90 presenters.

Successful passage of a law that increased the age to purchase tobacco products from 18 to 21 at the state and federal level in FY2020 supported TSET's vision for a tobacco-free future in preventing young people from becoming daily tobacco users. That policy was one of seven recommended last fiscal year by a coalition of partners for Tobacco Stops With Me, a program of TSET.

After the passage of a cigarette price increase was enacted in FY2019, data indicated a 25% decline in cigarette sales. Research shows when prices rise, tens of thousands of people quit smoking and thousands of kids never start.

FY2020 also was the final year in the first round of the five-year TSET Healthy Living Program. The initiative invested in 47 community groups partnering with more than 2,000 local organizations, schools, businesses and municipal governments throughout Oklahoma. Additionally, grantees worked in 62 counties while making a difference for more than 2.4 million Oklahomans.

TSET was honored to receive recognition from the Centers for Disease Control and Prevention. The CDC highlighted TSET's role to promote improved health outcomes for Oklahomans



In FY2008, the Oklahoma State Department of Health and TSET launched the "Tobacco Stops With Me" campaign.

working and accessing services from the Oklahoma Department of Mental Health and Substance Abuse Services. TSET's grant supports changes within the system that encourage tobacco cessation and healthy choices. These changes include tobacco-free policies for all behavioral health facilities in the state.

Finally, my first full year as TSET's executive director brought many unexpected challenges — COVID, economic downturn and relentless efforts by the tobacco industry to continue to addict and cause harm. But TSET staff, grantees and partners remained committed to our mission during dynamic and challenging times. It is a pleasure to work with people dedicated to TSET's mission of improving the health of Oklahomans. That work continues this year and into the future, as we look ahead to the next generation of Oklahomans and strive to improve the health of all Oklahomans.

Julie Bisbee, Executive Director



Sharing the Vision

Since 2008, TSET has been a partner in bringing cutting-edge research and cancer treatments to Oklahoma. TSET funds the Stephenson Cancer Center, the Oklahoma Center for Adult Stem Cell Research and the Oklahoma Tobacco Research Center.

Stephenson Cancer Center Recruits Distinguished Researchers



TSET's support of the Stephenson Cancer Center continues to have a powerful impact on cancer research and care in Oklahoma. The center holds the prestigious National Cancer Institute (NCI) designation, making it part of the NCI's 71-member program.

Stephenson Cancer Center recruited six distinguished researchers to Oklahoma during FY2020. Each was named an Oklahoma TSET Cancer Research Scholar in recognition of TSET's support for helping the center recruit new researchers.

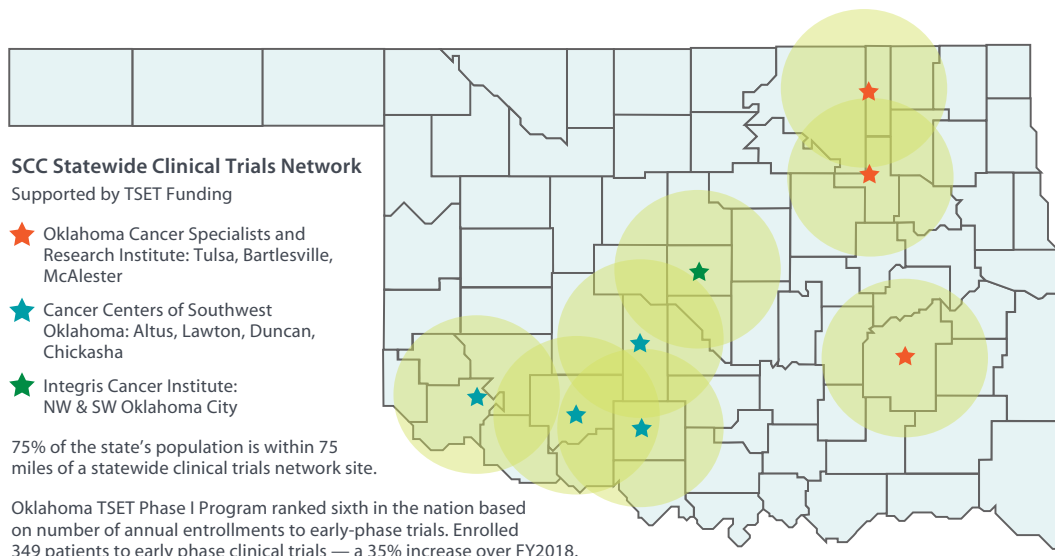
Additionally, through the Oklahoma TSET Cancer Research Program, TSET has supported the recruitment of 38 cancer investigators since 2011.

Stephenson Cancer Center continues to be a nationally recognized site for cancer clinical trials research. During FY2020, and for the fourth year in a row, the center led the nation in the annual number of patients participating in

clinical trials open through the NCI's National Clinical Trials Network — the largest oncology clinical trials organization in the world with over 2,200 member institutions. With this ranking, the Stephenson Cancer Center surpasses top cancer centers such as Dana Farber, MD Anderson, Memorial Sloan Kettering and the Mayo Clinic.

The Oklahoma TSET Phase I Program is currently ranked sixth in the nation in the number of annual enrollments to early-phase clinical trials. The program provides patients with access to the newest investigational drugs through participating in Phase I clinical trials. Outside of Oklahoma, the region's nearest Phase I centers are in Houston and St. Louis.

FY2020 saw 258 patients enrolled in the TSET Phase I clinical trials and a total of 687 patients enrolled in Phase I, II and III trials at Stephenson, meaning those patients received cutting-edge care while staying close to family and support networks.



OTRC Adapts to Pandemic; Shifts to Remote Data Collections



The Oklahoma Tobacco Research Center is a part of the Cancer Prevention and Control Program at Stephenson Cancer Center and was integral to obtaining a designation with the National Cancer Institute. While the OTRC has become a nationally recognized tobacco research center over the past five years, the center also focuses on several other key modifiable health risk factors that impact the health of Oklahomans such as sedentary lifestyle and poor nutrition.

At the end of FY2019, OTRC leadership transitioned to Michael Businelle, Ph.D., and Darla Kendzor, Ph.D. The center is currently staffed by seven faculty appointed across three academic departments with 45 total employees. The faculty led over 29 studies in FY2020, which reflects more than \$17.5 million in funding, and

they published 49 peer-reviewed manuscripts describing their research.

Strengths of the center include a focus on intervention research, mobile health and tobacco regulatory science. The center has four major resources that facilitate achieving the mission including the Mobile Health Shared Resource (mHealth), Tobacco Treatment Research Program, Postdoctoral Training Program and Tobacco Regulatory Science Laboratory. Total FY2020 funding from TSET was \$3.8 million.

The OTRC has adapted to COVID-19 by shifting to remote data collection methods across studies and within the Tobacco Treatment Research Program and has capitalized on center expertise in mobile health technology. Businelle published the Smart-T2 pilot clinical trial that indicated smartphone apps may work as well as in-person smoking cessation interventions.

Oklahoma Center for Adult Stem Cell Research Leverages TSET Dollars

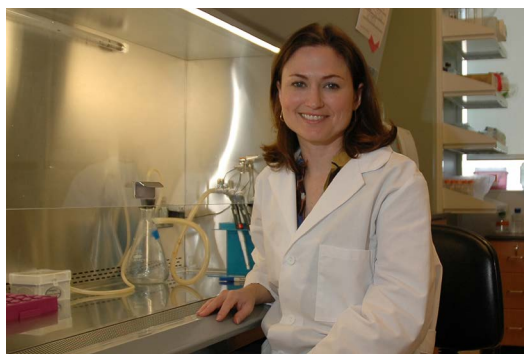


Established in 2010 with TSET funding, the Oklahoma Center for Adult Stem Cell

Research awards grants to scientists, provides public education and recruits researchers. The center is collaboratively governed by scientists from the Oklahoma Medical Research Foundation, Oklahoma State University and the University of Oklahoma Health Sciences Center.

A major goal of OCASCR is to grow the number of stem cell researchers in Oklahoma. When OCASCR was founded in 2010, there were only two Oklahoma scientists working with adult stem cells listed on the NIH Grant Reporter website. During FY2020, 11 scientists obtained their first OCASCR grants, bringing the total number of Oklahoma scientists who have received OCASCR support to 63.

“TSET’s support of OCASCR has kept Oklahoma research vibrant and growing during a funding drought and has helped our state recruit researchers who would have been lured to the



Courtney Griffin, Ph.D., is OCASCR’s scientific director.

coasts in previous decades,” said Courtney Griffin, Ph.D., OCASCR scientific director. “OCASCR is an important tool in the state’s drive to continue diversifying its economy through the growth of the biomedical research sector.”

During FY2020, OCASCR awarded 24 grants to scientists totaling \$2,835,249. Additionally, Oklahoma scientists have leveraged about \$25.3 million in TSET funding into over \$133 million in additional private and federal funds since 2010.



Meeting Cessation Needs

During FY2020, TSET continued to focus on meeting the tobacco cessation needs of Oklahomans.

Oklahoma Tobacco Helpline



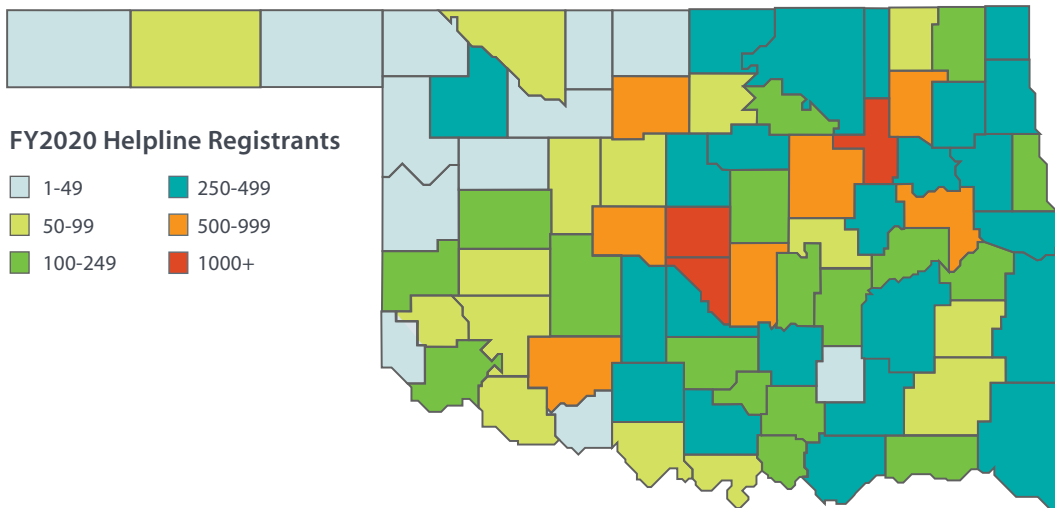
The Oklahoma Tobacco Helpline, a program of TSET, is one of the top quitlines in the country.

During FY2020, the Helpline provided phone, web, text message and email support, and nicotine replacement therapy to 28,547 tobacco users from all 77 counties in Oklahoma.

The Helpline continues to evolve in offering online and text services to meet the needs of Oklahomans. Since 2017, online registrations for the Helpline have increased from 22.3% to 38%. Additionally, in FY2020, more people using electronic cigarettes registered for Helpline services than ever before.

Incorporating each year's data and staying connected to the latest tobacco-related research allows the Helpline to offer the most effective cessation options. During FY2020, more than half of registrants reported incomes of \$20,000 or less and registrants without insurance made up 42.3% of total registrants.

For FY2020, 17% of callers came from Oklahoma County and another 15.5% came from Tulsa County. Per capita, Craig, Atoka and Woodward counties had the highest rates of registration, with 17 or more registrants per 1,000 adults.



28,547
In FY2020, 28,547 registrants statewide received support from the Helpline.

77
In FY2020, tobacco users from all 77 counties contacted the Helpline.

38%
Since 2017, Helpline online registrations have increased from 22.3% to 38%.

Health Systems Grants

To reach the goal of increasing access to tobacco cessation and removing barriers, TSET continues to fund grants that seek to make tobacco screening and tobacco cessation a routine part of health care and behavioral health care. This fiscal year, TSET provided \$2.02 million in grants to partners such as the Oklahoma Department of Mental Health and Substance Abuse Services, the Oklahoma Health Care Authority and the Oklahoma Hospital Association. Additionally, the Physician Manpower Training Commission received funds to attract and retain physicians in rural and underserved parts of Oklahoma.

Oklahoma Health Care Authority

In FY2020, TSET funding helped *SoonerQuit* become recognized as a face of tobacco cessation efforts at the Oklahoma Health Care Authority. SoonerQuit staff took part in more than 20 workgroups and coalitions and facilitated six workshops.

TSET awarded a grant to OHCA to improve SoonerCare members' health by ensuring

access to tobacco cessation services targeting vulnerable populations such as pregnant women and identifying health risks such as obesity and tobacco use. SoonerQuit was developed in 2010 through a grant from TSET and focused on promoting and increasing access to tobacco cessation benefits and the Oklahoma Tobacco Helpline.



In FY2020, TSET funding helped SoonerQuit become recognized as a face of tobacco cessation efforts at the Oklahoma Health Care Authority. Prior to a pandemic, OHCA staff took part in many in-person events that encouraged healthier lifestyles.

Oklahoma Department of Mental Health and Substance Abuse Services

Due to the pandemic, [Oklahoma Department of Mental Health and Substance Abuse Services](#) staff anticipated the need for additional support. They collaborated with TSET to develop a comprehensive self-care eLearning video titled “Note to Self: Take Care of You” that encouraged skill-building to help Oklahomans stay safe, healthy and strong. They also developed a mental health resource guide that included ways to digitally engage with treatment and support services, along with a series

of six short animated videos titled “Self-Care is Health Care.” To date, nearly 600 people have completed the eLearning, with the department’s digital content receiving more than 100,000 views.

ODMHSAS providers made over 10,000 referrals to the Oklahoma Tobacco Helpline in FY20, accounting for 56% of all referrals statewide. It’s estimated that the program has averted 29 deaths and saved nearly \$3 million in medical costs.

Oklahoma Hospital Association

TSET continued to partner with the [Oklahoma Hospital Association](#) on the Hospitals Helping Patients Quit and WorkHealthy Hospitals programs.

Hospitals Helping Patients Quit, an Oklahoma Hospital Association program, embeds tobacco treatment and cessation into hospitals and outpatient clinics. The work ensures that hospitals have a comprehensive tobacco-free environment and that patients and employees receive effective treatment support that increases Oklahoma Tobacco Helpline utilization. In FY2020, the Hospitals Helping Patients Quit team worked with eight hospitals on tobacco-treatment systems change. Two hospitals and 56 outpatient clinical trials completed the process and launched new tobacco cessation programs. The 2020 edition of the “Best Practice User Guide” from the Centers for Disease Control and Prevention featured the Hospitals Helping Patient Quit program as a national best practice model.

The **WorkHealthy Hospital** program guides hospital teams through a comprehensive online assessment to align hospitals with national best practice for

employee wellness, creating a culture where the healthy choice becomes the easy choice. In FY2020, the WorkHealthy Hospital team added five new hospitals to its membership and updated its assessment with fresh content for workplace health and safety and professional fulfillment. The initiative currently serves 34 hospitals covering 22 counties and 27,000 employees.



Arbuckle Memorial Hospital is one of the more than 60 hospitals that the Hospitals Helping Patients Quit team has worked with on tobacco-free policy and culture.

Free the Night

In FY2020, the **Free The Night** initiative continued to work with bars and clubs to adopt policies to protect patrons and workers from secondhand smoke. Loopholes in Oklahoma clean indoor air laws continue to allow smoking in bars. Through the Free The Night initiative, the total number of bars and clubs voluntarily going smokefree increased to 50 including seven in the past year amid a pandemic. During this period, Free The Night identified and conducted targeted outreach and

engagement in five new communities: Lawton, McAlester, Enid, Ardmore and Shawnee.

In FY2020, Free The Night successfully worked with several bars to adopt voluntary smokefree policies including CJ Moloney’s in Broken Arrow; Blue Note Lounge, Edna’s and Phoenix Rising in Oklahoma City; Christie’s Bar in Altus; Bluebonnet Bar in Norman; and Sharky’s in Brookside in Tulsa. Funding to Free The Night ended in FY2020 as COVID-19 precautions limited outreach.



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. TSET is achieving milestones in health through its tobacco prevention and wellness initiatives. A report showed that its five-year Healthy Living Program initiative invested in 47 community groups partnering with more than 2,000 local organizations, schools, businesses and municipal governments throughout Oklahoma.

TSET Healthy Living Grants worked in 62 counties while creating a legacy of health for more than 2.4 million Oklahomans. Overall, the program facilitated the adoption of 1,238 tobacco-free policies affecting more than 1.5 million Oklahomans, and 809 wellness policies impacting more than 1 million adults and youth combined.

"Local health advocates working in local communities can drive change toward health," said Julie Bisbee, executive director of TSET. "Community initiatives build support for improved health and we're seeing major building blocks of health come together across Oklahoma. Reducing chronic conditions, reducing preventable death and improving quality of life benefits all Oklahomans and our state's overall economy."

HLP grantees build lasting relationships and help promote locally supported health changes. For more than a decade, the TSET Board of Directors has remained committed to community-based programs. Local grants help communities improve health, according to the Centers for Disease Control and Prevention.



Sara Low (left), a program officer for TSET, and Luran Larson, a TSET Healthy Living Program grantee with the Oklahoma City-County Health Department, were both recognized in December 2019 as NextGen Under 30 Awards Winners.

TSET Healthy Incentive Program

The TSET Healthy Incentive Program promotes wellness by offering grants to schools, school districts and communities that adopt health-promoting policies and strategies. Grant funds, often leveraged with dollars from other organizations, have helped communities build basketball courts, buy playground equipment, provide park enhancements and fund many other projects that promote the health and wellness of Oklahomans. In public schools throughout Oklahoma, incentive grants have

been used to purchase automated external defibrillators (AEDs), physical education curricula and equipment, and active learning labs.

In FY2020, the TSET Board of Directors awarded a total of \$1.415 million in grants to schools and communities that adopted health-promoting policies and strategies. Funds were distributed to 23 communities and 45 schools or school districts throughout the state of Oklahoma.

TSET Grant Helps Altus Students Grow Healthy Foods

In FY2020, Altus Public Schools introduced their students to new hydroponic grow towers made possible by a \$30,000 TSET Healthy Incentive Program for Schools grant.

“Altus has been diligently pursuing wellness strategies for several years now and we have enjoyed working with the schools to achieve better outcomes for their kids,” said Shaundra Covey, coordinator on the TSET Healthy Living Program in FY2020. “Seeing the schools take

the TSET grant funds and use them to purchase cutting-edge technology that brings food right into their own cafeteria is amazing.”

The hydroponic grow towers — a method of growing food without soil — are now being incorporated into the school’s curriculum and are creating new learning opportunities for the next generation of Oklahoma farmers.

The towers enhance both the junior high STEM (science, technology, engineering, mathematics) and high school agriculture programs.

“This has been a great project that involves students and staff; we are able to use the produce that comes from the towers in our cafeterias to feed our students. That’s exciting,” said Sabrina Garrett, director of Altus Public Schools Child Nutrition Program.

In addition to the grow towers, the district also used the TSET grant to buy hydration stations and sensory play paths, which help students improve healthy habits such as drinking water and promoting between-class exercise.



Altus Public Schools used its TSET Healthy Incentive Grant for Schools to introduce new hydroponic grow towers — a method of growing food without soil — into their curriculum for students studying agriculture.

TSET Grants Help Haileyville Build Parks

Securing funds for city improvements can be a competitive process and popular grants like the TSET Healthy Incentive Program for Communities help cities and towns improve their quality of life.

Michelle Marston, Pittsburg County TSET Healthy Living Program wellness coordinator, says Haileyville officials are at the top of their game when it comes to the process.

“Haileyville Mayor David Johnson and Haileyville Court Clerk Ryndie Liess are great about stretching grant money,” Marston said.

In FY2019, the city was awarded a TSET incentive grant for \$16,000. The funds helped build three new parks. Townspeople completed the project in summer 2020.

The \$16,000 grant helped the community build three separate play areas. One park is within walking distance of downtown Haileyville so families can easily go to the park, Johnson says. The other two parks are at nearby Dow Lake.

Haileyville created a volunteer work day to complete the project. In June 2020, both city workers and Robbers Cave Jeep Club members put together play areas at each park. Together, the volunteers assembled 15 pieces of playground equipment.

“The TSET grant has allowed Haileyville to create a safe place for families so children can play and enjoy the outdoors especially during this pandemic,” Johnson said.



Haileyville used its TSET Healthy Incentive Grant for Communities to secure playground equipment that is compliant with the Americans With Disabilities Act. At a group work day, volunteers assembled 15 pieces of playground equipment.



Helping Place Doctors in Rural and Underserved Areas

Since 2013, TSET has worked with the Physician Manpower Training Commission (PMTC) to recruit and retain physicians in rural and underserved areas.

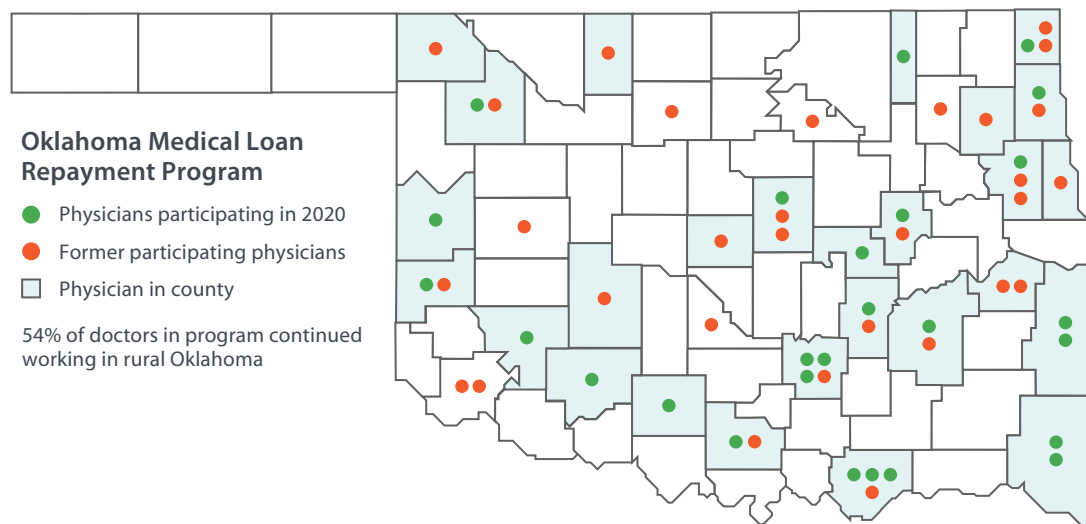
Through a grant with PMTC, TSET funds are used to recruit primary care physicians to underserved areas by offering medical school loan repayment assistance through the Physician Loan Repayment Program. Of the physician loan repayment, TSET provides 40% of the total funding for each TSET-sponsored physician, and those funds are matched by public and private entities. Physicians are placed in communities with the most need. Public and private partners providing matching funds include hospitals, cities,

insurance providers, medical associations, and banks.

In FY2020, the Physician Loan Repayment Program added 14 new physicians throughout Oklahoma.

Since 2013, physicians affiliated with this program have completed 387,459 patient visits. Of that number 109,997 were insured by SoonerCare; 32,123 with Medicare; and 12,282 referred to the Oklahoma Tobacco Helpline.

A physician in Oklahoma supports an average of 11.7 other jobs and generates \$1.9 million in annual economic activity in his or her community, according to the American Medical Association.



14

In FY2020, PMTC added 14 new physician throughout Oklahoma.

387,459

Since 2013, 387,459 patient visits have taken place.

\$1.9 million

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

Making a Difference in Underserved Oklahoma

Dr. Kamron Torbati discovered he was destined to become a medical doctor while serving in the Marine Corps.

The California native would later participate in the Oklahoma's Physician Loan Repayment Program. The program reimburses physicians up to \$160,000 of student loans if they stay in the program for four years serving a rural or underserved community.

Torbati, an OB-GYN, serves the community of McAlester, a town of about 18,000 in Pittsburg County. His patients include those insured by SoonerCare. He also refers tobacco users to the Oklahoma Tobacco Helpline, another TSET program.

Torbati grins when he calls himself and wife Tiffany, "nomads." He earned a medical degree at St. George's University School of Medicine in the West Indies and completed a residency at New York Medical College.

McAlester captured the hearts of the Torbati family. Torbati and his family have lived in the community for almost six years.

"I feel very fortunate. The Physician Manpower Training Commission sealed the deal on bringing my family and me to McAlester," said Torbati, a father of two. "They brought us to a place that is a fantastic fit."

Torbati added when he graduated from medical school, he was "looking for a community that felt right." He also liked the supportive hospital and administrative staff.

"PMTTC was like icing on the cake. The program did exactly what it is supposed to do: I came here from out of state; it got me to a rural town in and I'm staying now. If that isn't a success for the program, then I don't know what is," Torbati said.



On March 6, 2020, Dr. Kamron Torbati (left), an OB-GYN at McAlester Regional Health Center, was named Oklahoma's Rural Health Association Physician of the Year. Michelle Mabray is the center's physician recruiter.

In March 2020, he was named Oklahoma's Rural Health Association Physician of the Year.

"Dr. Torbati's passion and commitment to rural health care have helped us recruit additional physicians," said David Keith, president and CEO of McAlester Regional Health Center, a 149-bed hospital serving Southeastern Oklahoma.

Keith adds that many of the hospital's recruitment efforts lead back to Torbati who he describes as "one of the most passionate doctors about rural health care."

"Doctors like working with good doctors who are passionate about what they do."

Passion runs in the family as Tiffany added to her educational degrees graduating from Eastern Oklahoma State College. Today, she is a labor and delivery nurse at McAlester Regional Health Center.



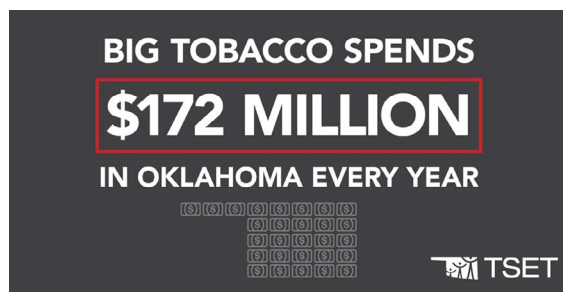
Growing Successful Public Education Initiatives

Customized public education campaigns are proven to be one of the most effective strategies for reducing tobacco use and promoting healthy behaviors. These public education efforts are designed to improve the knowledge, attitudes and health behaviors of specific, targeted audiences over time. TSET health communication interventions consist of researched, tested and evaluated public health-focused marketing campaigns with coordinated messaging elements for TV and radio broadcast, 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 two risk factors — obesity and tobacco use. TSET health communication interventions — the Oklahoma Tobacco Helpline, Tobacco Stops With Me, Shape Your Future and the TSET Healthy Youth Initiative launching in FY2021 — can achieve increased healthy lifestyle choices for Oklahomans. TSET-funded prevention programs follow proven business, marketing and public health strategies to improve the public's health. Specific health communication interventions are informed by:

- CDC's Best Practices for Comprehensive Tobacco Control Programs including a supplemental component on health communication practice
- CDC's Childhood Obesity Prevention guidance
- Community Guide Systematic Review for Mass Media Health Communication Campaigns combined with Health-Related Product Distribution by the American Journal of Preventive Medicine
- Marketing best practices

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 U.S. More than 80% of this advertising promotes fast food, sugary drinks, 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 public education programs help Oklahomans make better-informed decisions and take 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 available to Oklahomans trying to quit tobacco. Through a partnership with the Oklahoma Health Care Authority, TSET utilizes \$2 million in federal matching funds for use in promoting the Oklahoma Tobacco Helpline to specific audiences with higher tobacco use rates. These include those of low socioeconomic status, women of child-bearing years and pregnant women, African Americans and Native Americans, along with information about Helpline services to health care providers.

TSET has become a leader in behavior change with other programs, cities and states contacting TSET's health communication department to learn about TSET's award-winning, evaluated campaigns.

TOBACCO STOPS WITH ME.

Educating on the Harms of Tobacco

Tobacco Stops With Me, an award-winning public health education program, promotes tobacco-free lifestyles. The program focuses on educating Oklahomans on the dangers of secondhand smoke exposure, tobacco and vaping. Additionally, the program exposes the tobacco industry's manipulative marketing practices and empowers citizens to advocate for stronger tobacco control policies.

As the vaping epidemic explodes among youth in the U.S. and Oklahoma, Tobacco Stops With Me disseminates information to parents, educators, youth, health care providers and the public. Messaging addresses the known and potential dangers of vaping products and devices, the tobacco industry's deceptive marketing tactics and the destructive effects that nicotine has on the developing brain.

Tobacco Stops With Me countered vape marketing with Protect Our Youth. In FY2020, Protect Our Youth messages were shared in many ways: free-to-order handouts and posters, online quizzes and tips found on StopsWithMe.com. The messages focused on vaping dangers, spotting vaping devices and talking about vaping with children. They were amplified on social, digital, radio, television, cable and out-of-home platforms.

Tobacco Stops With Me educates audiences about how Big Tobacco targets youth, women, military members and people of color — just for profit. The award-winning Big Tobacco Targets campaign uses the tobacco industry's own words to show their greed and unethical business practices.



Tobacco Stops With Me counters vape marketing through TSET's Protect Our Youth Initiative.

Public health policies in Oklahoma are also a focus of Tobacco Stops With Me. The award-winning Not OK campaign highlights Oklahoma policy changes that could be instrumental in improving the health of citizens. By implementing proven tobacco prevention and control policies, Oklahomans can create a healthier workforce supporting economic growth. In FY2020, the federal government increased the age limit to buy tobacco products from 18 to 21, one of the seven policies promoted by Tobacco Stops With Me.

The University of Oklahoma Health Sciences Center Hudson College of Public Health evaluates all TSET educational campaigns. For Tobacco Stops With Me, the 2020 cross-sectional survey showed that awareness of the brand remains high at 80%. Tobacco Stops With Me met or exceeded half of its defined campaign objectives. Oklahomans showed strong support for:

- all public places becoming smokefree (77%)
- prohibiting smoking in vehicles when children are present (83%)
- protecting Oklahoma youth from the tobacco industry (81%)

Additional campaign metrics showed improvement in public support:

- working to make their community tobacco-free (at 51% with a benchmark of 53%)
- raising the minimum age to purchase to 21 (at 73% with the benchmark being 74%)
- campaign messages making Oklahomans angry at the tobacco industry (at 47% with a benchmark of 49%)

Two new questions in FY2020 assessed perceptions about the harm from electronic vaping devices. According to the survey, 44% of Oklahomans believe these products are more harmful or as harmful as combustible cigarettes. When asked about the damage from breathing vapor from other people's

vaping devices, 35% believed it was somewhat or very damaging to their health.

The survey also showed that the campaign messages are well-received by Oklahomans, with more than half reporting the ads motivated them to talk to their children about not smoking. Additionally, nearly 80% of Oklahomans believe that the tobacco industry targets children and young adults, uses flavors to entice them, and lies about the dangers of smoking.

Tobacco Stops With Me 7-Point Tobacco Control Policy Plan

-   Raise the minimum legal age to buy tobacco products to 21
-  Prohibit smoking in cars with children present
-  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 FY2018, Tobacco Stops with Me introduced the "Targeting Tobacco Control Policies & Programs for a Tobacco-Free Future" initiative. In December 2019, the federal government raised the legal age to buy tobacco to 21; Oklahoma soon followed.

Shape Your Future

Eat Better, Move More, Drink Water and Be Tobacco Free

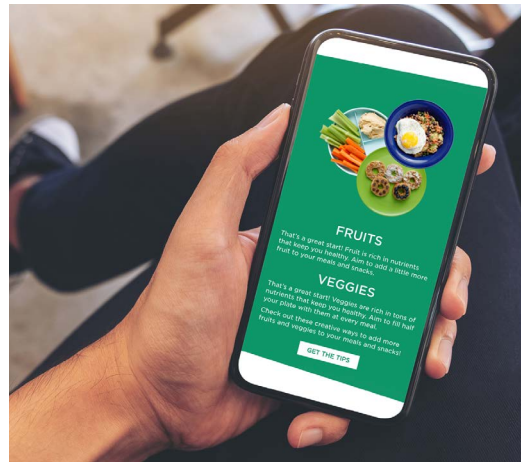
Shape Your Future encourages Oklahomans to adopt and maintain a healthy lifestyle. The award-winning campaign and supporting website, ShapeYourFutureOK.com, work to educate Oklahomans on ways to eat better, move more, drink water and be tobacco free. Through facts, motivational messaging and free online tools, Shape Your Future helps individuals, families and communities address and reverse the historically poor health outcomes in Oklahoma.

In FY2020, Shape Your Future implemented a new tool to help Oklahomans see where their most significant challenges lie, along with tips on how to overcome them. Developed in consultation with an Oklahoma nutrition and obesity specialist, the seven-question Shape Your Future Health Quiz delivers personalized results with steps to take toward a healthier life. The quiz met with immediate success. Launched in January 2020, this effort received 1,351 quiz completions in the first week alone.

An additional resource developed in FY2020 was the Shape Your Future Healthy Toolkit for health care providers and schools. This suite of free educational materials helps jumpstart conversations with parents and families. Toolkit items include a prescription pad, a double-sided tip card and a poster geared toward children. The materials have made their way through health care provider offices and schools in Oklahoma and serve as a valuable resource for individuals and TSET partners.

Shape Your Future is an evidence-based program evaluated annually. The 2020 cross-sectional survey, conducted by the University of Oklahoma Health Science Center Hudson College of Public Health from April to September, assessed the knowledge, attitudes and behaviors of Oklahomans with children in the home concerning nutrition, physical activity and sleep, which research shows impacts

physical health and maintenance of a healthy weight. Results show that awareness of Shape Your Future was 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 at around 50%; however, the number of respondents reporting children getting the recommended 60 minutes of physical activity per day has declined from 88% in 2015 to 75% in 2020.



The Shape Your Future Health Quiz delivers personalized results with steps on how to have a more healthier lifestyle.

According to the survey, sugar-sweetened soda consumption continued to be high in 2019-2020, after a downward trend in 2016-2017, with Oklahomans reporting modest physical activity in 2020. Questions about sleep patterns were new in FY2020. Feedback from parents indicated that only 62% of children ages 5-17 get the recommended amount of sleep each day; about half of adults surveyed get the recommended hours of sleep (7-9 hours). In FY2021, Shape Your Future messaging will address the need to get proper sleep for children and adults in educational messages.



Healthy Habits Start Early

In early FY2020, the TSET Board of Directors identified youth prevention and health improvement as a priority in their multi-year strategic plan. At the May meeting, the TSET Board of Directors approved an investment of \$2.5 million a year over five years focused on preventing and reducing tobacco use and obesity for Oklahoma's youth. This effort was later named the TSET Healthy Youth Initiative, and the plan includes a health education campaign focused on Oklahomans ages 13-18.

After a competitive process, the TSET Board of Directors awarded a contract to Rescue Agency to develop youth prevention messaging to counter tobacco- and obesity-related health behaviors that put teens at risk. Funding

started July 1, 2020, with the first tobacco prevention messages starting on digital, social and traditional media in August. The second part of this campaign will focus on around nutrition.

The health education campaign is the first of three programs rolled out under the TSET Healthy Youth Initiative. Phase 2, set for FY2022, will focus on youth advocacy as an outcome-based youth engagement program for high school students statewide. Phase 3, planned for FY2023, will focus on evidence-based guidance opportunities for building character and strengthening leadership and service-learning skills for students across the state in grades 3-8.



The TSET Healthy Youth Initiative, launched in FY2020, focused on Oklahomans ages 13-18.



Assessing TSET's Progress

TSET served as a partner and bridge builder for organizations working toward shaping a healthier future for all Oklahomans. TSET provides statewide leadership in prevention and health policy by cultivating innovative and life-changing research and 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.

Measures of Progress

TSET's efforts to prevent tobacco use and help people quit smoking have helped to create a healthier, more prosperous Oklahoma.

21 The national age for buying any tobacco product was raised to 21 on the federal and state level.

56 TSET has helped place 56 physicians in rural and medically underserved areas as part of the partnership with the Physician Manpower Training Commission.








400 TSET and the Texas Health Institute co-hosted the Southern Obesity Summit that drew more than 400 attendees from across the country and featured 90 presenters.

2.4 million FY2020 was the final year in the first round of the five-year Healthy Living Program with grants in 62 counties that made a difference for more than 2.4 million Oklahomans.

40,000 Hospitals Helping Patients Quit — an initiative of the Oklahoma Hospital Association funded by TSET — reached a 40,000 referral milestone. The program encourages healthcare providers to refer patients to the Oklahoma Tobacco Helpline for cessation services.

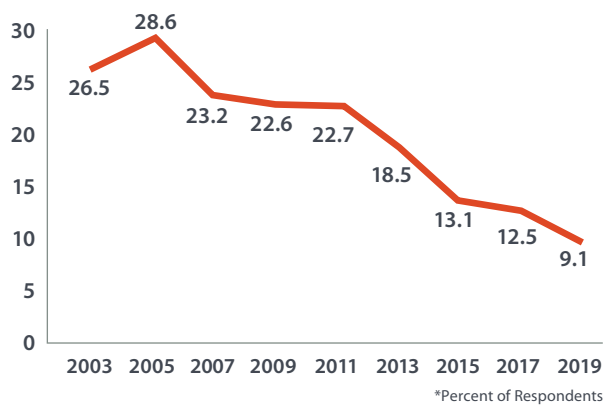
Health Indicators

America's Health Rankings is built upon the World Health Organization definition of health: "Health is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity." Oklahoma ranks 46th in overall health, according to the ranking. Oklahoma is ranked 40th in tobacco use, 47th in obesity and 45th in cardiovascular diseases.

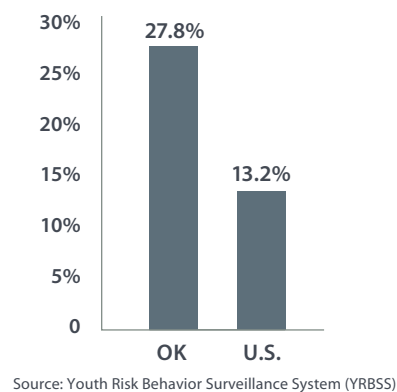
	OK	U.S.		OK	U.S.
 Heart Disease Deaths (rate per 100,000)	228.5	163.6	 Physical Activity (150 min. or more per week)	37.3%	20.3%
 Cancer Deaths (rate per 100,000)	178.1	149.1	 Fruit Consumption (at least one per day)	51.6%	63.4%
 Adult Smoking Rate	18.9%	16.1%	 Vegetable Consumption (at least one per day)	78.5%	81.9%
 Obesity Rate (BMI greater than 30)	36.8%	30.9%			

Cigarette smoking by high school students in Oklahoma decreased during FY2019, however e-cigarette usage has dramatically increased. TSET continues to closely monitor 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*

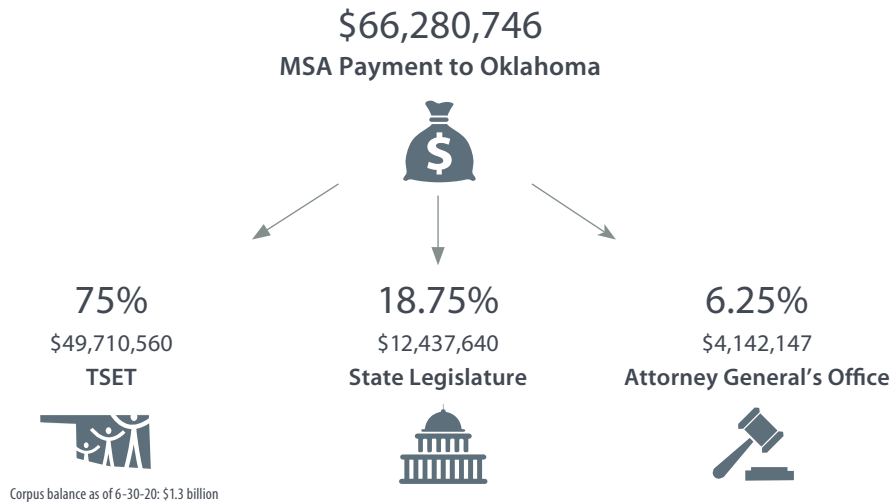


Youth E-Cigarette Use



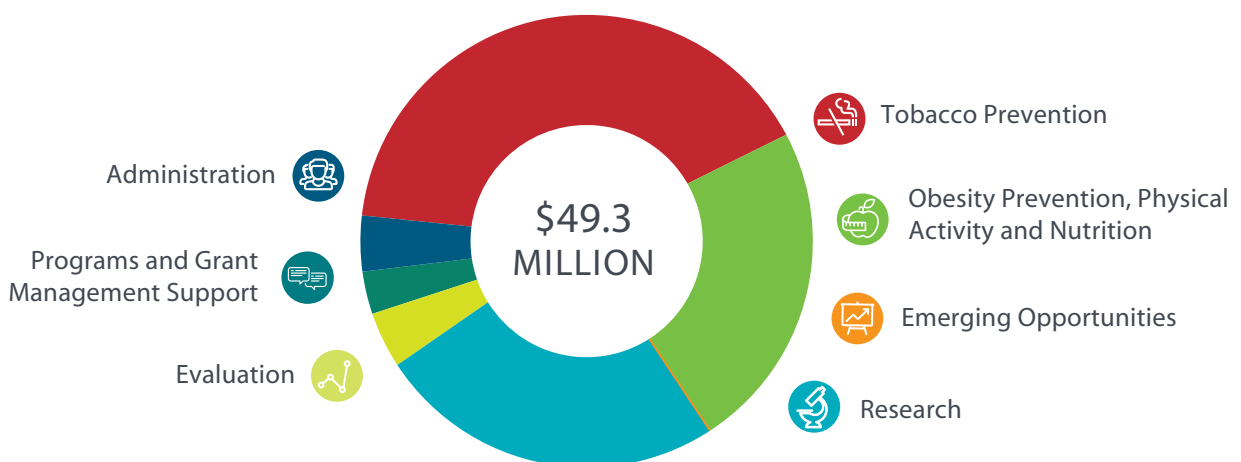
FY2020 Payments

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.



FY2020 Budget Allocations

FY2020 budget allocations were funded by endowment earnings from previous fiscal years. Only the earnings from endowment investments are used to fund grants and programs.





FY2020 Grants



\$33,000 Conference Sponsorships

- \$2,500 Healthy Schools OK
- \$2,500 Oklahoma Association for Health, Physical Education, Recreation and Dance
- \$2,500 Oklahoma Bike Summit
- \$1,000 Oklahoma Caring Foundation, Inc.
- \$2,500 Oklahoma Department of Agriculture, Food and Forestry
- \$1,000 Oklahoma Foundation for Medical Quality, Inc.
- \$2,500 Oklahoma Institute for Child Advocacy
- \$2,500 Oklahoma Primary Care Association
- \$2,500 Oklahoma Public Health Association
- \$2,500 Oklahoma 4-H Foundation
- \$2,500 Oklahoma Senior Games
- \$2,500 Oklahoma State University Medical Authority
- \$1,000 Public Health Institute of Oklahoma
- \$2,500 Rural Health Association of Oklahoma
- \$2,500 Wichita Mountains Prevention Network



\$12,567,503 Health Communication

- \$10,567,503 VI Marketing and Branding
- \$2,000,000 Oklahoma Health Care Authority



\$2,020,472 Health Systems Initiatives & Emerging Opportunities

- \$405,292 Oklahoma Department of Mental Health and Substance Abuse Services
- \$284,454 Oklahoma Health Care Authority - SoonerQuit Provider Engagement
- \$627,000 Oklahoma Hospital Association

\$403,726 Physician Manpower Training Commission - Oklahoma Medical Loan Repayment Program

\$300,000 Rescue - Free the Night



\$706,000 Healthy Communities Incentive

- \$36,000 Adair
- \$36,000 Boley
- \$36,000 Caney
- \$22,000 Carney
- \$36,000 Chouteau
- \$22,000 Davenport
- \$22,000 Dustin
- \$36,000 Garvin
- \$36,000 Jay
- \$22,000 Kaw City
- \$36,000 Ketchum
- \$36,000 Konawa
- \$36,000 Locust Grove
- \$36,000 Madill
- \$22,000 Meeker
- \$36,000 Mill Creek
- \$10,000 Minco
- \$24,000 Mustang
- \$22,000 Newkirk
- \$36,000 Talihina
- \$36,000 Tishomingo
- \$50,000 Vinita
- \$22,000 West Siloam Springs



\$709,000 Healthy Schools Incentive

- \$17,000 Afton Public Schools
- \$17,000 Allen Public Schools
- \$30,000 Altus Public Schools
- \$25,000 Anadarko School District
- \$15,000 Blair Public Schools
- \$15,000 Bowlegs Public Schools
- \$15,000 Canadian Public School
- \$15,000 Caney Public Schools
- \$2,000 Carney Elementary School

- \$2,000 Carney High School
- \$25,000 Cleveland Public Schools
- \$15,000 Coleman Public Schools
- \$20,000 Crescent Public Schools
- \$20,000 Drumright Public Schools
- \$15,000 Fort Towson Public Schools
- \$15,000 Granite Public Schools
- \$30,000 Grove Public Schools
- \$7,500 Guthrie Central High Elementary School
- \$15,000 Haileyville Public Schools
- \$20,000 Hollis Independent School District
- \$20,000 Idabel Public Schools
- \$15,000 Indianola Public Schools
- \$3,000 Jay Upper Elementary School
- \$15,000 Kenwood Public School
- \$13,400 Lane Public School
- \$15,000 Leach Public School
- \$10,000 Madill Public Schools
- \$8,000 Maysville Public Schools
- \$20,000 Newkirk Public Schools
- \$5,000 Adams Elementary, Norman Public Schools
- \$3,000 Lincoln Elementary, Norman Public Schools
- \$4,000 Truman Primary, Norman Public Schools
- \$10,000 Jefferson Elementary, Norman Public Schools
- \$15,000 Peavine Public School
- \$15,000 Pittsburg Public Schools
- \$8,000 Pond Creek-Hunter Public Schools
- \$8,500 Porter Consolidated Schools
- \$3,000 Porter Elementary School
- \$3,000 Porter Junior High/High School
- \$20,000 Rock Creek Public Schools
- \$20,000 Rush Springs Public Schools
- \$20,000 Silo Public Schools
- \$15,000 Smithville Public Schools
- \$15,000 Stonewall Public Schools
- \$8,000 Stringtown Public Schools
- \$20,000 Tishomingo Public Schools

\$17,000 Warner Public Schools
 \$7,500 Waurika Elementary School
 \$2,000 Waurika High School
 \$20,000 Wyandotte Public Schools
 \$15,000 Zion Public School



\$13,895,641 Healthy Living Program

\$230,000 Atoka County Health Department (serving Atoka and Coal counties)
 \$274,350 Bryan County Health Department
 \$239,173 Canadian County Health Department
 \$237,150 Cherokee County Health Services Council
 \$202,121 Cherokee Nation (serving Adair County)
 \$402,502 City of Elk City (serving Beckham, Custer, Roger Mills and Washita counties)
 \$175,000 Comanche County Health Department
 \$196,000 Comanche County Memorial Hospital
 \$299,920 Gateway to Prevention and Recovery Inc. (serving Pottawatomie County)
 \$235,200 Gateway to Prevention and Recovery Inc. (serving Seminole County)
 \$303,600 Gateway to Prevention and Recovery Inc. (serving Hughes, McIntosh and Okfuskee counties)
 \$246,450 Great Plains Youth and Family Services (serving Caddo and Kiowa counties)
 \$108,000 Jackson County Health Department
 \$191,200 Johnston County Health Department (serving Johnson and Marshall counties)
 \$191,000 KI BOIS Community Action Foundation Inc. (serving Haskell and Latimer counties)
 \$213,226 Kingfisher County Health Department (serving Blaine and Kingfisher counties)

\$205,449 Leflore County Youth Services Inc.
 \$217,506 Lincoln County Health Department
 \$278,770 Logan County Health Department
 \$284,280 Mayes County HOPE Coalition
 \$174,639 McClain-Garvin County Youth & Family Center (serving Garvin County)
 \$206,400 McCurtain County Health Department
 \$325,745 Muskogee County Health Department
 \$396,000 Norman Regional Health System (serving Cleveland County)
 \$251,100 Norman Regional Health System (serving Grady County)
 \$241,800 Norman Regional Health System (serving McClain County)
 \$240,000 Northeast Tribal Health Systems
 \$155,000 Northwest Family Services Inc. (serving Woods, Major and Alfalfa counties)
 \$136,500 Nowata CAN
 \$599,400 Oklahoma City-County Health Department
 \$195,184 Okmulgee County Health Department
 \$289,800 OSU Seretean Center (serving Creek County)
 \$255,750 OSU Seretean Center (serving Kay County)
 \$282,000 OSU Seretean Center (serving Payne County)
 \$196,800 People Inc. (serving Sequoyah County)
 \$289,500 Pittsburg County Health Department
 \$275,000 Pontotoc County Health Department
 \$249,500 Pushmataha County Health Department (serving Choctaw and Pushmataha counties)
 \$154,000 ROCMND (serving Craig County)
 \$255,752 ROCMND (serving Delaware County)
 \$260,207 Rogers County Volunteers for Youth Inc.

\$240,000 Rural Health Projects Inc. (serving Garfield and Grant counties)
 \$198,000 Southwest Oklahoma Comm Action Group (serving Jackson, Greer, Harmon and Tillman counties)
 \$204,000 Texas County Health Department
 \$645,093 Tulsa County Health Department
 \$221,574 Wagoner County Health Department
 \$110,000 Woodward County Health Department



\$3,800,000 Oklahoma Tobacco Helpline

\$300,000 Oklahoma Tobacco Helpline (Management)
 \$3,500,000 Oklahoma Tobacco Helpline (Services with Optum)



\$1,535,000 Program Evaluation

\$1,535,000 OU Health Sciences Center Hudson College of Public Health



\$12,300,000 Research

\$3,800,000 Oklahoma Tobacco Research Center
 \$5,500,000 TSET Cancer Research Program at Stephenson Cancer Center
 \$3,000,000 Oklahoma Medical Research Foundation



\$1,387,508 Technical Assistance, Training and Consultation

\$260,000 ChangeLab Solutions
 \$35,000 Clarion Group
 \$225,000 Emory University
 \$27,405 Heather Wooten/Onside Partners, LLC
 \$840,103 Oklahoma State Department of Health



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.

FY2020 Investors

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

FY2020 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



Oklahoma Tobacco Settlement
Endowment Trust
2800 N Lincoln Blvd, STE 202
Oklahoma City, OK 73105

(405) 521-3888
www.tset.ok.gov

Julie Bisbee, Executive Director

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