

# TRANSFORMATIONS

TOBACCO SETTLEMENT ENDOWMENT TRUST | FY 2023 ANNUAL REPORT



HEALTHY SCHOOLS

NUTRITION

ACTIVE COMMUNITIES

FOOD ACCESS

DISEASE PREVENTION

RURAL HEALTH CARE

TOBACCO CESSATION

CANCER RESEARCH

## OUR BOARDS

The Oklahoma 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 select the bipartisan board of directors to represent each of Oklahoma's congressional districts. This structure ensures the decisions made are in the best interests of the people and the state of Oklahoma.

### FY23 Investors

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

### FY23 Directors

Marshall Snipes, CPA, Chair  
Susanna Gattoni, J.D., Vice Chair  
Kenneth Rowe, CPA  
Bruce Benjamin, Ph.D.  
Jack Allen, Jr.  
Michelle Stephens, J.D.  
Runako Whittaker, M.D.

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# TRANSFORMATIONS



Four million and counting.

That's how many people call Oklahoma home.

The Tobacco Settlement Endowment Trust (TSET) is committed to transforming the health and lives of all Oklahomans.

As Marshall Snipes, TSET Board of Directors chairperson for FY23 said, "TSET is an agency that truly belongs to the people of Oklahoma."

I couldn't agree more, which is why we are pleased to present this TSET Annual Report for FY23 to you and all Oklahomans. This report provides information on TSET community-based grants and programs, statewide initiatives, cancer and wellness research funding and emerging funding opportunities – and a few examples of their impact on families and communities at the local level.

TSET expanded its statewide reach last fiscal year by conducting a series of listening sessions across rural Oklahoma and developing additional funding opportunities to help fill health care gaps in underserved areas.

The TSET Board of Directors voted to award \$4.5 million of funding over three years to expand Project ECHO, a program at the Oklahoma State University Center for Health Sciences that enables health care providers in rural and underserved areas to connect with medical specialists through a digital platform. TSET will also provide \$1.7 million to the Stephenson Cancer Center to develop a network of buses bringing potentially lifesaving mobile lung cancer screening services to rural residents.

Meanwhile, the [TSET Healthy Youth Initiative](#) continued to grow in FY23. The TSET Successful Futures Program equips third- through eighth-grade students with the skills to make healthy decisions, launched. In March 2023, thousands of students throughout Oklahoma sampled and learned about healthy foods during the inaugural Swap Up Day.

TSET also reached audiences statewide through public health education campaigns and messaging seen by Oklahomans in all corners of the state. Through award-winning ads on the [Oklahoma Tobacco Helpline](#), [Tobacco Stops With Me](#), [Shape Your Future](#) and Healthy Youth Initiative brands, TSET sought to transform behavior by inspiring Oklahomans to live healthier.

TSET, with its partners and grantees, met milestones in creating healthier environments and increasing access to medical care, healthy foods and tobacco cessation support. This annual report includes stories, statistics and performance measures that detail what our grants and programs accomplished. But one number will always matter most, above all else: the number of lives we strive every day to transform.

Four million and counting.

Sincerely,

A handwritten signature in orange ink that reads "Julie Bisbee". The signature is fluid and cursive, written in a professional yet personal style.

Julie Bisbee, Executive Director

# BY THE NUMBERS

## FY23 Financials

Master Settlement Agreement (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.

### MSA PAYMENT TO OKLAHOMA

\$69,583,153

TSET  
75%  
\$52,187,365



Corpus balance as of 6/30/2022: \$1.71B

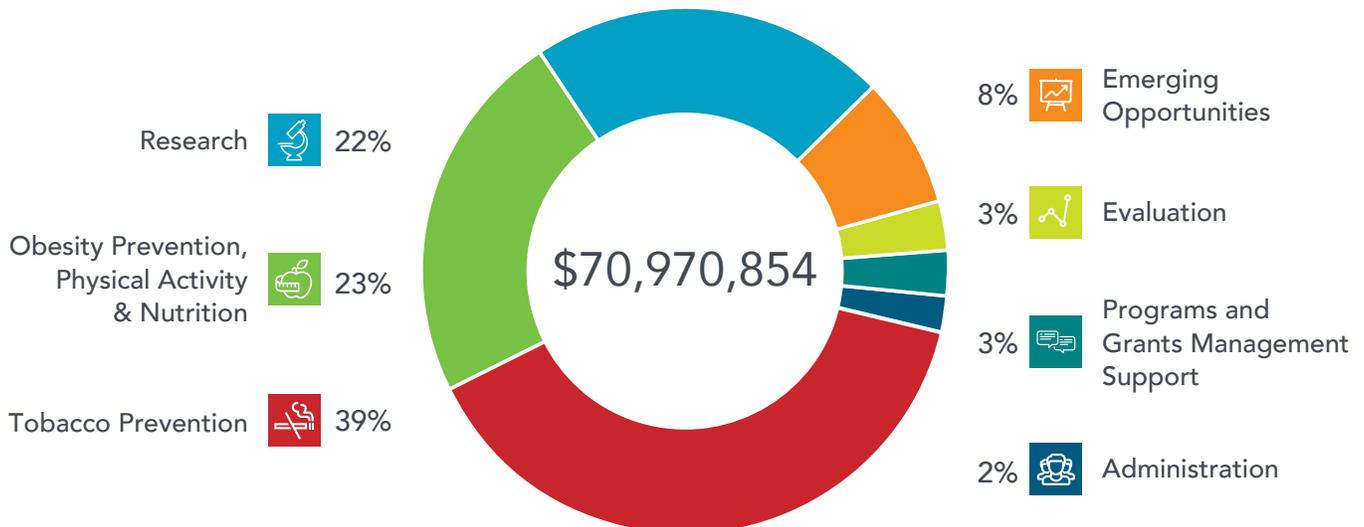
State Legislature  
18.75%  
\$13,046,841



Attorney General’s Office  
6.25%  
\$4,348,947



### TSET BUDGET ALLOCATIONS



## Health Indicators

America’s Health Rankings is built upon the World Health Organization’s 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 47th in overall health, according to the ranking. Oklahoma is ranked 39th in tobacco use, 48th in obesity and 43rd in cardiovascular diseases.

	OK	U.S.		OK	U.S.
 Heart Disease Deaths <sup>1</sup> (rate per 100,000)	264.2	173.8	 Obesity Rate <sup>2</sup> (BMI greater than 30)	40%	33.6%
 Cancer Deaths <sup>1</sup> (rate per 100,000)	175.1	146.6	 Leisure Time Activity <sup>2</sup> (any physical activity in last 30 days)	70.5%	76.6%
 Adult Smoking Rate <sup>2</sup>	15.6%	14.0%	 Fruit Consumption <sup>4</sup> (one or more per day)	51.3%	59.2%
 Youth Smoking Rate <sup>3</sup> (percent since 2003)	4.0%	3.8%	 Vegetable Consumption <sup>4</sup> (one or more per day)	79.3%	80.3%
 Youth E-cigarette Rate <sup>3</sup> (total percent)	21.7%	18.0%	All data is the most recent available. 1) 2021 CDC Wonder; 2) 2022 Behavioral Risk Factor Surveillance System (BRFSS); 3) 2021 Youth Risk Behavior System (YRBS); 4) 2021 BRFSS		

## Measures of Progress

TSET’s efforts to encourage Oklahomans to eat better and live active, tobacco-free lifestyles have helped to create a healthier, more prosperous state. Three behaviors (tobacco use, sedentary lifestyles and poor nutrition) contribute to four conditions (heart disease, lung disease, cancer and diabetes) that cause 57% of all deaths in Oklahoma.

**450,000+** | More than 450,000 have been served by the Oklahoma Tobacco Helpline since 2003.

**40.7%** | Quit rate success for Oklahoma Tobacco Helpline registrants in FY23 at seven months follow-up.

**22%** | Increase in Oklahoma Tobacco Helpline registrants over the last fiscal year.

**45%** | Decrease in adult smoking rate from 28.6% in 2001 to 15.6% today.

**117** | TSET has helped place 117 physicians in rural and medically underserved areas as part of the partnership with the Health Care Workforce Training Commission.

**\$8 million+** | More than \$8 million in TSET Healthy Incentive Grants has been awarded to 249 school districts, 102 school sites and 191 communities since the program began in 2012.

**600,000+** | Physicians have conducted more than 600,000 patient visits through the Physician Loan Repayment Program since the program began.

**25%** | Patients with access to a National Cancer Institute designated hospital, such as Stephenson Cancer Center, have up to 25% better outcomes.

**\$723 million** | Nearly \$723 million additional dollars leveraged to date after TSET’s research investment.

**11,174** | Patients who have participated in clinical trials at Stephenson Cancer Center.

# EXPANDING IMPACT

Over the past two decades, TSET grants and programs have made substantial impacts on health and wellness at the state and community levels. TSET made a commitment in FY23 to expand its impact by offering new grants and announcing additional programs.

In FY23, TSET launched Innovations in Active Living and Healthy Eating Grants, Policy and Built Environment Grants, TSET Discovery Grants, Targeted Achievement Grants (TAG) and the TSET Successful Futures Program. The TSET Board of Directors also awarded more than \$1.7 million to Stephenson Cancer Center for the Oklahoma Mobile Lung Cancer Screening Action Network.

Looking ahead, the Board approved funding to begin in FY24 for Project ECHO, a program that brings specialized health care expertise to rural and underserved areas, and to the Oklahoma State Department of Education to support implementation of new standards in health education.

## Innovations in Active Living and Healthy Eating Grants

These grants, available for up to two years, fund local programs and projects that promote healthy lifestyles and reduce the risk factors for preventable disease and death.



Healthy Schools Oklahoma and Oklahoma State University-Oklahoma City each were awarded an Innovations in Active Living and Healthy Eating Grant of \$500,000 over two years. Policy and Built Environment Grants of varying amounts were awarded to Oklahoma State University's Botanic Garden, Northwestern Oklahoma State University, the cities of McAlester, Pauls Valley and Pryor Creek and the towns of Locust Grove and Westville.

Healthy Schools Oklahoma (HSOK) is using their innovations in Active Living and Healthy Eating Grant to implement programs in 10 elementary schools to reduce obesity rates and improve health indicators. The program's focus is to support healthy eating and physical activity among students by increasing family engagement and community partnerships.

Each school received equipment and resources to support their efforts to promote health and wellness. Some examples of equipment purchased to increase physical activity opportunities included playground shades, playground curbing, painted playscapes, tetherball sets, soccer goals and stationary bikes. Schools also received garden supplies to increase community involvement and family engagement.

Along with equipment and resources, HSOK connected schools with local partners to hold Healthy University events, which served as local health fairs for students and their families. HSOK solicited vendors for the events to share health information and resources with parents and guardians.

The Botanic Garden at Oklahoma State University in Stillwater received \$700,000 over two years to build a Horticulture Education Center to be used for workshops, camps, school field trips and other health-promoting community programs. Horticulture can inspire healthy living by connecting people to the source of their food, increasing access to fresh fruits and

vegetables and creating opportunity for physical activity.

Lou Anella, the botanic garden's director, said the project would not have been possible without TSET funding. The Horticulture Education Center is expected to become a hub for students, alumni and the community to learn about the benefits of increased vegetable consumption and production.

## TSET Discovery Grants

TSET Discovery Grants fund emerging opportunities to partner with organizations to improve the health and lives of Oklahomans. The three-year grants are aimed at immediate, impactful programs relating to tobacco cessation and prevention, health care access, senior health and improving the overall health of all Oklahomans.

The vision of Saving Tiny Sooners, a Discovery Grants recipient, is to use tele-health to provide access to a neonatologist — a provider who specializes in caring for infants born prematurely — in delivery rooms across Oklahoma. It gives local physicians a resource to walk them through a resuscitation that could happen at any time.

Saving Tiny Sooners saw early success with a workshop that introduced the opportunity to referral centers all over the state.

Another TSET Discovery grantee is NewView Oklahoma, an organization dedicated to supporting individuals with vision loss. NewView was awarded a three-year grant totaling \$495,000 to address health and wellness disparities often experienced by Oklahomans living with vision loss. Since launching their health and wellness programs, NewView has implemented a 100% smokefree policy on all campuses.

In FY23, NewView broke ground on a new accessible garden that includes a walking path to encourage health and wellness among their employees and clients. The garden was built in what used to be NewView's designated smoking area. The TSET grant also helped fund a variety of youth camps and the expansion of NewView's adaptive sports programming.

*Ribbon cutting at NewView Oklahoma*



## Targeted Achievement Grants

Targeted Achievement Grants (TAG) built upon the groundwork laid by former TSET Healthy Living Program grantees in south-east Oklahoma by applying best practice strategies to address the region's most pressing health needs relating to tobacco control, nutrition and physical activity.

In Pittsburg County, TAG helped the town of Quinton adopt a comprehensive tobacco enabling ordinance that restricts the sale of tobacco products to anyone under the age of 21. The ordinance is impactful in the small town of 842 residents because it reduces access to tobacco for 257 young persons.

## Stephenson Cancer Center – Oklahoma LUNG Scan

The Oklahoma LUNG Scan will increase access to lung cancer screenings to Oklahomans by sending medically equipped buses to rural and underserved communities. Stephenson Cancer Center (SCC) will develop the program with \$1.7 million in TSET funding.

Lung cancer is the deadliest cancer in the United States, accounting for about 22% of all cancer deaths. Although treatable if found in early stages, it is often diagnosed long after it has spread. Oklahoma's lung cancer screening rate is fifth worst in the nation, which contributes to the state having the highest rate of death after diagnosis. The network of medically equipped buses, therefore, will serve a critical need for Oklahomans no matter where they live.

"TSET's partnership with the Stephenson Cancer Center has profoundly affected the lives of countless Oklahomans through their support of access to cancer clinical trials and cancer research," said Dr. Robert Mannel, SCC director. "The Lung SCAN program builds on this by bringing state of the art mobile screening for lung cancer to communities throughout Oklahoma."



## TSET Successful Futures

The TSET Successful Futures Program encourages third- through eighth-grade students to build healthy lifestyles. The Oklahoma Association of Youth Services (OAYS) was awarded a \$4.5 million grant in January 2023 to implement the program in youth service agencies across the state over 4½ years. With TSET's help, OAYS has launched the TSET Success Futures program in 21 agencies serving 46 counties in Oklahoma, utilizing in- and after-school activities to teach character development and life skills that can help young people succeed and make healthier life choices. The program focuses on cultivating healthy relationships, opportunities and personal strengths.

# PROMOTING HEALTH EDUCATION

## TSET Healthy Youth Initiative

Amidst growing health challenges like the rise of vaping and obesity among Oklahoma’s youth, the TSET Healthy Youth Initiative aims to transform the way these issues are addressed. The multifaceted statewide educational media campaign fosters lasting, healthy habits for the next generation.



## YOUTH ENGAGEMENT

In FY23, Youth Action for Health Leadership (YAHL), empowered youth to live healthier lives. Partnering with 40 schools and organizations, YAHL engaged 943 Oklahoma youth who collectively contributed 7,775 volunteer hours to improve nutrition, active-living habits and tobacco policies.

Expanding its reach, YAHL began educating middle and elementary students on school wellness and tobacco hazards. This aligns with the TSET Healthy Living Program and TSET community health initiatives, raising awareness and instilling healthier values in Oklahoma’s youth.

Elevate Student Health, a YAHL campaign, held 28 events, engaged with 23 principals, collected 5,400 surveys, conducted 25 school district wellness assessments and met with 24 legislators. Their efforts led to youth representation in 10 school board meetings, with four districts adopting comprehensive health policies.

CounterAct Tobacco, another YAHL campaign, fought the tobacco industry’s influence on Oklahoma youth. In FY23, YAHL youth hosted 44 events, collected 6,155 surveys and gained five new partners. They also met with 24 legislators during CounterAct’s inaugural Day at the Capitol, discussing the harmful impact of Big Tobacco on Oklahoma’s children.

*YAHL participants*



## YOUTH TOBACCO PREVENTION

TSET’s mission to combat teen tobacco and vape use includes the statewide campaigns “Behind the Haze” and “Down and Dirty.” “Behind the Haze” aims to reach teenagers throughout the state, while “Down and Dirty” delivers its focused message to rural teens. In FY23, a total of six new message packages were launched as part of these two campaigns.



## YOUTH TOBACCO CESSATION

Quit the Hit is a free Instagram-based program offering expert-led support to young Oklahomans looking to quit vaping. It provides a five-week online support program for groups of 10-15 participants, primarily targeting teens and young adults seeking peer-based help in quitting. Over 750 young Oklahomans have successfully reduced or quit vaping with the program, leading to healthier lives.

Follow-up surveys reported satisfaction levels over 90%, along with significant reductions in the frequency of vape use. Notably, there were also substantial decreases in the use of other tobacco and nicotine products, including cigarettes and smokeless tobacco.

My Life, My Quit offers free one-on-one support through live texting, web chat and telephone coaching to help teenagers combat various forms of tobacco use, including vaping. The two programs can be used individually or together.

## YOUTH NUTRITION PROMOTION

Oklahoma has one of the highest youth obesity rates, with 37% of children being overweight or obese. TSET’s Swap Up campaign targets teens aged 13-18, encouraging lifelong healthy habits. It helps them connect immediate well-being to food choices, emphasizing the impact on school performance, sports and mood.

In March 2023, the inaugural statewide Swap Up Day provided hands-on nutrition education to around 17,000 youth.

Surveys show teens who knew about Swap Up campaigns linked better sports performance, clearer thinking and improved mood to drinking more water and fewer sugary drinks. Those aware of the campaign also said they were more likely to drink more water and fewer sugary drinks.





## Shape Your Future

Shape Your Future (SYF) promotes a healthier lifestyle for Oklahomans, emphasizing eating better, staying active, drinking water and being tobacco free through its award-winning campaigns.

In FY23, SYF achieved several milestones and produced two TV commercials that encourage healthy living. The program supported educators with resources for back-to-school season and installed free water bottle filling stations at the OKC Zoo. SYF utilized various media tactics, including TV spots, billboards and print ads in over 30 publications.

The 2023 cross-sectional survey conducted by the University of Oklahoma Health Science Center found awareness of Shape Your Future increased slightly, with TV as the primary source of exposure. In FY23, 68% of Oklahomans were aware of Shape Your Future, surpassing the goal of 57%. Survey results also showed 42% of Oklahomans planned to limit sugar-sweetened beverages and 31% ensured their children got 60+ minutes of daily physical activity.

## TOBACCO STOPS WITH ME.

### Tobacco Stops With Me

Since 2008, Tobacco Stops With Me (TSWM) has educated Oklahomans on the negative effects and impact of tobacco, including nicotine addiction and secondhand smoke, with the goal of preventing and reducing tobacco use. TSWM continued efforts to protect our kids from the tobacco industry's deceptive marketing of its deadly products and renewed the push for clean indoor air everywhere Oklahomans live, work and play.



In FY23, TSWM debuted its “Shapeshifter” campaign that utilized powerful imagery to educate Oklahomans on Big Tobacco’s manipulative practices to gain new customers. In addition to youth, “Shapeshifter” shows how the industry targets Black Americans, social smokers, women and low-income populations.

In FY23, TSWM generated more than 347 million impressions across traditional, digital and social media platforms — a 94% increase from FY22. TSWM also earned almost 42 million total video views across digital, social and over-the-top channels — up 49% year-over-year.



## TSET Better Health Podcast

From topics on shapeshifting to keeping in shape, the TSET Better Health Podcast kept Oklahomans informed of TSET programs and current trends relating to tobacco control and cessation, nutrition, physical activity and overall wellness.

The podcast began in March 2020. All episodes can be accessed on the TSET website and on popular podcast platforms.

Through engaging interviews and captivating storytelling, podcast episodes in FY23 touched on TSET-funded cancer research, youth nutrition and obesity prevention, physical activity tips for any age and Native American health and culture. They also delved into tobacco control and cessation topics such as preemption, youth and adult cessation programs and exposing the tobacco industry's deceitful marketing.



## Public Awards & Recognition

TSET's public health education campaigns garnered significant recognition and accolades in FY23.

Shape Your Future stood out, earning a Gold Addy, two Silver Addys and a Bronze Addy from AAF Oklahoma — the Oklahoma City Ad Club — for its Mascots campaign.

Tobacco Stops With Me excelled at the Oklahoma Ad Club Awards, securing the prestigious Best of Show. "It's Like They're Smoking" also took home two Gold Addys for its impactful work in Branded Content, Integrated Media Campaign and Public Service in the Film + Video + Sound category.

Furthermore, Swap Up emerged as a finalist in the "Best Health Campaign" category at the PRWeek Purpose Awards, which celebrate campaigns that embody authentic purpose.

The international MUSE Awards also recognized "Swap Up" with four accolades, including three Gold Winners in the Health Video, Educational Event and Strategic Program category, along with a Silver Winner for Health Video.

These accomplishments underscore the significant impact of TSET's statewide media campaigns in promoting better health and well-being and their continuous dedication to creative and purposeful initiatives.

# OFFERING A LIFELINE

## Oklahoma Tobacco Helpline



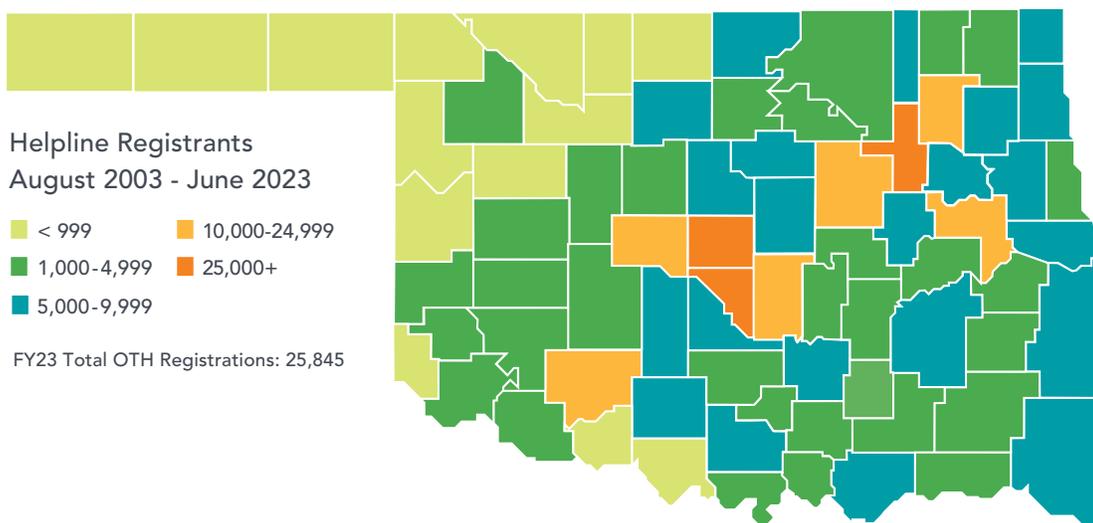
Since its start in 2003, the Oklahoma Tobacco Helpline (OTH) has served more than 520,000 Oklahomans who registered by phone or online for assistance quitting tobacco. OTH provides free coaching and nicotine replacement therapy (NRT) to any Oklahoma adult with the desire to quit using tobacco.

During FY23, OTH provided support to 25,845 Oklahomans from all 77 counties in the state. This represents a 22% increase from FY22. OTH's treatment reach, measured as the percentage of all tobacco users in the state who accessed services, was the highest in the nation.

Overall, OTH continues to be among the top helplines in the country, with a 96.3% satisfaction rate. More importantly, OTH has maintained a 40.7% quit rate for registrants, exceeding the North American Quitline Consortium's benchmark of 30%.

OTH serves a large percentage of vulnerable Oklahomans. Of those who registered for services, 54% reported incomes of less than \$20,000, 32.2% were insured by Oklahoma's medicaid program, SoonerCare, and 21.3% were uninsured. More than half reported having at least one mental health or substance abuse disorder.

To increase the utilization of Helpline services, two limited-time offers provided at least eight weeks of NRT to all registrants, rather than the usual two weeks. The offers ran the full month of November and then again in May through June. Nearly 34% of all registrants for the year enrolled during those months.





*Thomas Larson quit smoking in 2017 with the help of the Oklahoma Tobacco Helpline.*

## THOMAS LARSON'S QUIT STORY

Some people are surprised that TSET's Director of Public Information and Government Affairs—the spokesperson for the state agency most associated with tobacco cessation and prevention—is a former smoker. I smoked for 25 years, starting around age 13 or 14 and quitting for good at age 39. My personal history with tobacco is part of what drew me to the job.

I tried many times to quit. Sometimes I quit for a few days or a week or two. Once in my twenties I (mostly) quit smoking for more than a year and half, but I always relapsed. When I did succeed in 2017, it was with support from the Oklahoma Tobacco Helpline (OTH).

I started like so many others do: as a teen. By age 18, I was a pack-a-day smoker.

There's no magic bullet to quitting. When I was successful, I used a variety of strategies and support systems. I stopped thinking of past quit attempts as failures and started thinking of them as practice, and as learning opportunities. Through previous quit attempts, I learned what helped, what didn't and where my biggest pitfalls were. A planning guide from OTH helped me think through all my options and develop a plan for me.

OTH offers at least two weeks of free nicotine patches, gum or lozenges, which help take the edge off cravings. Quit coaches can guide you through developing your quit plan. Regular text messages were welcome encouragement for the first few months after I quit. Six years later, I still carry a tattered "Reasons for Quitting" card in my wallet.

The truth is most smokers didn't start alone. They started smoking with friends, classmates or coworkers. It was social. Quitting is the same way. You don't have to take that journey alone. I'm deeply grateful for the support I received from family and friends, and from the Oklahoma Tobacco Helpline. Today, I'm incredibly proud that I get to work each day to make sure every Oklahoman has the same support in their journey to quit tobacco and live a healthier life.



# ENCOURAGING HEALTHY LIVING

## TSET Healthy Living Program



Since 2004, TSET has funded community-based, multi-year grant programs that work to create healthy environments through sustainable policies and practices at the local level.

The TSET Healthy Living Program (HLP) partners with 28 lead agencies in 30 counties to improve health and wellness, especially within parts of the state with higher rates of tobacco use and limited access to healthy foods and physical activity.

TSET HLP grants focus on limiting youth access to tobacco products, prohibiting tobacco and vape use in public areas, increasing access to fruits, vegetables and other healthy foods, and enhancing pedestrian and bicycling routes and safety.

In FY23, TSET HLP staff worked with community partners to pass policies and plan wellness programs and projects that address the community's most pressing needs. Here are a few examples of the impact the HLP grants are having in the communities they serve:

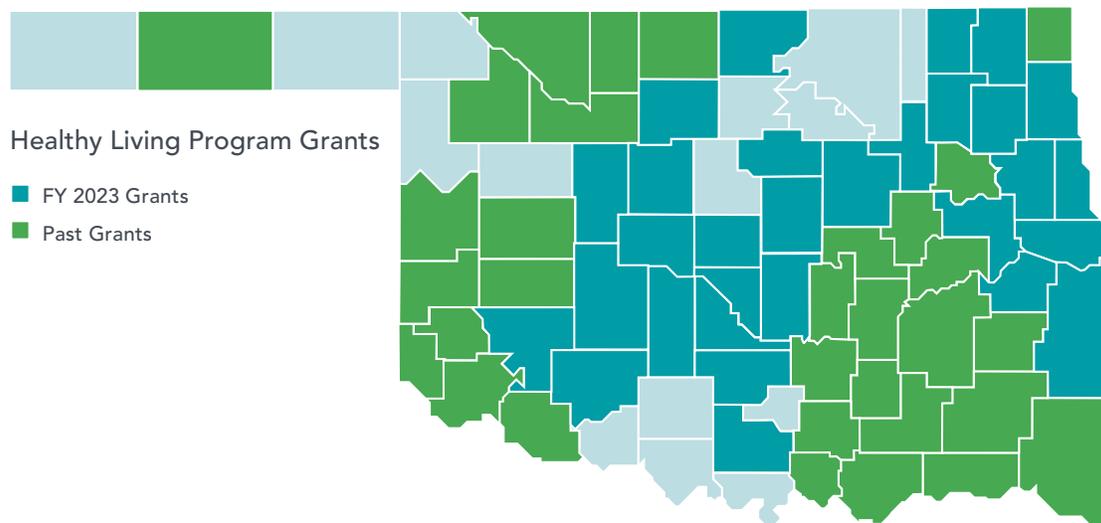
### MAYES COUNTY

TSET HLP funded the development of a bike route, wayfinding and signage plan for the City of Pryor Creek. The plan includes enhancing existing bike routes, identifying pavement marking locations, documenting implementation guidelines and designing a bike route map. During implementation, it paid for bike route arrow signs and bike route map signs to enhance biker safety and

encourage trail use. The next step will be installing arrow signs with existing Share the Road signs to create a more user-friendly bike route system.

### HASKELL COUNTY

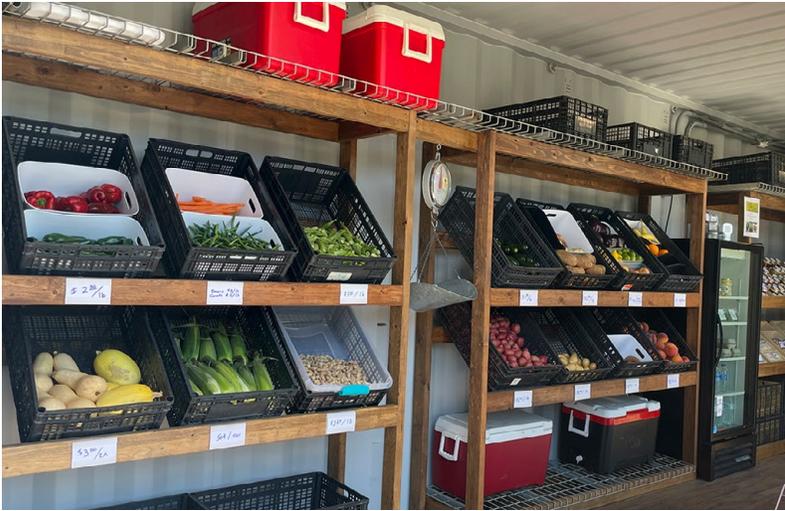
TSET HLP staff in Haskell County worked with city leaders in Stigler to enact policies that support active living and reduce youth access to tobacco.



In March of 2023, the City of Stigler adopted an ordinance prohibiting youth access to tobacco and another prohibiting tobacco retailers within 300 feet of schools and playgrounds. These ordinances protect more than 770 youth in Stigler. The city council also adopted a Parks and Open Space resolution and a Safe Routes to School resolution to encourage physical activity and active transportation for the 2,727 residents. HLP staff also supported a new skate park, helping provide picnic tables and a water fountain.

**CHEROKEE COUNTY**

The Shortline Produce Company multi-farm CSA (community-supported agriculture) store in rural Cherokee County sells fruits, vegetables and other healthy foods four days a week. The market accepts most food assistance benefits, including programs benefiting mothers, infants and children enrolled in programs through the Cherokee Nation. In early 2023, funds from a TSET HLP grant helped Loretta Merritt of Shortline Produce Company attend the Oklahoma Local Agriculture Summit. While there, Merritt was inspired to increase access to healthy food in Cherokee County by building a CSA out of a shipping container. TSET HLP staff connected Merritt to an in-kind program that cleared a property in Park Hill for the shipping container store.



*Shortline Produce Company multi-farm CSA in rural Cherokee County*

**COMANCHE COUNTY**

The TSET HLP grant in Comanche County is increasing opportunities for free physical activity among residents, especially children and youth. This includes the Painted Plays Spaces, which transforms existing hardscapes in schools into vibrant, engaging areas for playful physical activity and social interaction. This project included painting creative, interactive and colorful games in areas where children are most likely to be. Over a period of several months, the TSET HLP staff helped paint bright interactive games in seven schools throughout Comanche County and three community centers in Lawton.



*A Painted Play Space at Cache Primary School*

# SUPPORTING LOCAL HEALTH

## TSET Healthy Incentive Program

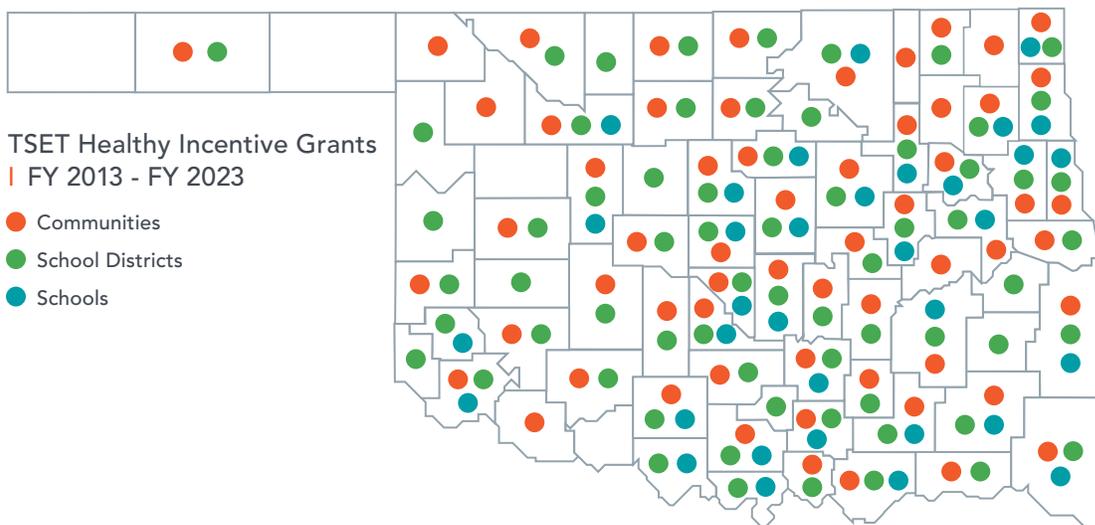
The local environment is pivotal in how a community supports healthy living. A solid foundation of health-promoting policies and practices help ensure Oklahomans of all ages can live a healthy lifestyle. With the help of TSET Healthy Incentive Grants, schools and communities transform their local environment to improve healthy behaviors.



TSET Healthy Incentive Grants encourage and reward the adoption of pro-health policies with the goal of making the healthy choice easy. These grants provide funding to schools and local communities that embrace the challenge of creating a healthier environment. To apply for these grants, schools and communities must first adopt policies that encourage healthy eating, physical activity and tobacco-free lifestyles. Funds can be used for projects that support local health, such as water bottle filling stations, playground equipment, physical education curriculum, community gardens, farmers markets or walking trails.

In FY23, the TSET Board of Directors awarded a total of \$404,000 in grants to schools and communities. Funds were distributed to 25 school sites and districts and six Oklahoma communities.

Since 2012, TSET has awarded TSET Healthy Incentive Grants to 249 school districts, 102 school sites and 191 communities, totaling more than \$8 million in funding.



## COMMUNITY SPOTLIGHT

In FY23, TSET staff visited 56 TSET Healthy Incentive Grant sites, meeting with local leaders to see firsthand how projects transformed the environment for the people in their communities.

Rush Springs Public Schools used a \$20,000 TSET Healthy Incentive Grant to put in life-saving automated external defibrillators in the school buildings and athletic facilities. Carl Gaebler, high school principal, said this equipment “gives peace of mind to parents and the community.”

Rush Springs also used the funding to purchase stationary bikes for its weight room used by physical education classes and sports teams. These stationary bikes provide a great workout for students and allow injured athletes the opportunity to continue their workout routine while also taking pressure off ankles and knees.



*Students in Rush Springs exercise using new equipment.*

Not only has this grant improved the school district, but it has also transformed the community of Rush Springs. Gaebler stated that the school keeps the weight room open after hours so that the community has access to a gym free of charge. “It really helps our community try to stay fit and in shape,” said Gaebler. “When you see a parent working out or a grandparent trying to stay in shape, it encourages kids to do it, too.”

More than 30% of Oklahoma kids aged 10-17 are overweight or obese. Rush Springs Public Schools is trying to change that number in their community.

Watch this [video](#) to see how TSET Healthy Incentive Grants are impacting schools and communities across the state.

# ADVANCING RESEARCH

## OU Health Stephenson Cancer Center

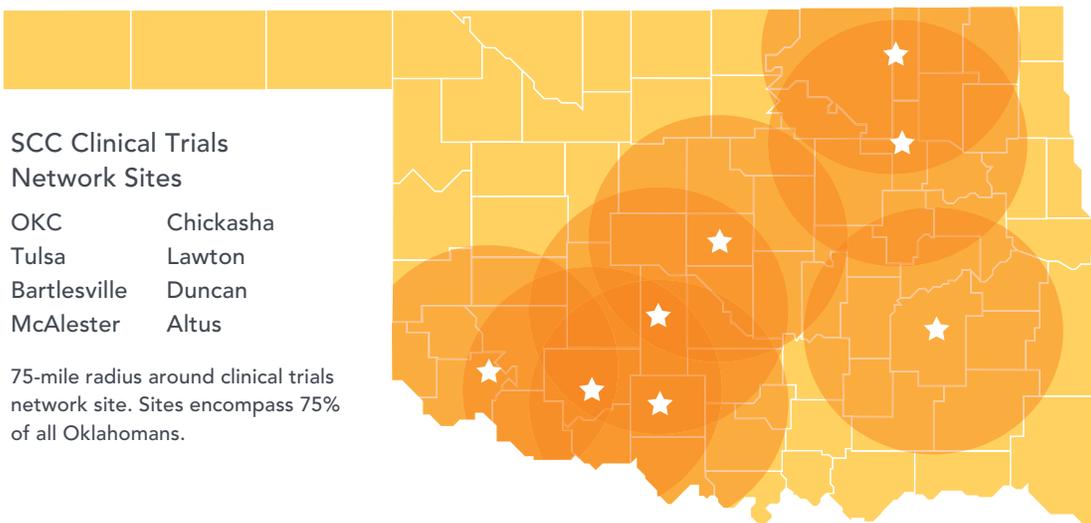
Oklahoma has the 4th highest rate of cancer deaths in the nation. TSET wants to change this. Since 2012, TSET has funded the [TSET Phase 1 Clinical Trials Program](#) at [Stephenson Cancer Center](#) (SCC). These clinical trials give Oklahomans access to cutting-edge treatments close to home. The program at SCC boasts one of the highest clinical trial participation rates in the country and is among the top 10 Phase 1 centers in the nation.

### FY23

- 3,535 patients received cancer care
- 229 patients in early-phase trials
- 1,743 total patients in all trials
- 2 researchers recruited
- 170 peer-reviewed articles published
- \$63,559,861 in additional funding

With TSET's help, SCC achieved National Cancer Institute (NCI) designation in 2018, the highest accreditation a cancer center can receive. This designation must be renewed every five years, a goal SCC achieved in FY23. Studies show patients at NCI-designated centers have up to 25% better outcomes.

Stephenson Cancer Center's NCI-designation and top-rated clinical trial programs help attract top talent and corporate investment to the state. Since 2012, SCC has recruited 76 new researchers and attracted nearly \$100 million in pharmaceutical industry dollars to Oklahoma. Additionally, work at SCC has led to 8 new FDA-approved cancer drugs.



## FY23 RESEARCH HIGHLIGHT



*Dr. Kathleen Moore,  
director of the TSET  
Phase 1 Program*

In FY23, the FDA approved a breakthrough new drug, Mirvetuximab soravtansine-gynx (Elahere), that changed the landscape of ovarian cancer treatment. Developed and tested in TSET's Phase 1 Clinical Trials Program under Kathleen Moore, M.D., Elahere is the first new ovarian treatment in nearly a decade.

According to the American Cancer Society, ovarian cancer is the leading cause of death from gynecological cancers in the United States. Most ovarian cancer tumors develop resistance to chemotherapy, but Elahere has shown to reduce the risk of disease progression and death by 35%. It also has minimal side effects compared to other treatments. It has already overtaken other drugs as the new standard of care for women with ovarian cancer.

## Oklahoma Center for Adult Stem Cell Research

Founded in 2010, [Oklahoma Center for Adult Stem Cell Research](#) (OCASCR) has worked to transform and promote adult stem cell and regenerative medicine research in Oklahoma. In FY23, 9 out of 10 OCASCR research grants directly related to smoking and/or obesity-related diseases.

OCASCR has leveraged TSET funding to attain more than \$338 million in additional private and federal grants. From this, OCASCR has kept Oklahoma on the map for recruiting new, cutting-edge researchers and growing the biomedical research sector.

### FY23

- 6 researchers recruited
- 135 peer-reviewed articles
- 19 grants awarded
- Over \$2 million matched by other institutions
- \$5 million in leveraged funding

## TSET Health Promotion Research Center

### FY23

- 4 faculty members recruited
- 93 studies using MHealth platform
- 3 OTH research projects developed
- 2,322 Oklahomans assisted enrolled in HPRC research studies
- 126 peer-reviewed manuscripts published
- 101 presentations, papers or posters presented at national/state conferences or meetings

The [TSET Health Promotion Research Center](#) (TSET-HPRC) has 16 faculty members across five academic departments who work on understanding and addressing modifiable health risks to improve the health of Oklahoma.

TSET-HPRC focuses on four major areas: [Mobile Health Shared Resource](#), [Tobacco Treatment Research Program](#) (TTRP), [Training Program](#), and [Tobacco Regulatory Science Laboratory](#).

TSET-HPRC allocates more than 75% of research dollars toward tobacco control, physical activity and nutrition. For every dollar of TSET funding, HPRC leveraged a return on investment of \$2.50.

# PARTNERING IN HEALTH

## Health Care Workforce Training Commission

Proximity and access to physicians and other health care workers is critical for health and well-being. For Oklahomans in rural areas, access can be difficult.

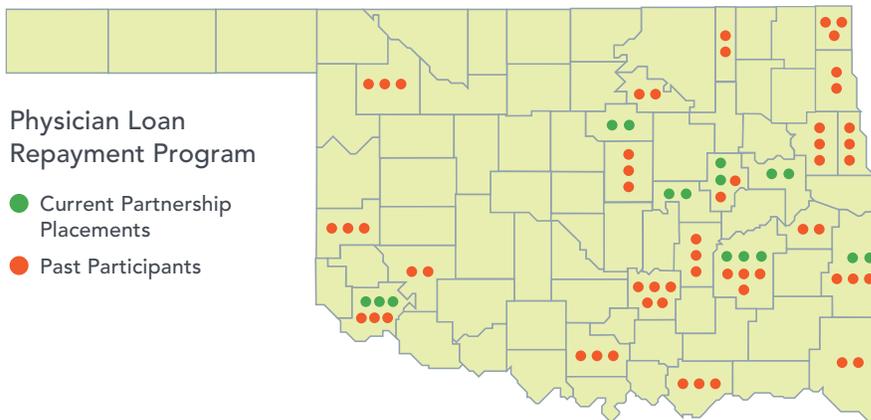
Thanks to TSET's partnership with Oklahoma's Health Care Workforce Training Commission (HWTC) — formerly known as the Physician Manpower Training Commission — residents are getting better access to care. As part of the partnership, nine more physicians began serving Oklahomans in underserved communities in FY23: Talihina,

Altus, Henryetta, Kingston, McAlester, Muskogee, Okemah and Ponca City.

This is made possible by HWTC's Physician Loan Repayment Program, a public/private partnership that repays a physician's medical school loans in exchange for service in an underserved

More than half of TSET-sponsored physicians remained working in rural areas after finishing the program.

area for up to four years. TSET provides 40% of funding, with state and federal dollars picking up the rest. TSET began partnering with HWTC in 2013 and has sponsored more than 100 physicians, including the 42 who are currently in the program.



## Oklahoma Department of Mental Health and Substance Abuse Services

The Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) provides prevention and treatment services to Oklahoma's most vulnerable populations at the state and local level.

Smoking rates are two to four times higher among people with mental health diagnoses and substance use disorders. These populations also experience higher rates of obesity.

In FY23, ODMHSAS sites accounted for 51% of all referrals to the Oklahoma Tobacco Helpline.

In FY23, ODMHSAS trained and certified 876 wellness coaches and increased the number of ODMHSAS sites referring patients to the Oklahoma Tobacco Helpline by 5%.

ODMHSAS also increased the number of behavioral health organizations with a comprehensive wellness policy by 12 for a total of 54. These organizations operate a total of 80 facilities, impacting approximately 5,600 staff and 150,000 consumers.

## Oklahoma Hospital Association

TSET helps fund the Oklahoma Hospital Association's Health Improvement Initiatives (OHA-HII). This program helps hospitals establish employee wellness initiatives and create patient referral systems and cessation tools to reduce tobacco use. OHA-HII challenges hospitals to lead by example by empowering greater health choices for employees and patients.

OHA referrals resulted in more than 9,000 Helpline enrollments in FY23.

OHA-HII reported significant accomplishments in FY23, including:

- Three hospitals developing a new clinical tobacco treatment program.
- 11 hospitals upgrading their Oklahoma Tobacco Helpline referral technology from fax machines to new bi-directional technology.
- Eight hospitals re-engaging in clinical tobacco treatment through a best practice refresher training. Two of these hospitals reported seeing OTH referrals quadruple since receiving the training.
- 60 outpatient clinics, including 58 in the Ascension St. John Outpatient Clinic Network, adopting a new clinical tobacco treatment program.

In FY23, OHA hospital and clinic staff made more than 53,700 referrals to the Oklahoma Tobacco Helpline, representing 43% of all Helpline referrals. That percentage is up from 35% in FY22.

OHA-HII also implemented a new preventative lung cancer screening program at OU Health, identifying and screening 80 patients eligible for preventative lung cancer screening.

## Oklahoma Health Care Authority

TSET partners with the Oklahoma Health Care Authority (OHCA) to support SoonerQuit, a program that promotes services and access to the Oklahoma Tobacco Helpline for SoonerCare members. In FY23, SoonerQuit providers received additional training designed to strengthen and build capacity through a micro-learning series on tobacco cessation best practices. The short topic-specific videos have proven to be invaluable resources for providers who are pressed for time. Since starting, viewership has steadily increased each month and claims data for tobacco cessation counseling has also consistently gone up. This is important because approximately 24.2% of SoonerCare members use tobacco, compared to 16.9% in the general population.

In FY23, OHCA staff joined Oklahoma Diabetes Caucus, which strengthened partnership and SoonerQuit

In FY23, rates of cigarette smoking among SoonerCare members decreased to their lowest level.

promotion with other caucus members, including the Oklahoma State Department of Health's Chronic Disease and Prevention Department. OHCA staff also developed an array of new education materials on diabetes and created two webpages for the Diabetes Self-Management Education and Support (DSMES) program.

Preventing and reducing tobacco use and obesity and associated preventable conditions is a statewide priority for TSET.

# FY23 GRANTS & CONTRACTS



## \$1,627,336 Built Environment and Innovations

\$90,750	City of Pauls Valley
\$102,749	City of Pryor Creek
\$180,915	City of McAlester
\$350,000	Healthy Schools Oklahoma - Bethany Children's Health Center
\$50,000	Northwestern Oklahoma State University
\$250,000	OSU - OKC
\$350,000	The Botanic Garden at OSU
\$27,418	Town of Locust Grove
\$225,504	Town of Westville



## \$29,000 Conference Sponsorships

\$1,000	Bethany Children's Health Center
\$1,000	Coalition of Oklahoma Breastfeeding Advocates, Inc.
\$2,000	Healthy Schools Oklahoma led by Bethany Children's Health Center
\$1,000	Hunger Free Oklahoma, a fund of Tulsa Community Foundation
\$2,000	Market Development Division - Oklahoma Department of Agriculture, Food and Forestry
\$2,000	Myriad Gardens Foundation
\$2,000	National Association of Social Workers - Oklahoma
\$2,000	Oklahoma Association for Health, Physical Education, Recreation and Dance
\$1,000	Oklahoma Healthy Aging Initiative
\$1,000	Oklahoma Caring Foundation, Inc.
\$2,000	Oklahoma Institute for Child Advocacy
\$2,000	Oklahoma Parent Teacher Association

\$2,000	Oklahoma Senior Games
\$2,000	Public Health Institute of Oklahoma
\$1,000	Public Health Institute of Oklahoma - Oklahoma Turning Point Council
\$2,000	Rural Health Association of Oklahoma
\$1,000	School Nurse Organization of Oklahoma
\$1,000	South Western Oklahoma Development Authority
\$1,000	University of Oklahoma Institute for Quality Communities



## \$1,110,471 Discovery

\$150,000	Life Senior Services
\$136,020	NewView Oklahoma
\$129,150	Oklahoma Senior Games
\$121,612	Oklahoma State University
\$223,689	OU Health Sciences Center - Saving Tiny Sooners
\$350,000	Tulsa River Parks Foundation



## \$2,100,000 Food Systems Impact

\$2,100,000	Hunger Free Oklahoma
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## \$24,418,750 Health Communication

\$2,000,000	Oklahoma Health Care Authority - SoonerQuit Program
\$2,495,750	Rescue - Youth Media and Marketing Campaign
\$19,923,000	VI Marketing and Branding



## \$501,676 Health Education Partnership

\$501,676	Oklahoma State Department of Education
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## \$2,497,115 Health Systems Initiatives & Emerging Opportunities

\$667,414	Health Care Workforce Training Commission
\$583,774	Oklahoma Department of Mental Health and Substance Abuse Services
\$564,827	Oklahoma Hospital Association
\$269,870	Oklahoma Health Care Authority - SoonerQuit Provider Engagement
\$411,230	OSU Center of Health Sciences Medical Residencies



## \$170,000 Healthy Communities Incentive

\$120,000	City of Bethany
\$10,000	City of Okemah
\$10,000	City of Pauls Valley
\$10,000	Town of Amber
\$10,000	Town of Kansas
\$10,000	Town of Roff



## \$234,000 Healthy Schools Incentive

\$8,000	Alex Public Schools
\$10,000	Altus Early Childhood Center
\$4,000	Altus Elementary School
\$12,500	Altus High School
\$10,000	Altus Intermediate School
\$10,000	Altus Junior High
\$7,500	Altus Primary School
\$6,000	Antlers High School
\$3,000	Bennington Elementary School
\$3,000	Bennington High School
\$14,500	Blanchard Public Schools
\$4,000	Charter Oak Elementary School (Logan)
\$7,000	Glenpool Public Schools

\$15,000 Jenks Middle School  
 \$10,000 L Mendel Rivers Elementary School  
 \$8,500 Lindsay Public Schools  
 \$20,000 Morrison Public Schools  
 \$20,000 North Rock Creek Elementary School (Pottawatomie County)  
 \$5,000 Oklahoma School for the Blind Elementary School  
 \$5,000 Oklahoma School for the Blind High School  
 \$5,000 Oklahoma School for the Blind Middle School  
 \$5,000 Ravia School  
 \$6,000 Tahlequah High School  
 \$20,000 Will Rogers Elementary (Pittsburg County)  
 \$15,000 Yale Public School



**\$6,135,496 Healthy Living Program**

\$186,946 Canadian County Health Department  
 \$207,750 Cherokee County Health Services Council  
 \$216,411 Cherokee Nation (serving Adair County)  
 \$246,033 Comanche County Memorial Hospital  
 \$220,000 Gateway to Prevention and Recovery Inc. (serving Pottawatomie County)  
 \$224,067 Grand Nation Inc. (serving Craig County)  
 \$152,503 Great Plains Youth and Family Services (serving Caddo and Kiowa counties)  
 \$164,040 KI BOIS Community Action Foundation Inc. (serving Haskell County)  
 \$162,668 Kingfisher County Health Department (serving Blaine and Kingfisher counties)  
 \$198,000 Leflore County Youth Services Inc.  
 \$207,188 Lincoln County Health Department  
 \$247,266 Mayes County HOPE Coalition

\$177,068 McClain-Garvin County Youth & Family Center (serving Garvin County)  
 \$259,421 Muskogee County Health Department  
 \$181,439 Norman Regional Health System (serving Cleveland County)  
 \$260,000 Norman Regional Health System (serving Grady County)  
 \$208,100 Norman Regional Health System (serving McClain County)  
 \$121,891 Nowata CAN Inc. (serving Nowata County)  
 \$400,000 Oklahoma City-County Health Department  
 \$236,600 Oklahoma State University (serving Creek County)  
 \$200,200 Oklahoma State University (serving Kay County)  
 \$197,569 Oklahoma State University (serving Payne County)  
 \$200,144 People Inc. (serving Sequoyah County)  
 \$190,633 ROCMND LLC (serving Delaware County)  
 \$260,000 Rogers County Volunteers for Youth Inc.  
 \$242,047 Rural Health Projects Inc. (serving Garfield County)  
 \$400,000 Tulsa Health Department  
 \$167,512 Wichita Mountains Prevention Network Inc. (serving Carter County)



**\$3,986,919 Oklahoma Tobacco Helpline**

\$386,919 University of Oklahoma Health Sciences Center – Helpline Oversight  
 \$3,600,000 University of Oklahoma Health Sciences Center – Helpline Services (Optum)



**\$1,684,552 Program Evaluation**

\$1,684,552 University of Oklahoma Health Sciences Center - Hudson College of Public Health



**\$12,559,523 Research**

\$3,125,000 Oklahoma Medical Research Foundation - Oklahoma Center for Adult Stem Cell Research  
 \$3,934,523 TSET Health Promotion Research Center  
 \$5,500,000 TSET Cancer Research Program at Stephenson Cancer Center



**\$240,000 SE Oklahoma Targeted Achievement**

\$120,000 KI BOIS Pittsburg County  
 \$120,000 OSU McCurtain County Extension Office



**\$498,417 Successful Futures**

\$635,698 Oklahoma Association of Youth Services



**\$1,408,813 Technical Assistance, Training & Consulting**

\$39,961 Berry, Dunn, McNeil & Parker  
 \$133,780 ChangeLab Solutions  
 \$222,000 Emory University  
 \$23,700 MetaFund Corporation - Stakeholder Engagement  
 \$786,422 Oklahoma State Department of Health  
 \$120,000 Onside Partners  
 \$82,950 Tigris Solutions, LLC



**\$1,040,000 Youth Programs**

\$1,040,000 Rescue - Youth Advocacy and Education

# WHAT GUIDES US

## Mission

Improve the health and well-being of Oklahomans through programs that reduce tobacco use and obesity — the leading causes of preventable chronic disease — and by funding research that improves treatment and saves lives.

## Goals



### THE PUBLIC

Improve health outcomes, wellbeing and economic opportunity for Oklahomans by preventing and reducing tobacco use and obesity.



### GRANTEES

Nurture a diverse group of grantees who support TSET's long-term health improvement strategy and is willing to build a foundation of change.



### ECOSYSTEM PARTNERS

Cultivate a network of partners willing to ignite a deeper level of commitment to shared goals and aligned missions with mutual respect.



### OPERATIONS

Use data-driven resource planning to simplify and align processes so staff can perform their best.



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