



TSET's Impact on Oklahoma

- TSET is a model for the nation and Oklahoma is the only state that protected and invested its Master Settlement Agreement funds in a constitutional endowment.
- The State Constitution mandates that TSET only spend realized earnings from the endowment. The agency's FY22 budget was \$50.6 million.
 - TSET's administrative costs are around 3% of the agency's total budget.
- Three behaviors (tobacco use, poor nutrition and sedentary lifestyle) lead to four conditions (heart disease, lung disease, cancer and diabetes) that are responsible for 57% of the deaths in Oklahoma, including many premature deaths.
 - TSET is the state's largest funder of programs aimed at reducing those behaviors and thus lessening the burden on the state's health care infrastructure.
- Because of TSET's sustained investment in tobacco prevention and cessation, smoking has dropped 10 times faster in Oklahoma than in states with similar policy and price environments, according to an independent study conducted by the University of Wisconsin School of Medicine and Public Health.
 - TSET's work has saved more than 42,000 lives and helped the state avoid \$1.24 billion in medical costs.

Oklahoma Tobacco Helpline

- TSET is the primary funder of the Oklahoma Tobacco Helpline, and it has served more than 490,000 Oklahomans since its inception.
- The Helpline is one of the highest-rated quit lines in the nation, with quit rates that exceed the national benchmark and survey respondents reporting a 95% satisfaction rate¹.
- From FY17-21 a little over \$15 million in Medicaid costs was saved by Oklahomans who quit smoking using the Helpline.

Research Funding

- TSET's investment in research at the Stephenson Cancer Center (SCC) gives Oklahomans access to cutting-edge phase one clinical trials and were crucial in the SCC being awarded National Cancer Institute designation in 2018.
 - TSET's investment in SCC, including the TSET Health Promotion Research Center, has brought almost \$300 million additional grant dollars to Oklahoma.
 - The TSET Phase 1 Center at SCC is recognized nationally as a leading site for early-phase clinical trials. Since 2012, nearly 2,200 patients participated in early-phase clinical trials at the SCC. It is currently among the top 10 Phase I trial centers

¹ <https://oklahoma.gov/content/dam/ok/en/tset/documents/public-info/reports-data/FY22%20Oklahoma%20Tobacco%20Helpline.pdf>

in the nation.

- Since the Oklahoma Center for Adult Stem Cell Research (OCASCR) was founded in 2010, TSET's \$33.5 million investment brought in \$284 million in additional funds and 82 scientists to study obesity, lung disease and premature births.

Statewide Initiatives

Health Care Workforce Training Commission (HWTC)

- TSET's partnership with the HWTC funds a medical loan repayment program that currently incentivizes 42 physicians to practice in rural and underserved areas of the state.
 - Fifty-seven other doctors have participated in the program and 56% of them continue to practice medicine in rural Oklahoma.

Oklahoma Health Care Authority (OHCA)

- TSET funds a grant to OHCA to improve the health of SoonerCare members by ensuring access to tobacco cessation services. In FY21, rates of cigarette smoking among SoonerCare members reached their lowest level in five years.

Oklahoma Hospital Association (OHA)

- TSET funds an initiative at OHA to improve health policies at hospitals. In FY22 member hospitals and clinics made 4,500 referrals to the Oklahoma Tobacco Helpline.
- The grant also helped more than 445 clinics to implement comprehensive tobacco cessation systems and generate over 30,000 referrals to the Oklahoma Tobacco Helpline.

Oklahoma Department of Mental Health and Substance Abuse Services

- In FY22, TSET funded a program with ODMHSAS to refer clients to the Oklahoma Tobacco Helpline. Of more than 7,500 referrals, 1,056 enrolled in the program, with approximately 80% receiving free nicotine replacement therapy and more than 25% remaining tobacco free at 30 days.

Grant Programs

- From FY16-FY20 TSET's Healthy Living Program (HLP) worked in 63 counties across the state and covered 94% of the state's population to help reduce tobacco use and obesity.
 - HLP grantees aided in the adoption of 2,285 tobacco-free and/or wellness policies.
- The current HLP grants (FY20-25) focus on areas with the greatest need in 30 counties.
- TSET has awarded over \$7.7 million in funding for Healthy Incentive Grants to 195 school districts, 67 school sites and 144 communities.

Health Communications

- TSET follows best health practices by funding health promotion messaging to reduce tobacco use and other unhealthy behaviors.

- Big Tobacco spends \$149.5 million each year marketing their products in Oklahoma².

The Impact of Tobacco

- Tobacco is the leading cause of preventable death in Oklahoma and 7,500 smokers die each year from it³.
- Annual health care costs in Oklahoma directly caused by smoking is \$1.88 billion⁴.
- Oklahoma is one of two states that lacks a comprehensive clean indoor air law and also preempts local governments from passing their own tobacco ordinances.

² <https://www.tobaccofreekids.org/problem/toll-us/oklahoma>

³ [https://oklahoma.gov/content/dam/ok/en/health/health2/docs/Tobacco%20Use%20Prevention%20and%20Cessation-edits%20to%20page%2018%20TSET%20HLP%20section%20\(1\).pdf](https://oklahoma.gov/content/dam/ok/en/health/health2/docs/Tobacco%20Use%20Prevention%20and%20Cessation-edits%20to%20page%2018%20TSET%20HLP%20section%20(1).pdf)

⁴ <https://www.tobaccofreekids.org/problem/toll-us/oklahoma>