



# The People's Trust



We would like to thank  
the people of Oklahoma  
for your trust and support.  
It is an honor to serve you  
and improve the health and  
lives of all Oklahomans.

The People's Trust  
1

By the Numbers  
2

A History of Tobacco and TSET  
4

Promoting Health Education  
10

Expanding Food Access  
14

Offering a Lifeline  
16

Encouraging Healthy Living  
18

Supporting Local Health  
20

Advancing Research  
22

Partnering in Health  
24

FY 2021 Grants and Contracts  
26

What Guides Us  
28



# The People's Trust



Each year brings its own set of challenges and gifts. During fiscal year 2021, we were navigating the ongoing pandemic and stepping forward into a new normal. With continued safety precautions, creative adjustments and unfailing dedication, our staff and board remained focused on TSET's mission to reduce Oklahoma's leading causes of preventable death and disease — tobacco use and obesity — and to create a healthier, more vibrant state.

While there were many highlights in FY 2021, two that stand out to me are the Food Systems Impact Grants and the TSET Better Health Podcast. Both represent ways that TSET continues to seek emerging opportunities and find innovative ways to improve health, from meeting basic nutritional needs to keeping public health officials and state leaders informed about the latest health news.

The Tobacco Settlement Endowment Trust belongs to the people. It was born from the people and exists to serve the people of Oklahoma every day, now and for generations to come.

In the two decades since Oklahomans first voted to create TSET, smoking has fallen from 28.6% to 19.1%, ten times faster than in comparable states.

More than 470,000 people have been helped in their quit journey by the Oklahoma Tobacco Helpline, and thousands of lives and millions of dollars have been saved.

The work, however, continues. Oklahomans still struggle with obesity and sedentary lifestyles, and no amount of tobacco use is safe. E-cigarettes have exploded in popularity, amid a lack of regulation and mounting concerns about their safety. Big Tobacco continues to use old ploys to hook a new generation of users. The COVID-19 virus and its effects on those with underlying health conditions, such as tobacco use, gave TSET's work that much more urgency.

In 2000, Oklahoma voters had the wisdom and foresight to safeguard the majority of our state's share of payments from a lawsuit settlement with Big Tobacco to improve the lives and health all Oklahomans. In 2020, they reaffirmed that decision by an overwhelming majority.

Thank you for your trust,

Julie Bisbee, Executive Director

## Our Boards

The state 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 bipartisan 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.

### FY 2021 Investors

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

### FY 2021 Directors

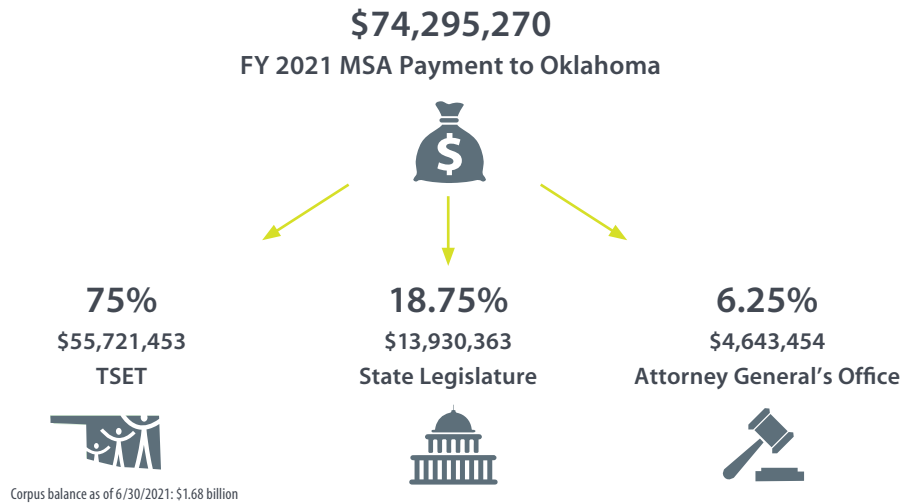
- Michelle Stephens, J.D. Chair
- Bruce Benjamin, Ph.D. Vice-Chair
- Casey Killblane
- Kenneth Rowe, CPA
- Marshall Snipes, CPA
- Jack Allen, Jr.
- Susanna Gattoni, J.D.



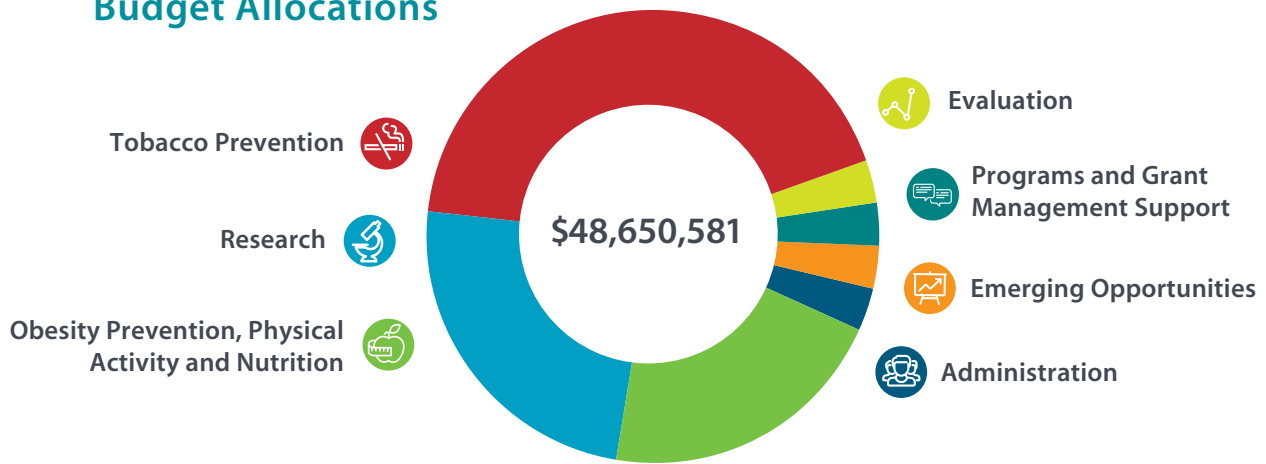
# By the Numbers

## Financials

Master Settlement Agreement 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.












## 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 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.
 <b>Heart Disease Deaths</b> (rate per 100,000)	231.4	161.5
 <b>Cancer Deaths</b> (rate per 100,000)	173.0	146.2
 <b>Adult Smoking Rate</b>	19.1%	15.5%
 <b>Youth Cigarette Smokers</b> (percent since 2003)	9.1%	6%
 <b>Youth E-cigarette Smokers</b> (total percent)	27.8%	32.7%
 <b>Obesity Rate</b> (BMI greater than 30)	36.4%	50.1%
 <b>Physical Activity</b> (150 min. or more per week)	37.3%	50.1%
 <b>Fruit Consumption</b> (at least one per day)	51.6%	60.7%
 <b>Vegetable Consumption</b> (at least one per day)	78.5%	79.7%

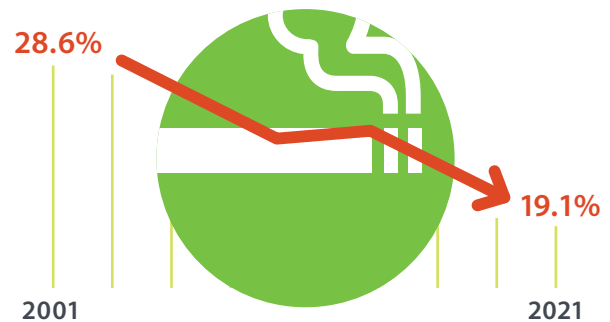
TSET’s mission is to improve the health of all Oklahomans by addressing the most common causes of disease and death. Three behaviors (tobacco use, sedentary lifestyles and poor nutrition) contribute to four conditions (heart disease, lung disease, cancer and diabetes) that cause 64% of all preventable deaths in Oklahoma.

## Measures of Progress

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

**10X faster** • A study conducted by University of Wisconsin School of Medicine and Public Health and the University of Oklahoma concluded because of TSET, Oklahoma smoking rates have dropped 10x faster than it has in similar states.

### Smoking Prevalence



**1 billion** • Cigarette sales have decreased by 1 billion packs since 2001.

**470,000** • More than 470,000 people have been served by the Oklahoma Tobacco Helpline since 2003.

**24/7** • Thanks in part to TSET grantees’ work, all Oklahoma schools are now 24/7 vape and tobacco free.

**21** • The legal age for buying any tobacco product was raised to 21 at the federal and state level.

**89** • TSET has helped place 89 physicians in rural and medically-underserved areas as part of the partnership with the Physician Manpower Training Commission.

**2,285** • TSET Healthy Living Program grantees aided in the adoption of 2,285 tobacco-free and/or wellness policies.

**\$450 million** • Research grantees have leveraged TSET’s grants into an additional \$450 million in outside funding brought to Oklahoma.



# A History of Tobacco and TSET

## 1920s - 1930s: Symbol of Freedom

German internist Fritz Lickint publishes a comprehensive study linking lung cancer and other diseases to smoking.

Tobacco companies begin targeting women with messages appealing to beauty and independence. Cigarettes are marketed as an alternative to sweets and dubbed “torches of freedom.”

## 1940s - 1950s: American Culture

Big Tobacco capitalizes on the war effort with ads like “Lucky Strike green has gone to war!” Free packs of cigarettes are included in military rations.

Tobacco companies begin using stars like Lucille Ball in marketing.

The link between smoking and lung cancer is confirmed in a landmark article published in The Journal of the American Medical Association in 1950.

In 1954, the Tobacco Industry Research Committee runs the ad “A Frank Statement” disputing reports that smoking damages health.

Big Tobacco begins promoting “modified risk” products, such as filtered, menthol and light cigarettes, falsely claimed to be less harmful.

## 1960s - 1980s: Big Lies

Big Tobacco doubles down on marketing to youth, with regular sponsorships of children’s shows and the introduction of Flintstones Candy Cigarettes.

In 1964, a Surgeon General’s report based on more than 7,000 scientific articles links tobacco use with cancer and other diseases. This report leads to laws requiring warning labels on tobacco products.

Big Tobacco continues their disinformation campaign.

In 1982, the National Institute of Drug Abuse confirms that nicotine is addictive, and the 1986 Surgeon General’s report proves secondhand smoke is harmful.



“It’s true that babies born from women who smoke are smaller, but they are just as healthy as the babies born to women who do not smoke. Some women would prefer to have smaller babies.”

Joseph Cullman, III, president of Phillip Morris, in a 1971 Face the Nation interview

## 1990s: Exposed

In 1994, tobacco executives testify before Congress that nicotine is not addictive. The CEO of R.J. Reynolds says that the company did nothing to “do anything to hook smokers or to keep them hooked.”

That same year, confidential tobacco industry documents are leaked, proving tobacco companies knew for decades that smoking caused cancer, that nicotine was addictive and that filtered cigarettes were not safer. They also show how they targeted children, whom they referred to as “replacement smokers.”

## November 1998: A Landmark Case

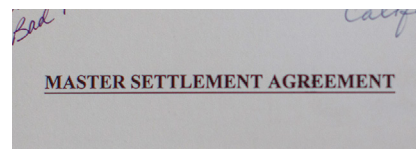
After two years of negotiation, the attorneys general of 46 states, including Oklahoma, sign the Master Settlement Agreement (MSA) with four major U.S. cigarette manufacturers. The agreement restricts the advertising of cigarettes, particularly to youth, made industry documents public, created a national organization to reduce smoking and requires companies to make annual payments to the settling states for as long as cigarettes are sold in the U.S.

## November 2000: The People’s Trust

Oklahoma voters overwhelmingly approve a constitutional amendment to create TSET. Under the measure, a portion of Oklahoma’s settlement payments are deposited into the Trust, with earnings spent on programs to improve health. Unlike other states that rolled the payments into general spending, Oklahomans ensure the majority of MSA payments support health improvement for generations to come.

The constitutional amendment outlines the focus of TSET to be:

- Clinical and basic research and treatment efforts in Oklahoma to prevent and treat cancer and tobacco-related diseases.
- Cost-effective tobacco cessation and prevention programs.
- Other programs that maintain or improve the health of Oklahomans with particular emphasis on children.
- Programs that benefit children with emphasis on common and higher education, before and after school, preschool, substance abuse prevention and other programs to improve the health and quality of life of children.
- Programs designed to enhance the health and wellbeing of seniors.



“While many state governments have squandered their share of the Tobacco Settlement, Oklahoma voters have established, in our constitution, an airtight system to make sure money is always available for tobacco prevention and cessation programs.”

Robert Butkin, Oklahoma State Treasurer and Chair of the TSET Board of Investors, 2003



## FY 2001 - FY 2002

The first meeting of the TSET board of directors is convened by Oklahoma Attorney General Drew Edmondson, who had been instrumental in negotiating the MSA. First deposits are made into the endowment trust from settlement funds received by the State of Oklahoma from the MSA payments.

The board of directors create TSET’s first strategic plan to guide funding activities that will fulfill the board’s 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.”

## FY 2003 - FY 2004

TSET launches the Oklahoma Tobacco Helpline (the Helpline), a professional telephone-based tobacco cessation counseling service, provided at no charge to all Oklahomans with a desire to quit tobacco. In the first year, 3,676 Oklahomans registered from 73 of Oklahoma’s 77 counties.

In partnership with the American Legacy Foundation, TSET launches its first public education program, the truth® campaign, targeted to youth ages 12-17.

## FY 2005 - FY 2006

Oklahoma Tobacco Helpline begins offering free nicotine replacement therapy. More than 12,800 Oklahomans contact the Helpline for services.

TSET awards the first Communities of Excellence grants to twenty communities to fund local tobacco prevention and cessation programs across the state.

TSET builds partnerships with the Oklahoma State Department of Health and the Oklahoma Health Care Authority to promote Helpline services and to design a smoking cessation benefit that reimbursed health care providers for counseling patients on the harms of tobacco use.

Cigarette smoking among Oklahoma high school students declines more than 31% from 1999 to 2005, and more than 42% among middle school students.





## FY 2007 - FY 2008

TSET begins funding cancer research, approving investment in the Oklahoma Tobacco Research Center (later the TSET Health Promotion Research Center).

The first public education campaign developed by and for Oklahomans — Tobacco Stops With Me — is launched, highlighting the ways that tobacco use and secondhand smoke impact the lives of Oklahomans.

Helpline services are expanded to meet increasing demand. More than 24,000 Oklahomans from all 77 counties register with the Helpline.

## FY 2009 - FY 2010

Early signs of progress are noted, with Oklahoma moving from 41st to 13th in the nation in funding for tobacco prevention and recording adult smoking rates below 25% for the first time since the endowment was established.

TSET launches the Oklahoma Center for Adult Stem Cell Research (OCASCR) to promote research in the field of adult stem cell biology.

More than 34,000 Oklahomans register for Helpline services in 2010 and nearly 35% remain tobacco free at seven months, a rate far above the quit rate of 5% for those who go “cold turkey.”

## FY 2011 - FY 2012

TSET, in partnership with the OSDH, launches the Shape Your Future public awareness campaign with a teaser series called 5320, representing the number of Oklahoma lives that could be saved each year if the state simply met the national average health indicators.

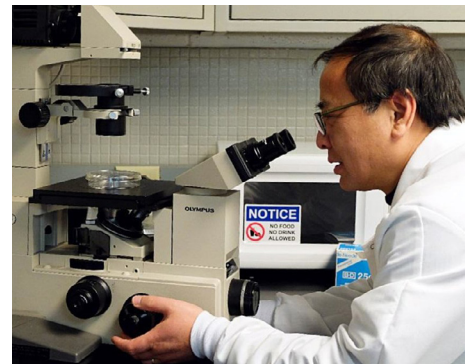
Communities of Excellence in Physical Activity and Nutrition, TSET’s program to address obesity prevention, is launched with 33 grants. More than 85% of the state’s population is covered by at least one of the Communities of Excellence programs.

TSET launches the Healthy Communities Incentive Grant program with grants to 14 communities to fund health-related projects.

TSET also begins supporting the Physician Manpower Training Commission to encourage primary care physicians to practice in rural, underserved areas.

Governor Mary Fallin signs an executive order that makes all state properties, including universities, tobacco free.

# TOBACCO STOPS WITH ME.





SOOO,  
SODA'S *not*  
HEALTHY.

1 CAN =  
3.25  
DONUTS

HOLE-Y  
MOLY

10 PACKETS

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

There's a myth that clear sodas are better for you than dark sodas. Not true. The big difference between clear and dark sodas isn't in calories, taste, or sugar. Clear and dark sodas still contain a lot of sugar.

So, water you thinking? Stay health water. Choose healthy, hydrating water instead.

RETHINK your DRINK  
ShapeYourFutureOK.com

TSET

**10X FASTER**



**42,000 SAVED**

## FY 2013 - FY 2014

Thanks to TSET's efforts, smoking rates continue to fall. In Oklahoma, 71.3 packs of cigarette per capita are sold, compared to 108.1 packs per capita sold in 2001. More than 40% of Oklahoma youth identify as "committed nonsmokers," up from 25.5% in 1999.

TSET expands its Healthy Incentive Grants to schools across the state, in accordance with the priority area of improving the health of children.

FY 2014 marks the 15th anniversary of the MSA, and Oklahoma drops to 39th in the nation for adult smokers, down from 47th the year before.

## FY 2015 - FY 2016

The American Journal of Preventative Medicine features 16 peer-reviewed articles focusing on Oklahoma's investment in tobacco control, cessation and research through the TSET-funded Oklahoma Tobacco Research Center.

A 2007 to 2015 comparison study of people exposed to the Tobacco Stops With Me campaign shows increased support for smokefree bars and an increased belief that secondhand smoke is very harmful.

TSET launches the Healthy Living Program (HLP) to encourage Oklahomans to prevent cancer and cardiovascular disease by reducing tobacco use and obesity at the local level. In the program's first year, TSET distributes \$14 million in community-based grants across the state.

TSET's Shape Your Future launches the Rethink Your Drink campaign to promote water over sugar-sweetened beverage consumption, especially for children.

## FY 2017 - FY 2018

Led by professors and scientists from the University of Wisconsin and the University of Oklahoma, an independent study finds that adult smoking rates in Oklahoma fell 10X faster than in comparable states and an estimated 42,000 Oklahoma lives had been saved, thanks in large part to TSET efforts.

The TSET Phase 1 Program launches at Stephenson Cancer Center, providing Oklahomans with access to cutting-edge clinical trials.

After years of preparation and hard work, the Stephenson Cancer Center achieves the coveted National Cancer Institute designation, becoming part of an elite network of 70 cancer centers nationally.

In the two years since inception, grantees with the TSET Healthy Living Program helped pass more than 1,500 policies that support tobacco-free environments, physical activity and healthy nutrition.

## FY 2019- FY 2020

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

TSET unveils a bold plan to cut adult smoking in half through the Tobacco Stops With Me campaign. The seven-point plan rallies more than 40 partners to support policy changes in Oklahoma to prevent and reduce smoking and save lives.

Federal and state lawmakers increase the age to purchase tobacco products from 18 to 21. That policy is one of seven recommended by a coalition of partners for Tobacco Stops With Me.

TSET supports state efforts to combat COVID-19 and amplified pandemic messaging from experts. TSET and Shape Your Future offer tips for staying physically active and eating nutritiously while isolating at home, and the TSET Board of Directors approves Food Systems Impact Grants to help those in need.

The Centers for Disease Control and Prevention recognizes TSET as a national leader in public health, highlighting TSET's role to promote improved health outcomes for Oklahomans accessing services from the Oklahoma Department of Mental Health and Substance Abuse Services.

## FY 2021 - Reaffirmed

TSET launches the TSET Better Health Podcast and two youth programs, the Healthy Youth Initiative and My Life, My Quit.

TSET launches a new grant program to combat food insecurity and improve access to healthy foods, granting a total of \$1 million for one year to support seven organizations doing this work.

In November 2020, Oklahoma voters rejected a state question to decrease Master Settlement Agreement allocations to TSET from 75% to 25%. Every county voted to keep the TSET endowment intact, reinforcing a long-range vision to continue to support grants and programs that benefit all Oklahomans.





# Promoting Health Education

Counter-marketing campaigns are among the most powerful tools for preventing smoking initiation, promoting and facilitating cessation, and changing social norms related to tobacco use, according to the Centers for Disease Control and Prevention Best Practices for Comprehensive Tobacco Control Programs. Effective, targeted messages can create a supportive climate for community health efforts.

Big Tobacco spends \$1 million per hour on marketing in the United States with \$120.6 million targeted toward Oklahomans annually. Food, beverage and restaurant companies spend almost \$14 billion each year 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 public health messaging, Oklahomans can more effectively weigh glitzy, for-profit marketing against accurate information about healthy choices. TSET’s public education programs such as Tobacco Stops With Me and Shape Your Future help Oklahomans make better decisions to improve their health. Oklahoma Tobacco Helpline messaging, utilizing matching federal dollars through the OHCA SoonerQuit program, is the primary driver of registrations for free cessation services. The TSET Healthy Youth Initiative educates Oklahoma teens about the dangers of tobacco and nicotine use, especially with vaping.



Our youth face health challenges like never before,

from the increase in teen vaping to rising rates of childhood obesity. The TSET Healthy Youth Initiative is a statewide program focused on preventing and reducing tobacco use and obesity for Oklahomans ages 13-18. The initiative promotes healthy lifestyle choices for teens and gives parents, teachers, health care providers and other adult influences resources to support youth in maintaining or developing healthy habits for a lifetime. Interested Oklahomans can view campaign videos, order free resources and read the latest news on the initiative at [TSEHealthyYouth.com](http://TSEHealthyYouth.com).

**UNHEALTHY FOODS DRAG YOU DOWN  
HEALTHY FOODS POWER YOU UP**

Greasy, sugary foods can make you feel sluggish, but eating the right foods can boost your energy, mood and focus.

Try these tips to choose more fruits, veggies and water each day:

- Greasy, starchy snacks can leave you feeling bloated and sluggish. Swap up to mixed nuts packed with energizing protein.
- Sugary sweets can make you feel weak and jittery. Try a piece of fruit or yogurt instead. The vitamins refresh you and power you up.
- Drinks with sugar and caffeine trick your body with short-term energy. Drink water instead to feel energized longer.

**SwapUp** Brought to you by the TSET Healthy Youth Initiative. Visit [SwapUpOK.com](http://SwapUpOK.com) for more tips.

*TSET Healthy Youth Initiative continued*

TSET has contracted with the Rescue Agency to implement the TSET Healthy Youth Initiative. Rescue is an agency that specializes in communicating to teens and young adults in ways that they relate and respond to as developed through message testing and evaluation with youth.

Phase 1 of the youth initiative, which began in FY 2021, focuses on public education through the Swap Up, Down and Dirty, and Behind the Haze campaigns. Behind the Haze speaks on the dangers of vaping in a straight-forward, impactful way, while Down and Dirty discourages tobacco use with visuals and messaging that speak to rural teens and young adults. The Swap Up campaign focuses on helping teens understand how unhealthy food affects their scholastic and athletic performance as well as their mood. The campaign shows teens tasty, appealing and easy options for swapping an unhealthy food or drink choice for a healthy one. Building message awareness in the first year was the primary goal of the tobacco and nutrition campaigns.

Phase 2 of the TSET Healthy Youth Initiative, planned for FY 2022, will add a statewide youth advocacy and education for teens and provide leadership opportunities and real-world experience in shaping healthy policy for themselves and their peers.

**Down and Dirty: Oklahoma youths surveyed**

- Campaign awareness: 70%
- Urban teens found campaign relevant: 83%
- Rural teens found campaign relevant: 75%

**Swap Up: Oklahoma teens surveyed**

- Campaign awareness: 72%
- Found Swap Up relevant: 67%  
(82% for overweight participants)
- Agreed they could incorporate recommendations into new routine: 75%



Brought to you by TSET

In Oklahoma, 1 in 5 students use some form of tobacco —

one of the highest rates in the U.S. The rise of e-cigarette and vape use among youth has been declared an epidemic by the U.S. Surgeon General, with a quadrupling of Oklahoma high school students reporting e-cigarette use in the last three years.

For teens seeking to quit tobacco, including vape, TSET provides My Life, My Quit — free live texting and web chat support that is nonjudgmental and confidential. The evidence-based cessation service is developed and operated

by National Jewish Health, a leading respiratory hospital and academic research center based in Colorado. Teens can simply text “Start My Quit” to 36072 or visit [MyLifeMyQuit.com](http://MyLifeMyQuit.com) to enroll.

In FY 2021, a Behind the Haze digital ad titled “End the Cycle” talked about the effect vaping has on mental health. The ad closed with contact information for My Life, My Quit to encourage teens to reach out if they were struggling with tobacco or vape use. TSET will continue to integrate cessation messaging within the TSET Healthy Youth Initiative public education campaign, the first of three planned phases for the five-year youth-focused project.



**SECONDHAND SMOKE**  
will kill **46,000** loved ones  
from **heart disease** this year.

**Protect your family and yourself from secondhand smoke:**

- Make your home smokefree.
- Make your car smokefree.
- Support smokefree apartment buildings and condominiums.
- Support policies that protect ALL workers from having to breathe secondhand smoke.
- Contact your County Health Department to report smoking violations in your community.

**TOBACCO STOPS WITH ME.**  
StopsWithMe.com

## TOBACCO STOPS WITH ME.

Tobacco Stops With Me, an award-winning public health education program, promotes tobacco-free lifestyles. The

program educates Oklahomans on the dangers of second-hand 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.

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

Tobacco Stops With Me also highlights how Big Tobacco targets youth, women, military members and people of color. The Big Tobacco Targets campaign uses the industry's own words to show their greed and unethical practices.

Public health policies in Oklahoma are also a focus of Tobacco Stops With Me. The Not OK campaign highlights Oklahoma policy changes that could be instrumental in improving the health of citizens. By implementing proven, common sense tobacco prevention and control policies, Oklahomans can create a healthier workforce spurring the state's economic growth.

In 2018, Tobacco Stops With Me released a seven-point policy plan, supported by 40 partners, that could cut Oklahoma's smoking rate in half by 2028 if implemented. In FY 2020, Oklahoma adopted one policy — raising the tobacco age to 21.

### 2021 Survey

- Tobacco Stops With Me campaign awareness level among Oklahomans: 72%
- Support for all public places smokefree: 77%
- Support for law prohibiting smoking in vehicles with children present: 84%
- TSWM ads make viewers want to protect youth from the tobacco industry: 87%
- Support a law to prohibit vaping in a vehicle with a child present: 76%
- Support laws to make public places vape-free: 71%
- Support taxing e-cigarettes at a rate similar to regular cigarettes: 74%



Shape Your Future encourages Oklahomans to adopt and maintain a healthy lifestyle. The award-winning campaign and website, ShapeYourFutureOK.com, educates Oklahomans on ways to eat better, move more, drink water and be tobacco free. Through facts, motivational messaging, free online tools, recipes,

activities and tips, Shape Your Future helps Oklahomans embrace healthy choices. Shape Your Future helps individuals, families and communities address and reverse historically poor health outcomes in Oklahoma. Shape Your Future is an evidence-based program evaluated annually.

In FY 2021, Shape Your Future educational messaging expanded to include information on adequate sleep. Inadequate sleep contributes to an inability properly manage weight and other health issues. The Shape Your Future 2020 cross-sectional survey, conducted by the University of Oklahoma Health Science Center Hudson College of Public Health, showed Oklahoma parents reporting 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).

The impact of COVID-19 continued to be felt across the nation in FY 2021 and Shape Your Future messaging adjusted to meet the public health need. During the year, Shape Your Future shared how obesity increased negative health outcomes from COVID-19 and offered simple steps parents could take to keep themselves and their children safe including tips on healthier eating and how to include physical activity in safe ways during the pandemic.



The TSET Better Health Podcast, launched in FY 2021, is a go-to source on TSET programs, grants and partnerships supporting healthy living in Oklahoma. Each month, episodes cover topics like health care in rural communities, mental health

and tobacco use, childhood obesity and prevention, farmers markets, TSET Healthy Living Program grants and more.

Podcast hosts interview guests from local advocates to state leaders to national experts. TSET keeps listeners up to date on important developments in the vaping and tobacco industries and tells the stories of TSET grantees' efforts in their communities. With more than 1,700 downloads and an average of 93 downloads per month, the TSET Better Health podcast serves as a tool for lawmakers and advocates to learn and distribute information about the state of public health in Oklahoma.

The TSET Better Health Podcast was honored with a National Women in Communication Clarion Award for episodes created in its first year.

## AWARDS

### Shape Your Future

The National Association of Women In Communication  
• *2020 Clarion Award for Advertising Campaign Over \$100,000*

Public Relations Society of America - Oklahoma City Chapter

• *2021 Upper Case Award for Public Service Campaign*

Oklahoma City Ad Club

• *2020 Silver ADDY Cross Platform for Integrated Ad Campaign - Consumer Campaign*

American Marketing Association - Oklahoma Chapter

• *2021 Award of Excellence for Large Budget Campaign*

Oklahoma Society of Professional Journalists

• *2021 First Place for Press Release Writing*

### Tobacco Stops With Me

The National Association for Women in Communication Clarion Award

• *2020 Clarion Award for Multimedia Advertising Campaign*

• *2020 Clarion Award for Online Marketing Campaign*

The Oklahoma Ad Club

• *2021 ADDY for Film, Video & Sound TV Advertising*

American Marketing Association - Oklahoma City Chapter

• *2021 Award of Merit for Digital Campaign*

# Expanding Food Access



According to Feeding America, 1 in 7 people in Oklahoma struggle with hunger and access to nutritious and affordable food. Adequate nutrition is key to disease prevention and better health outcomes. Food insecurity is also linked to obesity and other preventable health conditions. In FY 2021, TSET launched a new grant program to meet the need for increased food assistance and improved availability of healthy foods, granting a total of \$1 million for one year to support seven organizations doing this work.

## Boys & Girls Club of Ottawa County

The Boys & Girls Club of Ottawa County received a TSET Food System Impact Grant to expand its meal program from 500 grab-and-go afterschool meals to 1,500 hot meals per week for children and families. The TSET grant also funded a food program coordinator and a conversion from a residential kitchen to an industrial commercial kitchen. With the upgrade, the Boys & Girls Club currently meets the demand of families and will be able to service additional participants.

## Gateway to Prevention and Recovery

Gateway to Prevention and Recovery operates multiple programs in central and eastern Oklahoma, including a TSET Healthy Living Program grant in Pottawatomie County. The TSET Food Systems Impact Grant funded the development of a mobile market in a semi-trailer where clients can select healthy foods. Once the mobile market is operational, Gateway plans to expand the program into Seminole County, where it also will develop a food policy council and integrate health screenings into the mobile market customer experience.







### RSVP Enid

RSVP Enid is a hub service for seniors in Garfield and surrounding counties. Since the beginning of 2020, RSVP Enid has witnessed a 38% increase in demand for services. The TSET Food Systems Impact Grant enabled RSVP Enid to increase the number of Mobile Meals distributed, providing additional contact points for a population that needs connection as they “age in place” in rural Oklahoma. RSVP serves 1,000 seniors per week in various ways, through a network of more than 400 volunteers.

### Harper County Development Authority

Collective Roots is a community cooperative in Laverne that seeks innovative ways to connect local farmers, ranchers and gardeners with consumers in need of their products. TSET funded a part-time food coordinator to manage their Made in Oklahoma storefront in downtown Laverne, as well as build a website and work on brand development for products. The coordinator worked on developing a food policy council, Supplemental Nutrition Assistance Program (SNAP) acceptance at the market and getting fresh fruits and veggies to Early Head Start participants. Collective Roots serves 125 families per month and 12 individuals at the senior center.

### Hunger Free Oklahoma

Double Up Oklahoma (DUO) is a program of Hunger Free Oklahoma that addresses food insecurity and incentivizes healthy choices by matching SNAP dollars in farmers markets and grocery stores. When used for eligible items, DUO matches SNAP funds dollar-for-dollar, up to \$20 per day. TSET funded the expansion of the DUO program in 9 grocery stores across rural Oklahoma. The pilot program at Homeland in Okemah saw a 22% redemption rate — more than double the national average — equaling more than \$3,000 per week in additional produce sold.

### Urban Strategies

Urban Strategies works to ensure the stability of low-income residents during the revitalization of the River West/Eugene Field community in Tulsa. TSET funded an incentive program that allows residents to collect points for participating in health and wellness activities that can be exchanged for small kitchen appliances, produce or other items. Residents also engage with a case manager, so that Urban Strategies can track who is enrolled and how to best assist. Urban Strategies also launched a “Community is Medicine” program in March 2021 to focus on holistic community health and engagement. Urban Strategies serves 320 households that total about 1,000 individuals.

### Regional Food Bank of Oklahoma

The Regional Food Bank of Oklahoma (RFBO) operates multiple programs to increase access to food through a network of more than 1,300 community-based partner agencies and schools in 53 counties in central and western Oklahoma. RFBO received TSET funding to expand its Senior Servings Program. The program provides frozen meals so seniors can enjoy nutritious meals during the weekend, when weekday services are closed. RFBO considered issues like dexterity, strength and ability in developing the meal offerings for seniors. Meals include options for diabetic diets, low sodium diets, easy to follow cooking instructions and those with limited space to store food.



# Offering a Lifeline



Since its start in 2003, the Oklahoma Tobacco Helpline has helped

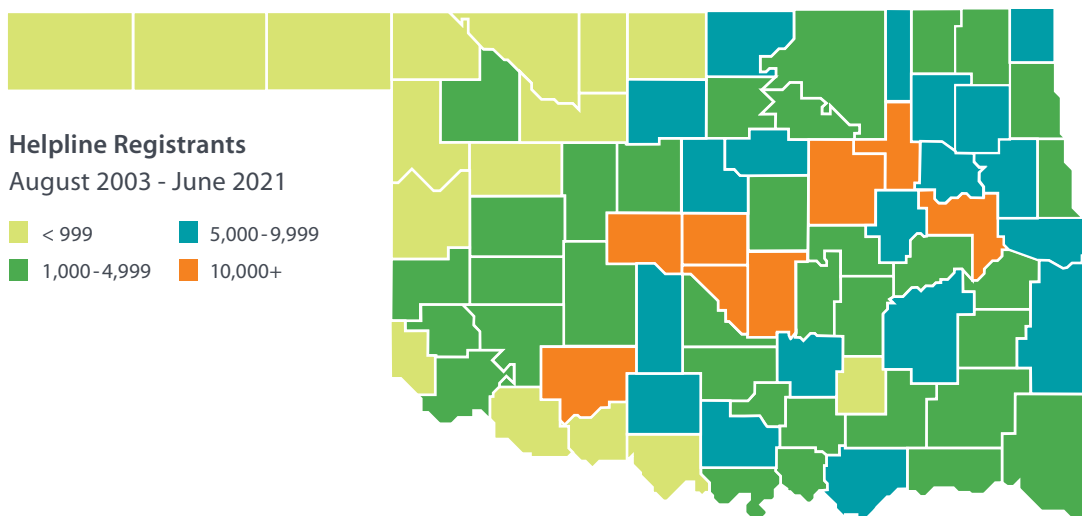
more than 470,000 Oklahomans who registered by phone or online for assistance quitting tobacco. The Helpline provides coaching and nicotine replacement products to any Oklahoman with the desire to quit tobacco use. TSET is the primary funder of the Helpline, in partnership with the Oklahoma State Department of Health, Oklahoma Health Care Authority, Oklahoma Employees Group Insurance Division and the Centers for Disease Control and Prevention.

Smoking costs Oklahoma \$1.16 billion in related health care costs each year. An estimated \$18 million is saved each year in direct medical costs from tobacco users who have quit with assistance from the Helpline.

Overall, the Helpline continues to be among the top helplines in the country, with a nearly 96% satisfaction rate. More importantly, the Helpline has maintained a 34% quit rate for registrants, a significant improvement over the 5% success rate of tobacco users who quit cold turkey.

In FY 2021, the Helpline offered support and nicotine replacement therapy to 19,656 tobacco users from all 77 counties in Oklahoma. Nearly 400 of those who registered for services were pregnant or planning to become pregnant. Consistent with prior years, 54% of tobacco users registering for services had incomes of less than \$20,000, and 17% had less than a high school diploma. In addition, 15.2% of registrants were insured by SoonerCare and 40.5% were uninsured. More than half of callers reported having at least one mental health or substance abuse disorder.

The COVID-19 pandemic had a significant impact on Helpline utilization and calls slowed beginning in March 2021, consistent with similar trends in other states. The Hudson College of Public Health at the OU Health Sciences Center conducts an independent survey and evaluation of the Helpline each year. Overall registration was down in FY 2021 and health system referrals were 28% lower than the year before as access to preventative care was down during the height of the pandemic. More than a third of survey respondents reported that the pandemic made it harder to quit tobacco. However, TSET and the Helpline will continue to monitor the impact of COVID on services and adjust resources to support Oklahomans who choose to quit tobacco use.



## REAL PEOPLE, CHANGED LIVES

### Shaun in Edmond



"I had a heart attack, all alone, in my apartment. I was scared, obviously, because I shouldn't be in my early 30s and almost dying. So, I did quit smoking, I did. And then turned around and went right back. Tobacco is tough. One day, my son found my cigar wrappers, and he said to me, 'Dad, you need to quit. I want you to quit.'"

When my doctor told me about the Oklahoma Tobacco Helpline, it opened up a new door. This time, I had people in my corner supporting me — which I didn't expect. They were so encouraging, and they still are to this day. I couldn't have done this by myself."

"Since quitting tobacco, it's been exciting! I took up running two miles daily and a new healthier diet in 2021. So far, I've lost 63 pounds and completed my first 5k! I would be untruthful if I said I haven't had cravings or thought hard about smoking since I quit in 2019. However, the Oklahoma Tobacco Helpline is still the greatest resource I carry with me everywhere I go. Having that support at my fingertips over the last almost 2½ years has changed my life!"

### Val in McAlester

"I tried to quit maybe 20 times. I was just under two packs a day when I finally made up my mind. I decided to call the Oklahoma Tobacco Helpline. I needed all the support I could get. They gave me a Quit Coach, someone who gave me pointers. For me, quitting without support just wasn't possible. Today, I don't feel out of breath, and I generally feel better. Quitting is the best thing I've ever done."

### Michael in Tulsa

"After 30+ years of smoking more than a pack a day, I'm finally smokefree! Five months on November 5th. I'm taking huge, full breaths of air for the first time since I was a teenager. My life does not revolve around a cigarette. Thanks to my wonderful, supportive wife Ashlee, my two grown children and many friends who have been super supportive, and thanks to 1-800-QUIT NOW for the products and encouraging texts and phone calls."

### Candace in Glenpool

"I smoked almost a pack a day for over 10 years. Every time I would try to quit smoking, I knew tobacco had a hold on me. What made my most recent quit attempt successful were the nicotine patches provided by the Oklahoma Tobacco Helpline. They're there to offer the support that you need. It's free and it's available 24/7 so there are really no excuses. My goal is for my daughter, who is almost 4, to never know her parents as smokers."



# Encouraging Healthy Living



The first five-year cycle of the TSET

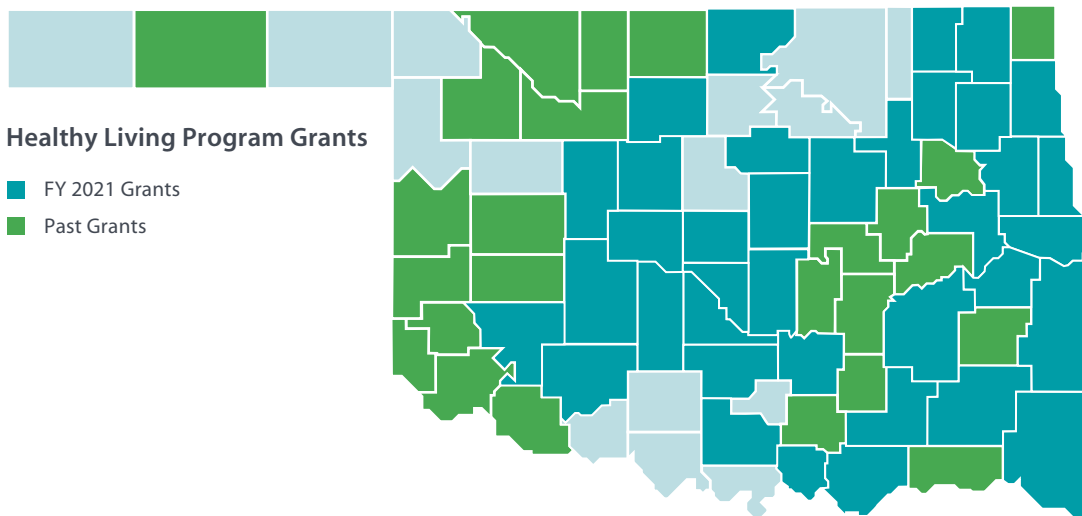
Healthy Living Program (HLP) ran from FY 2016 to FY 2020. Grantees from 63 counties worked with local partners in businesses, schools, municipal governments and community organizations.

TSET HLP grantees facilitated the adoption of over 1,200 tobacco-free policies and more than 1,000 wellness policies that impacted more than 1.5 million and 1 million Oklahomans, respectively. Grantees also facilitated making wellness-friendly communities a reality. One of many examples is pedestrian safety through Safe Routes to School and active transportation plans that feature sidewalks, trails and street features that accommodate walkers and bicyclists — all of which encourage kids and adults to be more physically active in fun, safe environments.

From Guymon in the Panhandle to Stilwell near the Arkansas border, this included creating safer school intersections. In 2019, the City of Guymon, TSET HLP and volunteers painted a large colorful tiger paw prints at Guymon High School’s parking lot entrance to slow down

traffic in the area. They also created temporary curb extensions at another school intersection to slow traffic and shorten the crosswalk distance. TSET HLP staff then conducted a survey of the shortened intersection as a next step toward making the safety changes permanent. Across the state in Stilwell, the TSET HLP serving Adair County worked with city staff to have crosswalks, speed bumps and stop signs added near Stilwell’s neighboring elementary and middle schools to make the high-traffic area safer for kids walking to school.

In FY 2020, the TSET HLP was redesigned to support local data collection and hotspot approach. A competitive grant process was concluded in late FY 2020, and a new cohort of grantees began work in FY 2021. The second, 5-year grant program was designed with input from former TSET grantees, partner organizations and nationally recognized experts. In FY 2021, grantees focused on local data collection with an emphasis on communities or service areas with the highest need and health disparities. Grantees worked through FY 2021 collecting and assessing data to develop strategic plans that will guide the next four years of work.



## HEALTHY LIVING SPOTLIGHT

### TSET Healthy Living Program in Lincoln County

The Summer Reading Fitness Program at Prague Schools, funded by the TSET Healthy Living Program, has grown from 20 to 135 students in just five years.

Students participate four days in June and four days in July for two hours each day. TSET HLP grantees encouraged the school to integrate physical activity and nutrition in with reading skills. This led to students participating in a 30-minute nutrition lesson with a healthy snack and 30 minutes of physical activity each day, in addition to 30 minutes spent on their own reading and 30 minutes of silent or teacher-led reading of a book that the children got to keep. The Sac & Fox Nation is a key partner in the program, as its physical activity director and nutritionist provided the exercise and nutrition lessons, water and healthy snacks.



The TSET HLP in Lincoln County, whose lead agency is the Lincoln County Health Department, is also a partner with the community garden in Prague. The grant's lead coordinator said a pregnant homeless woman recently visited the local health department. When a nurse asked how she was feeding herself, the woman replied that she used the community garden almost daily last year during the COVID-19 pandemic, and that she was able to get a lot of vegetables to feed her family.

"We had more people use the garden last year than at any time it has been open," the Lincoln County coordinator said. "We feel it is really filling a need in the community."

## Communities of Excellence in Tobacco Control

The TSET Healthy Living Program was preceded by another community-based grant program, Communities of Excellence in Tobacco Control (CX). The first of three waves of CX grants launched in 2004, followed by a second wave in 2008 and a third wave in 2010.

The Communities of Excellence in Physical Activity and Nutrition grant program started in 2011. Both CX programs were replaced in FY 2016 by the TSET HLP that focused on healthier environments in tobacco control, nutrition and physical activity. More than 80% of Oklahomans lived in a CX grant service area.

The growth of 24/7 tobacco-free schools is one example of the profound impact that CX grants made both locally and statewide. In the early 2000s, state law prohibited tobacco use on

school property only during school hours. Only 33 school districts prohibited tobacco 24 hours a day, 7 days a week. By the close of grant year 2013, nearly 300 districts had adopted 24/7 tobacco-free policies. That momentum contributed to the passing of a 2015 state law that requires all public schools to be 24/7 tobacco free, providing all students protection from tobacco use.

The grant program helped communities, schools, business and local organizations adopt policies to promote physical activity and nutritious food choices to fuel a healthier workforce. Even after the grant program has ended, these policies remain in place and continue to benefit Oklahomans today.



# Supporting Local Health



The local environment impacts the physical and mental health of all. Schools and communities are at the forefront of building a healthier Oklahoma. The TSET Healthy

Incentive Grant program encourages the adoption of policies that prevent tobacco and alcohol use and encourage physical activity and improved nutrition to create healthier communities.

Once application criteria are met, school districts, school sites and communities can apply to receive grants for projects that support health. Grant-funded projects are determined at the local level and must benefit the health of residents or students, teachers and staff.

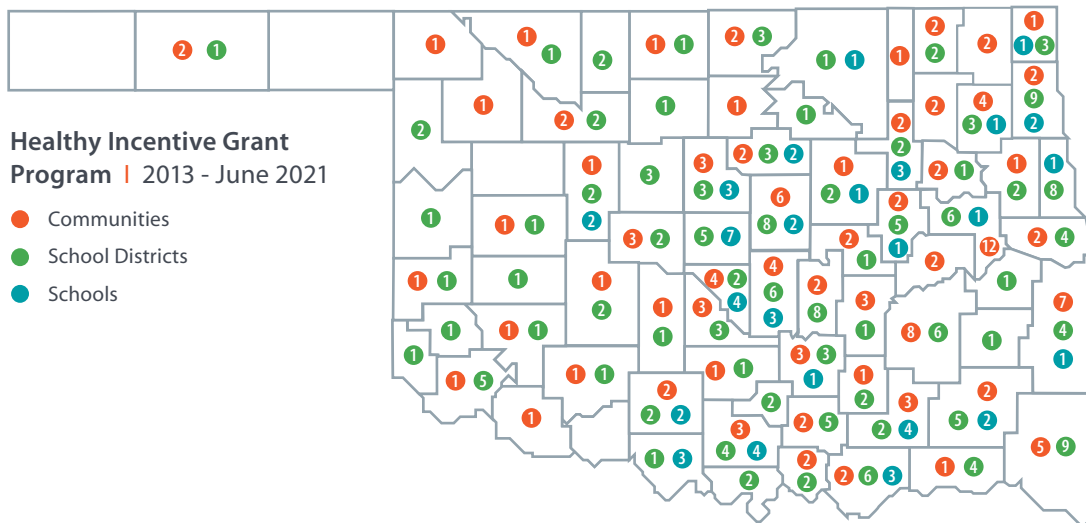
TSET Healthy Incentive Grants allow participants to achieve maximum funding in steps. There are several grant levels based on population size and number of policies adopted, so grantees can receive multiple grants as they build upon success until they reach the maximum allowed.

Communities across the state have used TSET grants to build city parks, basketball courts, walking trails and farmers markets. Schools have leveraged TSET dollars to fund playground equipment, hydration stations, physical education curricula and active learning labs.

By incentivizing pro-health policies and supporting those working hard to make healthy choices easy and available, incentive grants break down barriers and embed healthy living into daily life.

In FY 2021, the TSET Board of Directors awarded a total of \$619,500 in grants to schools and communities that adopted health-promoting policies and strategies. Funds were distributed to 13 communities and 41 schools or school districts throughout Oklahoma.

Since 2021, TSET has awarded incentive grants to 190 school districts, 55 school sites and 134 communities totaling more than \$7.2 million in funding.



## COMMUNITY SPOTLIGHT

### Oklahoma Schools Helping Kids be Active and Eat Healthy

Since 2012, TSET has awarded nearly 300 Healthy Schools Incentive Grants. These funds have helped schools and school districts throughout Oklahoma pay for equipment and infrastructure to boost the health and wellbeing of students, teachers, staff and community members.

For Bradley Elementary School in Drumright, that meant a new “trike track” for its kindergarten and pre-kindergarten playground. For Blanchard Schools, the grant helped pay for much-needed kitchen equipment for cooking and preparing healthy meals.

Both grants were among the four Healthy Schools Incentive Grants that the TSET Board of Directors approved in May 2021, which followed the 26 awarded in March 2021. Bradley Elementary in Creek County received a \$3,000 grant and Blanchard Schools in McClain County was awarded \$15,500.

More than 30% of Oklahoma kids aged 10-17 are overweight or obese, a problem that often follows them into adulthood. Obesity has wide-ranging implications and increases risk for preventable disease and death.

Bradley Principal Tara Osterhout said that because childhood obesity is high in Oklahoma, it is “so important to keep our kiddos moving. The trike track is one way to do this.”

In Blanchard, Superintendent Brady Barnes said the TSET funds helped the district buy a “large commercial oven, warmer and range — and they are working well!”

“The grant that we were awarded in May purchased new kitchen equipment for our new cafeteria in our middle schools,” Barnes said. “This equipment gives our child nutrition staff more options in preparing healthier food choices.”

Other schools and school districts have used incentive grant funds to pay for playground equipment, tracks and trails, fountains for refilling water bottles, a greenhouse and hydroponic system and other needs — as determined by local school administrators and community members — that promote wellness on school grounds.

To qualify for a grant, the school district must have comprehensive wellness and 24/7 tobacco-free policies in place and meet other wellness-related criteria.





# Advancing Research

## Stephenson Cancer Center

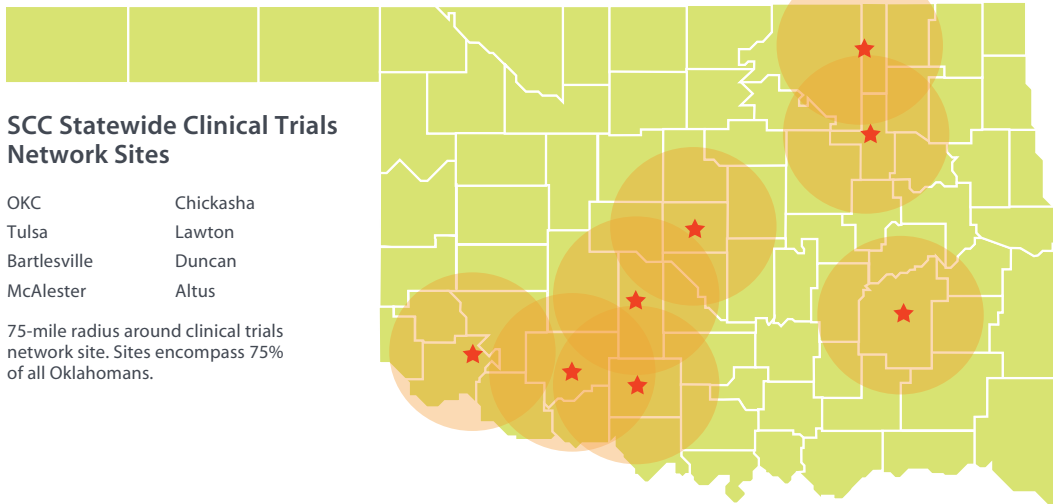
In 2012, TSET partnered with Stephenson Cancer Center (SCC) to ensure that world-class cancer research and care is available for Oklahomans. The TSET Phase 1 Program opened in 2017, providing cutting-edge treatment through clinical trials and is now ranked a top 10 program in the country.

Thanks in part to TSET funding, SCC achieved National Cancer Institute (NCI) Status in 2018, enabling it to attract top researchers, doctors and funding to advance cancer care in Oklahoma. Data show patients with access to an NCI-designated center have up to 25% better outcomes.

Since 2012, SCC has leveraged TSET's \$55 million in funding to recruit 68 top researchers and secure \$223 million in additional outside grants. Cancer research funding has increased 191% since TSET partnered with SCC.

### FY 2021

- 298 peer-reviewed articles published
- \$56 million received in additional, annual extra-mural research funding
- 4 new researchers recruited
- 315 patients enrolled in early-phase trials
- 3,465 patients received care



## Oklahoma Center for Adult Stem Cell Research

The Oklahoma Center for Adult Stem Cell Research (OCASCR) promotes adult stem cell and regenerative medicine research. This research has opened a new frontier of treatments, creating hope for incurable diseases.

When OCASCR was founded in 2010, only two scientists in Oklahoma had received funding for adult stem cell research. Since then, OCASCR has leveraged \$28.3 million TSET dollars into \$248 million in additional funds and attracted 73 top scientists to study obesity, lung disease and premature births. The pace of discovery in this field is unprecedented and OCASCR's work supports Oklahoma's spot on the frontline of advanced research.

### FY 2021

- 19 grants approved
- 4 scientists recruited to initiate labs in Oklahoma
- 69 peer-reviewed publications by OCASCR scientists
- 70% of TSET dollars matched by OCASCR grantees



## TSET Health Promotion Research Center

The TSET Health Promotion Research Center (HPRC) develops intervention tools to reduce the burden of preventable disease in Oklahoma. HPRC offers tobacco cessation treatment while conducting research through the Tobacco Treatment Research Program (TTRP). Over the past five years, the TTRP has assisted more than 1,500 Oklahomans and supported recruitment for 15 research studies. The HPRC mHealth Shared Resource uses innovative technology to extend treatment access to underserved Oklahomans. To date, mHealth has supported 65 studies and become a national leader in health-related technology.

Since 2016, TSET grants have led to an additional \$64 million secured by HPRC researchers, with three more NIH grants expected to be funded this year, bringing another \$8 million to Oklahoma.

### FY 2021

- 11 faculty and 4 postdoctoral fellows across three academic departments
- 40 studies led by faculty and 51 peer-reviewed papers published
- 3,800 Oklahomans enrolled in HPRC research studies
- 1,200 tissue samples and charts reviewed for lab-based research

## SCIENTIST SPOTLIGHT

### Dr. Lurdes Queimado



Dr. Lurdes Queimado, a TSET research scholar, oversees the Tobacco Regulatory Lab at the HPRC. She focuses on research to determine cancer risk and outcome. Her lab's studies have led to the identification of novel prognostic markers as well as the development of new drugs targeting cancer stem cells.

Dr. Queimado recently published a study in *Scientific Reports*, one of the world's leading journals. Her study is the first to show that e-cigarettes, like regular cigarettes, can prevent chemotherapy from working as well as it should.

E-cigarettes, also called vapes, are marketed as a safer alternative to cigarette smoking, and cancer patients are sometimes encouraged to switch to them during treatment. However, Dr. Queimado's study showed e-cigarettes caused resistance to chemotherapy, just as regular tobacco. The study revealed it is not only nicotine in vapes that hinder treatment, but a variety of other chemicals, many unknown, that contribute to therapy resistance.

"We learned that ... cancer cells exposed to e-cigarette extracts and treated with a common chemotherapy drug called cisplatin have a significant decrease in cell death when compared to non-exposed cells," said Dr. Queimado. "This means the cancer treatment was less effective."

Unfortunately, higher-than-standard doses of chemotherapy would likely be too toxic for patients, limiting treatment options for those who vape.

"Dr. Queimado's lab has shown vaping causes damage that might result in cancer formation, and has now shown, for the first time anywhere in the world, a possible 'side effect' of vaping during treatment that may reduce the effectiveness of cancer treatment and could ultimately compromise our chances of curing patients," said Dr. Greg Krempel at OU College of Medicine.

The study's laboratory results are predictive of a patient's response to cancer treatment. Dr. Queimado's next step is to conduct a similar study in patients at SCC who are being treated for head and neck cancers and cervical cancer.



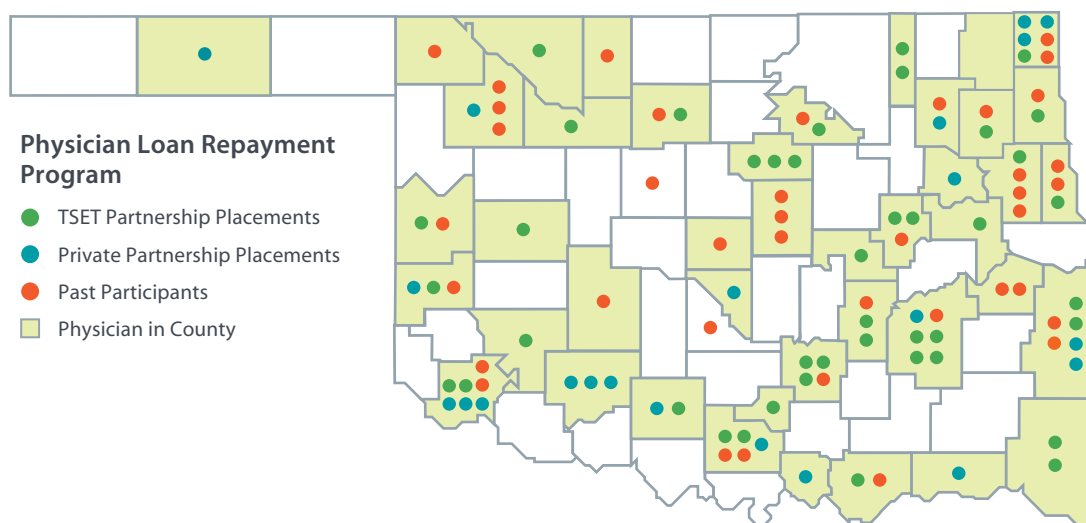
# Partnering in Health

## Physician Manpower Training Commission

Supporting rural health systems can have an exponential benefit for communities. Since 2013, TSET has worked with the Physician Manpower Training Commission to recruit and retain physicians in rural and underserved areas through the Oklahoma Physician Loan Repayment program.

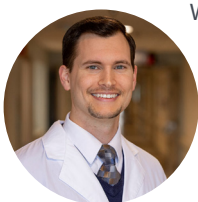
TSET provides 40% of the total funding for each TSET-sponsored physician, and those funds are matched by public and private entities. In FY 2021, the program was funded at \$3.8 million and added seven new physicians for a total of 42. In total, 89 physicians have participated in the program from Guymon to Idabel and 54% continued practicing medicine in their placement community after finishing the program. Collectively, these physicians have provided 463,630 patient encounters since 2013.

Availability of adequate health care and preventive screenings is essential for a strong community, and strong communities create a strong state. By investing in rural health, TSET is investing in a healthier and more prosperous future.



## PHYSICIAN SPOTLIGHT

### Dr. Dylan Howard



When Dr. Dylan Howard finished his residency in North Carolina, he found himself at a crossroads. He had to decide if he would stay or relocate his family back to their home state of Oklahoma.

“I was drawn to rural medicine because I saw a great need for physicians in these communities,” said Dr. Howard. “I knew I wanted to practice in rural Oklahoma, somewhere I could get embedded in the community, and the Physician Loan Repayment Program enabled me to do that.”

Around that same time, Dr. Howard’s sister-in-law, an OB-GYN, and her husband, a state trooper, decided to join the Howards in Ada. In the end, the town received two new physicians and increased protection, thanks in part to the loan repayment incentive.

Dr. Howard is now in his second year of the program and enjoying the unique challenge of rural medicine. “Rural family medicine provides a broader scope of practice than what you may see in a large city,” he explained. “Because there are often fewer resources in the community, you have to manage a wider range of specialties. This gives you the opportunity to enhance your skills and to make an even greater impact on people’s lives. I am really happy I chose to practice in Ada.”

## Oklahoma Health Care Authority

The Oklahoma Health Care Authority (OHCA) administers Oklahoma’s Medicaid program, commonly known as SoonerCare. TSET funds a grant to OHCA to improve the health of SoonerCare members by ensuring access to tobacco cessation services, targeting vulnerable populations such as pregnant women and identifying health risks such as obesity and tobacco use.

In FY 2021, rates of cigarette smoking among SoonerCare members reached their lowest level in five years. Awareness of the tobacco cessation benefit declined among members overall but increased among current smokers. A survey of patients shows awareness of the nutrition counseling benefit remained consistent among members overall but increased slightly among members classified as obese.

## Oklahoma Hospital Association

TSET funds WorkHealthy Hospitals (WHH), an initiative of the Oklahoma Hospital Association (OHA) that helps hospitals make permanent improvements to their health policies and environment. These enhancements support employee health and wellbeing and set an example for the community. WHH also provides resources to address the growing burnout epidemic among health care workers through the Thriving Workforce Resource Hub.

In FY 2021, OHA implemented comprehensive inpatient tobacco cessation services with one new hospital and furthered efforts in three others for a total of 73 participating hospitals to date, in addition to 58 outpatient clinics. OHA worked with nine hospitals to adopt or update their tobacco-free policies for a total of 127 hospitals that have a policy restricting tobacco use on their property. In FY 2021, OHA member hospitals and clinics made 5,357 referrals to the Oklahoma Tobacco Helpline, accounting for 41% of all referrals statewide. More than 340 clinics have implemented comprehensive tobacco cessation systems and generated 32,623 referrals to the Helpline.

## Oklahoma Department of Mental Health and Substance Abuse Services

The Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) is Oklahoma’s “safety net” for mental health and substance use treatment services. The Department’s mission is to provide prevention and treatment services to Oklahomans who lack the means to pay. Rates of smoking are 2 to 4 times higher among people with psychiatric and substance use disorders.

TSET partners with ODMHSAS to promote tobacco cessation and tobacco-free environments at all behavioral health facilities and encourage physical activity and improved nutrition. In FY 2021, TSET funded ODMHSAS at \$584,788. ODMHSAS referred a total of 6,920 clients to the Oklahoma Tobacco Helpline. Of those referrals, 923 enrolled in the program, with 73% receiving free nicotine replacement therapy and 25% remaining tobacco free at 30 days.

### Since 2016 . . .

- ODMHSAS has referred more than 47,000 people to the Oklahoma Tobacco Helpline
- 7 facilities have passed a comprehensive wellness policy, reaching more than 3,400 staff and 94,500 consumers annually



# FY 2021 Grants and Contracts



## \$13,000 Conference Sponsorships

\$1,750	Go Climb, OKC!
\$500	Indian Nations Council of Governments
\$1,750	Muskogee Local Senior Games
\$1,500	NASW-Oklahoma
\$750	Oklahoma Caring Foundation
\$1,750	Oklahoma Institute for Child Advocacy
\$1,750	Oklahoma Public Health Association
\$1,750	Oklahoma Senior Games
\$750	Public Health Institute of Oklahoma
\$750	University of Oklahoma Foundation, Inc



## \$1,000,000 Food Systems Impact

\$36,072	Boys and Girls Club of Ottawa County
\$250,000	Gateway to Prevention and Recovery
\$40,395	Harper County Development Authority
\$408,505	Hunger Free Oklahoma
\$117,634	RSVP Enid
\$96,544	Regional Food Bank of Oklahoma
\$50,850	Urban Strategies



## \$16,122,800 Health Communication

\$12,290,800	VI Marketing and Branding
\$2,000,000	Oklahoma Health Care Authority - SoonerQuit Program
\$332,000	Rescue - Youth Advocacy and Education
\$1,500,000	Rescue - Youth Media and Marketing Campaign



## \$263,000 Healthy Communities Incentive

\$10,000	Allen
\$10,000	Anadarko
\$14,000	Carney
\$10,000	Cedar Valley
\$10,000	Central High
\$36,000	Comanche
\$70,000	Guthrie
\$20,000	McAlester
\$14,000	Meeker
\$24,000	Miami
\$25,000	Perry
\$10,000	Talala
\$10,000	Yale



## \$365,500 Healthy Schools Incentive

\$3,000	Allen Elementary
\$12,000	Battiest Public Schools
\$3,000	Bennington Elementary
\$2,000	Bennington High School
\$15,500	Blanchard Public Schools
\$3,000	Bradley Elementary
\$11,500	Burns Flat-Dill City Public Schools
\$15,000	Cave Springs Public Schools
\$2,000	Comanche Middle School
\$6,000	Coolidge Elementary
\$8,000	Darlington Public School
\$8,000	Glencoe Public Schools
\$15,000	Glover Public School
\$9,500	Grand View School
\$20,000	Heavener Public Schools
\$11,500	Howe Public Schools

\$4,000	Jay Elementary School
\$20,000	Kansas Public Schools
\$20,000	Kingston Public Schools
\$11,500	Latta Public Schools
\$6,000	Little Axe Public Schools
\$14,000	Locust Grove Public Schools
\$14,000	Marietta Public Schools
\$12,000	Maud Public Schools
\$5,500	Miami Public Schools
\$7,000	Newcastle Public Schools
\$10,000	Oklahoma City Public Schools
\$20,000	Oktaha Public Schools
\$5,000	Olustee-Eldorado Public Schools
\$4,500	Porter Elementary School
\$4,500	Porter Junior and High School
\$4,000	Quail Creek Elementary
\$15,500	Ravia Public School
\$5,000	Stillwater Middle School
\$10,000	Stillwater Public Schools
\$3,000	Waurika High/Middle School
\$6,000	Westville Public Schools
\$3,000	Whitefield Public School
\$4,000	Will Rogers Elementary
\$3,000	Wister Public School



## \$6,689,731 Healthy Living Program

\$105,000	Atoka County Health Department
\$128,000	Bryan County Health Department
\$183,340	Canadian County Health Department
\$198,000	Cherokee County Health Services Council
\$200,476	Cherokee Nation (serving Adair County)

\$220,000 Comanche County Memorial Hospital

\$220,000 Gateway to Prevention and Recovery Inc. (serving Pottawatomie County)

\$191,000 Grand Nation Inc. (serving Craig County)

\$151,631 Great Plains Youth and Family Services (serving Caddo and Kiowa counties)

\$141,000 KI BOIS Community Action Foundation Inc. (serving Haskell County)

\$175,000 Kingfisher County Health Department (serving Blaine and Kingfisher counties)

\$173,697 LeFlore County Youth Services Inc.

\$192,096 Lincoln County Health Department

\$110,000 Marshall County Health Department

\$202,000 Mayes County HOPE Coalition

\$183,000 McClain-Garvin County Youth & Family Center (serving Garvin County)

\$199,000 McCurtain County Health Department

\$219,946 Muskogee County Health Department

\$220,000 Norman Regional Health System (serving Cleveland County)

\$220,000 Norman Regional Health System (serving Grady County)

\$179,000 Norman Regional Health System (serving McClain County)

\$119,000 Nowata CAN Inc. (serving Nowata County)

\$360,000 Oklahoma City-County Health Department

\$220,000 Oklahoma State University (serving Creek County)

\$182,000 Oklahoma State University (serving Kay County)

\$220,000 Oklahoma State University (serving Payne County)

\$161,000 People Inc. (serving Sequoyah County)

\$204,518 Pittsburg County Health Department

\$183,000 Pontotoc County Health Department

\$111,000 Pushmataha County Health Department

\$216,000 ROCMND LLC (serving Delaware County)

\$220,000 Rogers County Volunteers for Youth Inc.

\$220,000 Rural Health Projects Inc. (serving Garfield County)

\$329,227 Tulsa Health Department

\$131,800 Wichita Mountains Prevention Network Inc. (serving Carter County)



**\$2,078,125 Health Systems Initiatives & Emerging Opportunities**

\$584,788 Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS)

\$593,126 Oklahoma Hospital Association

\$416,230 Physician Manpower Training Commission

\$270,231 Oklahoma Health Care Authority - SoonerQuit Provider Engagement

\$213,750 Rescue – Free the Night



**\$4,187,451 Oklahoma Tobacco Helpline**

\$3,900,000 OUHSC – Helpline Services (Optum)

\$287,451 OUHSC – Helpline Oversight



**\$1,585,000 Program Evaluation**

\$1,585,000 OU Health Science Center Hudson College of Public Health



**\$11,931,000 Research**

\$2,910,000 Oklahoma Center for Adult Stem Cell Research (OCASCR)

\$3,686,000 TSET Health Promotion Research Center (OHPRC)

\$5,335,000 TSET Cancer Research Program at Stephenson Cancer Center (SCC)



**\$1,680,692 Technical Assistance, Training & Consulting**

\$250,000 ChangeLab Solutions

\$172,589 Emory University

\$1,140,103 Oklahoma State Department of Health

\$95,000 Onside Partners

\$23,000 Tigris Solutions, LLC



# 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

### MISSION

Improve the health of all Oklahomans.

### GOAL

Reduce cancer and cardiovascular disease.

### OBJECTIVE

Prevent and reduce tobacco use and obesity.

### MISSION

Create evidence-based and innovative programs that address tobacco use, physical activity and nutrition, research and emerging opportunities.

### ACTIVITIES

Leadership | Grantmaking | Stewardship | Communication



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

(405) 521-3888  
[www.tset.ok.gov](http://www.tset.ok.gov)

Julie Bisbee, Executive Director

This publication was issued by the Oklahoma Tobacco Settlement Endowment Trust as authorized by Michelle Stephens, TSET Board of Directors Chair and Julie Bisbee, TSET Executive Director. 200 copies were printed in December 2021 by Impressions Printing at a cost of \$818.

