

BUILDING BLOCKS OF HEALTH



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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 2022 Investors

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

FY 2022 Directors

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

BUILDING BLOCKS OF HEALTH

After several years of change and transition, fiscal year 2022 built on past successes and laid the groundwork for future initiatives. Guided by the three-year strategic plan set in 2020, our board and staff looked for effective, sustainable avenues to expand TSET's impact.

Out of this, TSET launched new opportunities for partnerships, including TSET Built Environment and Healthy Living Innovation Grants. Through these grants, TSET awarded nearly \$3 million in grants for community infrastructure improvements and programs that promote health. We also opened applications for three additional new funding programs — TSET Discovery Grants, TSET Targeted Achievement Grants and the TSET Successful Futures program — scheduled to be awarded during FY 2023.

As growth brings with it a new set of challenges, we also spent the year laying a solid foundation for expansion. To ensure we can sustainably and effectively manage new and existing programs, we bolstered our internal infrastructure and staff, invested in professional development, and kept our mission and strategic plan in focus during each important decision.

Meanwhile, our established programs hit some exciting milestones and achievements. Physicians participating in the Physician Loan Repayment Program have conducted more than half a million patient visits since the start of the program. The Oklahoma Tobacco Helpline experienced an increase in registrations of nearly 10%, and a 17% increase in reach. And the TSET Healthy Youth

Initiative added a statewide youth advocacy and education program for teens, called Youth Action for Health Leadership (YAHL).

In addition, TSET Healthy Living Program grantees started work on a new set of initiatives, grounded in extensive community assessments gathered the previous year. The Stephenson Cancer Center began testing a new class of cancer drugs through the TSET Phase 1 Program, providing hope for current and future patients. Finally, our health education campaigns were recognized locally, nationally, and internationally for effective and powerful messaging.

Health is complex. It is the sum of a combination of factors, some we can control and others we cannot. TSET is in the business of improving the factors that we can control by investing in research and helping Oklahomans to eat better and lead active, tobacco-free lives. Just as each "building block" of health is important, each TSET program addresses a critical need in the ongoing pursuit for better health.

It is an honor to do this work.

Sincerely,



Julie Bisbee, Executive Director



BY THE NUMBERS

FY 2022 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

\$76,288,194



TSET
75%
\$57,171,146

Corpus balance as of 6/30/2022: \$1.57B



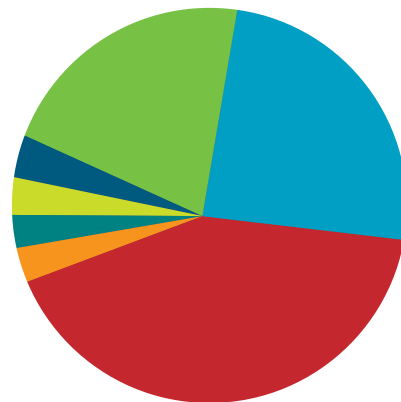
State Legislature
18.75%
\$14,292,786



Attorney General's Office
6.25%
\$4,764,262

TSET BUDGET ALLOCATIONS

\$50,902,951



2.96% Emerging Opportunities

3.02% Programs and Grants Management Support

3.05% Evaluation

3.42% Administration

21.23% Obesity Prevention, Physical Activity and Nutrition










24.16% Research

42.16% Tobacco Prevention



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 45th in overall health, according to the ranking. Oklahoma is ranked 37th in tobacco use, 46th in obesity and 43rd in cardiovascular diseases.

	OK	U.S.
 Heart Disease Deaths (rate per 100,000)	244.1	168.2
 Cancer Deaths (rate per 100,000)	171.1	144.1
 Adult Smoking Rate	16.9%	14.4%
 Youth Cigarette Smokers (percent since 2003)	4%	NA
 Youth E-cigarette Smokers (total percent)	21.7%	NA
 Obesity Rate (BMI greater than 30)	39.4%	33.9%
 Leisure Time Physical Activity (any PA in last 30 days)	71.7%	76.3%
 Fruit Consumption (at least one per day)	51.3%	59.2%
 Vegetable Consumption (at least one per day)	79.3%	80.3%

Source: The Oklahoma State Department of Health. Latest available data for heart disease and cancer deaths are from 2020. Remaining data are from 2021.

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 57% of all preventable deaths in Oklahoma.

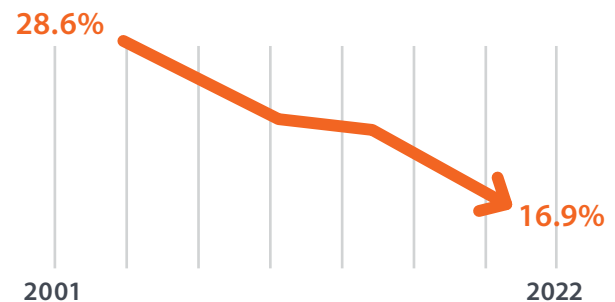
Measures of Progress

TSET’s efforts to encourage Oklahomans to eat better and live active, tobacco free lifestyles have helped to create a healthier, more prosperous state.

51.8% • 30-day quit rate success for Oklahoma Tobacco Helpline registrants in FY 2022 who utilized four weeks of nicotine replacement therapy and the multiple call program.

5% • 30-day success rate for smokers who attempt to quit without help.

Smoking Prevalence



490,000 • More than 490,000 have been served by the Oklahoma Tobacco Helpline since 2003.

500,000 • Physicians have conducted more than 500,000 patient visits through the Physician Loan Repayment Program since the program began.

99 • TSET has helped place 99 physicians in rural and medically underserved areas as part of the partnership with the Physician Manpower Training Commission.

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

\$7.7 million • More than \$7.7 million in TSET Healthy Incentive Grants has been awarded to 195 school districts, 67 school sites and 144 communities since the program began in 2012.

PROMOTING HEALTH EDUCATION

Healthy Youth Initiative

Oklahoma youth face health challenges like never before, from the increase in teen vaping to rising rates of obesity. To help tackle these trends, TSET launched the [Healthy Youth Initiative](#) to educate Oklahoma teens and help them make informed choices about their health.



YOUTH ENGAGEMENT

In FY 2022, the TSET Healthy Youth Initiative added a statewide youth advocacy and education program for teens, [Youth Action for Health Leadership](#) (YAHL). YAHL allows youth to create a measurable impact by making lasting changes in nutrition, active-living, and tobacco policies. Teens develop leadership skills and earn community service hours while making their community a healthier place. There were 536 official YAHL members and 37 YAHL programs established during FY 2022.

As part of the initiative, YAHL created the [Elevate Student Health](#) campaign to provide Oklahoma schools with resources to promote healthy living. In total, youth participating in the campaign held 36 events and 13 meetings with principals. They also collected more than 4,700 surveys, developed blog and media content and ran a Facebook ad campaign. YAHL members spoke at six school board meetings and prompted one district to adopt a comprehensive school wellness policy.

YAHL also created [CounterAct Tobacco](#), a statewide initiative holding the tobacco industry accountable for targeting Oklahoma youth. The campaign held 41 events across the state, collected 4,900 surveys, and recruited nine organizations to sign on as partners. YAHL youth spoke at a Wynnewood City Council meeting, where the council went on to unanimously pass two ordinances to protect youth from accessing tobacco products.



YAHL members at the YAHL Leadership Summit in June 2022. Left to Right: Mason S., Putnam City West HS; Gracie K., Sperry HS; Rhianna D., Putnam City North HS; Lilith B., Adair HS; Essence F., Millwood HS.

YOUTH TOBACCO PREVENTION

TSET's comprehensive efforts to prevent and reduce tobacco and vape use among teens include the statewide media campaigns [Behind the Haze](#) and [Down and Dirty](#). Behind the Haze seeks to reach teens statewide, while Down and Dirty messaging is focused specifically on rural teens. A total of five new message packages ran as a part of the two campaigns in FY 2022.

In an FY 2022 survey, 60% of youth reported a high awareness of at least one of the campaigns and a perception that the messaging was relevant and appealing. Campaign-aware youth were more likely to believe that even occasional vape use is risky, compared to youth unaware of the campaigns. Additionally, 80% of youth vape users reported intentions to quit, up 11% since FY 2021. Teen vape users reporting at least two quit attempts doubled in FY 2022 over the previous year, underscoring the need for quit support.



YOUTH TOBACCO CESSATION

Launched in February 2022, [Quit the Hit](#) offers a free, moderator-led cessation support group on Instagram that educates young people about how to quit vaping. The program provides five weeks of online quit support for groups of 10-15 participants, offering help to teens and young adults seeking accountability and peer support to quit. More than 130 participants completed the program in June 2022, with over 90% saying they would recommend the program to others.

Quit the Hit can be a first-line intervention or can be paired with [My Life, My Quit](#), another free cessation service for youth funded by TSET. My Life, My Quit provides one-on-one intervention for teens struggling with all types of tobacco use, including vapes, through live texting, web chat support and phone coaching.

YOUTH NUTRITION PROMOTION

Oklahoma has one of the highest youth obesity rates in the U.S. TSET created the [Swap Up](#) campaign to help teens ages 13-18 develop and maintain healthy habits for a lifetime.

Swap Up helps teens consider the immediate effects of how they fuel their bodies by connecting feelings to specific food, such as how unhealthy versus healthy foods support performance at school and in sports, and how food choices affect their mood. Swap Up also shares reasonable and actionable alternatives to common junk food options. A survey of youth across the state revealed high campaign awareness (76%). It also showed positive shifts in behavior with 49% of respondents reporting eating more fruits and vegetables in the previous seven days compared with those who were campaign unaware (23%). This suggests Swap Up messaging is effective and resonating with youth.



TOBACCO STOPS WITH ME.

Tobacco Stops With Me

Since 2018, Tobacco Stops With Me 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. Tobacco Stops With Me 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 FY 2022, Tobacco Stops With Me launched new messaging within the Protect Our Youth campaign, titled "Nicotine Equals." This campaign, which ran across TV, radio, paid digital and social, highlights the ways young brains are critically at risk to the troubling effects of nicotine.



Shape Your Future

Eat better. Move more. Drink water. Sleep well. Live tobacco free. These are the building blocks of a healthy lifestyle and lie at the heart of Shape Your Future messaging. For more than a decade, this public health education program has been teaching Oklahomans that better health is within reach if they are willing to take the small steps to achieve it. Shape Your Future provides a wealth of free tips, tools and resources to make the healthy choice the easy choice for all Oklahomans.

Shape Your Future increased health messaging in FY 2022 by starting new partnerships and continuing successful partnerships from previous years, including with the OU and OSU mascots, weekly recipe segments on Tulsa's KJRH news station, and new workout content from a local fitness influencer.

In FY 2022, Shape Your Future's popular seven-question Health Quiz, which gives tailored results through questions about healthy-living practices, experienced 81,458 sessions and 27,261 quiz completions (+158% increase year over year).





TSET Better Health Podcast

The [TSET Better Health Podcast](#) is a fresh way to keep TSET partners informed of our work and help others connect the dots to TSET's impact on communities across our state.

In FY 2022, Better Health continued to explore the reach and scope of what TSET does to help Oklahomans live longer and healthier lives. Through candid interviews and unique storytelling, the podcast covered stories and information on topics such as tobacco control and prevention, systemic causes and effects of poor nutrition in Oklahoma, and the importance of prevention for health improvement. Better Health received a national Clarion Award in fall 2021 from the Association of Women in Communications and was also recognized for outstanding work by the Public Relations Society of America, OKC Chapter, and the Oklahoma Society of Professional Journalists. March 2022 marked two years of production for the podcast.

AWARDS AND RECOGNITION

Efforts to inform Oklahomans on how to live tobacco-free lifestyles and improve nutrition and physical activity is important in countering the millions of dollars the tobacco, fast food and beverage industries spend each year. In FY 2022, TSET received recognition at the local to international level for the various public education campaigns and journalistic endeavors to improve the health of Oklahomans.

The TSET Healthy Youth Initiative "Swap Up" campaign was a Silver Winner in the International Muse Awards, placing in the Video category under Public Service & Activism.

TSET received three national Clarion awards from the Association of Women in Communications for the Tobacco Stops With Me "Big Tobacco Targets" campaign, the Oklahoma Tobacco Helpline "Overview" commercial and the TSET Better Health Podcast. The TSET Director Journal Record Column was a finalist, receiving one of the top scores in its category.

Statewide honors from the Society of Professional Journalism included a first place for the "Rise in Childhood Obesity Adds to Worries During COVID" media release, second place for the Tobacco Stops With Me cultivated newsletter, third place for the monthly TSET Health Communication Update newsletter, third place for the "Oklahoma Tobacco Helpline Launches New Website" press release and third place for the TSET Better Health Podcast.

Finally, awards from the Oklahoma City Chapter of the Public Relations Society of America included an UpperCase Award for the TSET Healthy Youth Initiative, UpperCase Award for Shape Your Future Power of One Campaign and Awards of Merit for the TSET Better Health Podcast, Shape Your Future Campaign and TSET Healthy Youth Initiative.

EXPANDING IMPACT

Part of TSET's mission is to look for new and emerging opportunities to improve the health of Oklahomans. The TSET Board of Directors is consistently seeking new partnerships to deliver innovative programs that address the complex issue of improving health behaviors and outcomes across the state.

Healthy Living Innovation and Built Environment Transformation Grants

In FY 2022, TSET awarded \$2.8 million to nine organizations through a two-year, two-part funding opportunity: Healthy Living Innovation Grants and Built Environment Transformation Grants.

Under the Healthy Living Innovations opportunity, Healthy Schools Oklahoma, a 501(c)(3) nonprofit organization led by Bethany Children's Health Center, received \$500,000 to help elementary schools in areas with higher-than-average obesity rates develop a plan of action to address physical activity and nutrition.

In the same category, TSET granted up to \$500,000 to Oklahoma State University - Oklahoma City to renovate the campus' deteriorating asphalt walking track, install fitness equipment and launch Cowboy Fit, a series of wellness education events open to the public.

The Botanic Garden at Oklahoma State University - Stillwater received a two-year \$700,000 award to build a Horticulture Education Center that will be used for workshops, camps, school field trips and other community programs promoting healthy lifestyles, including the physical activity involved in gardening and eating nutritious local produce.

TSET invested the remaining \$1.1 million across several communities to repair and enhance public infrastructure to create enticing, safe spaces for active living.

The City of McAlester received a grant to build 1.25 miles of ADA-accessible sidewalks that connect neighborhoods to city attractions. The City of Pryor Creek in Mayes County will use TSET funds to improve the safety and walkability of it's downtown by adding wayfinding signage, better drainage systems, safer crosswalk areas and improving ADA accessibility.

In Garvin County, the City of Pauls Valley is developing a master park plan to encourage active living with better access to safe outdoor areas. In Mayes County, the Town of Locust Grove will use grant money to add playground equipment, a dog park, disc golf course and historical monument walk in the town park.

Finally, Northwestern Oklahoma State University in Woods County received \$50,000 to improve outdoor exercise facilities.

All awards targeted large-scale projects that bring together local partners to tackle the complex issue of improving health behaviors in communities across the state.

"These grants enable us to support projects that are core to TSET's mission — from enhancing public spaces and infrastructure that encourage active living to innovative approaches that utilize technology to help curb obesity."

Michelle Stephens, Chair, TSET Board of Directors

SPOTLIGHT · NORTHWESTERN STATE UNIVERSITY

Health is influenced as much by our built environment as it is by diet or medical care. Well-designed places engage communities, encourage physical activity, reduce stress and improve access to nutritious food.

Access to recreational sports, whether formally or through play, helps cultivate a culture of active living in communities. Northwestern Oklahoma State University (NWOSU) recognized this need and used a TSET Built Environment Transformation Grant to improve six tennis courts in disrepair.

NWOSU is the only institution of higher learning in more than 100-miles and serves as a regional hub for community activities. The original courts, installed in 1980, were damaged by years of Oklahoma weather. Seeing this as an opportunity to reach a wider audience, the university partnered with TSET to not only resurface the courts, but also expand it's offerings.

They transformed the space to serve as three tennis courts, two half-basketball courts and

eight pickleball courts. Pickleball is a lifetime sport played on a smaller court, making it less physically demanding than tennis. Because of this, the sport can be played together by multiple generations of a family.

"The community response has been overwhelmingly positive," said Tandy Keenan, director of sponsored programs at NWOSU. "We already have tournaments planned and use of the facility day and night. Our J.R. Holder Wellness Center Director, Olivia Yandel, said it best, 'The paddles are flying out the door!' regarding the pickleball free-to-check-out equipment."

In addition, NWOSU used grant money to buy basketball and pickleball equipment that people can check out, ensuring the courts are accessible to everyone. Just weeks after the courts opened, students, faculty, varsity teams and community members were filling the courts. Several regional summer camps have also expressed interest in hosting events at the newly renovated site as well.



Photo provided by NWOSU

Partnering for Impact

In 2021, the Oklahoma Legislature passed a law to require health education for Oklahoma public school students. TSET applauded this measure and recognized a need for schools to receive support in the development of a health education curriculum.

As such, TSET provided \$106,800 in FY 2022 funding to the Oklahoma State Department of Education (OSDE) to develop instructional guidance and resources to ensure that Oklahoma schools have support for implementing the Oklahoma Academic Standards for Health Education. Through this partnership, OSDE will develop curriculum and train teachers to create engaging health instruction. OSDE will create virtual models for teachers to attain health education micro-credentials and provide professional development programs statewide.

Update on Food Systems Impact Grants

Adequate nutrition serves as a linchpin of disease prevention and better health outcomes.

Last fiscal year, TSET created a short-term grant program to meet the immediate need for access to nutritious foods during the pandemic. TSET funded Food Systems Impact Grants, totaling \$1 million, to seven partners around the state to target hunger in Oklahoma's most vulnerable populations, including seniors and children, through FY 2022. Together, the grants facilitated the distribution of more than 100,000 meals to seniors, youth and needy families, and the expansion of a program to increase access to fruits and vegetables for Oklahomans.

The grants also established relationships with numerous partners to leverage additional funding and enhanced services for target populations. In total, the seven grants generated \$2.47 million in direct assistance and \$644,000 in in-kind assistance.

Major achievements of the grants included:

- 47,500+ meals for youth in northeastern Oklahoma.
- 10,200+ families gained access to mobile community market in rural east-central Oklahoma.
- 48,000+ meals for seniors across the state.
- Expansion of a local food security cooperative in northwestern Oklahoma.
- Expansion of a pilot program to offer increased access to produce through grocery stores in 10 Oklahoma communities.
- Implementation of a "Community is Medicine" program to 317 families in the River West Neighborhood of Tulsa.



"TSET funding has made a tremendous impact on our program and our most vulnerable seniors in northwest Oklahoma. Even through COVID, we have found we have a better-quality program and plan to keep our programs running as they are currently."

Christy Baker, Executive Director of RSVP Enid

OFFERING A LIFELINE

Oklahoma Tobacco Helpline



Effective quitlines are an essential component in reducing tobacco and nicotine use. Quitlines minimize tobacco-related

health disparities by removing barriers to treatment and providing free services to adults of all ages and backgrounds.

The Oklahoma Tobacco Helpline (OTH) offers a menu of personalized services, including text and email support, phone and web coaching, free nicotine replacement therapy (NRT) like patches, gum, or lozenges and more. Since 2003, OTH has helped more than 490,000 Oklahomans with their tobacco cessation efforts, saving the state nearly \$22 million each year in direct medical costs. It is consistently ranked among the top quitlines in the country by the North American Quitline Consortium, with a satisfaction rating greater than 95%.

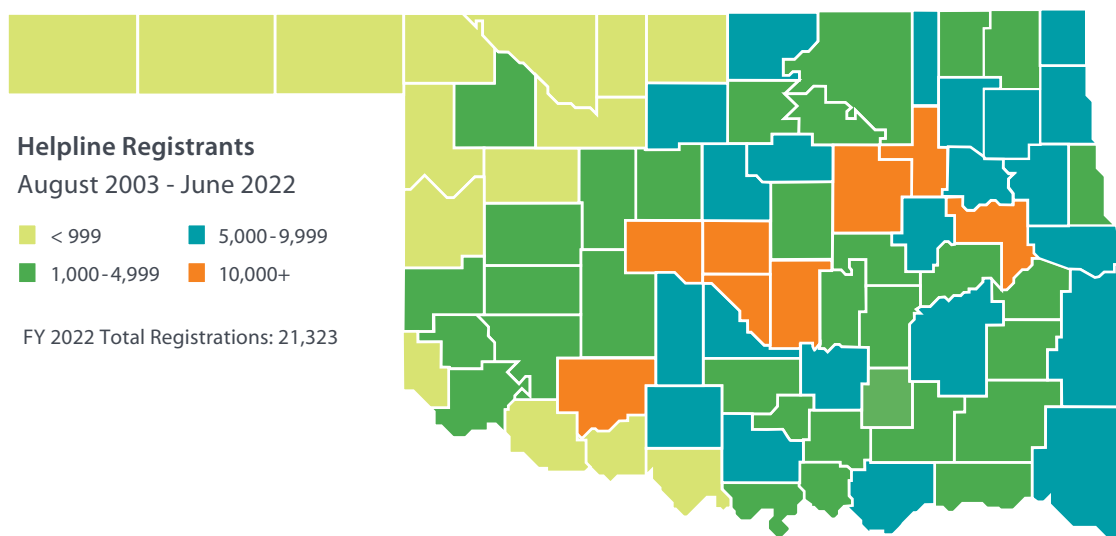
In FY 2022, more than 21,000 tobacco users registered for services, an increase of 8.5% over the previous year. OTH's treatment reach, measured as the percentage of all tobacco users in the state who accessed services, was the highest in the nation. Eight out of 10 registrants received free NRT.



LAUREN

Bethany, OK · Quit in 2018

"The people at the Helpline were awesome every time I called. The lozenges worked best for me, and I was never judged when I had to call for more refills."





VERAMAE
Drumright, OK · Quit in 2019

“Taking the first step wasn’t easy, but the Helpline was there for me from day one. They gave me the tools I needed to quit.”

More importantly, the Helpline maintained an overall quit rate of 37.3% at 30 days, significantly higher than the 5% success rate of those who quit without help.

Changes to cessation benefits during FY 2022 encouraged new registrations. Medicaid members became eligible for eight weeks of NRT in November 2021. Through a limited time offer from April through June 2022, all tobacco users were eligible for four weeks of NRT with individual services or eight weeks with the multiple call program, regardless of insurance status. The 30-day quit rate for the latter group was an astounding 51.8%.

More than half of registrants (58.2%) reported having at least one mental health or substance abuse disorder. These registrants were offered a specialized protocol through the Behavioral Health Program of seven coach calls and up to 12 weeks of combination NRT.



KENNETH
Perkins, OK · Quit in 2018

“After a few health scares, I had a wakeup call. Seeing the look on my family members’ faces after another hospital visit let me know I needed to find a solution. That’s when I reached out to the Helpline, who gave me the drive to finally quit smoking.”

Quitting tobacco is hard. You must make the decision every day to not smoke, to call your Quit Coach and to show up for your family. Once you’re on the other side, you’ll realize how much time and money you were spending on cigarettes, though. It’s so worth it. Now, I not only have more time and energy to spend on my family, but I feel like I can show up and set an example for young people in my tribe to cut down on addictive use as well.”

ENCOURAGING HEALTHY LIVING

TSET Healthy Living Program

TSET recognizes the significance of working with local communities to solve problems on the local level.



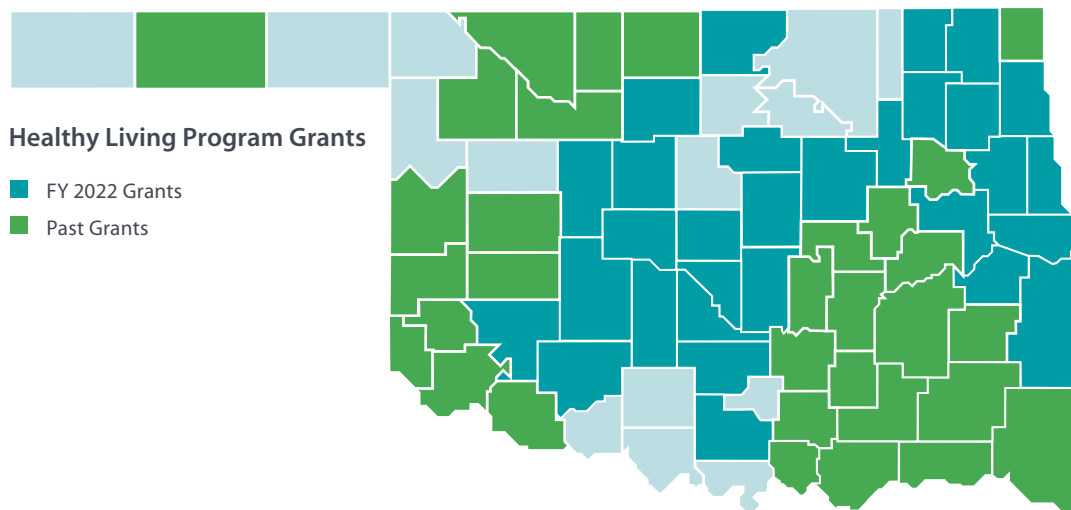
TSET has funded community-based grants since 2004 with the goal to work with coalitions of dedicated organizations, networks and individuals across the state to help make the healthy choice the easy choice for everyone.

The TSET Healthy Living Program (HLP) seeks to lessen the burden of unhealthy behaviors before they take root. HLP grants are designed to prevent cancer and cardiovascular disease by preventing and reducing tobacco use and obesity. Previous grantees under the HLP passed nearly 2,300 tobacco-free and wellness policies that impacted more than 2.5 million Oklahomans.

TSET currently partners with 28 organizations working in 30 counties through the HLP program to encourage healthy eating, physical activity and tobacco-free lifestyles. The cohort focused on local data collection in FY 2021 to identify and assess each community's priorities.

In FY 2022, HLP grantees worked with 24 communities to update youth access to tobacco ordinances and helped pass seven local tobacco zoning ordinances.

Additionally, grantees met with 49 tobacco retailers across the state to discuss the tobacco sales laws that impact them. Eighty-four retail education visits were also completed to equip retailers with the necessary education to comply with tobacco laws.



FY 2022 HIGHLIGHTS

Creek County

To address food insecurity, grant staff in Creek County helped Caring Community Friends food pantry in Sapulpa expand its volunteer program and connect clients to resources, including Supplemental Nutrition Assistance Program (SNAP) applications.

Comanche County

In collaboration with MIGHT Community Development Resource Center, grant staff in Comanche County worked to establish a community garden where kids could learn to grow food. This garden was part of a neighborhood revitalization effort. Grant staff in Lincoln County worked with the Wellston Farm and Craft Market to accept Senior Nutrition Benefits, offer online

nutrition education classes, and add dedicated parking for bicycles. Market vendors also started donating unsold produce to the community.

Grady County

Grant staff in Grady County worked with partners and city leadership to develop plans for wayfinding signage as well as trail signage at Shannon Springs Park in Chickasha. This work will impact over 16,000 citizens.

Kingfisher County

Grant staff in Kingfisher County supported the farmers market in the City of Kingfisher by providing signage, promoting the market, and increasing vendor involvement in the market. The market opened in May 2022.



Payne County

Grant staff in Payne County partnered with Our Daily Bread to conduct SNAP training for Our Daily Bread staff and to implement consistent SNAP sign-up opportunities during client visits.

SPOTLIGHT · EXPANDING WALKABILITY IN OKLAHOMA

In June 2022, TSET HLP staff in Kay County hosted an active living conference in Ponca City. The conference on making communities more walkable and vibrant attracted about 100 people from throughout Oklahoma.

The “Oklahoma Towns: Walkability + Placemaking Summit” featured Ron Frantz and Shane Hampton, placemaking experts from the University of Oklahoma’s Institute for Quality Communities. Doug Walton, a TSET HLP program coordinator in Muskogee County, discussed Muskogee’s efforts toward becoming more walkable. Kelly Martin, formerly of Tonkawa Public Schools, explained how a TSET Healthy Schools Incentive Grant led to a walking trail and other improvements that encourage physical activity on the Tonkawa Elementary School campus.

Attendees explored downtown Ponca City and discussed what made it appealing to walk to and visit, and what improvements could be made. The conference sparked a new level of community buy-in for active-living programs, specifically with Ponca City Main Street, and helped lay the foundation for implementation efforts in the future.



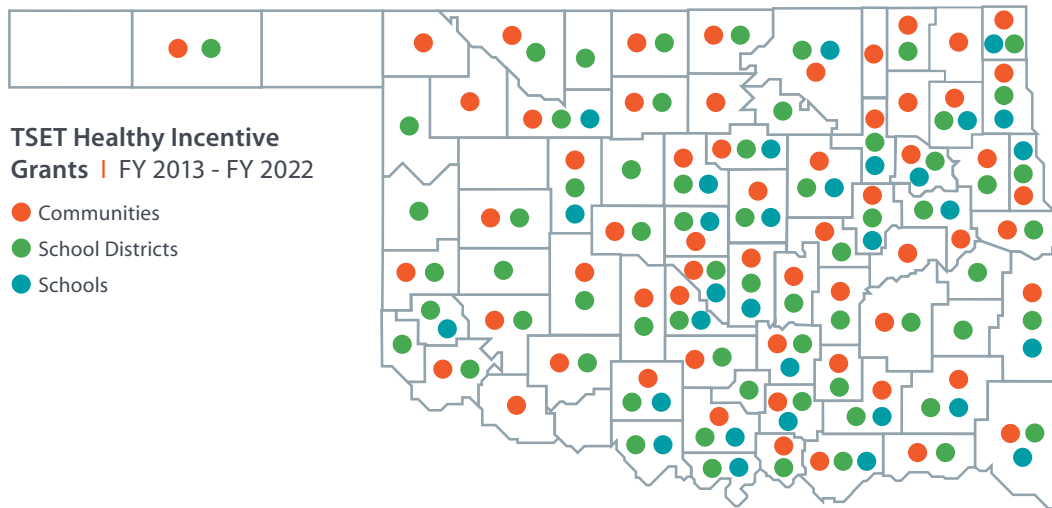
SUPPORTING LOCAL HEALTH

TSET Healthy Incentive Program

The local environment is foundational for healthy living. TSET Healthy Incentive Grants promote wellness by offering grants to school districts, school sites and local communities that adopt health-promoting policies and strategies. They are designed to encourage healthy eating, physical activity and tobacco-free lifestyles.



Applicants must first assess, adopt and implement strategies that support healthy behaviors. These include policies for tobacco-free environments, accessible and nutritious food, and engaging opportunities for physical activity. Once criteria are met, entities may apply for grants to fund projects that improve health. Project goals and plans are determined at the local level to meet the unique needs of the population.



Grant funds, often leveraged with dollars from other organizations, have helped communities build basketball courts, purchase playground equipment, build city parks and numerous other projects that promote the health and wellness of Oklahomans.

Applicants may apply for maximum funding at once or in stages. There are several levels based on population size and criteria requirements, so grantees can choose their pace of implementation.

In 2014, the Ravia school district in Johnston County received its first incentive grant of \$1,500 to purchase a water fountain, kitchen utensils and playground equipment. Seven

years later, the district updated its wellness policy and received a \$13,500 grant for upgraded kitchen equipment to provide nutritious meals for students and staff.

Once the district reached the maximum level of funding, the Ravia Public School site was eligible to implement policies and apply directly. It did so in two stages. In FY 2021, the school received \$2,000 to create a fitness path around the perimeter of the playground. In FY 2022, the school reached the second level of funding for its size with a \$3,000 grant to purchase an outdoor ball pit and soccer goals. Now, the children of Ravia attend a school that utilizes best practices in health and has the tools to provide nutritious food and opportunities for active play.

FY 2022 FUNDING

In FY 2022, TSET awarded nearly \$400,000 in incentive grants to Oklahoma schools and communities. Funds were distributed to 11 communities and 23 schools or school districts across the state.

In Marietta, the elementary, middle and high schools received a combined \$10,000 for a variety of projects including playground updates and physical activity equipment. Schools in Porter will use incentive grants to install hydration stations, and students in Granite will breathe easier thanks to upgrades to the school's ventilation system.

FY 2022 funding will enable the community of Marble City in Sequoyah County to complete a downtown revitalization project. In Tipton, the funds will help build a splash pad for children to cool off. Residents in Wynnewood will enjoy safer sidewalks for a more walkable town. These are just a few examples of how schools and communities all over Oklahoma are using TSET funds to live healthier, fuller lives.

By combining funds for tangible assets with motivation for schools and communities to implement proven strategies, TSET Healthy Incentive Grants impact local health on multiple levels. Since the program began in 2012, TSET has awarded over \$7.7 million in incentive grants to 195 school districts, 67 school sites and 144 communities.

FY 2022

- 15 school sites received a combined \$68,500
- 8 school districts received a combined \$83,000
- 11 communities received a combined \$248,000



Students playing on the improved playground at Ravia Public School.

ADVANCING RESEARCH

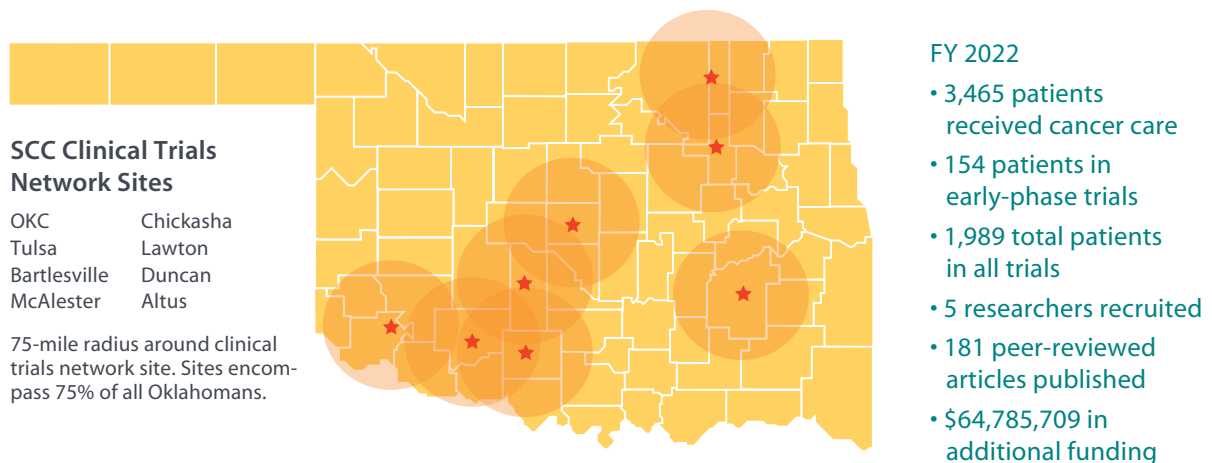
OU Health Stephenson Cancer Center

Oklahoma faces a serious challenge from cancer, with an estimated 23,700 new cancer cases in FY 2022 and 8,600 deaths. The Oklahoma Constitution outlines research as a focus for TSET. In 2012, TSET partnered with [Stephenson Cancer Center](#) (SCC) to advance cancer care in Oklahoma.

The [TSET Phase 1 Program](#) at SCC opened in 2017, providing access to the newest investigational drugs to patients throughout the state and region. To date, more than 2,000 patients have participated in early-phase clinical trials.

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

The SCC is a statewide entity, with 294 research members at 10 different Oklahoma institutions. Since 2012, the SCC has leveraged TSET funding to attract more than \$280 million in additional dollars, with an economic impact of more than \$840 million to our state.



Oklahoma Center for Adult Stem Cell Research

In 2010, TSET established the [Oklahoma Center for Adult Stem Cell Research](#) (OCASCR) to promote research in adult stem cell biology. In 2019, the area of regenerative medicine research was added to the mission. Stem cells have the potential to develop into many different cell types in the body during early life and growth. They also have the potential to regenerate and repair damaged tissue. This research helps doctors understand how diseases occur and opens new frontiers for treatment.

OCASCR supports Oklahoma scientists through research, education, and equipment grants. Since its formation, OCASCR has attracted 82 scientists and leveraged approximately \$31.2 million in TSET funding into over \$284 million in additional private and federal funds.

- FY 2022**
 - 19 researchers recruited
 - 108 peer-reviewed articles
 - 16 grants awarded
 - \$5 million in leveraged funding

TSET Health Promotion Research Center

Created in 2007, the TSET Health Promotion Research Center (HPRC) works to reduce the burden of disease in our state by addressing modifiable health risk factors through research, new intervention methods and the dissemination of findings.

The HPRC contains four major resources. The Mobile Health Shared Resource (mHealth) facilitates the use of technology to improve health and disease-related outcomes and break barriers to treatment access. To date, mHealth has supported 81 studies with more than \$64 million in grant funding.

Another resource, the Tobacco Treatment Research Program (TTRP), offers tobacco cessation treatment to adults while also conducting observation-

al research to advance the practice. Participants are also screened for eligibility in ongoing clinical trials. To date, the TTRP has enrolled over 2,000 participants.

The Tobacco Regulatory Science Laboratory supports research to inform regulatory actions that promote optimal health outcomes. This research also contributes to treatment and protocols for tobacco-related diseases and cancer.

Finally, the HPRC Training Program offers diverse educational and research opportunities to prepare the next generation of scientists in the areas of tobacco cessation, regulatory science, cancer prevention, and health disparities.

FY 2022 RESEARCH HIGHLIGHTS

The SCC began testing a new cancer drug, called OK-1. The drug, which was created and developed in Oklahoma, is initially being given to women with advanced-stage ovarian, endometrial and cervical cancer through the TSET Phase 1 Program. Preclinical research also shows OK-1 may be effective for preventing cancer.

Kathleen Moore, M.D., director of the TSET Phase 1 Program, is leading the clinical trial. "The Phase 1 investigators are so excited to finally have this novel drug available to our patients," Moore said. "It is a completely new class of drug, which, in addition to having efficacy in and of itself, may help other current cancer therapies work better without adding toxicity. This is kind of the holy grail."

OCASCR scientist Bill Freeman, Ph.D. has improved methods for studying microglia, the brain's primary immune cells. Microglia protect neurons from damage by clearing cellular debris and are implicated in several brain diseases and disorders. They are difficult to isolate and study, but Dr. Freeman and his team developed a new process to sort microglia from other brain cells for research. This important advance could help clarify whether malfunctioning microglia contribute to neurological disorders such as Alzheimer's disease and autism, paving the way for better treatment.

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



Photo provided by OU Health



OCASCR
scientist
Bill Freeman,
Ph.D.

Photo provided by Oklahoma Medical Research Foundation

PARTNERING IN HEALTH

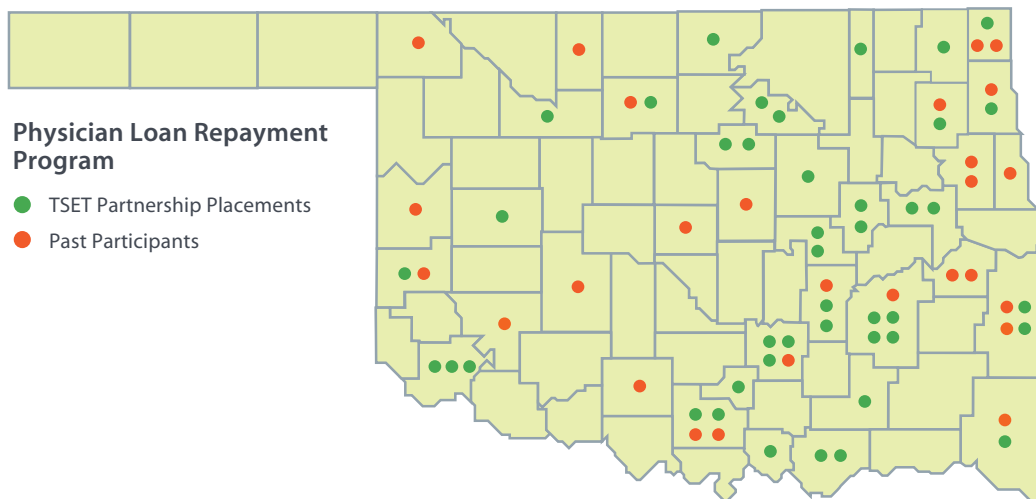
Physician Manpower Training Commission

There is a critical need for physicians in rural and medically underserved communities in Oklahoma. To improve access to health care throughout the state, TSET partners with the [Physician Manpower Training Commission](#) (PMTC)* to support the [Physician Loan Repayment Program](#) (PLRP).

The burden of medical school debt can be a barrier for practitioners in these areas. The PLRP combats the physician shortage in rural Oklahoma by offering medical school loan repayment in exchange for a commitment of service to these areas for up to four years. Doctors must see SoonerCare patients and are trained on the best-practice method to talk to a patient about quitting tobacco use and referring patients to services through the Oklahoma Tobacco Helpline.

In FY 2022, the program added five new physicians for a total of 42. Since TSET and PMTC partnered, 99 physicians have participated in the program, with 56% continuing to practice in their placement community after finishing the program. For the first time, participating physicians surpassed 100,000 patient encounters in a fiscal year (102,037), more than half of which were SoonerCare and Medicare patients. Collectively, these physicians have provided 566,825 patient visits and referred more than 15,000 to the Oklahoma Tobacco Helpline.

*To better reflect the program's goal of increasing the number of practicing physicians, midlevel providers and nurses in underserved areas, PMTC's name was changed to the Health Care Workforce Training Commission (HWTC), effective in FY 2023.



Oklahoma Hospital Association

Oklahoma hospitals admit approximately 120,000 tobacco users each year, many for diseases directly related to tobacco. TSET partners with the [Oklahoma Hospital Association](#) (OHA) to develop systems to educate patients. In FY 2022, OHA implemented comprehensive cessation services in three new member hospitals and 46 clinics, for a total of 76 hospitals and 446 clinics to date.

Through the [Hospitals Helping Patients Quit](#) (HHPQ) Program, OHA promotes tobacco cessation interventions and embeds processes into hospital systems to successfully identify tobacco users and provide effective treatment options. Since FY 2014, hospitals and clinics partnering in the HHPQ initiative have made more than 47,000 Helpline referrals, resulting in nearly 9,000 enrollments. More than 4,500 referrals, 35% of all made to the Helpline, were generated by OHA members in FY 2022.

Through [WorkHealthy Hospitals](#) (WHH), OHA also assists leadership in making permanent improvements to hospital policies, environment and benefits, which support employees in improving their well-being. Improving the health environment at hospitals increases efficiency and ensures quality care. Currently 134 members have a policy restricting tobacco use on hospital property. Eighty-four of these are comprehensive.

Oklahoma Health Care Authority

TSET partners with the [Oklahoma Health Care Authority](#) (OHCA), the state's Medicaid agency, to improve the health of SoonerCare members. OHCA does this 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 its members. The program also promotes opportunities to improve health with physical activity and improved nutrition.

With Medicaid expansion, more Oklahomans accessed tobacco cessation and nutrition benefits through OHCA. In FY 2022, proactive Helpline referrals nearly doubled, and the total number of enrollees increased by 51%.

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 Oklahomans who lack the means to pay. Working with more than 150 state and certified mental health facilities, the program implements a systemic tobacco cessation intervention and wellness program.

Rates of smoking are two to four times higher among people with psychiatric and substance use disorders. TSET partners with ODMHSAS to implement systems-based interventions addressing tobacco cessation, nutrition, and physical activity for clients and staff.

In FY 2022, ODMHSAS referred a total of 7,565 to the Oklahoma Tobacco Helpline. Of those referrals, 1,056 enrolled in the program, with approximately 80% receiving nicotine replacement therapy and more than a quarter remaining tobacco free at 30 days. According to the CDC, smoking can exacerbate mental health symptoms and complicate treatment. Quitting smoking can improve mental health and substance use disorder recovery outcomes. Oklahoma leads the nation in integrating tobacco treatment in behavioral health facilities.

FY 2022 GRANTS & CONTRACTS



\$26,258 Conference Sponsorships

\$2,000	Coalition of Breastfeeding Advocates, Inc.
\$758	Healthy Schools Oklahoma
\$2,000	Muskogee Parks and Recreation
\$2,000	National Association of Social Workers—Oklahoma
\$2,000	OKC Strikers Cricket Club
\$1,000	Oklahoma Caring Foundation
\$2,000	Oklahoma Department of Agriculture, Food and Forestry
\$2,000	Oklahoma Institute for Child Advocacy
\$2,000	Oklahoma Parent Teacher Association
\$2,000	Oklahoma Partnership for School Readiness
\$2,000	Oklahoma Senior Games
\$2,000	Public Health Institute of Oklahoma
\$2,000	Rural Health Association of Oklahoma
\$1,000	School Nurse Organization of Oklahoma
\$1,500	University of Oklahoma



\$374,635 Food Systems Impact

\$7,114	Boys and Girls Club of Ottawa County
\$112,509	Gateway to Prevention and Recovery
\$14,139	Harper County Development Authority
\$168,655	Hunger Free Oklahoma
\$14,932	RSVP Enid
\$34,357	Regional Food Bank of Oklahoma
\$22,929	Urban Strategies



\$18,992,756 Health Communication

\$14,975,506	VI Marketing and Branding
\$2,000,000	Oklahoma Health Care Authority - SoonerQuit Program
\$2,017,250	Rescue - Youth Media and Marketing Campaign



\$106,800 Health Education Partnership

\$106,800	Oklahoma State Department of Education
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\$2,100,790 Health Systems Initiatives

\$583,774	Oklahoma Department of Mental Health and Substance Abuse Services
\$593,075	Oklahoma Hospital Association
\$688,710	Physician Manpower Training Commission
\$235,231	Oklahoma Health Care Authority - SoonerQuit Provider Engagement



\$248,000 Healthy Communities Incentive

\$22,000	Lahoma
\$8,000	Lindsay
\$36,000	Luther
\$36,000	Marble City
\$10,000	Shidler
\$10,000	Stratford
\$36,000	Tipton
\$22,000	Wellston
\$22,000	Westville
\$36,000	Wright City
\$10,000	Wynnewood



Tobacco Prevention



Obesity Prevention, Physical Activity and Nutrition



Research



Programs and Grants Management Support



Program Evaluation



\$151,500 Healthy Schools Incentive

\$7,500	Central Elementary School (Idabel)
\$2,000	Chamberlain Middle School
\$15,500	Clinton Public Schools
\$15,000	Davis Public Schools
\$8,500	Fairview Public Schools
\$2,000	Granite Elementary School
\$2,000	Granite Secondary School
\$3,000	Jay Middle School
\$4,000	Marietta Elementary School
\$3,000	Marietta Middle School
\$3,000	Marietta High School
\$5,000	Newcastle High School
\$6,000	North Rock Creek Public Schools
\$12,000	Okeene Public Schools
\$8,000	Oklahoma School for the Blind
\$3,000	Oklahoma School for the Deaf
\$7,500	Porter Elementary School
\$7,500	Porter Junior and High School
\$7,500	Primary South Elementary School (Idabel)
\$3,000	Ravia Public School
\$15,000	Ringling Public Schools
\$4,000	Tonkawa Elementary School
\$7,500	Zion Public School



\$5,892,869 Healthy Living Program

\$189,751	Canadian County Health Department	\$157,838	Great Plains Youth and Family Services (serving Caddo and Kiowa Counties)
\$193,400	Cherokee County Health Services Council	\$141,000	KI BOIS Community Action Foundation Inc. (serving Haskell County)
\$200,111	Cherokee Nation (serving Adair County)	\$169,643	Kingfisher County Health Department (serving Blaine and Kingfisher Counties)
\$233,000	Comanche County Hospital Authority	\$198,000	Leflore County Youth Services Inc.
\$220,000	Gateway to Prevention and Recovery Inc. (serving Pottawatomie County)	\$185,152	Lincoln County Health Department
\$191,624	Grand Nation Inc. (serving Craig County)	\$186,082	Mayes County HOPE Coalition
		\$161,277	McClain-Garvin County Youth & Family Center (serving Garvin County)
		\$242,156	Muskogee County Health Department
		\$246,053	Norman Regional Health System (serving Cleveland County)
		\$260,000	Norman Regional Health System (serving Grady County)
		\$155,049	Norman Regional Health System (serving McClain County)
		\$127,608	Nowata CAN Inc. (serving Nowata County)
		\$400,000	Oklahoma City-County Health Department
		\$260,000	Oklahoma State University (serving Creek County)
		\$190,000	Oklahoma State University (serving Kay County)
		\$260,000	Oklahoma State University (serving Payne County)
		\$195,079	People Inc. (serving Sequoyah County)
		\$176,170	ROCMND LLC (serving Delaware County)
		\$255,277	Rogers County Volunteers for Youth Inc.
		\$230,800	Rural Health Projects Inc. (serving Garfield County)
		\$339,000	Tulsa Health Department
		\$128,799	Wichita Mountains Prevention Network Inc. (serving Carter County)



\$3,649,015 Oklahoma Tobacco Helpline

\$3,300,000	OUHSC – Helpline Services (Optum)
\$349,015	OUHSC – Helpline Oversight



\$1,550,000 Program Evaluation

\$1,550,000	OUHSC - Hudson College of Public Health
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\$12,300,000 Research

\$3,000,000	Oklahoma Medical Research Foundation - OCASCR
\$3,800,000	OUHSC - TSET Health Promotion Research Center
\$5,500,000	OUHSC - TSET Cancer Research Program at Stephenson Cancer Center



\$1,031,673 Technical Assistance, Training & Consulting

\$101,000	ChangeLab Solutions
\$175,758	Emory University
\$7,800	MetaFund Corporation - Stakeholder Engagement
\$8,163	Nonprofit Solutions
\$568,952	Oklahoma State Department of Health
\$120,000	Onside Partners
\$50,000	Tigris Solutions, LLC



\$1,175,000 Youth Programs

\$1,175,000	Rescue - Youth Advocacy and Education
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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.

Objectives

Prevent and reduce tobacco use and obesity.

Output

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
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Oklahoma City, OK 73105

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oklahoma.gov/tset.html

Julie Bisbee
Executive Director

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