

TSET Program Architects and the Strategic Communication Division recommend an RFP be released in FY2025 to be awarded for a 5-year period from FY26 through FY30. This 5-year contract would include up to \$3.5 million for the youth media contractor per year as well as up to \$2.5 million per year to TSET's ad agency of record for building adult awareness of the youth-focused messaging. Totals would not exceed \$17.5 million over 5 years for the successful youth bidder and not to exceed \$12.5 million for the TSET adult ad agency of record.

In August 2019, the TSET Board of Directors requested staff develop a plan for youth engagement and education on tobacco prevention and control and on obesity prevention. In November 2019, a tiered approach to layer in youth programs was presented and approved by the Board. The first program to launch was the Youth Educational Media Campaigns, with an RFP released in April 2020 and awarded in May of 2020 with Board approval for a 5-year contract with a start day of FY21. The approved budget was \$1.5 million per year for the RFP winner and \$1 million to TSET's adult media vendor of record to ensure Oklahoma parents would see the educational information being served to the youth via digital and social media.

TSET is now in the final year of the Youth Educational Media Campaign contract with the Rescue Agency. The campaigns used and created over the last four years have been successful in reaching youth ages 13-18, according to yearly youth tobacco and obesity tracker surveys.

- Swap Up
 - The 2024 trackers shows Swap Up campaign aware teens are significantly more likely to have consumed produce in the last 7 days compared to campaign unaware teens
 - There have been a total of 11 productions with 9 packages run, culminating in:
 - 184m impressions
 - 13m exploratory engagements (clicks, likes, video completions)
 - 360,420 website sessions from 293,750 users
 - Winning in multiple competitions, including:
 - Uppercase (Best in Show for Swap Up Day)
 - Muse (Campaign, Event, and Video all first place)
 - Digital Health (Video)
 - NYX Awards (Video)
 - Additionally, the campaign has received finalist or second place awards in
 - SMANA, PR Week and Digiday
 - A day of action which reached approximately 17,000 teenagers at 71 different host sites
 - An academic peer-reviewed journal article being published on the youth obesity campaign, Swap Up.

- Tobacco Prevention, Control and Cessation Messaging:
 - 23 campaigns ran for Down & Dirty, Behind the Haze and My Life, My Quit™, culminating in:
 - 247m impressions
 - 20+m exploratory engagements (clicks, likes, video completions)
 - 654 unique My Life, My Quit™ Enrollments

- Quit the Hit
 - An Instagram-based vaping cessation program
 - Media mention in the New York Times and an NPR podcast with an Oklahoma 'graduate'
 - A production including multiple Quit the Hit 'graduates' in Oklahoma City
 - 1,014 participants (232 Teens, 782 Young adults)
 - 2024 Tracker highlights:
 - Past 30 day vape use significantly decreased from 100% (baseline) to below 40% (final follow-up) in both audiences
 - 97% of teen participants and 96% of young adult participants agreed that they would recommend the program to their peers.
 - Participants with high expectations of success in quitting vaping increased from 34% (baseline) to 76% (final follow-up).

Key Dates

November 2024	Request for Proposal Release
December 2024	Last Day to Submit Questions
January 31, 2025	Proposals Due
March 2025	External & Internal Review Due
May 2025	Board Decision & Award
July 1, 2025	5-Year Contract Start Date

At this time, no additional staffing is required, for the execution of the Youth Educational Media Campaign FY2026 – FY2030 work.

The following downloadable documents are required to be submitted when the application opens to ensure compliance with TSET policies:

- [Certification of Non-Acceptance of Tobacco Funds](#): Ensures that your organization does not receive funds or benefit from tobacco product sales during the grant period
- [Worker's Compensation Certification](#): Proof of workers' compensation insurance, required for all entities receiving TSET funding
- [Sample Workplace Wellness Policy](#): A guide to creating a wellness policy that promotes employee health and aligns with TSET goals
- [Sample Comprehensive Tobacco-Free Policies](#): A guide to establishing a tobacco-free environment in your organization, which is a requirement for grantees
- [Tobacco-Free Policy Template](#): A customizable template to adopt a comprehensive tobacco-free policy, including specific guidelines for tobacco and vapor product use

Basic Eligibility Requirements:

To be eligible for the TSET RFPs, organizations must meet the following criteria:

- Must not receive funds or benefit from the sale of tobacco products.
- Be one of the following types of entities:
 - Institutions of common and higher education.
 - Public entities (e.g., public school districts/sites, state, county, or local government agencies).
 - Tribal nations.
 - Non-profit 501(c)(3) organizations.
- Have a physical office located within the state of Oklahoma.
- Have the ability to provide services or programs to Oklahomans.
- If involving multiple partners, the organization must act as the primary contractor and fiscal agent, handling all contract, management, and financial responsibilities.
- Be in good standing with the Oklahoma Secretary of State.
- Be willing to adopt a tobacco-free policy that applies to all properties owned and leased by the organization.
- Be willing to adopt a worksite wellness policy.