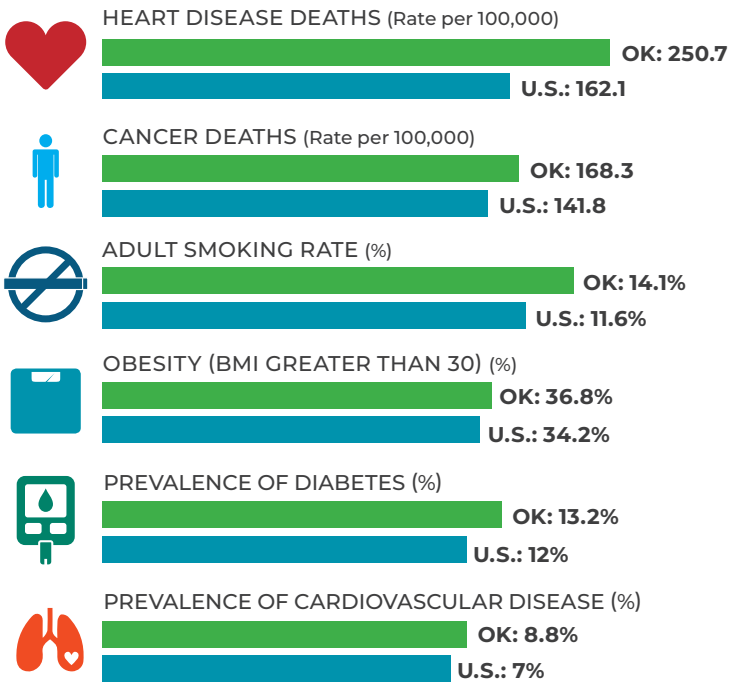


Oklahoma's Health Environment

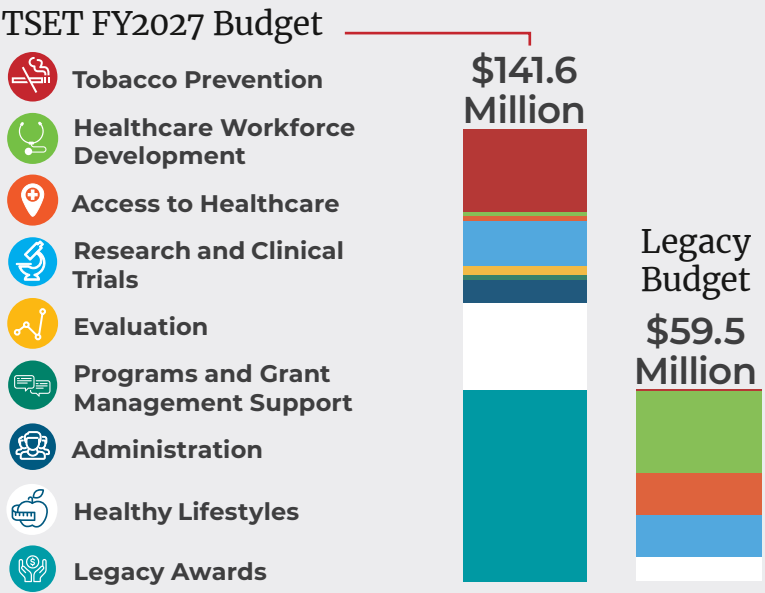
Oklahoma ranks 45th in overall health status, according to the 2022 United Health Foundation rankings. Oklahoma is also ranked 41st in adult smoking, 36th in obesity and 43rd in cardiovascular deaths.

Health Indicators OK U.S.



Fighting Big Tobacco's Influence in Oklahoma

Big Tobacco Marketing Annual Spend in OK **\$149.5 Million**



For more information, contact Thomas Larson, Director of Public Information and Government Affairs, Tobacco Settlement Endowment Trust at (405) 521-3888, [Oklahoma.gov/TSET](https://oklahoma.gov/TSET).

Opportunity for Health Improvement in Oklahoma

7,500 Oklahoma adults die from smoking-related causes every year.

6,300 Oklahoma kids (under 18) try cigarettes for the first time each year.

2.5 out of 10 Oklahoma high school students use tobacco products, including vapes.

Oklahomans spend more than **\$3.6 billion** in health expenditures directly related to tobacco or obesity.

34% of cancer deaths in Oklahoma are attributable to smoking.

Oklahoma ranks 42nd nationally in **access to primary care physicians** per 100,000 people.



Board of Directors Chair Jennifer Needham, J.D. [OKLAHOMA.GOV/TSET](https://oklahoma.gov/TSET)
Interim Executive Director Lance Thomas **405.521.3888**

TSET Investments Lead to Better Health

In 2000, Oklahoma voters created the Tobacco Settlement Endowment Trust (TSET) with the constitutional mandate to support programs to improve the health of Oklahomans. TSET's work addresses the state's leading causes of preventable death — tobacco use and obesity — and funds life-saving cancer research, places physicians in rural Oklahoma and supports health initiatives in communities and schools across our state.

Proven Results Through Prevention

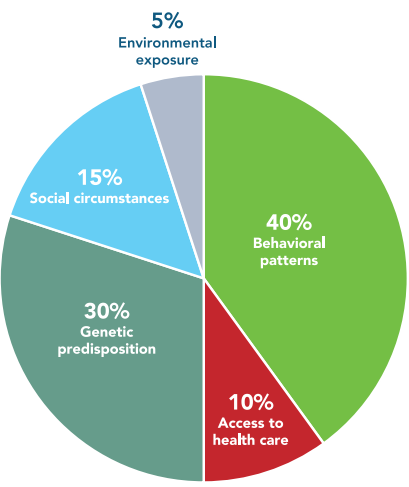
By changing unhealthy behaviors and providing access to cutting-edge treatment, we can save thousands of lives and billions of dollars in Oklahoma.

For every dollar spent on prevention, communities can see a 5-to-1 return on investment in just 5 years.

– According to the Prevention Institute

TSET is the state's leading funder of prevention.

Contributing Factors to Health



Measures of Progress

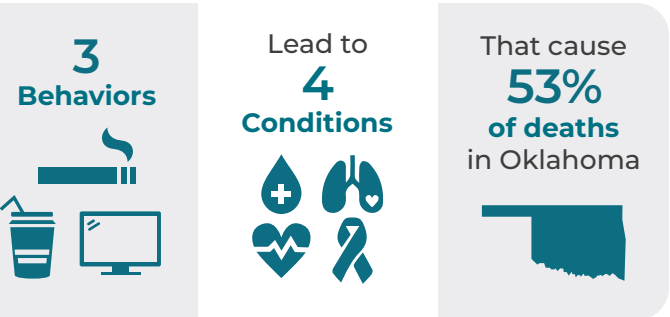
Over 25 years, TSET's efforts to prevent tobacco use and help people quit smoking have helped to create a healthier, more prosperous state.

50% decrease in adult smoking prevalence from **28.6% in 2001** to **14.1% today.**

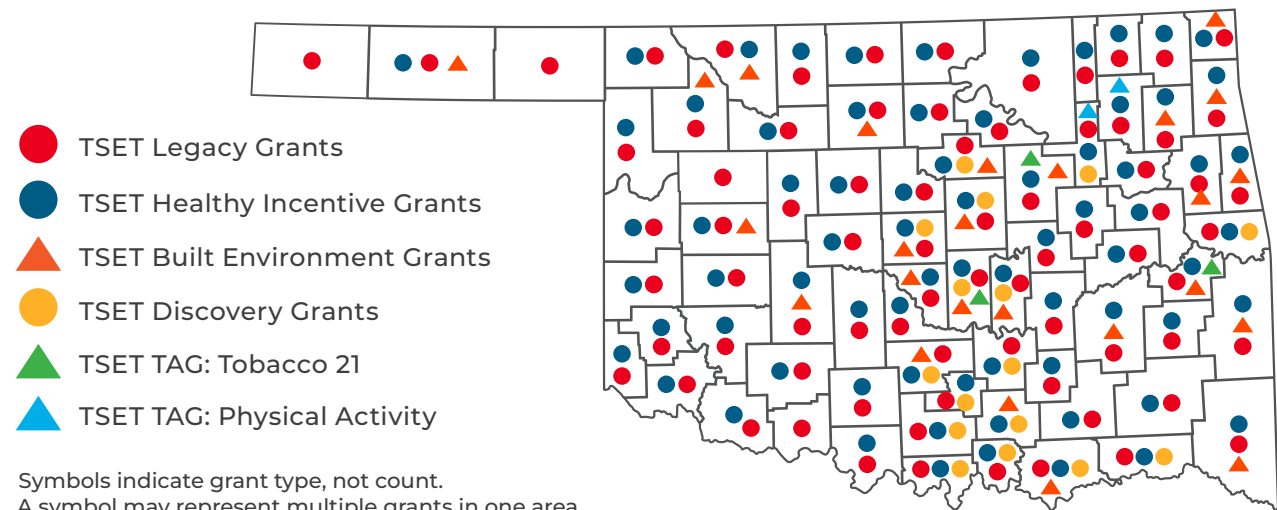
More than **\$885 MILLION** additional research dollars leveraged after TSET's investment.

More than **630,000 REGISTRATIONS** to the **Oklahoma Tobacco Helpline** since its creation in 2003.

Through the Physician Loan Repayment Program, **141 PHYSICIANS** have been placed in medically **underserved areas** of Oklahoma.



Community Grants



TSET Healthy Incentive Grants promote wellness by offering grants to schools and communities that adopt policies supporting healthy lifestyles.

Grants have helped build safer walkways, inclusive playgrounds, park enhancements and more.

Statewide Grants

- **Hunger Free Oklahoma** – The Double Up Bucks program increases the ability of Supplemental Nutritional Assistance Program (SNAP) recipients to buy fresh fruits and vegetables.
- **Oklahoma Hospital Association** – This partnership helps health care providers connect patients to tobacco cessation services through the Oklahoma Tobacco Helpline.
- **Oklahoma Health Care Authority** – SoonerQuit connects vulnerable populations to tobacco cessation services and promotes physical activity and nutrition.

TSET invests in programs and partnerships that improve health across Oklahoma. In 2025, TSET made a historic \$150 million investment through the **TSET Legacy Grants**, funding large-scale, transformational projects tackling cancer and cardiovascular disease. Ongoing grant programs, including **Built Environment**, **Discovery** and **Targeted Achievement Grants**, advance TSET's mission by funding infrastructure, community health and tobacco prevention projects across the state.

Oklahoma Physician Loan Repayment Program places primary care physicians in medically underserved areas in Oklahoma through a partnership between TSET and the Health Care Workforce Training Commission.



Research

TSET invests in new scientific discoveries and gives Oklahomans access to cutting-edge cancer treatments by funding three major research programs:



Health Promotion
Research Center



Thanks in part to TSET funding, the OU Health Stephenson Cancer Center was awarded National Cancer Institute (NCI) designation in 2018. With this award, the OU Health Stephenson Cancer Center joins an elite group of 74 NCI-designated cancer centers nationwide. The OU Health Stephenson Cancer Center is the only NCI-designated cancer center in Oklahoma.

Health Communication

TSET public education efforts are proven to be effective in changing knowledge, attitudes and behaviors to support healthier lifestyles.

TOBACCO
STOPS WITH ME.com



TSET Healthy Youth Initiative

The TSET Healthy Youth Initiative is a statewide program focused on preventing and reducing tobacco use and obesity for Oklahomans ages 13-18.



SwapUp WorthIt

These campaigns educate youth on eating nutritiously and avoiding tobacco and vape use.



MY LIFE MY QUIT
Brought to you by TSET

For Oklahoma teens who are already vaping or using tobacco, TSET provides free, confidential help to quit through live text, phone or web chat.



Y AHL YOUTH ACTION
FOR HEALTH
LEADERSHIP

Youth Action for Health Leadership (Y AHL) allows youth to make lasting changes in nutrition, active-living and tobacco policies while developing leadership skills and serving the community.