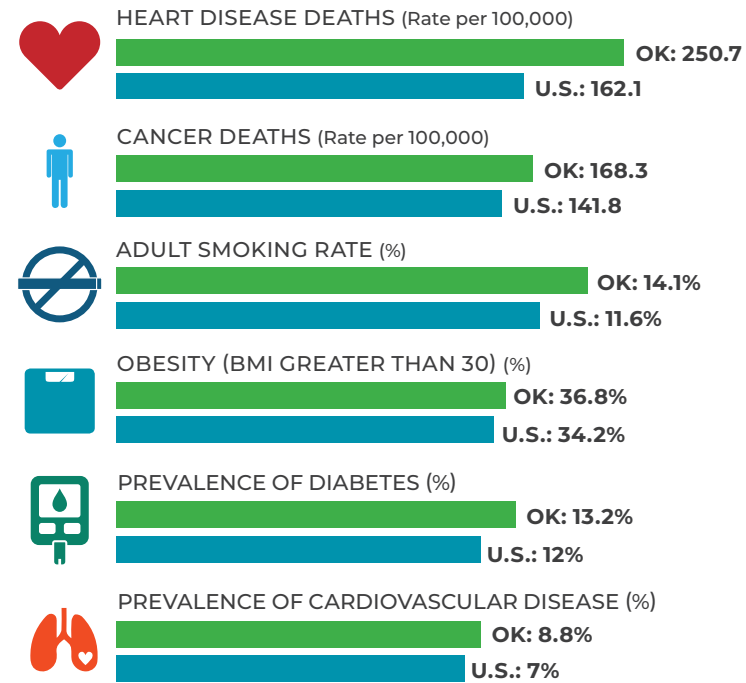


# Oklahoma's Health Environment

Oklahoma ranks 47th in overall health status, according to the 2022 United Health Foundation rankings. Oklahoma is also ranked 39th in adult smoking, 48th in obesity and 43rd in cardiovascular deaths.

## Health Indicators OK U.S.



## 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.



## Fighting Big Tobacco's Influence in Oklahoma

Big Tobacco Marketing Annual Spend in OK

● Marketing in OK

\$149.5 Million

TSET FY2025 Budget

- Tobacco Prevention
- Obesity Prevention, Physical Activity and Nutrition
- Emerging Opportunities
- Research
- Evaluation
- Programs and Grant Management Support
- Administration

\$77.7 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.



Board of Directors Chair Kenneth Rowe  
Interim Executive Director Lance Thomas

OKLAHOMA.GOV/TSET  
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

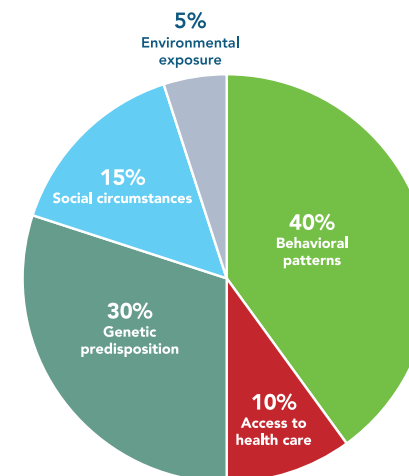
By changing unhealthy behaviors and providing access to cutting-edge treatment, we can save thousands of lives and billions of dollars in Oklahoma.

**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.**

Nearly **\$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.

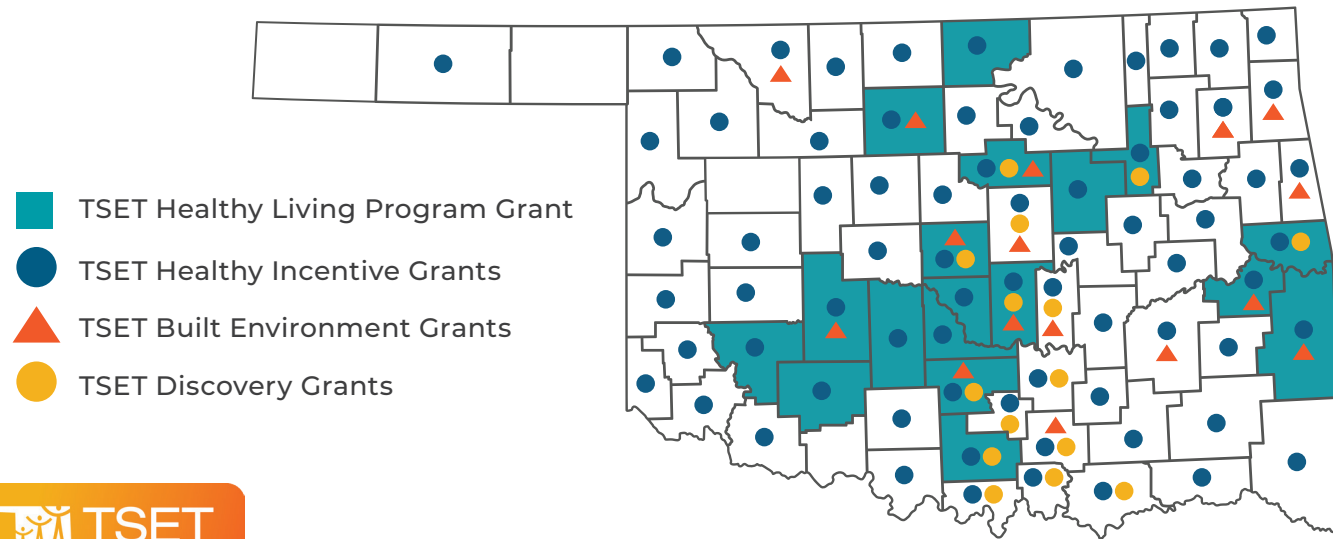
Through the Physician Loan Repayment Program, **141 PHYSICIANS** have been placed in medically **underserved areas** of Oklahoma.

**3 Behaviors**

Lead to **4 Conditions**

That cause **53% of deaths** in Oklahoma

## Community Grants



TSET Healthy Incentive Grants promote wellness by offering grants to schools and local communities that adopt policies and strategies to promote healthy lifestyles. Grants have helped build safer walkways, purchase playground equipment, provide park enhancements and more.



TSET Healthy Living Program grants use county and municipal health data and community feedback to customize a data-driven plan with local partners to tackle barriers associated with healthy eating, physical activity and tobacco use.

**TSET Discovery, TSET Healthy Living Innovation and TSET Built Environment Grants**  
Three new grant categories — TSET Discovery, TSET Healthy Living Innovation and TSET Built Environment Grants — fund community infrastructure improvements and programs that promote health.

## Statewide Grants

- **Hunger Free Oklahoma** – TSET’s grant with Hunger Free Oklahoma helps fund the Double Up Bucks program in grocery stores across the state. The program increases the ability of Supplemental Nutritional Assistance Program (SNAP) recipients to buy fruits and vegetables, by providing vouchers to buy more produce when participants buy fruits and vegetables.
- **Hospitals Helping Patients Quit** – The Oklahoma Hospital Association works with health care providers to automate referral services to the Oklahoma Tobacco Helpline to ensure cessation services are available to patients. This program was recognized by the CDC.
- **Oklahoma Department of Mental Health and Substance Abuse Services** works with state and contracted providers of behavioral health services to assist clients with tobacco cessation and to make referrals to the Oklahoma Tobacco Helpline.
- **Oklahoma Health Care Authority** focuses on educating providers on the patient benefits and making referrals to the Oklahoma Tobacco Helpline and educating SoonerCare members about their tobacco cessation services.

**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:



Thanks in part to TSET funding, the Stephenson Cancer Center was awarded National Cancer Institute (NCI) designation in 2018. With this award, the Stephenson Cancer Center joins an elite group of 70 NCI-Designated Cancer Centers nationwide. The Stephenson Cancer Center is the only NCI-designated cancer center in Oklahoma.

## Health Communication

Through rigorous evaluation, TSET public education efforts are proven to be effective in changing knowledge, attitudes and behaviors to support healthy lifestyle choices by Oklahomans.



## 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.



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



For Oklahoma teens who are already vaping or using tobacco, TSET provides free, confidential help to quit through live text, phone or web chat. Visit MyLifeMyQuit.com or text “Start My Quit” to 36072.



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