

ACHIEVE MEASURABLE IMPROVEMENTS IN THE HEALTH OF OKLAHOMANS

FOCUSED INVESTMENT



Drive Behavioral Change in Tobacco Use,
Nutrition and Sedentary Lifestyle

Prioritize Programs that Target Youth

Impact High-Risk,
Underserved Populations

Drive Policy Change

Invest in High-Priority Research

Leverage Innovation to Change Behaviors

THOUGHT LEADER



Use Appropriate Media Strategies to
Build Awareness of TSET's Programs

Make TSET's Evidence-Based Knowledge
Available to the Public

Develop Ambassadors for Outreach

Communicate and Coordinate with
Key Opinion Leaders

Be a State Convener for Priority
Health Areas

OPERATIONS



Align Board of Directors' and
Board of Investors' Strategies

Review Future Funding Strategies

Recruit, Develop and Retain TSET Staff

Foster Ongoing Board Development
and Effectiveness

ACTIVELY SUPPORT EVIDENCE-BASED PROGRAMS THAT PRODUCE MEANINGFUL RESULTS

MISSION OF OKLAHOMA TSET

Improve the health and quality of life of all Oklahomans through accountable programs and services that address the hazards of tobacco use and other preventable health conditions.

TSET Constitutional Language, OKCONST O.S. § Article 10 section 40

Earnings from the trust fund, including but not limited to interest, dividends and realized capital gains from investments of the trust fund, shall be expended for the following purposes:

1. Clinical and basic research and treatment efforts in Oklahoma for the purpose of enhancing efforts to prevent and combat cancer and other tobacco-related diseases;
2. Cost-effective tobacco prevention and cessation programs;
3. Programs other than those specified in paragraph 1 of this subsection designed to maintain or improve the health of Oklahomans or to enhance the provision of health care services to Oklahomans, with particular emphasis on such programs for children;
4. Programs and services for the benefit of the children of Oklahoma, with particular emphasis on common and higher education, before- and after-school and pre-school programs, substance abuse prevention and treatment programs and other programs and services designed to improve the health and quality of life of children;
5. Programs designed to enhance the health and well-being of senior adults; and
6. Authorized administrative expenses of the Office of the State Treasurer and the Board of Directors.

TSET MEASURES OF PROGRESS

Since 2001, TSET's investments, grants and programs to address the hazards of tobacco use and other preventable health conditions have helped to create a healthier, more prosperous state.



To see TSET's academic evaluations, reports and more, visit [TSET.OK.GOV/content/reports-data](https://www.tset.ok.gov/content/reports-data).