

Past, Present & Future

25 Years of the Tobacco
Settlement Endowment Trust



FY25 Annual Report



TSET

TOBACCO SETTLEMENT
ENDOWMENT TRUST

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The Oklahoma 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 select the bipartisan board of directors to represent each of Oklahoma's congressional districts. This structure ensures the decisions made are in the best interests of the people and the state of Oklahoma.

Board of Directors

Kenneth Rowe, CPA, Chair
Jennifer Needham, J.D., Vice-Chair
Marshall Snipes, CPA
Jack Allen, Jr.
Runako Whittaker, M.D.
Aaron Harmon
Joe B. Hill

Board of Investors

Todd Russ, Chair
Deborah Mueggenborg, CPA, Vice-Chair
John Waldo, CPA
Aaron Ackerman, CPA

Julie Bisbee
EXECUTIVE DIRECTOR, TSET



The People's Trust at 25 Years

Each year, the Tobacco Settlement Endowment Trust (TSET) releases its annual report to share stories, facts and highlights from programs that are improving the health of Oklahomans. Fiscal year 2025 was especially meaningful as we marked TSET's 25th anniversary, a milestone that offered both reflection on past successes and renewed commitment to our mission.

The commemoration began April 1, 2025, with the release of "The Battle Against Big Tobacco and the Birth of TSET." The book chronicles how Oklahoma and 45 other states took on the tobacco industry in court and secured the historic 1998 Master Settlement Agreement, paving the way for voters in 2000 to create the Tobacco Settlement Endowment Trust. We distributed copies of the book to public libraries across the state and visited communities to share this remarkable story and celebrate the people and partnerships that have shaped 25 years of progress.

For a quarter century, TSET has worked hand-in-hand with local organizations, governments and health leaders to build healthier communities. These partnerships are what make this anniversary truly special — Oklahomans created TSET and Oklahomans continue to drive change through innovative, community-based work funded by TSET.

This year's report showcases the progress and partnerships that shape healthier communities across Oklahoma. Together with our partners and grantees, we are reducing tobacco use,

expanding access to healthy foods and physical activity and supporting groundbreaking research and treatment.

Among this year's successes:

- The Oklahoma State University Student Farm doubled its production acreage from 2.5 to 5 acres with a TSET Discovery Grant, harvesting 35,535 pounds of produce and donating more fresh food to local assistance agencies.
- The TSET Health Promotion Research Center at Stephenson Cancer Center reached nearly 10,000 Oklahomans through research, education and cessation programs.
- TSET Healthy Living Program grantees in Cleveland County, Ardmore and beyond worked with local leaders to reduce youth access to tobacco products and limit retailer proximity to schools and neighborhoods.

TSET's mission — to reduce preventable death and disease by addressing tobacco use and obesity — remains as vital today as it was 25 years ago. I am grateful for the partnerships, innovation and community engagement that continue to move us forward.

Together, we have built a foundation for a healthier Oklahoma — one that will endure for generations to come.

Sincerely,

Julie Bisbee
Executive Director

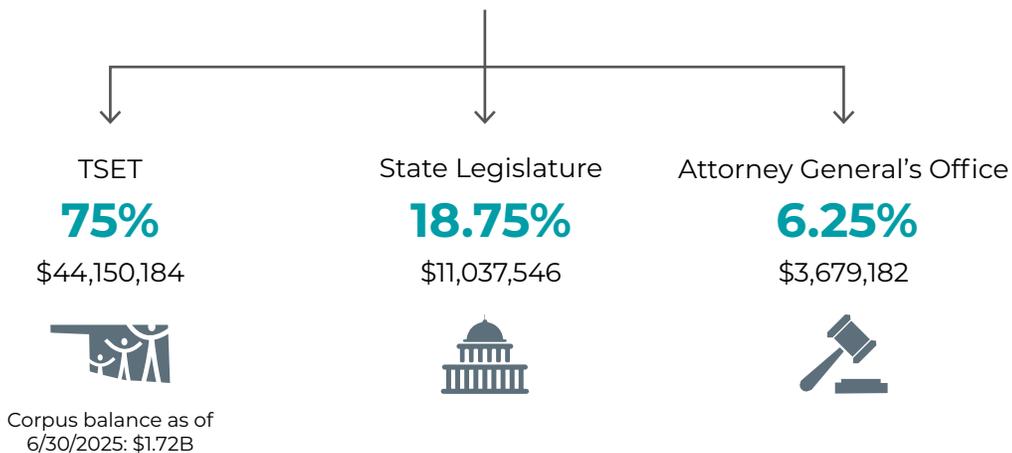
By the Numbers

FY25 Financials

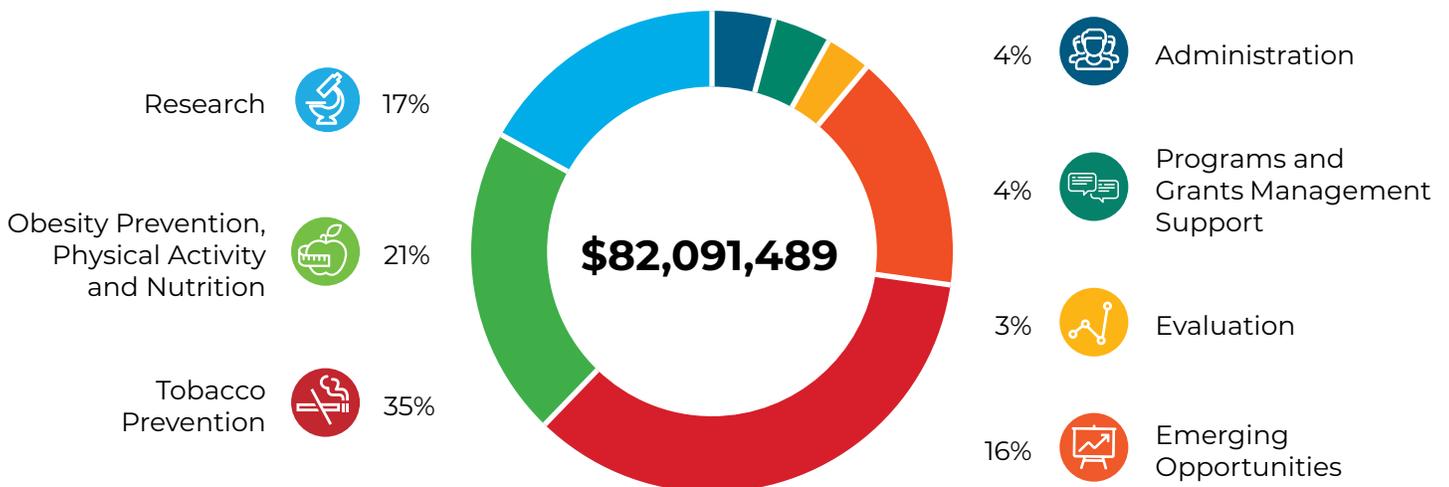
Master Settlement Agreement (MSA) payments to the state are divided between TSET, the Attorney General's Office and the state legislature. Created by voters in 2000, TSET safeguards the majority of the annual payments for health-related efforts. The money is invested by an independent board of investors. Only the earnings from these investments are spent to fund grants that reduce cancer, heart disease and stroke in Oklahoma.

2025 MSA PAYMENT TO OKLAHOMA

\$58,866,912



TSET FY25 BUDGET ALLOCATIONS



Health Indicators

America's Health Rankings report 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 39th in overall health, according to the ranking. Oklahoma is ranked 46th in tobacco use, 43rd in obesity and 38th in cardiovascular diseases.

	OK	U.S.		OK	U.S.
 Heart disease deaths¹ <i>(rate per 100,000)</i>	293.3	203.3	 Obesity Rate² <i>(BMI greater than 30)</i>	36.8%	34.2%
 Cancer deaths¹ <i>(rate per 100,000)</i>	204.4	183.1	 Leisure Time Activity² <i>(physical activity in last 30 days)</i>	72.3%	78.2%
 Adult Smoking Rate²	14.1%	11.6%	 Diabetes Prevalence²	13.2%	12%
 Youth Smoking Rate³	4.3%	3.5%	 Cardiovascular Disease Prevalence	8.8%	7%
 Youth E-cigarette Rate³	21.8%	16.8%			

¹ CDC Wonder 2023 ² BRFSS 2024 ³ YRBS 2023

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.

HALF

The adult smoking rate has decreased by more than half, falling from 28.6% in 2001 to 14.1% in 2024.

30,000

Nearly 30,000 Oklahomans registered for Oklahoma Tobacco Helpline services in FY25 — the most since FY20 — with a 45.4% quit rate, far exceeding the national benchmark (30%).

88%

Nearly 9 out of 10 surveyed teens said Swap Up motivated them to drink more water and eat more fruits and vegetables.

20,000

Approximately 20,000 Oklahoma youth participated in Swap Up Day events to encourage teens to make healthier food choices.

50

TSET Healthy Living Program partners enhanced 50 food retailers/assistance programs and implemented 26 farmers market improvements.

\$10 MILLION

Nearly \$10 million in TSET Healthy Incentive Grants invested in schools and communities since 2012.

\$855 MILLION

More than \$855 million additional dollars leveraged to date after TSET's research investment.

667,000

Physicians have conducted more than 667,000 patient visits through the Physician Loan Repayment Program since the program began.

25 Years of TSET



NOVEMBER 1998

A Landmark case

In a historic moment for public health, the attorneys general for 46 states, including Oklahoma, sign the **Master Settlement Agreement** with four major tobacco companies. This groundbreaking agreement restricts cigarette advertising, particularly to youth, makes industry documents public, creates a national organization to reduce smoking and requires companies to make annual payments to the settling states for as long as cigarettes are sold in the U.S.

NOVEMBER 2000

The People's Trust

Oklahoma voters overwhelmingly approve a constitutional amendment to create TSET. While other states rolled payments into general spending, **Oklahoma establishes a permanent trust to ensure health improvements and benefit generations to come.** This approach set Oklahoma apart from other states, guaranteeing tobacco settlement funds would forever serve the health of Oklahomans.

2001-2002

Building the Foundation

The TSET Board of Directors meets for the first time, convened by Oklahoma Attorney General Drew Edmondson, who played an instrumental role in the Master Settlement Agreement. The first funds are deposited, and the Board develops a strategic plan to fulfill TSET's 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.”**



2003-2006

Creating Change

FY 2003-FY 2004

TSET launches its flagship program, the **Oklahoma Tobacco Helpline**, providing free cessation services to all Oklahomans. The impact is immediate, with residents from 73 counties registering in the first year alone. TSET partners with the American Legacy Foundation to launch the truth® campaign, targeting youth ages 12-17.

FY 2005-FY 2006

In 2005, the Helpline begins offering free nicotine replacement patches, gum and lozenges. TSET launches Communities of Excellence in 20 communities with tobacco prevention and cessation programs. By 2006, cigarette smoking declines by more than **31%** among Oklahoma high school students, and more than **42%** among middle school students compared to 1999 levels.

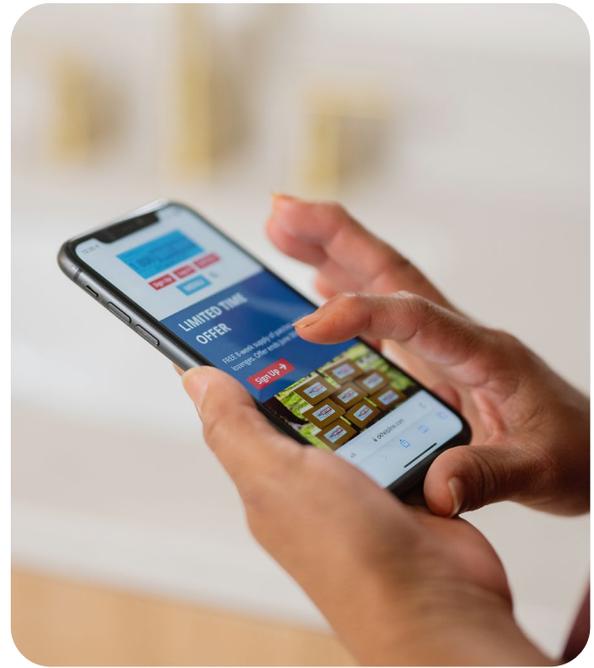


2007-2012

Building Success

FY 2007-FY 2008

TSET launches **Tobacco Stops With Me**, Oklahoma's first tobacco prevention education program, and funds the Oklahoma Tobacco Research Center. Helpline services expand to meet increasing demand — more than **24,000** registrations from all 77 counties.



FY 2009-FY 2010

Oklahoma moves from 41st to **13th nationally in tobacco prevention funding**, and **adult smoking rates fall below 25%**. TSET establishes the Oklahoma Center for Adult Stem Cell Research to advance the understanding and application of adult stem cells to treat diseases and repair damaged tissues.

FY 2011-FY 2012

TSET launches **Shape Your Future** and expands Communities of Excellence to address obesity prevention through 33 grants. The **TSET Healthy Incentive Grants** program begins with 14 communities, and support for rural physician placement is established. State properties become tobacco-free by executive order.

2013-2018

Making an Impact

FY 2013-FY 2014

Thanks to TSET's efforts, cigarette consumption in Oklahoma dropped significantly — from 108.1 packs per person in 2001 to **71.3 packs** per person in 2013. More than **40%** of Oklahoma youth identify as “committed nonsmokers,” up from 25.5% in 1999. TSET Healthy Incentive Grants expand to schools across the state, and Oklahoma drops to 39th in the nation for adult smokers, down eight spots from the year before.

FY 2015-FY 2016

The American Journal of Preventive Medicine features Oklahoma's tobacco control success. The **TSET Healthy Living Program** launches with \$14 million in community grants. Shape Your Future introduces the Rethink Your Drink campaign promoting water over sugar-sweetened beverages, especially for children.



FY 2017-FY 2018

Independent research shows Oklahoma's smoking rates falling **10 times faster** than comparable states. The TSET Phase 1 Program for early clinical trials launches at Stephenson Cancer Center. The **TSET Healthy Living Program** helps pass more than 1,500 health-promoting policies in the two years since inception.

Strategic Growth

FY 2019-FY 2020

A \$1 per pack cigarette price increase drives Helpline registration enrollment up **87%**. Federal and state laws raise the tobacco purchase age to 21 — a big win for public health — and TSET unveils a bold plan to cut the adult smoking rate in half if implemented. TSET funds **Food Systems Impact Grants** to improve food access across the state.



FY 2021-FY 2022

TSET increases its efforts to educate the public with the launch of the **TSET Better Health Podcast** and the **TSET Healthy Youth Initiative**, using public health messaging, youth-led advocacy programs and character-building education to encourage young Oklahomans to live healthier lives. The **Physician Loan Repayment Program** reaches 500,000 patient visits.





2023-BEYOND

Celebrating Excellence

For 25 years, TSET has been a leader in funding programs designed to address Oklahoma's most pressing health challenges. TSET recently expanded its impact through new initiatives, including **TSET Discovery Grants, TSET Built Environment Grants, TSET Targeted Achievement Grants** and the **TSET Successful Futures Program**. TSET also provides grants to

the Oklahoma State Department of Education for online health modules and funds Oklahoma State University's expansion of Project ECHO, a rural health program. A Stephenson Cancer Center mobile lung cancer screening bus, launched in February 2025 thanks to **\$1.7 million from TSET**, will provide access to life-saving screenings across the state.

Looking ahead, TSET remains committed to improving the health and quality of life of all Oklahomans and creating lasting, positive change.

“TSET has likely touched every Oklahoman’s life in some way. We help people quit tobacco through the Oklahoma Tobacco Helpline and have brought doctors to rural areas — conducting over 665,000 patient visits. We’re also building playgrounds and walking trails, funding cancer research trials and providing parents and teachers with tools and resources to talk about tobacco and make Oklahoma healthier.”

KENNETH ROWE
TSET Board of Directors - Chair



“We chose programs that would get the most bang for our buck and one of the first was the ‘quitline’ or ‘helpline’ as it’s called now — which could have a statewide impact, would give people the opportunity to call in, get a counselor and help them stop smoking.”

SUSAN WALTERS BIZE
TSET Founding Board Member

“Lifestyle changes, obesity, smoking, lack of exercise, all these things now can be addressed, with smoking, obviously, as the number one focus in a perpetual fund.”

FRANK KEATING
Former Governor of Oklahoma

“Having support from the Oklahoma Tobacco Helpline was instrumental to my success in being able to quit smoking.”



SHAUN
Perkins, OK



DAVID HOLT
Oklahoma City Mayor

“TSET gave our state government an outlet to share valuable information with our residents about the effects of smoking and obesity. Ultimately, residents have the right to do with that knowledge what they wish, but there is no doubt that TSET has saved lives.”



Marking the Occasion



“The Battle Against Big Tobacco and the Birth of TSET” — by author, historian and attorney Bob Burke, TSET Executive Director Julie Bisbee and TSET Board of Directors member Marshall Snipes — was published in FY25 in honor of TSET’s silver anniversary. The book chronicles Oklahoma’s role in a historic legal fight against the tobacco industry in the 1990s and the events that led to voter approval of a constitutional amendment creating the Tobacco Settlement Endowment Trust.

Burke likened the fight against the tobacco industry that culminated in the Master Settlement Agreement in 1998 to “a real-life David-versus-Goliath battle.”

With that battle won, Oklahoma voters approved a state question in 2000 that created TSET and ensured earnings from annual settlement payments remain protected to improve health for future generations of Oklahomans.

The book also details how TSET’s grant projects, community wellness programs, statewide health initiatives and cancer and tobacco-cessation research work together to reduce cancer and cardiovascular disease in Oklahoma.

The book debuted at TSET’s 25th anniversary celebration at the Oklahoma Hall of Fame building on April 1, 2025. Panelists and speakers at the event included former Attorney General Drew Edmondson, who led Oklahoma’s litigation against Big Tobacco and Carina Chen, then a high school senior, who represented the future of health advocacy.

Copies of “The Battle Against Big Tobacco and the Birth of TSET” were shared with public libraries throughout Oklahoma soon after the anniversary celebration.

Bisbee and other TSET staff also visited communities across the state to share resources and stories of TSET’s impact. The tour kicked off in Oklahoma City and continued into FY26 with stops in Woodward, Duncan, Muskogee, Enid and Durant. During these visits the book served as a catalyst for discussions about community-driven innovations to improve health and new ways TSET can support that progress.

Much more information about the past, present and future of TSET is available at tset25.com.

Promoting Health Education

Tobacco Stops With Me

Since 2008, Tobacco Stops With Me has informed Oklahomans on the harms of tobacco including nicotine addiction and secondhand smoke. The program continues efforts to protect young people from the tobacco industry's marketing and raises awareness about the need for clean indoor air in places where Oklahomans live, work and play.

**TOBACCO
STOPS WITH ME.com**
A Program of TSET

In FY25, [Tobacco Stops With Me](#) met or exceeded all campaign objectives. The campaign remains well received: 73% of Oklahomans said Tobacco Stops With Me ads motivated them to talk with their children about tobacco and 75% said ads motivated conversations about vapes. A strong majority (85%) view tobacco as a problem in the state.

Most Oklahomans believe the tobacco industry targets youth (78%) and uses flavors to attract them. Even more (82%) believe the industry hides the dangers of smoking. To counter Big Tobacco's messaging, Tobacco Stops With Me distributed 21,646 educational items for parents, schools and community organizations.

Tobacco Stops With Me launched the "[Talk About Tobacco](#)" campaign in FY25 to address high rates of youth vaping. The campaign provided parents and caregivers tools to start conversations with children in their care and offered educators resources to address classroom disruption and youth mental health issues linked to vaping. Early results were strong: In its first month, the campaign recorded a 90% video completion rate with 4.4 million completions and social videos exceeded engagement targets by 17%. Thousands of Oklahoma adults accessed online resources helping families statewide.

The campaign also earned recognition for creative achievement, including TSET's first Heartland Emmy® Award.



Shape Your Future

Shape Your Future empowers Oklahomans to make healthy choices every day through better nutrition, physical activity, water, sleep and tobacco-free living.



In FY25, Shape Your Future partnerships brought health education into popular community spaces including University of Oklahoma and Oklahoma State University athletics, the Tulsa Drillers, the OKC Zoo and the First Americans Museum, while new recipe-planning tools on the website helped families prepare healthier meals.

Annual survey results showed measurable progress. One in five adults surveyed said they fill half their plates with fruits and vegetables, exceeding the campaign benchmark. More than 80% of adults surveyed understood children need at least 60 minutes of daily activity, and 95% agreed they can help increase activity for their families. The share of Oklahomans planning to limit sugary drinks for their families rose to 41%, surpassing the FY25 goal.

Shape Your Future also expanded outreach to priority populations, including parents and older adults, and provided teachers with classroom resources. By combining large-scale visibility with local engagement, Shape Your Future helps Oklahomans build healthier routines and stronger futures.



The TSET Healthy Youth Initiative

The TSET Healthy Youth Initiative is dedicated to addressing some of Oklahoma's biggest youth health challenges, including obesity and vaping. It works to create positive behavior change and generational impact through statewide public health messaging, youth-led advocacy programs and character-building activities.



YOUTH ENGAGEMENT

In FY25, Youth Action for Health Leadership (YAHL) partnered with 45 schools across 28 counties, mobilizing 1,206 youth who contributed more than 10,200 volunteer hours. These efforts translated into real community impact — students advocated for stronger school wellness policies, expanded access to healthy foods and physical activity and raised awareness about tobacco prevention.

YAHL also nurtured future leaders. The statewide Leadership Team of 52 members represented 28 partner organizations and spent the year developing advocacy skills, building connections with decision-makers and influencing community health priorities.



National recognition followed when YAHL member Carina Chen received the Barrie Fiske National Youth Advocate of the Year Award from the Campaign for Tobacco-Free Kids, highlighting Oklahoma's role in shaping the next generation of public health leaders.

"I hope my peers can fully understand the mental health impacts of vaping are just as important as the physical health effects, from lung damage to addiction," Chen said. "Spreading education and encouraging others to seek cessation resources is the first step to a healthier Oklahoma."



Elevate Student Health, a YAHL campaign, worked directly with schools to improve wellness policies that support healthy learning environments. In FY25, youth advocacy efforts — including meetings with principals, classroom presentations and schoolwide events — led to eight districts adopting comprehensive wellness policies. These policies transform daily school practices, ensuring healthier food options, stronger physical activity standards and more robust tobacco-free protections for students statewide.

CounterAct Tobacco, another YAHL campaign, empowered youth to challenge Big Tobacco's

influence in their communities. In FY25, youth advocates organized 61 events, partnered with 21 organizations and met with elected officials and state leaders to push for stronger protections. Their efforts elevated youth voices in policymaking and helped build momentum toward laws that prevent underage tobacco purchases and support stronger school health protections.

By equipping young advocates with tools to confront industry tactics, CounterAct Tobacco helps create healthier environments while educating on the need for statewide policy change.

YOUTH NUTRITION

In FY25, more than seven in 10 Oklahoma teens reported seeing content from Swap Up, TSET's teen obesity prevention campaign, most often on Instagram and YouTube. Among campaign-aware teens, 88% said the educational spots motivated them to drink more water and eat more fruits and vegetables.

The second statewide Swap Up Day united schools and organizations around the shared goal of helping teens connect food choices to how they think, act and feel. Event-in-a-box kits equipped 86 schools and organizations, reaching about 20,000 youth with hands-on lessons. Hosts overwhelmingly valued the event, with 100% saying they would participate again.



YOUTH TOBACCO PREVENTION

TSET's youth tobacco prevention campaigns, Behind the Haze and Down and Dirty, ensured accurate health information reached thousands of Oklahoma teens in FY25. Behind the Haze connects with youth statewide, while Down and Dirty addresses rural teens where tobacco marketing is strongest. Nearly nine in 10 urban vape users and 84% of rural tobacco users reported awareness of the campaigns.

The messages resonated: 73% of teens who saw Behind the Haze said the content discouraged them from vaping, while 94% of rural youth exposed to Down and Dirty spots said they

were motivated to avoid tobacco products. Campaign-aware teens were also significantly more likely to understand nicotine's risks, including its effects on stress, mood and brain development.

These shifts translated into action. Campaign-aware teens who vape were up to 31% more likely to report intentions to quit. By meeting youth in the spaces they use daily, Behind the Haze and Down and Dirty deliver relevant, science-based information that empowers teens to reject tobacco and protect their futures.

Youth Tobacco Cessation



Brought to you by TSET



Brought to you by TSET

Quit the Hit is a free, Instagram-based support program helping young Oklahomans quit vaping. This five-week, moderator-led series connects groups of 10 to 15 participants and provides practical strategies for quitting. Nearly 1,500 Oklahoma youth and young adults have successfully reduced or quit vaping through the program. Follow-up surveys showed dramatic improvements: Average vaping days dropped from 27 per month to just two, and quit confidence grew from 22% at the start to 66% after completing the program.

Feedback was overwhelmingly positive, with more than 90% of participants recommending Quit the Hit to peers, citing the supportive facilitators and shared experiences.

My Life, My Quit[™] complements this effort by offering free, confidential one-on-one coaching through text, chat and phone. In FY25, 71 teens enrolled, gaining tailored support to combat vaping and other tobacco use.

Together, Quit the Hit and My Life, My Quit[™] give Oklahoma youth the tools, encouragement and confidence to break nicotine addiction and reclaim their health.

TSET Better Health Podcast

The “[TSET Better Health Podcast](#)” continued to serve as a vital resource for Oklahomans in FY25, offering insightful discussions on topics such as tobacco use, nutrition, physical activity and community health. The podcast featured expert interviews and real-world stories that provided listeners with actionable information to improve their health and well-being.

Notable episodes explored emerging tobacco products and vaping behaviors, highlighted the Swap Up nutrition education program and community-based physical activity initiatives, and showcased an effort to bring mobile lung health screenings directly to Oklahomans. By engaging with a diverse range of guests — from researchers to community leaders — the podcast deepens understanding of public health challenges and solutions.

The “TSET Better Health Podcast” reached more Oklahomans than ever, empowering them to make healthier choices and strengthen their communities.



Awards & Honors

FY25 marked a historic milestone: A TSET campaign earned a Heartland Emmy® Award for the first time in the agency's 25-year history. The honor was awarded to TSET Director of Strategic Communication Kelli Brodersen, Associate Director of Campaigns and Brands Dylan Jasna and Campaign Manager Chase Harvick for their work on Talk About Tobacco, a campaign under the Tobacco Stops With Me program that tackles youth vaping through innovative parent- and teacher-focused messaging. The campaign empowers parents and educators with tools to have critical conversations with their children, resulting in nearly 7 million video completions and thousands of Oklahomans downloading conversation guides and interactive resources.

Tobacco Stops With Me also earned multiple Telly, Shorty and American Advertising Awards, including gold honors for video work and the Talk About Tobacco microsite. Additional TSET health communication efforts — Shape Your Future, the Oklahoma Tobacco Helpline and the TSET Healthy Youth Initiative — were recognized by several organizations including the Society of Professional Journalists, the American Marketing Association, the Public Relations Society of America, the LIT Awards and the DANDA Awards for outstanding data-driven public health messaging, publications, podcasts and outreach.

Each award affirms the power of thoughtful, data-driven communication in improving health outcomes.



Offering a Lifeline

Oklahoma Tobacco Helpline

1 800 QUIT NOW

1-800-784-8669 **OKhelpline.com**

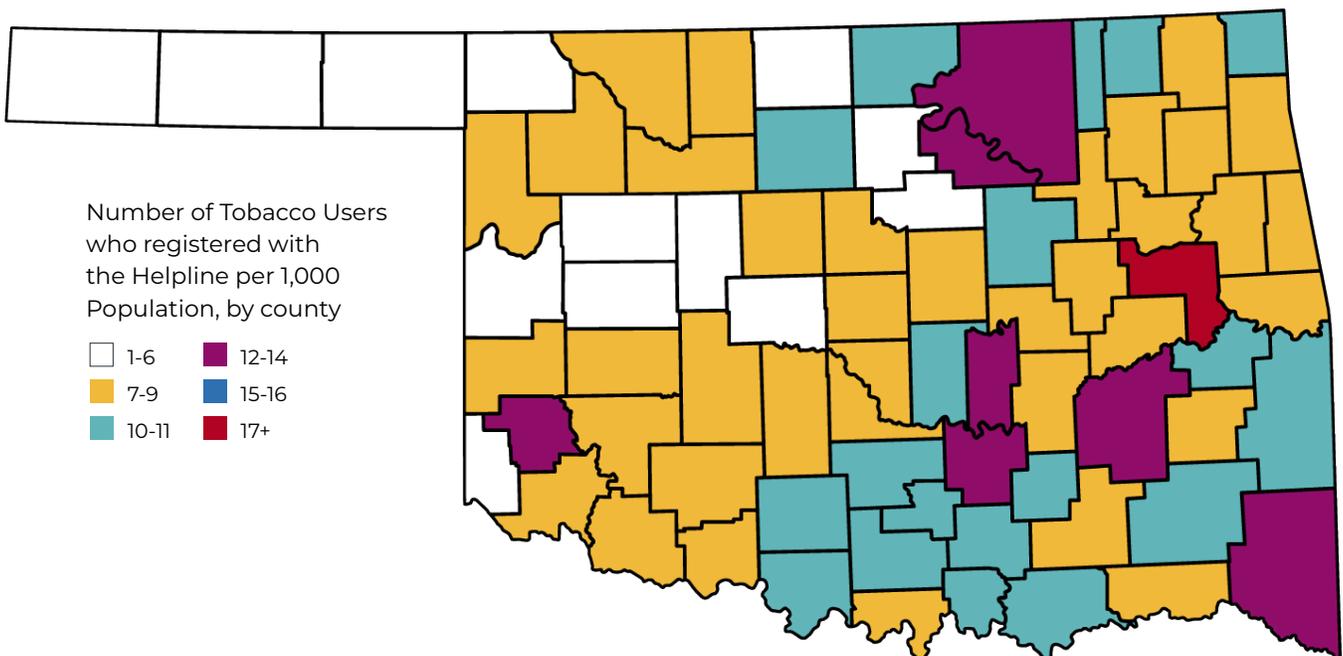
Since 2003, the Oklahoma Tobacco Helpline has offered free coaching and nicotine replacement therapy to adults who want to quit tobacco.

In FY25, nearly 30,000 Oklahomans from all 77 counties registered for services — the highest total since FY20. The quit rate was 45.4% at seven-month follow-up, exceeding the national benchmark of 30%. Overall satisfaction was 96.4%.

More than half of registrants (57%) signed up online compared to 39% by phone. Just over 34% of registrants reported using both cigarettes and vapes while 16.9% reported using vapes



exclusively. The Helpline served a large share of vulnerable Oklahomans. Of those enrolled, 21.6% were covered by SoonerCare (Oklahoma Medicaid) and 21.3% were uninsured. More than half (53.6%) reported a mental health or substance use disorder and used the Helpline’s tailored behavioral health program.



Encouraging Healthy Living

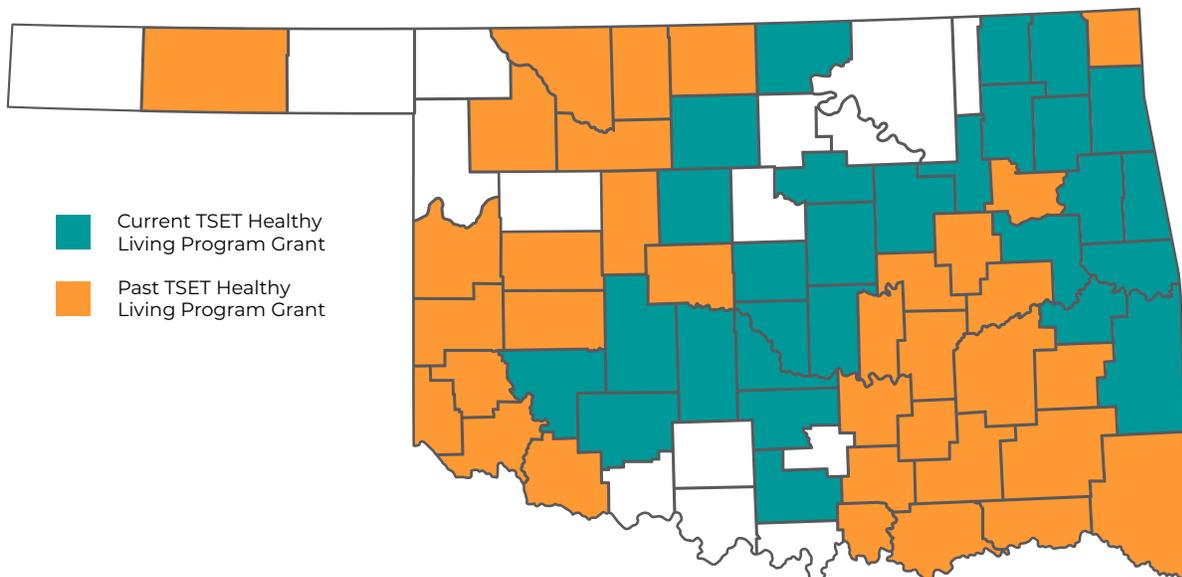


The TSET Healthy Living Program is designed to prevent cardiovascular disease and cancer by preventing and reducing tobacco use and obesity on a local level.

The program has benefitted nearly 1.8 million Oklahomans in recent years by working with local governments, schools and organizations to pass tobacco-free and wellness policies and increase access to nutritious foods and physical activity.

In FY25, the Healthy Living Program had 27 grants operating in 28 counties. These grantees contributed to:

- the adoption of 64 tobacco-free policies;
- completion of 725 underage tobacco retail education visits;
- the adoption of 32 school wellness policies and 19 school cafeteria enhancements;
- a combined 50 food retailers and food assistance programs that engaged or offered more healthy food options;
- 26 farmers market enhancements;
- enhancements to pedestrian wayfinding, public parks and food assistance programs;
- and reduction of tobacco and vape sales to underage persons.



Here are a few county-specific examples of TSET Healthy Living Program accomplishments in FY25:

CLEVELAND COUNTY

Staff working on the TSET Healthy Living Program grant in Cleveland County collaborated with the Norman City Council to pass three tobacco ordinances related to zoning, enabling for law enforcement and tobacco-free city-owned property.

One ordinance prohibits smoking on all city property, including parks and parking lots, another prohibits new retailers of tobacco products within 300 feet of a school or park. The third ordinance prohibits sales of all nicotine products to people under 21, allowing local police to assist with compliance checks and enforcement of underage sales laws.

Working with the City of Noble, grant staff developed a bikeability and walkability report based on previous walking and biking audits conducted in the community. The report highlighted data from the audits and identified potential implementation strategies to improve connectivity and walking and biking opportunities in Noble as a part of the Noble Proud 2050 Comprehensive Plan.

GARFIELD COUNTY

The City of Enid repaired sidewalks and crosswalks in the downtown area following a walkability audit led by TSET Healthy Living Program staff in Garfield County. Grantees also partnered with a Dollar General in Lahoma to introduce a new grocery section featuring fresh fruits, vegetables and refrigerated produce.

KAY COUNTY

Grant staff partnered with Oklahoma State University Extension to host a food systems summit for local farmers market vendors. Trainings at the summit included becoming a SNAP retailer, social media marketing and vegetable and native plant production. Grantees also worked with OSU Extension to launch an eight-week guided nutrition class at the Newkirk Senior Center and is working to host additional classes at the Ponca City RecPlex.

KINGFISHER COUNTY

As part of the Kingfisher Trails project, the TSET Healthy Living Program grantee in Kingfisher County partnered with the Kingfisher Trails organization to purchase and install nature signs along the trails to promote walking and encourage trail use.



KINGFISHER TRAILS

ROGERS COUNTY

The TSET Healthy Living Program serving Rogers County helped the Town of Chelsea Board of Trustees adopt comprehensive tobacco ordinances and zoning ordinances, along with adopting a tobacco-free city-owned property ordinance. These ordinances impact roughly 725 people.

Grant staff also worked with the Oologah United Methodist Church Food Pantry to adopt new policies that include hands-on nutrition education for recipients and a client-choice model. They also encouraged and assisted Grace United Methodist Church Food Pantry in Claremore in creating a community garden for residents and pantry users.

LINCOLN COUNTY

The TSET Healthy Living Program in Lincoln County helped the Stroud Housing Authority and Stroud Senior Citizens Village provide free transportation to a grocery store in Stroud. Stroud Housing Authority and Senior Citizens Village residents can receive the free transportation twice a month. The groups go on Wednesdays because the local grocery store offers a senior citizens discount that day.

For more information on the TSET Healthy Living Program, visit [Oklahoma.gov/tset](https://oklahoma.gov/tset) and click on TSET Healthy Living Program under the TSET Grants & Programs tab.

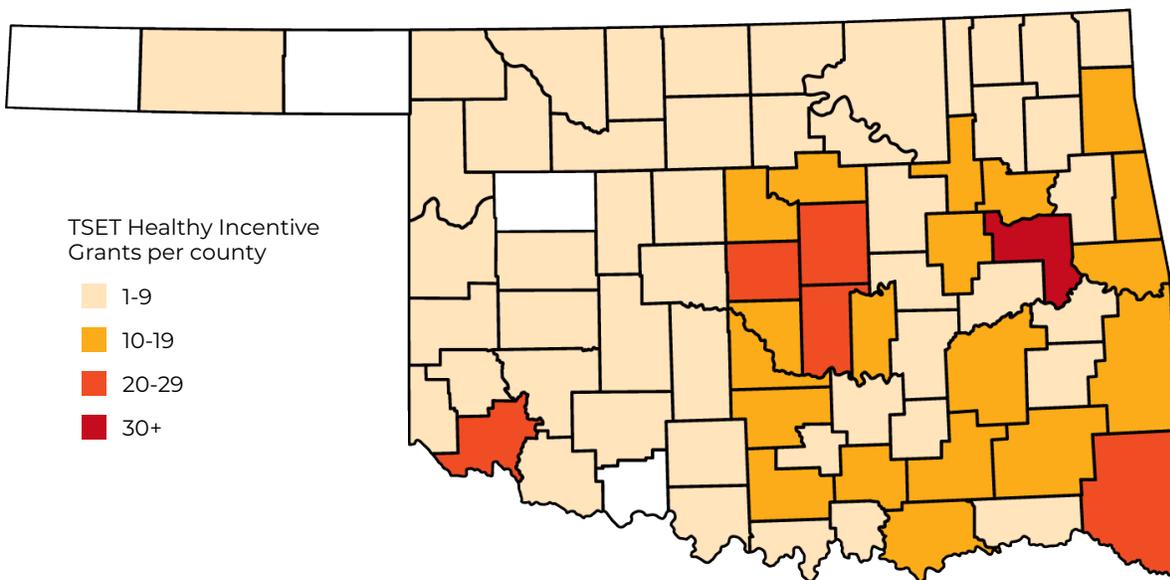


LINCOLN COUNTY HLP

As part of their Healthy Food System Resolution work with the City of Stroud, the Lincoln County Healthy Living program assisted in the establishment of a free grocery store transportation program for city residents in need.

Supporting Local Health

In FY25, TSET awarded \$808,500 in TSET Healthy Incentive Grants to schools and communities that adopted policies supporting healthier environments. Of this, \$560,500 went to 15 school districts and 41 school sites, while \$248,000 supported 10 communities. These grants help turn evidence-based strategies into action, creating spaces where healthy choices are easier for Oklahomans of all ages. “TSET Healthy Incentive Grants are one way TSET partners with schools and communities to create long-term change,” said Julie Bisbee, executive director of TSET. “By supporting healthier food options, tobacco-free spaces and opportunities for physical activity, these grants help build stronger environments where Oklahomans can thrive. This work moves us closer to our mission of reducing preventable disease and improving health across the state.”



Spotlight

The City of Langley began pursuing a TSET Healthy Incentive Grant in 2016 by passing ordinances and meeting requirements. Progress paused when a potential highway expansion threatened the town park and leaders faced hurdles adopting Tobacco Zoning ordinances. Once the city council passed the ordinances, Langley resumed the grant process in 2022 after local youth requested a basketball court.



In June 2024, Langley was awarded \$22,000 to build the Langley Sports Court, a multi-use space for pickleball, tennis and basketball. The community received an additional \$14,000 in May 2025 to further enhance the park. Today, residents play past sunset, enjoying a vibrant space that reflects years of persistence.

Funding Innovative Projects

On April 15, 2025, the Tobacco Settlement Endowment Trust launched TSET Legacy Grants, marking the largest funding opportunity in the agency's 25-year history.

In FY26, the TSET Board of Directors planned to award competitive grants aimed at transforming Oklahoma's health landscape by increasing health care access and improving care quality across the state.

The Board also funded innovative programs that improve health through built environment and unique programs.

TSET Built Environment Grants

TSET Built Environment Grants provide funding to help communities and campuses plan and build safe, active spaces that encourage physical activity. Grants are awarded in two categories: Planning and design of projects or infrastructure to enhance the built environment, and construction implementation.



Among the FY25 projects, the City of Seminole completed improvements to Boomtown Park with a TSET Built Environment Grant of \$480,333. Park improvements created a more walkable, user-friendly and ADA-compliant environment. A dedication for the park's new playground took place on Oct. 22, 2025.

Also in FY25, Eastern Oklahoma State College in Wilburton received a \$110,000 grant to develop a plan for a new health and wellness center on its campus. The plan calls for a 19,000-square-foot building with fitness equipment, group exercise spaces, an indoor walking track, locker rooms, private treatment rooms and a multi-purpose area. The center will house fitness and

health programs including nutrition counseling, wellness workshops and the ability to expand for clinical services. "Eastern Oklahoma State College now has a plan for a new full-service health and wellness center in Wilburton that a large majority of surveyed students, staff and area residents would welcome," the university announced in March.

In its final meeting of FY25, the TSET Board of Directors awarded 11 TSET Built Environment Grants totaling more than \$1.2 million that will fund planning or construction projects in FY26.

TSET Discovery Grants

TSET Discovery Grants fund projects that enhance tobacco prevention or cessation for high-risk groups, improve community health or emphasize the provision of health care services and wellness for children or senior adults.



In Oklahoma, about 4.3% of high school students smoke and 21.8% — more than 1 in 5 — use vapes. One FY25 TSET Discovery grantee, Gateway to Prevention and Recovery, will use up to three years of funding totaling \$748,311 to embed a tobacco and vaping prevention and cessation program in school districts within Pottawatomie, Seminole and Lincoln counties.

The Oklahoma Arts Council is expanding its Creative Aging Initiative with a \$750,000 TSET Discovery Grant. Through the grant, senior adults across the state participate in fine arts and performing arts programs that keep them connected and moving. Creative Aging programs are connected to the Oklahoma City Museum of Art, Tulsa Opera, Tulsa Performing Arts Center, the Philbrook Museum in Tulsa, the Mabee-Gerrer Museum of Art in Shawnee, the Seminole Nation Museum in Wewoka, the Metropolitan School of Dance in Oklahoma City, the Sapulpa Arts & Humanities Foundation and with community health centers across the state.

Oklahoma State University received a \$750,000 TSET Discovery Grant for the OSU Student Farm to increase access to fresh, locally grown fruits and vegetables through regional and local food banks and pantries in Oklahoma. The investment is already paying off, as the student farm has since doubled its production from 2.5 to 5 acres and harvested 35,535 pounds of produce, which was donated to food assistance partner agencies for their clients.

At its May 2025 meeting, the TSET Board of Directors awarded six TSET Discovery Grants totaling nearly \$3.8 million to support innovative health programs across Oklahoma. Five of the six grants will go to schools or non-profit organizations for programs to protect or enhance the health of children and teens.

To learn more about TSET’s innovative community-based grant programs, including the new TSET Targeted Achievement Grants for Tobacco 21 and Physical Activity that launched in FY25, visit ok.gov/tset/funding.



Advancing Research

Stephenson Cancer Center

In FY25, the OU Health Stephenson Cancer Center (SCC) reached nearly 30,000 Oklahomans through outreach, screenings and clinical trial enrollment. Expanding community engagement and early detection efforts remain vital.

FY25 HIGHLIGHTS

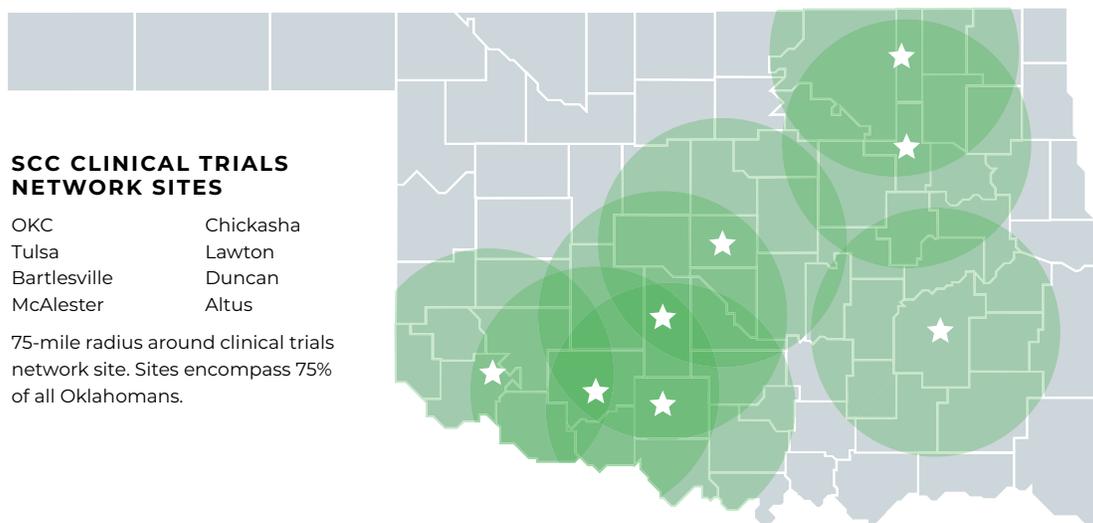
- Over 16,000 patients were screened for cancer
- 259 patients enrolled in early-phase trials
- 3,569 total patients in all trials
- 2 researchers recruited
- 324 peer-reviewed articles published

Through its partnership with TSET, SCC continues to advance cancer care and research that benefit all Oklahomans. Groundbreaking discoveries at SCC are improving outcomes and setting new global standards for care. One such advancement — a pediatric leukemia breakthrough — has transformed treatment options worldwide and brought this life-saving clinical trial home to Oklahoma. This innovation improved

the three-year relapse-free survival rate for affected children from 88% to 96%, providing Oklahoma families access to world-class care close to home.

A 2025 SCC study published in Breast Cancer Research found that surgical delays that extend more than 42 days after a breast cancer diagnosis can increase mortality risk by up to 183%. This research underscores the urgent need to reduce barriers to timely care — especially in rural and underserved areas where Oklahomans often face longer wait times for surgery.

Through its partnership with TSET, SCC conducts the cutting-edge research that shines a light on these critical health disparities and guides policies ensuring timely access.



Oklahoma Mobile Lung Cancer Screening Bus

In FY25, TSET and OU Health Stephenson Cancer Center launched Oklahoma's first mobile lung cancer screening program — a major step forward in addressing the state's deadliest cancer. Supported by a TSET grant of more than \$1.7 million, the Oklahoma Mobile Lung Cancer Screening Bus began traveling the state, bringing low-dose CT scans directly to communities with limited access to preventive care.

Lung cancer often develops without symptoms, yet fewer than 2% of eligible Oklahomans receive recommended annual screenings. Rural residents face some of the greatest barriers, including long travel distances and fewer imaging options. The mobile lung screening bus helps close these gaps by delivering high-quality screening services to worksites, community locations and health facilities statewide.

Early detection saves lives and reduces the physical, financial and workforce impacts of late-stage disease. When cancers are found early, treatment is more effective and individuals have a better chance of returning to their families, jobs and daily routines.

The mobile lung screening bus reflects TSET's commitment to equitable access and strong public health partnerships. By expanding screening into underserved areas, the program is improving early diagnosis and advancing a healthier future for Oklahoma.



Oklahoma Center for Adult Stem Cell Research

In FY25, the Oklahoma Center for Adult Stem Cell Research (OCASCR) continued to advance TSET's mission by funding innovative research that addresses the leading causes of preventable death in Oklahoma — obesity, tobacco use and cancer. OCASCR-supported scientists are uncovering new ways to understand and treat disease, strengthening Oklahoma's position as a leader in biomedical discovery.

This year, Oklahoma researchers achieved growing recognition with 159 publications, 65 presentations and multiple new equipment awards that expand laboratory capabilities. Since its launch in 2010, OCASCR has leveraged TSET's \$40 million investment into more than \$471 million in private and federal funding, multiplying the state's impact and accelerating progress toward improved health for all Oklahomans.

FY25 HIGHLIGHTS

- 1 scientist recruited to OU
- 159 peer-reviewed articles published
- 92 first-time grantees awarded
- 17 total grants awarded

TSET Health Promotion Research Center

In FY25, the TSET Health Promotion Research Center (TSET-HPRC) continued to expand its statewide reach and scientific impact, with 28 faculty and more than 120 staff supporting operations in Oklahoma City and Tulsa. Supported by TSET, HPRC has positioned Oklahoma as a national leader in cancer prevention and policy-relevant research. The center's work spans tobacco cessation, nutrition, physical activity and digital health innovation — bringing evidence-based solutions directly to Oklahomans.

FY25 HIGHLIGHTS

- 6 faculty members recruited
- 23 grants awarded (\$28.4 million)
- 9,691 Oklahomans assisted by interventions
- 441 Oklahomans enrolled in TSET-HPRC research studies
- 159 peer-reviewed manuscripts published

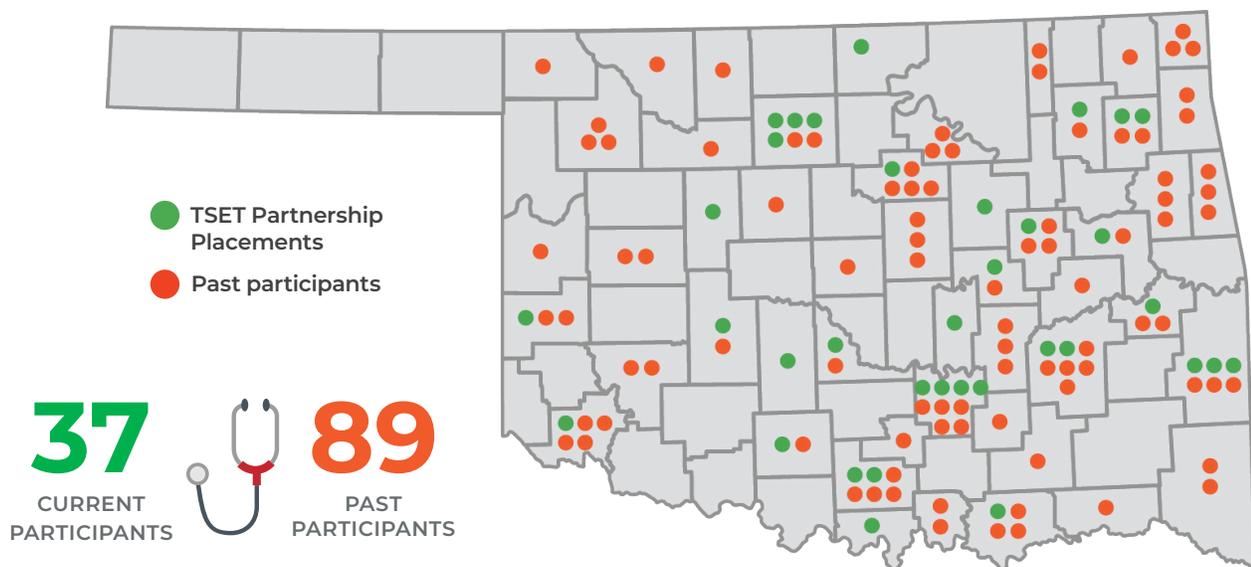
In FY25, TSET-HPRC achieved a return on investment of \$2.91 for every TSET dollar, generating \$28.4 million in new research awards and supporting 64 graduate and postdoctoral trainees. Through groundbreaking studies, statewide partnerships and faculty recruited from leading institutions such as Harvard, Stanford and Penn State, HPRC continues to advance TSET's mission of reducing the burden of cancer and chronic disease while building lasting research infrastructure for Oklahoma's future.

Partnering in Health

Health Care Workforce Training Commission

The Oklahoma Health Care Workforce Training Commission (HWTC) continues to strengthen access to quality care across rural and underserved communities in Oklahoma. Through its partnership with TSET, the HWTC Physician Loan Repayment Program attracts and retains primary care physicians where they are needed most. In FY25, 37 physicians served Oklahoma communities through the program. Since the program's launch in FY13, 126 physicians have participated, collectively serving patients in 55 Oklahoma counties.

Physicians supported by HWTC are making a measurable difference for Oklahoma communities. In FY25 alone, participating physicians had 91,331 patient visits, bringing the program's total to more than 667,000 since inception. HWTC physicians also play an important role in TSET's prevention mission — providing more than 5,900 tobacco cessation counseling sessions this year. Additionally, more than 2,300 patients were referred to the Oklahoma Tobacco Helpline. Through continued collaboration, the HWTC ensures rural Oklahomans have access to life-saving care while advancing TSET's vision for a healthier, tobacco-free future.



Oklahoma Department of Mental Health and Substance Abuse Services

In FY25, the Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) continued its long-standing partnership with TSET to advance health systems change through the Health Systems Initiative. Together, they focused on integrating tobacco cessation and behavioral health support within treatment settings, building on 15 years of collaboration to strengthen wellness across the continuum of care.

ODMHSAS expanded evidence-based tobacco-free policies and cessation interventions across state-operated and contracted facilities, leading to sustained declines in tobacco use among clients and stronger referral pathways to the Oklahoma Tobacco Helpline. In FY25, the department increased the number of referral sites to 130, generating more than 5,200 Helpline referrals statewide.

The department prioritized provider training and technical assistance, issuing 663 new Wellness Coach certificates through 21 training sessions.

ODMHSAS enhanced its data collection and evaluation systems to ensure consistent implementation of cessation best practices and to guide ongoing quality improvement. Funding for this work ended in FY25 at the end of a three-year grant. All facilities contracted, certified or operated by the state must have tobacco-free policies for the facility.

Oklahoma Hospital Association

TSET funds the Oklahoma Hospital Association's (OHA) Health Improvement Initiatives, helping hospitals build strong employee wellness programs and implement effective systems for both patients and employees.

Since FY10, 138 hospitals have adopted comprehensive tobacco-free campus policies, and 86 hospitals and 578 clinics have implemented evidence-based cessation services.

Over the past 12 years, OHA partner hospitals and clinics have made nearly 67,000 referrals to the Oklahoma Tobacco Helpline. In FY25, OHA partners accounted for 55% of all statewide referrals. Each referral represents a potential life changed — and together, these hospitals are helping thousands of Oklahomans take their first step toward a tobacco-free future.

Oklahoma Health Care Authority

In FY25, the Oklahoma Health Care Authority (OHCA) concluded its Health Systems Initiative grant, marking the completion of a multiyear partnership dedicated to strengthening preventive health services for SoonerCare (Oklahoma Medicaid) members. During this final year, OHCA focused on evaluation and sustainability while continuing progress in tobacco cessation and obesity prevention.

OHCA will continue providing preventive benefits, provider training and leveraging partnerships with managed care insurers to support health improvement. These efforts ensure that wellness and prevention remain core components of care for SoonerCare members across Oklahoma.

In FY25, 65.8% of SoonerCare members reported a tobacco quit attempt within the past year, significantly higher than the 51.5% rate among the general population. More than one-third (36.7%) learned about tobacco cessation benefits directly from a SoonerCare provider, underscoring the importance of provider engagement in driving quit attempts.

Through continued commitment and collaboration, OHCA helps Oklahomans access the tools and support they need to live healthier, tobacco-free lives.

FY25 Grants & Contracts

\$1,646,919	TSET Built Environment Grants	\$2,000	Oklahoma Parent Teacher Association	\$2,440,000	Food Systems Impact Grants
\$486,736	Cushing Public Schools	\$3,000	Oklahoma Public Health Association	\$2,440,000	Hunger Free Oklahoma
\$500,000	Town of Westville	\$2,000	Scissortail Park Foundation		
\$15,000	City of Pauls Valley			\$25,621,030	Health Communication
\$230,033	City of Seminole	\$2,000	Soaring Eagle's Youth and Family Services	\$2,000,000	Oklahoma Health Care Authority - SoonerQuit Program
\$55,000	Eastern Oklahoma State College	\$2,000	Think Regeneration NFP	\$2,972,530	Rescue - Youth Media and Marketing Campaign
\$58,952	Oklahoma State University	\$1,000	Women Helping Other Women	\$20,648,500	VI Marketing and Branding - Shape Your Future, Tobacco Stops With Me, Oklahoma Tobacco Helpline, TSET Healthy Youth Initiative Media and Marketing
\$301,198	Riversport Foundation				
		\$3,564,381	Discovery Grants		
\$35,500	Conference Sponsorships	\$362,000	City of Sallisaw		
\$2,000	Activate Oklahoma, Inc.	\$249,437	Gateway to Prevention and Recovery		
\$1,000	Bethany Children's Health Center	\$175,000	LIFE Senior Services		
\$1,000	Camp Bandage	\$250,000	Lighthouse Behavioral Wellness Centers, Inc.	\$1,434,252	Health Education Partnership
\$2,000	Coalition of Oklahoma Breastfeeding Advocates	\$95,856	NewView Oklahoma	\$977,330	Oklahoma State Department of Education
\$2,000	Hunger Free Oklahoma	\$250,000	Oklahoma Arts Council	\$456,922	Healthy Schools Oklahoma Bethany Children's Health Center
\$2,000	Jackson County Community Health Action Team Society	\$260,000	Oklahoma Senior Games		
\$1,000	National Alliance on Mental Illness Oklahoma	\$92,074	Oklahoma State University		
\$1,000	OKC Beautiful, Inc.	\$250,000	Oklahoma State University Student Farm	\$248,000	TSET Healthy Incentive Grants for Communities
\$1,500	Oklahoma Alliance for Recovery Resources	\$250,000	Oklahoma State University United Against Tobacco	\$8,000	City of Hobart
\$2,000	Oklahoma Association for Health, Physical Education, Recreation & Dance	\$700,000	River Parks Foundation	\$120,000	City of Jenks
\$2,000	Oklahoma Boxing & Combat Sports Foundation	\$191,516	University of Oklahoma Health Sciences Center Saving Tiny Sooners	\$40,000	City of Tulsa
\$2,000	Oklahoma Local Agriculture Collaborative	\$249,999	University of Oklahoma Health Sciences Center Oklahoma Breastfeeding Resource Center	\$10,000	Town of Colcord
\$2,000	Oklahoma Institute for Child Advocacy	\$188,499	Youth and Family Resource Center, Inc.	\$10,000	Town of Depew
\$2,000	Oklahoma Museums Association			\$12,000	Town of Kansas
				\$14,000	Town of Langley
				\$10,000	Town of Ripley
				\$10,000	Town of Tryon
				\$14,000	Town of Westville

\$560,500 TSET Healthy Schools Incentive Grants			\$5,361,581 TSET Healthy Living Program
	\$10,000	Morris Elementary School	
\$5,000		Muskogee High School	\$198,850 Cherokee County Health Services Council
\$5,000		Northwoods Fine Arts Academy (Sand Springs)	\$166,503 Cherokee Nation (serving Adair County)
\$3,000		Oaks Mission Elementary Schools	\$238,316 Comanche County Memorial Hospital
\$10,000		Oaks Mission High School	\$222,516 Gateway to Prevention and Recovery (serving Pottawatomie County)
\$3,000		Okeene Elementary School	\$158,200 Grand Nation, Inc. (serving Craig County)
\$14,500		Osage Public Schools	\$146,283 Great Plains Youth and Family Services, Inc. (serving Caddo and Kiowa counties)
\$10,000		Paden Public Schools	\$175,988 KI BOIS Community Action Foundation Inc. (serving Haskell County)
\$10,000		Pawnee Public Schools	\$102,483 Kingfisher County Health Department (serving Blaine and Kingfisher counties)
\$50,000		Pershing Elementary (Muskogee)	\$155,047 LeFlore County Youth Services, Inc.
\$15,000		Pioneer Park Elementary (Lawton)	\$189,185 Lincoln County Health Department
\$4,000		Pioneer Public Schools	\$218,050 Mayes County HOPE
\$4,000		Pocola Public Schools	\$171,660 McClain-Garvin Co. Youth & Family Services, Inc. (serving Garvin County)
\$6,000		Quinton Public Schools	\$101,600 Muskogee County Health Department
\$7,000		Red Oak Elementary	\$229,502 Norman Regional Health System (serving Cleveland County)
\$15,000		Rock Creek High School (Bokchito)	\$240,716 Norman Regional Health System (serving Grady County)
\$23,000		Smithville Elementary	\$163,556 Norman Regional Health System (serving McClain County)
\$25,000		Smithville High School	\$71,393 Nowata CAN
\$4,000		Smithville Middle School	\$400,000 Oklahoma City-County Health Department
\$3,000		Stilwell High School	\$260,000 Oklahoma State University (serving Creek County)
\$8,000		Tahlequah High School	\$165,378 Oklahoma State University (serving Kay County)
\$10,000		Texhoma Public Schools	
\$10,000		Tipton Public Schools	
\$20,000		Tuskahoma Public Schools	
\$15,000		Wellston Elementary School	
\$15,000		Wheeler Middle School (Oklahoma City)	
\$15,000		Will Rogers Elementary School (Edmond)	
\$15,000		Yale Elementary School	
\$15,000		Yale Junior High/Senior High School	

\$199,395	Oklahoma State University (serving Payne County)	\$93,074	University of Oklahoma Health Sciences Center - OK LUNG SCAN	\$864,291	Technical Assistance, Training and Consulting
\$157,407	People, Inc. (serving Sequoyah County)			\$300,000	BerryDunn McNeil & Parker
\$192,446	ROCMND Area Youth Services (serving Delaware County)	\$5,953,239	Oklahoma Tobacco Helpline	\$13,410	ChangeLab Solutions
\$260,000	Rogers County Volunteers for Youth, Inc.	\$653,239	OUHSC – Helpline Oversight	\$238,831	Emory University
\$245,106	Rural Health Projects, Inc. (serving Garfield County)	\$5,300,000	OUHSC – Helpline Services (RVO)	\$142,000	Onside Partners
\$400,000	Tulsa City-County Health Department			\$30,000	Phoenix Rose Strategies
\$132,002	Wichita Mountains Prevention Network (serving Carter County)	\$2,171,435	Program Evaluation	\$140,050	Tigris Solutions, LLC
		\$2,171,435	OUHSC – Hudson College of Public Health	\$1,120,000	TSET Successful Futures Grants
		\$13,670,000	Research	\$1,120,000	Oklahoma Association of Youth Services
\$4,283,173	Health Systems Initiatives & Emerging Opportunities	\$3,120,000	Oklahoma Medical Research Foundation – Oklahoma Center for Adult Stem Cell Research	\$1,527,625	Youth Programs
\$712,416	Health Care Workforce Training Commission			\$1,527,625	Rescue – Youth Advocacy and Education
\$489,918	Oklahoma Department of Mental Health and Substance Abuse Services	\$5,050,000	TSET Health Promotion Research Center	\$57,288	Youth Tobacco Prevention
\$229,878	Oklahoma Health Care Authority – SoonerQuit Provider Engagement	\$5,500,000	TSET Cancer Research Program at Stephenson Cancer Center	\$57,288	Oklahoma Alcoholic Beverage Laws Enforcement Commission
\$685,800	Oklahoma Hospital Association	\$87,043	SE Oklahoma Targeted Achievement Grants		
\$1,500,000	Oklahoma State University Center for Health Sciences – Project ECHO	\$87,043	KI BOIS Community Action Foundation Inc. (serving Pittsburg County)		
\$572,087	Oklahoma State University Center for Health Sciences – Hospital Medical Residency Training Program				

What Guides Us

Mission

Improve the health and well-being of Oklahomans through programs that reduce tobacco use and obesity — the leading causes of preventable chronic disease — and by funding research that improves treatment and saves lives.

Goals



THE PUBLIC

Improve health outcomes, well-being and economic opportunity for Oklahomans by preventing and reducing tobacco use and obesity.



GRANTEES

Nurture a diverse group of grantees who support TSET's long-term health improvement strategy and is willing to build a foundation of change.



ECOSYSTEM PARTNERS

Cultivate a network of partners willing to ignite a deeper level of commitment to shared goals and aligned missions with mutual respect.



OPERATIONS

Use data-driven resource planning to simplify and align processes so staff can perform their best.



**TOBACCO SETTLEMENT
ENDOWMENT TRUST**

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Julie Bisbee, Executive Director

This publication was issued by the Tobacco Settlement Endowment Trust as authorized by Ken Rowe, TSET Board of Directors chair and Julie Bisbee, TSET executive director.

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