



TOBACCO SETTLEMENT ENDOWMENT TRUST · FY2013 ANNUAL REPORT

# CUTTING-EDGE RESEARCH, LIFE-CHANGING DISCOVERIES



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MESSAGE FROM THE EXECUTIVE DIRECTOR AND BOARD OF DIRECTORS

# OUR APPROACH TO IMPROVING HEALTH

We are excited to present this FY2013 annual report highlighting TSET's investment in cutting-edge discoveries and research in Oklahoma.

The Tobacco Settlement Endowment Trust (TSET) was created by a voter-approved constitutional amendment in 2000. TSET's Board of Directors takes seriously the fiduciary responsibility of ensuring the earnings from TSET's share of payments from the national Master Tobacco Settlement Agreement entrusted to TSET are directed to programs that hold the greatest promise of improving the health of Oklahomans today, and well into the future.

While the board has prioritized preventing and reducing tobacco use, it has also invested in programs to help Oklahomans increase their physical activity and improve their nutrition in an effort to reduce cancer and cardiovascular disease. The board has also made significant investments in research to prevent or seek new treatments for cancer and other tobacco-related diseases.

In all, the Board of Directors has committed \$45 million over five years to research in Oklahoma by establishing three research centers to recruit new scientists, provide grant funds to Oklahoma scientists in targeted areas of research, and leverage additional funds through federal grants from the National Cancer Institute and other sources

In 2008, TSET funded the Oklahoma Tobacco Research Center (OTRC), a program of the Stephenson Cancer Center. OTRC was funded to facilitate research focusing on reducing tobacco use, promoting evidence-based efforts in tobacco cessation and treatment of tobacco-related illnesses. OTRC shares and promotes knowledge about reducing tobacco use and tobacco-related illnesses.

In 2010, the Oklahoma Center for Adult Stem Cell Research (OCASCR) was established with a five year grant to promote discoveries about the role of adult stem cells in regenerative medicine. Unlocking the mysteries of adult stem cells could one day lead to discoveries that could rebuild organ tissue damaged by cancer or other tobacco-related diseases.

In 2011, the TSET Cancer Research Program was established within the Peggy and Charles Stephenson Cancer Center (SCC). In addition to recruiting scientists and funding research focusing on the latest in cancer treatments and detection, the center provides access to Oklahomans across the state to receive cancer treatment without having to travel out of state. Many rural Oklahomans are able to receive treatment in their own hometown because of a network of health care providers affiliated with an academic cancer center.

As a result of TSET funding, the SCC's the Phase I Clinical Trials program has expanded to become one of the top ten programs in the country, giving new hope to cancer patients that have exhausted traditional treatments.

TSET's investment in research and cutting edge treatments has leveled the playing field for cancer treatment in Oklahoma. TSET grants support scientists who could someday discover a cure for cancer or unlock the sequence to repairing damaged tissues.

This comprehensive approach to prevention, creating opportunities for Oklahomans to live healthier lives and encouraging cutting-edge research and discoveries will help Oklahomans for generations to come.



*Tracey Strader*

Tracey Strader, MSW, Executive Director



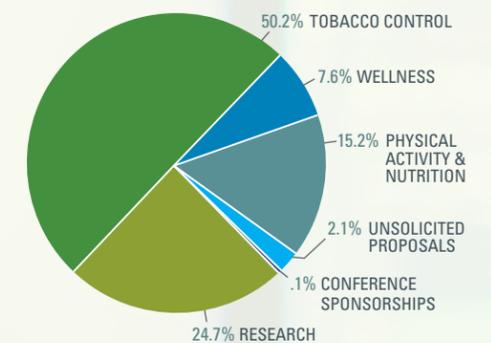
*Casey Killblane*

Casey Killblane, Chair, Board of Directors

The TSET Board of Director's strategic plan places a priority on funding grants and programs that work to reduce the leading causes of death in Oklahoma – cardiovascular disease and cancer. Tobacco use, poor nutrition and inactivity contribute to both diseases. TSET's grants and programs work to prevent tobacco use, help youth and adults quit smoking, and support smokefree environments. Grants and programs also encourage Oklahomans to eat better, move more and be tobacco free.

**\$37,077,147**

## BUDGET ALLOCATIONS FUNDED BY FY2012 EARNINGS



Earnings certified in FY2012 are available for use in FY2013 and beyond.

# PROTECTING & GROWING FUNDS FOR LONG-TERM STRATEGIES

Oklahoma is the first state in the nation to constitutionally protect the majority of the Master Settlement Agreement funds in an endowment. This ensures a growing funding source dedicated to improving the health of Oklahomans for generations to come.

The Endowment is a long-term strategy to improve Oklahoma's health status. Earnings have gradually increased each year from a low of \$650,000 in FY2003 to a high of \$36 million certified for use from FY2012 investments.

Earnings from the trust fund may be expended for the following purposes:

- 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.
- Cost-effective tobacco prevention and cessation programs.
- Programs 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.
- 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.
- Programs designed to enhance the health and well-being of senior adults.

The TSET Board of Directors engages in regular strategic-planning processes involving a review of research and input from key stakeholders including elected officials, private funders, state agency leadership, voluntary organizations, and health advocates from across the state. Stakeholders have overwhelmingly agreed that the board is on track with its mission to improve the health of every Oklahoman by reducing Oklahoma's leading causes of death.

- Oklahoma ranks 48th among states in cardiovascular disease deaths.
- Cancer is the second-leading cause of death, affecting one out of three Oklahomans.
- Tobacco use, physical inactivity, and poor nutrition are the leading preventable causes of cardiovascular disease and cancer.
- These preventable causes of death cost the state billions of dollars each year.

TSET-funded programs are based on strong evidence of effectiveness and are rigorously evaluated. In the early years of the endowment, program funding was focused solely on supporting the Oklahoma State Plan for Tobacco Use Prevention and Cessation. The current strategic plan maintains a primary focus on reducing tobacco use while also funding programs that help fulfill the Oklahoma Physical Activity & Nutrition State Plan and the Oklahoma Health Improvement Plan.

In each case, a statewide, comprehensive program is required to stem the tide of preventable disease, disability, and death. In addition, the board has funded research in tobacco control, cancer prevention and treatment and adult stem cell research in an effort to advance the prevention and treatment of cancer and other tobacco-related diseases.

Unsolicited proposals are also accepted to respond to emerging opportunities to improve health in our state.

**OUR VISION**  
Improving the Health of Every Oklahoman

**OUR 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.

- OUR VALUES & BEHAVIORS**
- To encourage programs and initiatives that are based on the best research available, follow practices with proven results, and provide the best opportunity for success.
  - To explore emerging opportunities that encourage creative and innovative approaches.
  - To work cooperatively with other public and private organizations and funders to support joint efforts that will use funds efficiently, avoid duplication, minimize administrative expense and provide the opportunity for sustained activity.
  - To plan and encourage community-based comprehensive services for urban and rural areas of Oklahoma.
  - To make funding decisions based on the best interests of the people of Oklahoma and the merits of the proposals.
  - To encourage grantees to leverage additional resources through partnerships, grants and other monetary and in-kind contributions.

## KEY OUTCOMES OF PROGRAMS & PARTNERSHIPS

TSET works with numerous partners and grantees to help fulfill the Oklahoma State Plan for Tobacco Use Prevention and Cessation, Oklahoma Physical Activity and Nutrition State Plan, and the Oklahoma Health Improvement Plan.

The following accomplishments have been realized as a result of TSET funded programs and partnerships with the Oklahoma State Department of Health, other state agencies, businesses, communities, and tribal nations, as well as the public policies enacted by the State Legislature and Oklahoma voters.

### Outcome Measures

- **26.1** percent adult smoking prevalence in 2011. In 2001, adult smoking prevalence was 28.7 percent.
- **61.4** percent of smokers indicated a willingness to quit smoking. In 2001, 48.1 percent of smokers indicated a willingness to quit smoking. Quit attempts are at an all-time high.
- **71.3** packs per capita sold in Oklahoma. In 2001, 108.1 packs were sold, per capita.
- **77.7** percent of Oklahoma households reported having a smokefree home policy in 2012.
- **40.7** percent of Oklahoma youth identified as “committed nonsmokers.” In 1999, only 25.5 percent of Oklahoma high school youth were “committed nonsmokers.”
- **64.8** percent of Oklahoma middle school youth identified as “committed nonsmokers.” In 1999, 41.4 percent of middle school youth identified as “committed nonsmokers.”
- **49.2** percent of high school youth who participate in 60 minutes of activity, 5 days a week. In 2009, 52.6 percent of high school youth participated in 60 minutes of activity, 5 days a week.
- **70.1** percent of adults reported that they participated in any physical activity. In 2009, 68.5 percent participated in any physical activity.

### Public Policies

- In 2003, the State Legislature amended the Smoking in Public Places and Indoor Workplaces Act which made most workplaces smokefree. Significant exemptions in the Act included free standing bars.
- In 2004, Oklahoma voters approved a tobacco excise tax increase, one of the single-most effective means of reducing youth smoking. The State Legislature strengthened the Prevention of Youth Access to Tobacco Act.
- In 2009, the Clean Air in Restaurants Act established a rebate program to incentivize restaurants to close smoking rooms and become smokefree. The same bill also created the Oklahoma Certified Healthy Communities Act and Oklahoma Certified Healthy Schools Act establishing advisory committees to develop criteria by which communities and schools may be certified.
- In 2012, Gov. Mary Fallin signed an executive order that makes all state properties, including universities, tobacco free. In 2013, Fallin closed the smoking room at the Capitol and opened a fitness center in its place.

### Community-Based Programs

- 85 percent of Oklahomans live in a community covered by a TSET Communities of Excellence in Tobacco Control grant, 33 coalitions have been funded to implement programs in 50 counties and 1 tribal nation.
- 55 percent of Oklahomans live in a community covered by a TSET Communities of Excellence Physical Activity and Nutrition grant, 15 coalitions are working to encourage their communities to eat better, move more and be tobacco free.
- 181 Students Working Against Tobacco (SWAT) teams are actively working with their peers and within their communities to promote tobacco free policies, expose tobacco industry marketing practices, and prevent youth from using tobacco products.
- More than 274 public school districts have 24/7 Tobacco-Free Property Policies.
  - Two-thirds of Oklahoma’s public school students attend a tobacco free school.
- 42 school districts approved 24/7 Tobacco-free Property policies in FY2013. Thirteen of those school districts included e-cigarettes in their tobacco free policies.
- In FY2013, communities passed:
  - 8 Youth Access Ordinances
  - 10 Clean Indoor Ordinances passed.
- Dollar Thrifty’s tobacco-free policy was extended nationwide.
- 27 Oklahoma City and Tulsa area hospitals and 23 rural hospitals are tobacco-free.
- At least a dozen communities have passed ordinances making their parks tobacco-free.
- 3 housing authorities in northeast Oklahoma are smokefree.
- 3 tribal nations adopted tobacco-free policies for government-owned property, excluding casinos.
- 101 tobacco-free worksite policies were passed in FY2013.
- In FY2013, 755 communities, businesses, schools, campuses and restaurants met the requirements of the Certified Healthy Oklahoma, a program started by the Oklahoma Academy for State Goals, the Oklahoma Turning Point Council, the State Chamber and the Oklahoma State Department of Health.

Shape your future



ShapeYourFutureOK.com

## INVESTING IN A VIBRANT SCIENTIFIC & RESEARCH COMMUNITY

# CUTTING-EDGE RESEARCH, LIFE-CHANGING DISCOVERIES

Improving the health of Oklahomans requires a multi-faceted approach that includes prevention and research. In the past five years, TSET has supported both. With strategic investments in prevention through community-based and statewide grant programs and public education campaigns, fewer youth are beginning to smoke, and greater numbers of youth and adult smokers are quitting. This will ultimately result in fewer Oklahomans who will be faced with a tobacco-related disease, disability or death. TSET's investment in research helps create centers of excellence to learn more about tobacco-related cancers. TSET and the research institutions our grants support are helping to bring scientists to Oklahoma, moving the Stephenson Cancer Center closer to "earning a comprehensive cancer center" designation from the National Cancer Institute.

At the same time, TSET's investment in research helps assure that our programs are based on the best science and innovation available, and that new discoveries and groundbreaking

treatments will elevate the standard of care for all Oklahomans. By funding these research centers, TSET is part of a coalition of committed individuals and institutions working together to leverage resources and create an environment that improves health and encourages a vibrant scientific and research community in our state. For every dollar TSET invests in research, scientists and institutions are able to leverage an additional \$3 in outside dollars to support their work.

**For every dollar TSET invests in research, scientists and institutions leverage an additional \$3 to support their work.**



**\$45 Million**  
Dedicated to  
Research  
in Oklahoma

TSET invests in cutting-edge research by Oklahoma biomedical and behavioral scientists to improve health, leverage outside research funding and increase the number of highly skilled jobs in the state.

TSET has expanded research funding in Oklahoma by dedicating \$45 million to the:

- Stephenson Cancer Center for the TSET Cancer Research Program and the Oklahoma Tobacco Research Center
- Oklahoma Center for Adult Stem Cell Research, collaboratively governed by OMRF, OUHSC and OSU

TSET's investment in life-saving research is creating jobs and changing lives.

**TSET**  
BETTER  
LIVES  
THROUGH  
BETTER  
HEALTH

Learn more at [TSET.OK.GOV](http://TSET.OK.GOV)

The Oklahoma TSET Cancer Research Program (TCRP) at the Peggy and Charles Stephenson Cancer Center was created in January 2012 with TSET funding of \$30.2 million over five years. The mission of the program is to decrease the burden of cancer in Oklahoma and nationally through promoting, coordinating and supporting innovative cancer research. TCRP supports a Phase I Clinical Trials Program, recruits scientists to Oklahoma, awards research grants to Oklahoma scientists in a variety of institutions, and leverages funds to advance cancer research in Oklahoma. These investments move the Cancer Center closer to earning a “comprehensive cancer center” designation from the National Cancer Institute and opening the door to significant external resources to support cancer research. Cancer researchers supported by TSET have received \$34.5 million in new sponsored research funding since Jan. 1, 2012. TSET’s support of the SCC was \$6.8 million in FY2013. In FY2013, SCC also recruited eight scientists to do research in Oklahoma.

**TSET Cancer Research Scholars**



**Resham Bhattacharya, PhD**, a cancer researcher whose work focuses on ovarian cancer, has joined the Stephenson Cancer Center from the Mayo Clinic in Rochester. She earned her doctoral degree in Microbiology at Bowling Green State University and completed post-doctoral training at Harvard Medical School and the Mayo Clinic.



**Mark P. Doescher, MD, MSPH**, heads the Cancer Health Disparities Research Program at the SCC. Doescher coordinates a team of investigators focused on cancer prevention and control that works to develop strategies to improve quality of life, quality of care and access to care for rural and minority patients, with a special emphasis on health disparities among Oklahoma’s American Indian communities. Doescher was previously the Director and Principal Investigator of the Washington-Wyoming-Alaska-Montana-Idaho

(WWAMI) Rural Health Research Center and the University of Washington Center for Health Workforce Studies. He is on the Editorial Board of the Journal of Rural Health.



**David Jones, PhD**, serves as the Deputy Director for Translational Research at the SCC, and as the Chair of the Cancer Program at the Oklahoma Medical Research Foundation. Jones completed his doctoral studies at the University of Colorado, and completed his post-doctoral studies at the University of Utah. The long-term research goal of his lab is to develop new treatments and preventive measures for colon cancer.



**Priyabrata Mukherjee, PhD**, focuses on nanotechnology applications in cancer drug development. Mukherjee joined the SCC from the Mayo Clinic. Mukherjee completed his doctoral studies in chemistry at the University of Poona, India. He did postdoctoral fellowships at Texas Christian University, Harvard Medical School and the Mayo Clinic. Mukherjee’s lab is developing and optimizing gold nanoparticle-based targeted drug delivery systems for the treatment of lung, pancreas and ovarian cancers. Mukherjee’s research is currently funded by research grants from the National Cancer Institute. His research is supported by a \$3 million grant portfolio in out-of-state funding.



**Dorothy A. Rhoades, MD, MPH**, is the Director of American Indian Cancer Research Initiatives at the SCC. Rhoades works with Stephenson researchers and leadership to explore outreach strategies and research opportunities in collaboration with Oklahoma tribal communities. Rhoades received her medical degree from the University of California, San Francisco, and her public health degree from the University of Washington. She is a member of the Kiowa Tribe of Oklahoma.



**Grant Skrepneck, PhD, RPh**, comes to the SCC from the College of Pharmacy at the University of Arizona Health Sciences Center where he served as faculty. He completed his doctoral studies at the University of Texas in Austin. Skrepnek concentrates on health economics, policy, and outcomes research involving large-scale database investigations, decision analyses, clinical trials, and survey research. Skrepnek focuses on studying cost, quality, and access to care across various healthcare settings concerning oncology, cardio-pulmonary disease, rare conditions, and co-morbidities.



**Takemi Tanaka, PhD**, comes to the SCC from the Kimmel Cancer Center at Thomas Jefferson University in Philadelphia. Tanaka’s work focuses on the development of new and personalized therapeutic

approaches for the prevention and treatment breast and other cancers. Tanaka completed her doctoral studies in biology at the University of Shizuoka, Japan, and her postdoctoral fellowship at the National Cancer Institute. She has held academic positions at the University of Maryland and the University of Texas Health Science Center in Houston. Tanaka’s research has been supported by competitively awarded grants from the National Cancer Institute, the Department of Defense, the Pennsylvania Breast Cancer Coalition, and the American Cancer Society. She brings a grant portfolio of almost \$2 million in out-of-state dollars to Oklahoma.



**Bin Zheng, PhD**, joined the SCC from the University of Pittsburgh. Zheng’s research focuses on developing innovative imaging techniques to improve the detection and risk assessment for a number of cancers. His research also focuses on developing a high-speed microscopic imaging scanning system to improve the accuracy and efficiency of leukemia diagnosis. Zheng’s research involves developing novel imaging techniques to improve detection and diagnosis of cervical cancer, chronic obstructive pulmonary disease, and interstitial lung disease. Zheng is currently funded by the National Cancer Institute to develop and optimize a computer-aided design (CAD) scheme to improve digital mammography.



For Kim Gabehart, a busy mother, wife and legal assistant, choosing to participate in a clinical trial at the Stephenson Cancer Center (SCC) was assurance that she would watch her 7-year-old son grow up.

“To me, it was reassurance that I would be there for whatever he needs,” said Gabehart, who was diagnosed with stage IV ovarian cancer. In the year since her treatments began, Kim hasn’t missed a day of work, basketball game, or ski trip with her son.

“Kim is treated with standard-of-care drugs given intravenously,” said Dr. Lisa Landrum, a gynecologic oncologist caring for Kim. “But she also receives a PARP inhibitor, which is the newest class of drug used in ovarian cancer. In addition, she is receiving bevacizumab as a maintenance treatment. These are the most promising treatment options currently available anywhere.”

With over 170 researchers, the SCC supports clinical trials statewide, which provides patients access to new therapies and helps hospitals defray the costs of clinical research. This allows the SCC to fulfill its mission of raising the standard of cancer care statewide through research and education.





Oklahoma Center for Adult Stem Cell Research (OCASCR) is working to make Oklahoma competitive in adult stem cell research and regenerative medicine. OCASCR is collaboratively governed by the Oklahoma Medical Research Foundation, University of Oklahoma, and Oklahoma State University.

Oklahoma scientists are learning about different types of adult stem cells, how they can be made in tissue culture from adult tissues and how they can change. Many believe this research will result in new treatments for diseases or repairing damaged tissues.

OCASCR provides information, encouragement, instruments and research grants to scientists to do adult stem cell research.

"It is already paying off. Our scientists have been able to launch many new projects, present at meetings, publish papers and even attract grants from the National Institutes of Health," said Dr. Paul Kincade, Scientific Director of OCASCR.

A unique feature of the program is that it fosters collaboration between researchers on four different campuses in Oklahoma.



Created in 2010, the *Oklahoma Center for Adult Stem Cell Research Center (OCASCR)* began with a \$1 million annual investment from TSET. OCASCR is collaboratively governed by the Oklahoma Medical Research Foundation, University of Oklahoma, and Oklahoma State University. OCASCR focuses on regenerative medicine that may someday provide new treatment options for many diseases. The FY2013 budget was \$2,167,190. In FY2013, OCASCR awarded grants to the following:

 **Jana Barlic-Dicen, PhD** - Oklahoma Medical Research Foundation - \$123,200 - Research to determine how stem cells can effect atherosclerosis.

 **Dan Carr, PhD**, Dean McGee Eye Institute - \$158,008 - Research to understand better the effect of a specific brain infection on stem cells in the central nervous system.

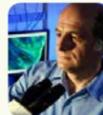
 **Hong Chen, PhD** - Oklahoma Medical Research Foundation - \$168,000 - Research to study intestinal stem cells which could lead to therapies for gastrointestinal disorders or cancers.

 **Alex Cohen, MD, PhD** - University of Oklahoma Health Sciences Center - \$123,200 - Research to study how a protein effects corneal stem cells.

 **Xiao-Hong Sun, PhD** - Oklahoma Medical Research Foundation - \$168,000 - Research to determine how blood forming cells differ from cancer cells which could lead to better therapy for blood cancer.

 **Lin Liu, PhD** - Oklahoma State University Department of Physiological Sciences - \$112,000 - Research to determine how stem cell therapy can repair or replace damaged lung tissues.

 **Pamela Lloyd, PhD** - Oklahoma State University Department of Physiological Sciences - \$112,000 - Research on how stem cells and growth factors affect chronic obstructive pulmonary disease (COPD).

 **Florea Lupu, PhD** - Oklahoma Medical Research Foundation - \$112,000 - Research on how a protein affects stem cell transformations which could have implications for weight loss and atherosclerosis.

 **Chuanbin Mao, PhD** - University of Oklahoma - \$134,400 - Research to study how stem cells can be created to improve tissue regeneration.

 **Leonidas Tsiokas, PhD** - University of Oklahoma Health Sciences Center - \$168,000 - Research to study how stem cells can affect bone formation which could lead to interventions to prevent bone loss.

"The OCASCR grant helped my lab two-fold: First, it allowed me to retool and focus on the role of calcium signaling in hematopoietic stem cells and progenitors, an area that I had little expertise in before," Tsoikas said. "It would have been extremely difficult for me to get funded by NIH. Second, it allowed us to generate strong preliminary data needed for the NIH grant."

Tsoikas was awarded a \$2.6 million 5-year R01NIH grant in 2014. Tsoikas' research will lead to further understanding and potential therapies to control brittle bones and prevent bone loss.



The Oklahoma Tobacco Research Center (OTRC), a program within the Peggy and Charles Stephenson Cancer Center, works on evidence-based interventions and promising research and education for health care professionals in an effort to reduce tobacco use.

“We’re starting to battle on a more level playing field,” Dr. Robert McCaffree, co-director of the OTRC and a professor of medicine. “For many years, tobacco control folks were so tremendously out-spent and the culture was such that it was difficult to make any headway.”

McCaffree leads the OTRC with Laura Beebe, PhD, a professor of biostatistics and epidemiology. TSET awarded \$5 million to launch OTRC and has awarded a new 5-year grant. As part of an academic medical center, the OTRC brings science and an evidence base to programs.

“We have significant issues with tobacco use, and we’ve got a cadre of soldiers across the state trying to change social norms about tobacco in our communities,” Beebe said.

The OTRC is also partnering with the Laureate Institute for Brain Research in Tulsa to develop a research program on the neurobiological effects of nicotine dependence.

- OU College of Medicine

## OTRC

Created in 2008, the *Oklahoma Tobacco Research Center (OTRC)* provides research to identify, evaluate and disseminate best practices in tobacco control and translate research into practice. The OTRC also serves as the evaluator for TSET’s Communities of Excellence Tobacco Control program and several media campaigns. The FY2013 budget was \$1,299,558. In FY2013, the OTRC awarded seed grants to the following:



**Marshall K. Cheney PhD**, Associate Professor, Department of Health and Exercise Science, University of Oklahoma. “Smoking Initiation and Smoking Behaviors in Young Adults” Young adults are heavily targeted by the tobacco industry. Consequently, young adults (age 18-24) have the highest smoking rate of any age group in the United States. The results from this research will be used to identify common influences across groups of young adult smokers and unique influences within groups, which can then be used in the development of effective interventions to decrease smoking initiation in young adults.



**M. Lurdes Quiemado, MD, PhD**, Assistant Professor, Department of Otorhinolaryngology, University of Oklahoma Health Sciences Center, “A Novel Assay to Predict Susceptibility to Tobacco-Induced Disease in Diverse Population.” The research will generate data to strengthen the importance of smoking cessation for specific populations by examining DNA bio markers and lifestyle choices.

## TSET Research Scholars



**Heather Basara, PhD**, is an assistant professor in the Department of Geography and Environmental Sustainability in the Center for Applied Social Research at the University of Oklahoma. Her research focuses on the interaction between people and environment and how people organize to manage health risks and decisions. Basara holds a degree in Botany from the University of Oklahoma and has graduate degrees in Environmental Management and Industrial Hygiene from the College of Public Health at the University of Oklahoma Health Sciences Center. Current research funded by the TSET looks at secondhand smoke exposure in Oklahoma City in an effort to educate on the need for stronger smokefree policies in Oklahoma. Successes in this project led to additional support to enable research with tribal government and business entities to develop and implement smokefree policies.



**Theodore Wagener, PhD**, is an assistant professor in General and Community Pediatrics at the University of Oklahoma Health Sciences Center. He has a joint appointment as an Oklahoma TSET Tobacco Research Scholar at the Peggy and Charles Stephenson Cancer and the Oklahoma Tobacco Research Center. Wagener did a clinical internship and fellowship in cardiovascular behavioral medicine at Brown Medical School. His research focuses on parental and caregiver smoking, modified risk tobacco products, effective tobacco harm reduction strategies, risk perception of smoking, and Motivational Interviewing (MI). Wagener’s work with second hand vapor from electronic smoking devices was pilot data for National Institute of Health R01 grant submission. Wagener received funding for a R21 through the National Cancer Institute. This 2-year \$368,566 study began in September 2012 to determine if the use of nicotine containing products by parents who smoke and are uninterested in quitting, is effective in reducing a child’s secondhand smoke exposure.

# eat better. move more. tobacco free.

REDUCING TOBACCO USE, IMPROVING PHYSICAL ACTIVITY & NUTRITION

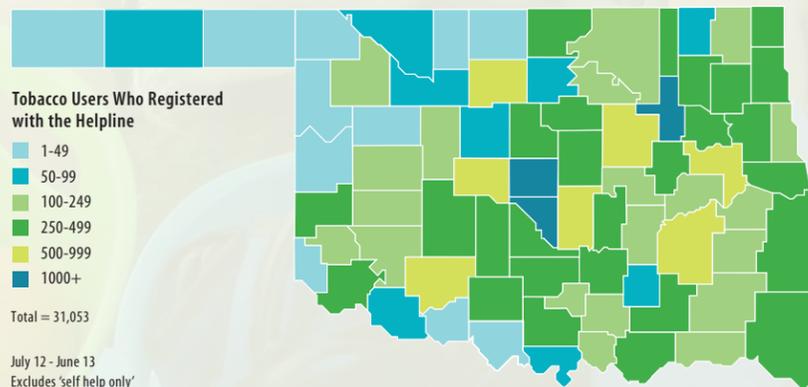
## COMMUNITY-BASED PROGRAMS

### Oklahoma Tobacco Helpline

Launched in August 2003, the Oklahoma Tobacco Helpline provides free telephone-based tobacco cessation “coaching” sessions and free nicotine patches, gum or lozenges. As funds have become available, the budget has increased each year to meet the growing demand. The FY2013 Helpline budget of \$5.2 million utilized a combination of \$4.03 million in TSET funds, \$750,000 from the Oklahoma State Department of Health, \$130,000 from Employees Group Insurance Division and \$286,000 from the Oklahoma Health Care Authority.

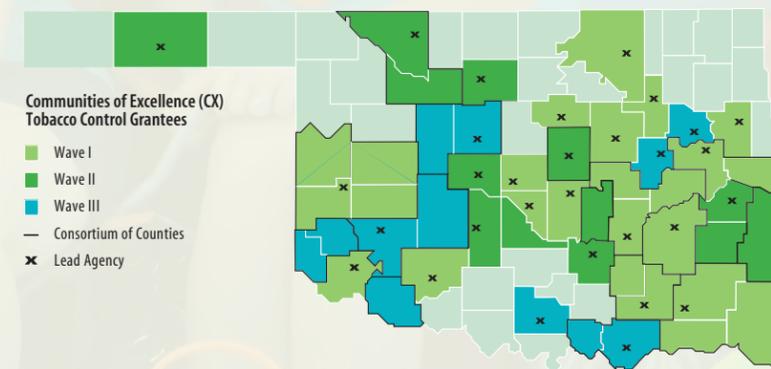


In FY2013, more than 35,120 Oklahoma tobacco users from across the state registered for services. Follow-up evaluations with multiple-call participants at seven months indicated that nearly 34.2 percent had not smoked in the past 30 days. This rate far exceeds the quit rate of 5 percent for those who go “cold turkey.” Satisfaction with Helpline services remains high across all tobacco users who received either the single or multiple call interventions at 95.9 percent.



### Communities of Excellence in Tobacco Control

Thirty-three community coalitions have been funded to implement comprehensive tobacco control programs in 50 counties and one tribal nation, serving 85 percent of the state’s population. Community grantees work with schools, businesses, health care providers, community leaders, and other partners to promote effective policies and programs to reduce tobacco use at the local level. In addition to the tremendous work adult volunteers do in communities across the state, Students Working Against Tobacco (SWAT) youth teams are vital advocates for youth access ordinances and tobacco-free 24/7 school policies as well as exposing big tobacco’s marketing practices which attract our youth as “replacement smokers” for those who have quit or died as a result of a tobacco caused disease. The FY2013 budget was \$6 million.



### Conference Sponsorships

Conference sponsorships are available for statewide training events to educate on improving the health of Oklahomans, enhancing access or provision of health care, improve the quality of life for children, enhancing the health and wellbeing of senior adults. The FY2013 budget was \$50,000.



As a TSET grantee, the Pushmataha County Turning Point Coalition educated school boards and school district officials about the benefits of prohibiting tobacco use on school campuses. As a result of those efforts, every school district in Pushmataha County has a 24/7 tobacco free policy. “Coalition members are dedicated to protecting children,” said Wendy Dewitt, tobacco prevention coordinator at the Pushmataha County Health Department. “We’ve got an incredible coalition and a lot of support from the people and businesses in Pushmataha County,” said Dewitt.

These school policies ensure that students will not be exposed to the physical harms of tobacco use. Equally as important, it also decreases visual exposure to tobacco use, which has been proven to increase a child’s chance of picking up the habit later in life.

In addition to advocating for tobacco free policies in all schools, the coalition has also worked with communities to get an ordinance prohibiting smoking in public places and workplaces (to the limits allowed by state law) in every town in Pushmataha County.



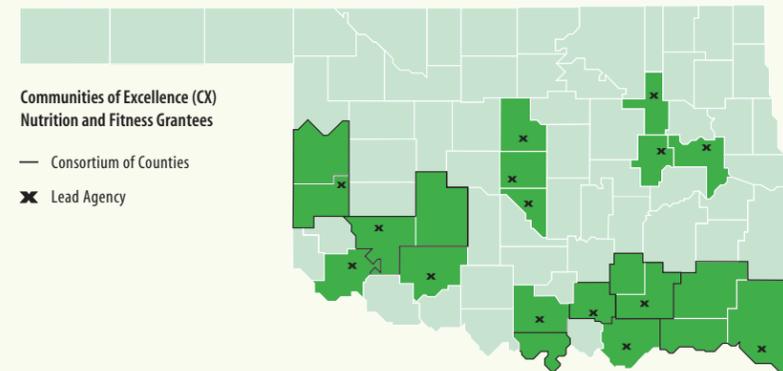
In Guthrie, half of all produce grown at the community garden is donated to a local food bank. The Guthrie Community Garden has only been in place a few years, but it's already making a difference in the health of citizens.

Through a TSET Healthy Communities Incentive Grant, Guthrie has been able to add enhancements to its garden.

Oklahoma communities, especially in rural areas, struggle with chronic health problems like diabetes, obesity, and heart disease. Through the Healthy Communities Incentive Grant program, TSET is helping Guthrie and other communities improve access to fresh fruits and vegetables and promote good nutrition for all residents.

### Communities of Excellence in Physical Activity & Nutrition

In FY2013, coalitions in 21 counties began working on ways to help their communities improve health by eating better, moving more and being tobacco free. Grantees also focused on educating communities leaders on strategies to help promote health in businesses, communities and schools. The FY2013 budget was \$2.4 million.



### Healthy Communities & Healthy Schools Incentive Grants

TSET and the Oklahoma State Department of Health have joined resources to encourage voluntary action on the part of communities and school districts to improve the health of their populations. Communities and school districts that meet specific criteria and become certified through the Certified Healthy Oklahoma program, sponsored by the Oklahoma State Department of Health, become eligible to apply for an incentive grant through TSET. In FY2013, 21 communities and 26 school districts received incentive grants. Grant funds could be applied to a variety of projects to promote health including sidewalk improvements, purchasing physical education equipment and community gardens. The FY2013 budget was \$565,000.

### Public Health Education Communications

A facet of Health Communications at TSET includes public education campaigns. These campaigns — *Shape Your Future*, *Tobacco Stops With Me* and the *Oklahoma Tobacco Helpline* — utilize communication strategies grounded in the best available science, use a multimedia approach of paid (T.V., radio, print, online, social media, sponsorships and outdoor advertising, etc.) and earned (news releases, etc.) media to deliver information to the public on topics that affect the health of Oklahomans.

These campaigns are based on a robust body of evidence, known as “Best Practice,” that supports the use of mass media campaigns to prevent and reduce tobacco use, as well as, influence positive behavior change in “small steps” to create a culture of wellness. TSET conducts multiple rounds of research, message development and copy testing to ensure that our campaigns are effective. TSET evaluates each campaign to measure its effectiveness in changing relevant knowledge, attitudes, beliefs, and behaviors for tobacco and physical activity and nutrition among our target audiences. These educational campaigns are developed in partnership with the Oklahoma State Department of Health and in consultation with University of Oklahoma and Oklahoma State University. TSET’s Health Communications program also partners with other state agencies, including the Oklahoma Health Care Authority and the Oklahoma Employees Group Insurance Division, to leverage resources and positive health outcomes for targeted audiences. Each step brings valuable information allowing us to ensure the messages are helping Oklahomans, and their families, live healthier lives.

The FY2013 budget was \$7.3 million.





Through TSET's Health Systems Initiative grant program, the Oklahoma Hospital Association (OHA) is helping hospitals and affiliated clinics create a culture of wellness through large-scale changes. These changes implement a best practice approach to addressing tobacco use among patients and reducing tobacco use by employees. The program also educates physicians and health care providers about the benefits of being tobacco free and about smoking cessation resources for employees and patients.

"If we are going to have an impact on improving the health outcomes in Oklahoma, we have to engage the private medical communities to be part of that change," said Joy Leuthard, manager of the OHA Healthy Improvement Programs. "To better help patients get healthier through lifestyle changes, the whole culture of the hospital has to be healthier. We have to change attitudes of everyone."

### Health Systems Initiatives

The Oklahoma Hospital Association, Oklahoma Department of Mental Health and Substance Abuse Services, and Oklahoma Health Care Authority continued their work to establish tobacco cessation systems through hospitals and health systems, integrate tobacco dependence treatment within mental health and substance abuse programs, and within health care settings serving pregnant women.

- The *Oklahoma Hospital Association* works with health care providers to educate about cessation services available to patients. Changes in paper and electronic medical record systems now prompt physicians to ask if a patient uses tobacco and refer them to the Oklahoma Tobacco Helpline. Nearly 25 hospitals have implemented significant changes and referred over 7,000 patients, family members and employees to the Oklahoma Tobacco Helpline with 39% accepting services when contacted by the OTH.
- The *Oklahoma Department of Mental Health and Substance Abuse Services* has worked with contract providers of behavioral health services to make facilities tobacco free. Through the grant, tobacco cessation training has also been incorporated into addiction counseling. Patients are much more likely to be successful in recovery when they stop using tobacco too.
- Through the Sooner Quit for Women campaign, the *Oklahoma Health Care Authority* has increased the number of women of child-bearing age utilization of the Oklahoma Tobacco Helpline. Partnering to use TSET funds and Medicaid match dollars, the targeted outreach efforts were successful in increasing the calls to the Oklahoma Tobacco Helpline and spikes in pregnant callers were consistent with ramped up outreach efforts. Grant efforts also include trainings for health care providers on the resources for SoonerCare tobacco cessation counseling and pharmacotherapy benefits, 5A's tobacco cessation methodology, SoonerCare reimbursement and documentation, proper utilization of the prenatal "quit kits."

The FY13 budget was \$775,000.

### Unsolicited Proposals

To address emerging opportunities to promote health in Oklahoma, TSET has initiated a process for accepting unsolicited proposals related to any of the purposes identified in the Constitutional amendment. In FY2013, grants to the *Physician Manpower Training Commission*, *Oklahoma State University Dining Services*, *Oklahoma Childcare Association* and *Oklahoma Afterschool Network* were funded through the unsolicited proposal process. The PMTC grant seeks to improve access to primary health care by offering student loan repayment for physicians who set up practice in rural or underserved areas. The OSU Dining Services grant seeks to provide menu labeling and involve students in improving the nutritional offerings at the university. The Oklahoma Childcare Association grant seeks to prevent and reduce tobacco use, and improve physical activity and nutrition among children, families, and staff in child care setting. The Oklahoma Afterschool Network grant seeks to establish standards for afterschool programs to address tobacco use prevention, physical activity and nutrition. The FY2013 budget was \$750,000.



### Program Evaluation & Technical Assistance

Evaluating our work is an integral part of making sure programs and initiatives are meeting the mark. Rigorous evaluation plays a critical role in program refinement and assessment. Evaluation reports are published on the TSET website and available to the public.

- *Tobacco Control* - A rigorous external evaluation of all TSET-funded tobacco control programs is conducted by the Oklahoma Tobacco Research Center. The FY2013 budget was \$563,247.
- *Physical Activity* - A rigorous external evaluation of all TSET-funded physical activity and nutrition programs is conducted by Oklahoma State University Department of Nutritional Services. The FY2013 budget was \$228,436.
- *Technical Assistance & Training* - To leverage federal and state resources, avoid duplication, and promote progress toward objectives, TSET has partnered with the Center for Advancement of Wellness, Oklahoma State Department of Health, to provide coordination, training and technical assistance for tobacco prevention and physical activity and nutrition grantees. The FY2013 budget was \$1,184,810.

# FY2013 FINANCIALS

To the People of Oklahoma,

I am happy to report that Fiscal Year 2013 was a record year for earnings on the investment of the Oklahoma Tobacco Settlement Endowment Trust Fund. In August, the Board of Investors certified \$35 million in annual earnings.

These earnings reflect an increase of \$8.2 million or 30.6 percent over the funds made available last year from investment of Oklahoma's share of the tobacco settlement. In the three years I've had the honor of serving as state treasurer and chairman of the Board of Investors, annual earnings of the tobacco settlement endowment have increased by more than 85 percent.

The endowment is a strong, permanent source of funding to improve the health and lives of Oklahomans with 75 percent of Oklahoma's share of the national Master Settlement Agreement deposited for investment each year. At year end, the fund contained more than \$829 million and had generated almost \$180 million in earnings to fund the beneficial programs administered by the board of directors.

I look forward to continued success in the years to come.

Warmest regards,



*Ken Miller*

Ken Miller, Oklahoma State Treasurer  
Chair, Board of Directors

Grants and programs supported by the Tobacco Settlement Endowment Trust (TSET) are funded by earnings from investments of payments from the 1998 Master Settlement Agreement (MSA) between 46 states and the tobacco industry. MSA payments to the state are divided — TSET receives 75 percent, the State Legislature receives 18.75 percent, and the Attorney General's Office receives 6.25 percent.

In FY2013, Oklahoma received an additional payment of \$27 million as part of an arbitration settlement over the enforcement of the agreement provisions on smaller tobacco

manufacturers. As a result of the settlement, the Tobacco Settlement Endowment Fund received an additional payment of \$20,250,000 for investment. Oklahoma and 19 other states were part of the settlement in 2013.

TSET's Endowment Fund is constitutionally protected to ensure a growing revenue source dedicated to improving the health of Oklahomans for generations to come. Only earnings from TSET investments may be spent. Earnings were certified in August 2013 and were available for use in FY2014.



# FY2013 GRANTS

## RESEARCH

- \$1,299,558 Oklahoma Tobacco Research Center (OTRC)
- \$2,167,190 Oklahoma Center for Adult Stem Cell Research (OCASCR)
- \$5,500,000 Stephenson Cancer Research Center (SCC)

## COMMUNITIES OF EXCELLENCE TOBACCO CONTROL

- \$140,000 Atoka County Health Department (Atoka) · Coalition: Atoka/Coal Partnership for Change; serving Atoka and Coal Counties.
- \$173,412 Cherokee County Health Services (Tahlequah) · Coalition: Community Health Coalition of Cherokee County; serving Cherokee County.
- \$168,650 City of Elk City (Elk City) · Coalition: Western Oklahoma Tobacco Control Coalition; serving Beckham, Roger Mills, Washita, and Custer counties.
- \$196,295 Comanche County Memorial Hospital (Lawton) · Coalition: Southwest Tobacco Free Oklahoma Coalition; serving Comanche County.
- \$195,000 Community Children's Shelter & Family Service Center, Inc (Ardmore) · Coalition: Carter County Turning Point; serving Carter County.
- \$205,000 Gateway to Prevention and Recovery (Shawnee) · Coalition: Pottawatomie Alliance Toward Community Health; serving Pottawatomie County.
- \$188,000 Gateway to Prevention and Recovery (Wetumka) · Coalition: Tri-County Tobacco Prevention; serving Hughes, McIntosh, and Okfuskee counties.

\$324,000 Muskogee County Health Department (Muskogee) · Coalition: Muskogee Turning Point and Sequoyah Turning Point; serving Muskogee and Sequoyah counties.

\$340,000 Norman Regional Health Systems (Norman) · Coalition: Cleveland County Turning Point; serving Cleveland County.

\$375,876 Oklahoma City-County Health Department (Oklahoma City) · Coalition: Central Oklahoma Turning Point, Oklahoma County Tobacco Use Prevention Coalition; serving Oklahoma County.

\$201,000 Osage Nation (Pawhuska) · Coalition: Osage Nation / Osage County Community Partnership Board; Serving Osage County and Osage Tribe of Indians.

\$202,800 Oklahoma State University-Seretean Wellness Center · Coalition: Payne County Breathe Easy Coalition; serving Payne County.

\$180,000 Pittsburg County Health Department (McAlester) · Coalition: SouthEast Tobacco-Free Oklahoma Coalition; serving Pittsburg County.

\$220,000 Pushmataha County Health Department (Antlers) · Coalition: Project S.P.I.T. Consortium of Pushmataha County Turning Point Coalition and Choctaw County Coalition for Change; serving Pushmataha, Choctaw, and McCurtain counties.

\$152,000 Jackson County Health Department (Altus) · Coalition: Jackson County Community Health Action Team; serving Jackson County.

\$339,724 Tulsa County Health Department · Coalition: Tobacco Free Coalition for Tulsa County; serving Tulsa County.

\$210,000 Oklahoma State University - Seretean Wellness Center: Child Abuse Prevention Task Force District XI; serving Creek County

\$185,000 Bryan County Health Department (Durant) · Coalition: U Turn Consortium; serving Bryan and Marshall Counties.

\$175,000 Great Plains Youth and Family Services (Hobart) · Coalition: Caddo Kiowa Consortium; serving Caddo and Kiowa Counties.

\$154,000 Kingfisher County Health Department (Kingfisher) · Coalition: Blaine-Kingfisher Tobacco Education Consortium; serving Blaine and Kingfisher Counties.

\$133,000 Southwest Oklahoma Community Action Group, Inc. (Altus) · Coalition: Red River Tobacco Education Consortium; serving Greer, Harmon and Tillman counties.

\$179,000 Oklahoma State University - Seretean Wellness Center (Okmulgee): Okmulgee County Wellness Coalition; serving Okmulgee County.

\$170,091 Wagoner County Health Department (Wagoner) · Coalition: Wagoner County Family Resource Council; serving Wagoner County.

\$155,000 Gateway to Prevention and Recovery Coalition: Prague Turning Point Coalition; serving Lincoln and Seminole counties.

\$125,000 Ki Bois Community Action Foundation Coalition: Haskell County Coalition and Living in Latimer Coalition; serving Haskell and Latimer counties.

\$125,000 Norman Regional Health Systems Coalition: Interagency and Community Coalition of Grady County; serving Grady County.

\$125,000 Norman Regional Health Systems Coalition: Community Alliance of Resources for Everyone; serving McClain County.

\$125,000 Canadian County Health Department Coalition: Canadian County for Children and Families; serving Canadian County.

\$125,000 Rural Health Projects Inc. · Coalition: Enid Metropolitan Health Planning Committee, Garfield County Tobacco Free Coalition; serving Garfield County.

\$125,000 Pontotoc County Health Department Coalition: Pontotoc County Turning Point/Systems of Care Coalition; serving Pontotoc County.

\$129,927 LeFlore County Youth Services, Inc. Coalition: LeFlore County Coalition for Healthy Living; serving LeFlore County.

\$125,000 Texas County Health Department Coalition: Texas County Coalition; serving Texas County.

\$125,000 Northwest Family Services Inc. Coalition: Woods County and Major County Coalitions; serving Woods and Major counties.

## COMMUNITIES OF EXCELLENCE - PHYSICAL ACTIVITY & NUTRITION

\$105,000 Bryan County Health Department (Durant) · Coalition: Bryan County Turning Point; serving Bryan County

\$131,000 Carter County Health Department (Ardmore) · Coalition: Carter County Turning Point.

\$104,002 City of Elk City Youth and Family Programs - Coalition: Oklahoma Unified Resources (OUR) Turning Point Coalition.

\$136,100 Comanche County Health Department (Lawton) - Coalition: Fit Kids of Southwest Oklahoma; serving Comanche County

\$148,000 Great Plains Youth and Family Services (Hobart) - Coalition: Kiowa Coalition & Caddo County Interagency Coalition; serving Kiowa and Caddo Counties.

\$105,000 INCA Community Services, Inc. (Atoka) Coalition: Atoka/Coal Partnership for Change; serving Atoka and Coal counties.

\$134,000 Jackson County Health Department (Altus) - Coalition: Jackson County Community Health Action Team; serving Jackson County.

\$110,000 Johnston County Health Department (Tishomingo) - Coalition: Fit Communities, Love and Johnston Consortium; serving Johnston and Love Counties.

\$136,000 Logan County Health Department (Guthrie) - Coalition: Logan County Partnership; serving Logan County.

\$159,600 McCurtain County Health Department (Idabel) - Coalition: Tri-County Consortium; serving McCurtain, Pushmataha, and Choctaw Counties

\$110,000 Muskogee County Health Department (Muskogee) - Coalition: Muskogee County Turning Point.

\$142,000 Norman Regional Health Systems Inc. - Coalition: Cleveland County Turning Point; serving Cleveland County.

\$242,000 Oklahoma City-County Health Department - Coalition: Wellness Now Coalition; serving Oklahoma County.

\$115,000 Okmulgee County Health Department (Okmulgee) - Coalition: Okmulgee County Wellness Coalition; serving Okmulgee County.

\$281,000 Tulsa County Health Department (Tulsa) - Coalition: Family Health Coalition; serving Tulsa County.

**HEALTHY COMMUNITIES INCENTIVE GRANTS**

\$50,000 City of Durant

\$25,000 City of Noble

\$13,000 Town of Okmulgee

\$13,000 City of Idabel

\$15,000 City of Lawton

\$15,000 City of Norman

\$10,000 City of Ardmore

\$10,000 City of Bartlesville

\$10,000 City of Shawnee

\$8,000 City of Yukon

\$5,000 City of Collinsville

\$5,000 City of Guthrie

\$2,000 City of Hobart

**HEALTH SYSTEMS INITIATIVES**

\$306,813 Oklahoma Hospital Association

\$251,996 Oklahoma Department of Mental Health and Substance Abuse Services

\$88,500 Oklahoma Health Care Authority

**UNSOLICITED PROPOSALS**

\$249,250 Oklahoma Childcare Association - working with childcare center owners to promote tobacco-free facilities, healthy policies and curriculum for children.

\$30,850 Oklahoma State University Dining Services - to promote healthy dining options to students and the university community.

\$61,664 Oklahoma Afterschool Network - to develop standards for nutrition and physical activity in afterschool programs.

\$90,300 Physician Manpower Training Commission - to increase the number of physicians working in rural areas of Oklahoma.

**PUBLIC EDUCATION HEALTH COMMUNICATIONS**

\$7,300,000 Visual Image (Oklahoma City) - TSET, in partnership with the Center for Advancement of Wellness at the Oklahoma State Department of Health, coordinates public education health communications campaigns to achieve the goals to reduce tobacco use and obesity.

**OKLAHOMA TOBACCO HELPLINE PROGRAM**

\$5,000,000 Alere Wellbeing (Seattle, WA) - Provides a telephone-based tobacco cessation service at no charge to all Oklahomans who are ready to quit tobacco use. Also provides consultation to Oklahoma health care professionals regarding effective tobacco dependence treatment. (The Helpline's budget is a combination of \$3,850,000 in TSET funds and \$1,150,000 in funds from the Oklahoma State Department of Health and Centers for Disease Control and Prevention.)

**PROGRAM EVALUATION**

\$563,247 University of Oklahoma College of Public Health - Evaluates the effectiveness of the Oklahoma Tobacco Helpline, Community-based Tobacco Control grants, and Public Health Communication Interventions.

\$228,436 Oklahoma State University - Evaluates the effectiveness of the physical activity and nutrition program.

**PROGRAM SUPPORT, TRAINING AND TECHNICAL ASSISTANCE**

\$1,184,810 Center for Advancement of Wellness, Oklahoma State Department of Health - Provides technical assistance and training to TSET-funded grantees. OSDH facilitates grantee progress toward outcomes and leverages additional services which are provided in-kind by staff funded by the CDC.

**CONFERENCE SPONSORSHIPS**

\$5,000 Biotechnology Industry Organization International Convention

\$5,000 Board of Regents of the University of Oklahoma on behalf of the Center on Child Abuse and Neglect in the Department of Pediatrics - Oklahoma Child Abuse and Neglect and Healthy Families Conference

\$5,000 Oklahoma Academy for State Goals, Certified Healthy Oklahoma Recognition Event

\$5,000 Oklahoma Academy of Family Physicians

\$5,000 Oklahoma Turning Point and Oklahoma Fit Kids Coalition Conference

\$2,500 The Oklahoma Caring Foundation, Inc., Champions of Health Gala

\$5,000 Oklahoma Public Health Association

\$5,000 Oklahoma Municipal League

\$3,200 Rural Health Association of Oklahoma

\$2,500 Oklahoma Health Literacy Summit, Oklahoma Literacy Coalition

\$850 Oklahoma School Nurses Association

**85%** of Oklahomans Served by TSET Community Grants

Oklahoma communities asked for help to improve the health of their residents. TSET listened and responded with the Communities of Excellence programs to support community improvements that make the healthy choice the easy choice.

Now in 53 counties and one tribal nation, the Communities of Excellence program provides resources to coalitions that work with local leaders, schools and businesses to create healthier communities.

TSET invests in Oklahoma communities, and those investments are paying dividends that benefit families, businesses, communities and even our state's bottom line.

**TSET**  
BETTER LIVES THROUGH BETTER HEALTH

Learn more at [TSET.OK.GOV](http://TSET.OK.GOV)

# BOARD OF DIRECTORS

The seven-member board of directors is responsible for directing the earnings from the Endowment trust to fund programs to improve the health and wellbeing of all Oklahomans.

Initial appointed members served staggered terms of office, and subsequent appointed members serve seven-year terms. As specified in the Constitution, at least one appointee must be appointed from each Congressional district, and not more than two appointees may be appointed from any single Congressional district.

In addition, not more than four appointees may be from any one political party. All appointees must have demonstrated expertise in public or private health care or programs related to or for the benefit of children or senior adults.

Full biographies of board members can be found at [www.tset.ok.gov](http://www.tset.ok.gov).



**Casey Killblane**  
Appointed by the  
State Superintendent  
of Public Instruction  
*Chair*



**George E. Foster, OD**  
Appointed by the  
Speaker of the House  
*Vice Chair*



**Susan Walters Bizé**  
Appointed by the State  
Auditor & Inspector



**Jim Gebhart, FACHE**  
Appointed by the  
Attorney General



**Don Millican**  
Appointed by the  
State Treasurer



**Lisa Nowlin**  
Appointed by  
the Governor



**Kenneth D. Rowe**  
Appointed by the  
Senate President  
*Pro Tempore*

# BOARD OF INVESTORS

The five-member board of investors is responsible for safely and effectively investing the money entrusted to the trust fund to ensure a steady and growing flow of earnings to fund the programs initiated by the board of directors.

Initial appointed members served staggered terms of office, and subsequent appointed members serve four-year terms.

As specified in the Constitution, no more than two appointees may be appointed from any single Congressional district. All appointees must have demonstrated expertise in public or private investment funds management. The constitutional amendment approved by Oklahoma voters establishes the State Treasurer as the chair of the board of investors.

Full biographies of board members can be found at [www.tset.ok.gov](http://www.tset.ok.gov).



**Ken Miller**  
State Treasurer  
*Chair*



**R. Scott Vaughn, CPA**  
Appointed by the  
Speaker of the House  
*Vice Chair*



**Mike Mayhall, CPA**  
Appointed by the  
Governor



**Donald Pape**  
Appointed by the  
Senate President  
*Pro Tempore*



**Brenda Bolander, CPA,**  
Appointed by the State  
Auditor & Inspector

# STAFF

As we hope this annual report conveys, we at the Oklahoma Tobacco Settlement Endowment Trust are committed to a healthier Oklahoma. We are also committed to identifying the best opportunities to fulfill our mission through partnerships that support our grantmaking values and behaviors.

A meaningful exchange of information is often the first step toward real change, so we invite your inquiries, questions, and suggestions at any time.

We look forward to working with our current and future partners in preventing and reducing tobacco use and addiction, promoting fitness and nutrition, advancing cutting-edge research, and addressing emerging opportunities that will promote a healthy and prosperous Oklahoma.

ROW 1

**Tracey Strader, MSW**  
Executive Director

**Jonás Osio Mata, MSW**  
Director of Programs

**Sjonna Paulson, APR**  
Director of Health Communication

**Julie Bisbee**  
Public Information and Outreach Officer

**Connie Befort**  
Program Manager, Healthy Communities Incentive Grants

**Kim McCoy**  
Director of Grants Management

**Lance Thomas**  
Senior Health Communications Consultant

ROW 2

**Sharon Howard**  
Program Manager, Healthy Schools Incentive Grants

**Jennifer Wilson**  
Grants Manager

**Sharon Neal**  
Senior Program Officer

**James Tyree**  
Health Communications Consultant

**Dorothy Antwine**  
Office Manager

**Denice Yardley**  
Administrative Assistant

**Dianne McGarry**  
Administrative Assistant



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This publication was issued by the Oklahoma Tobacco Settlement Endowment Trust as authorized by Tracey Strader, Executive Director, and Casey Killblane, Board Chair. No copies were printed of this report.

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