

## Committed to improving health

A commitment to improving the health of all Oklahomans, proven practices and striving to reach milestones for accountable programs dominated TSET's work in fiscal year 2018.

After years of preparation and hard work, the TSET-funded Stephenson Cancer Center achieved the coveted National Cancer Institute designation in FY18. With this designation, the Stephenson Cancer Center in Oklahoma City becomes part of an elite network of 70 cancer centers nationally. Patients treated in an NCI cancer center have a 25 percent higher survival rate. TSET's support of the Stephenson Cancer Center has been cited as the most important factor in developing the facility into a nationally recognized cancer center that allows Oklahomans to receive world-class cancer treatment and research close to home.



*SCC NCI designation ceremony (left to right): Charles Stephenson; Gary Jones, [former] State Auditor and Inspector; Casey Killblane, TSET Board of Directors; Dr. Curtis Knoles, TSET Board of Directors; Dr. Robert Mannel, SCC Director; Don Millican, TSET Board of Directors Chair; Ken Rowe, TSET Board of Directors; and Dr. Bruce Benjamin, TSET Board of Directors.*

TSET's funding of Stephenson Cancer Center and other research grants is part of a strategic vision to address the leading causes of preventable death in Oklahoma — cancer, heart attack and stroke. TSET's work at the local level is aimed at reducing the risk factors that lead to cancer and cardiovascular disease — tobacco use, poor nutrition and a sedentary lifestyle.

Community-based grants partner with schools, businesses, local governments and community organizations to create environments that support healthy choices. Grantees with the TSET Healthy Living Program working across sectors have passed more than 1,500 policies that support tobacco-free environments, physical activity and healthy nutrition.

In addition, TSET funds a grant to the Physician Manpower Training Commission that helps place doctors in rural areas to address the shortage of primary care physicians. This program has assisted in placing 48 doctors in underserved parts of Oklahoma by offering medical school loan repayment assistance. To date, all eight physicians who have graduated from the program continue practicing medicine in rural areas.

I applaud the efforts of TSET staff, grantees and partners for their commitment to improving the health of Oklahomans and striving to meet outcomes that create lasting, positive change in our state.

Julie Bisbee, Interim Executive Director

# Advancing discoveries, providing hope

Since 2008, TSET has been a partner in bringing cutting-edge research and treatments to Oklahoma. TSET funds the Stephenson Cancer Center, the Oklahoma Center for Adult Stem Cell Research and the Oklahoma Tobacco Research Center. TSET's research grants advance discoveries and add to the knowledge base.



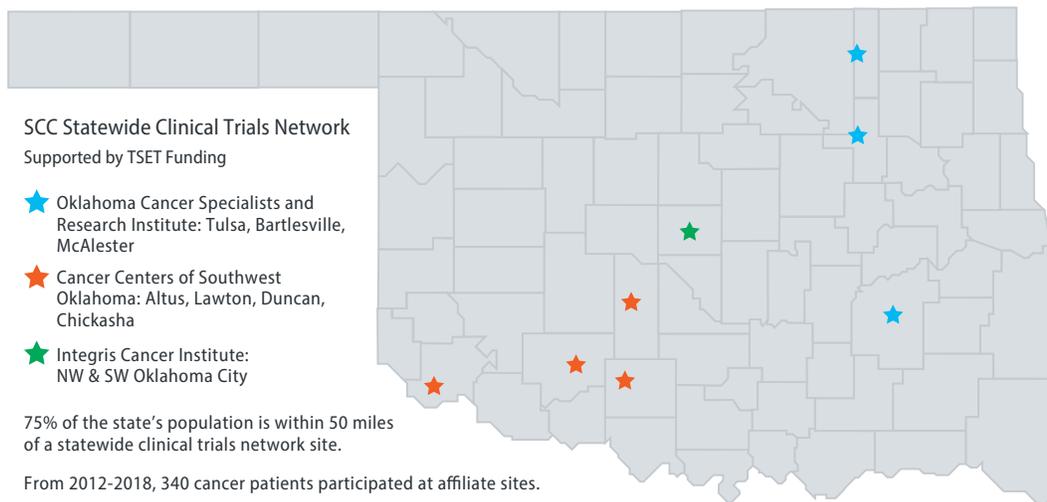
## Stephenson Cancer Center Joins Elite NCI Network

In FY18, [Stephenson Cancer Center](#) achieved the prestigious National Cancer Institute designation. With this award, the Stephenson Cancer Center joins an elite group of 70 NCI-Designated Cancer Centers nationwide. Stephenson Cancer Center, which has received more than \$58 million from TSET since 2012, is the only NCI-designated cancer center in Oklahoma. This distinction allows patients access to new drugs, treatment options and clinical trials. Cancer patients treated at the NCI centers have a 25 percent higher survival rate. In FY18, Stephenson Cancer Center was ranked #1 nationally in the number of adult patients participating in NCI-sponsored treatment trials.

SCC's TSET Phase 1 Clinical Trials Program is the only early-phase program in the state and has treated 1,250 patients

from across the state in the past five years. TSET also supports a partnership between Stephenson Cancer Center, Children's Hospital Foundations and the University of Oklahoma Health Sciences Center to increase research into pediatric cancer. Since 2010, Stephenson Cancer Center has recruited more than 50 new cancer researchers who have brought in an additional \$96 million in out-of-state research funding. Patients from 73 of 77 counties and 14 other states have received care at Stephenson. A network of treatment sites across the state allows residents to receive care closer to home.

"TSET support has been the single most important factor in the Stephenson Cancer Center's emergence as a nationally recognized academic cancer center," said Dr. Robert S. Mannel, director of the Stephenson Cancer Center.





## Supporting Adult Stem Cell Research

[Oklahoma Center for Adult Stem Cell Research](#) is collaboratively governed by scientists from the Oklahoma Medical Research Foundation, Oklahoma State University and The University of Oklahoma Health Sciences Center. Established in 2010 with TSET funding, OCASCR promotes adult stem cell research through grants to stem cell biologists, public education and recruiting researchers to work in Oklahoma. In FY18, 14 scientists received research grants. Grants included work that could potentially repair injured tissues, increase memory in older adults and provide understanding about how cancer cells grow.



## Innovative Approaches to Help Quitters Stay Quit

The [Oklahoma Tobacco Research Center](#) at the Stephenson Cancer Center conducts research on tobacco use, cessation and relapse to improve and inform efforts to help people quit smoking and reduce the toll of tobacco.

Researchers actively pursue new grants and have been funded by the National Cancer Institute, National Institutes for Health, National Institute on Drug Abuse. OTRC at Stephenson Cancer Center has secured \$10.5 million in outside research funding to support research on smoking cessation.

In one research study, smartphones are being used to understand the risk factors that lead individuals to smoke again. This information can then be used to develop solutions to help prevent relapse. Michael Businelle, PhD,

a researcher at the OTRC, and Matthew Koslovsky are using this information to show how smartphone apps and tailored messages can reduce relapses. This technology can transform how individuals quit tobacco and other unhealthy behaviors. The OTRC research studies and continued program development are made possible through the support from TSET.

Research conducted by the policy section of the OTRC also supported efforts to increase the price of cigarettes by showing tobacco industry efforts to thwart cigarette price increases. Research at OTRC also worked to measure public opinion and support for modernizing the state's tobacco laws after the federal court-ordered publication of corrective statements by Big Tobacco.



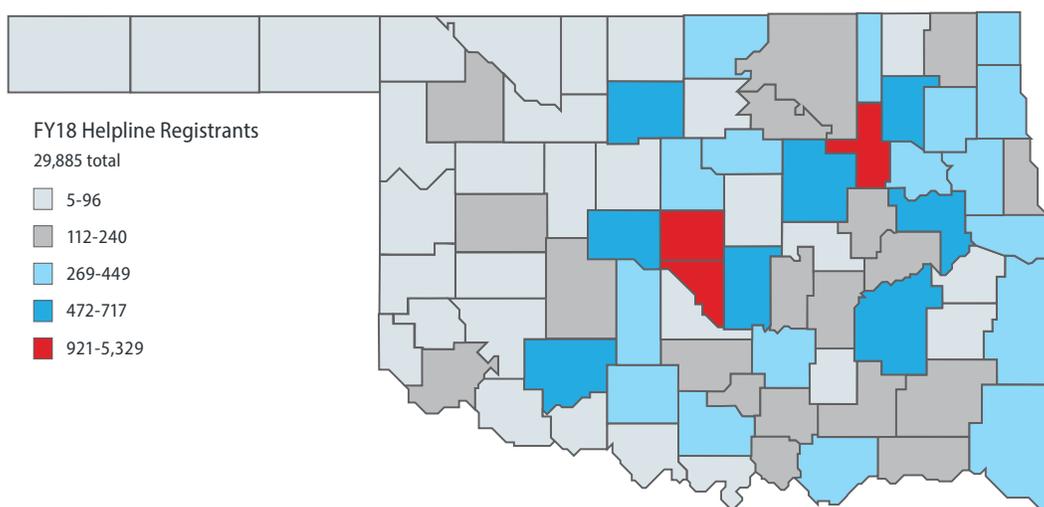
*Michael Businelle, PhD, is working on mobile phone technology that could be used to help people quit tobacco and other substances and avoid relapses.*

# Removing barriers to cessation



## Oklahoma Tobacco Helpline

During FY18, the [Oklahoma Tobacco Helpline](#) provided phone, web, text message and email support, as well as nicotine replacement therapy (NRT), to 29,885 registered tobacco users from all 77 counties in Oklahoma. The Oklahoma Tobacco Helpline exceeds national benchmarks, as 31.2 percent of callers were tobacco-free seven months after registering. Since 2003, the Helpline has served nearly 400,000 Oklahomans.



Sixty percent of registrants to the Oklahoma Tobacco Helpline reported an annual income of \$20,000 or less, 40.3 percent were uninsured and 14.6% were enrolled in Medicaid. Connecting Oklahomans who have higher rates of tobacco use with free tobacco cessation services is key to saving lives and saving dollars.

FY18 also marked the passage of a \$1 price increase on packs of cigarettes and little cigars. Increasing the price of cigarettes has been proven to keep young people from starting to smoke and prompt people to quit. As this law was discussed and enacted, TSET continued to offer top-notch free cessation coaching and nicotine replacement therapy through the Oklahoma Tobacco Helpline. When the price increase went into effect, calls to the Helpline increased by 85 percent compared to the previous year, and TSET was successful in meeting the demand for services.

**29,885**

In FY18, 29,885 registrants statewide received support from the Helpline.

**85%**

Calls to the Helpline increased by 85% after the \$1 price increase took effect.

**31%**

Seven months after calling the Helpline, 31% of registrants were tobacco free.

**400,000**

Nearly 400,000 Oklahomans have been served by the Helpline since 2003.

## Health Systems Grants

To address tobacco use and obesity, TSET provides grants to health systems throughout the state. The Oklahoma Tobacco Helpline and TSET's [Health Systems grants](#) work to increase health promoting practices among healthcare and behavioral health providers and increase referrals to the Oklahoma Tobacco Helpline.



In FY18, the *Hospitals Helping Patients Quit* program, funded through a TSET grant to the [Oklahoma Hospital Association](#) (OHA), worked with the neonatal intensive care unit at OU Children's Hospital to get protocol in place to talk to parents and caregivers of babies being cared for in the NICU. There is no safe level of secondhand smoke exposure, and babies exposed to secondhand smoke have an increased risk for sudden infant death syndrome. Talking to parents and caregivers about secondhand smoke is expected to expand to pediatric cardiac care. Through another program, OHA works with hospitals to improve employee and patient wellness statewide. In FY18, three hospitals met the highest standards for the *WorkHealthy Hospital* programs. Hospital wellness programs promote tobacco-free environments, promote healthy choices and hospitals and health care providers are often leaders in their community.

In FY18, the TSET Board of Directors continued to invest in work with the [Oklahoma Department of Mental Health and Substance Abuse Services](#), approving a 3-year grant totaling \$1.2 million to address tobacco use and obesity among Oklahomans receiving services.

**25,000**

The *WorkHealthy Hospital* initiative has impacted 25,000 hospital employees at 28 facilities to date.

People diagnosed with serious mental illnesses have an increased risk of chronic medical conditions and, on average, die 25 years earlier than those without a behavioral health disorder. Smoking rates are nearly four times higher among people with a mental health or substance abuse disorder and almost half (47.7%) of tobacco users registering for services reported having at least one mental health or substance abuse disorder. Since FY09, ODMHSAS has created infrastructure that integrates physical activity, nutrition and tobacco cessation interventions as part of behavioral health treatment services. With the help of another TSET grantee, the Oklahoma Tobacco Research Center, the department was able to design a web-based referral process system to the Oklahoma Tobacco Helpline. To date, more than 30,000 referrals to the Helpline have been made. More than 250 behavioral health treatment organizations have implemented tobacco-free workplace policies, with 25 adopting comprehensive policies to address physical activity and nutrition.



# Investing in community champions



## TSET Healthy Living Program

As TSET pursues reductions in leading causes of preventable death and disease, one of its primary assets includes investment in public health champions across Oklahoma communities through its [Healthy Living Program](#) grants.

In all, 48 grantees serving 63 Oklahoma counties have worked with local organizations to pass more than 1,500 local tobacco, nutrition or physical activity policies. These policies and their implementation at schools, businesses, municipalities and other community organizations make a profound impact.

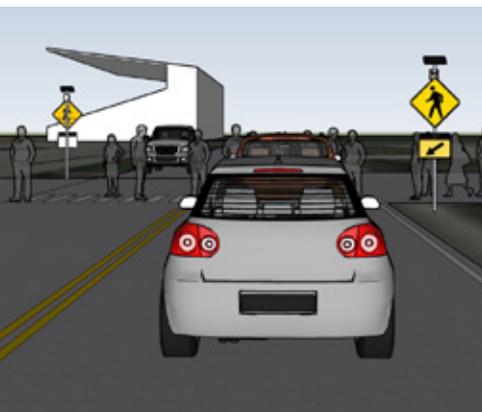
Grantees build lasting relationships, meeting community groups where they are and gaining a full understanding of their readiness to take healthy steps for those they serve, whether students, patrons, citizens, congregants or others.

Because the results of these efforts are borne out over time, TSET's board of directors has sustained a committed investment for more than a decade.



### Dal-Tile of Muskogee Prioritizes Employee Health

Muskogee County Health Department staff partnered with Dal-Tile to institute tobacco-free workplace policies. Over time, conversations extended to developing physical activity and nutrition policies. Dal-Tile committed to participate in Certified Healthy Oklahoma Business, diving into a full-fledged partnership with Muskogee County Healthy Living Program. Dal-Tile, which makes ceramic tile, is one of the top manufacturing businesses with health promotion policies.



### Improving Employee Wellness and Pedestrian Safety in Miami

TSET grant staff worked with the City of Miami, Ottawa County Commissioners, OSU Extension Office, Northeastern Oklahoma A&M College, Rodeo Miami and Ottawa County Fair Board to improve the safety of pedestrians crossing the highway to attend events at Ottawa County Fairgrounds. The group contacted the Oklahoma Department of Transportation (ODOT). Healthy Living Program staff agreed to supply signage for a crosswalk, Ottawa County Commissioners offered to build pedestrian bridges and the City of Miami would provide, paint, labor and materials. In April 2018, ODOT engineers met with the Pedestrian Crosswalk Committee, including the Miami Chief of Police and the Miami Public Works Authority, and approved the crosswalk project. The ODOT Neosho River Bridge project is under construction with plans for a pedestrian crosswalk within 100 yards of the bridge.

## Streetscape Enhancements in McAlester's Historic Downtown

Seeing an opportunity to impact the health of the community by promoting and increasing walkability, the TSET Healthy Living Program partnered with McAlester Main Street, City of McAlester, business owners and residents to improve the streetscape in McAlester's Historic Downtown.

Evidence shows that streetscape design improvements increase economic activity and social connectivity while providing a safer, more inviting environment for the community. With limited resources, projects like complete streets or streetscape urban design developments can be overwhelming for rural communities. TSET facilitated partnerships with the City of McAlester, McAlester Main Street and several community organizations and businesses.

The McAlester Downtown Streetscape plan increased pedestrian activity by widening sidewalks, clearly marking crosswalks and curbs, improved ADA accessibility and added bike lanes. Improved lighting and narrowing of car lanes increased pedestrian safety. Raised flower beds, trees, benches, decorative lighting, brick pathways and a permanent bandstand create an inviting environment to enjoy and connect with community.



## TSET Incentive Grants

While TSET's major investment in local communities is done primarily through the TSET Healthy Living Program, TSET's Board of Directors recognizes that many schools and local governments have support to promote health, but don't always have funding to complete improvements. Through the TSET Healthy Incentive Program, grants are available to schools and municipalities that meet criteria for health-promoting policies and strategies.

TSET funds expand to benefit schools and governments beyond the 63 counties already served by the TSET Healthy Living Program. Schools and communities choose health-focused projects that are best suited for funding.

In some communities, schools have used TSET incentive funds to increase opportunities for physical activity like the installation of a walking track in the Ponca City school district. The school partnered with a contractor that provided in-kind services to match the \$20,000 the school received. Another example includes the Cherokee school district in Alfalfa County where the school used their \$3,000 grant award to purchase new playground equipment and improve existing equipment. Another example is Coalgate in Coal County, which connected a park walking trail with the school trail by adding a sidewalk. Connecting the trails will promote active living and community events.

TSET's strategic investments in local communities have a significant, lasting impact on the lives of Oklahomans. The value of public-private partnerships lies in bringing together resources to promote change. As TSET works toward reducing preventable death and disease, it also seeks opportunities to create healthy communities to attract innovative businesses and a skilled workforce.

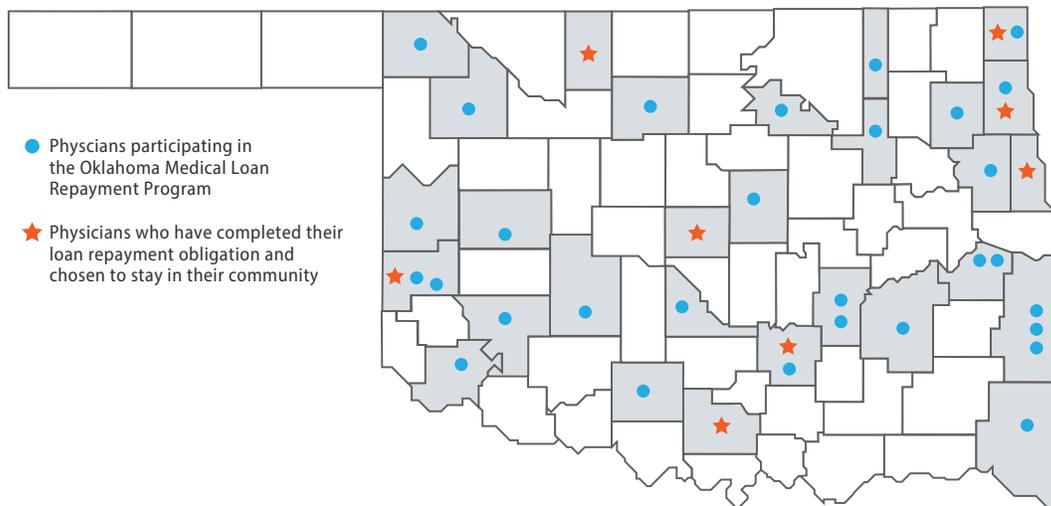


# Increasing access to preventive care

TSET funds grants to increase access to preventive services and to address a shortage of primary care physicians in Oklahoma. Oklahoma was ranked 36th in access to primary care physicians in the 2018 America's Health Rankings, and 2018 marked the third year that access to primary care physicians showed an improvement. TSET has been part of statewide increased investment in getting more doctors to rural and underserved areas.

TSET's grants to the Physician Manpower Training Commission and Oklahoma State University Medical Authority is working to bring more doctors to rural areas. In 2018, eight doctors completed four years of service with the [Oklahoma Medical Loan Repayment Program](#). All doctors continue to practice in the community where they were enrolled in the loan repayment program.

In 2018, a partnership with OSU supported physician residency programs in Lawton and Norman. The grant with OSU has funded physician training for 52 residents who plan to go on to practice full-time in rural or underserved parts of the state.



## Oklahoma Medical Loan Repayment Program

**8**  
doctors continued practicing in rural areas after completing loan repayment program.

**30%**  
of patients seen are insured by Medicaid.

**264,350**  
patient visits under the program since 2013.

**95%**  
of patients seen were asked about tobacco use.

## Physician Recruitment & Training in Underserved Areas

When Sheleatha Taylor-Bristow was in college, she didn't imagine herself to be the hometown doctor in a small community. However, fate and a unique program that helps recruit physicians to serve rural areas brought her to Spencer, Oklahoma — population roughly 4,000.

TSET funds the Oklahoma Medical Loan Repayment program administered by the Physician Manpower Training Commission and the rural residency program through Oklahoma State University. Both programs work to increase the number of doctors in rural areas.

Physicians participating in the Oklahoma Medical Loan Repayment Program must agree to establish a practice in a medically underserved area of the state for a minimum of two years. The physician then becomes eligible for student loan repayments that last up to four years, so long as the physician maintains his or her practice in the community.

Currently, there are 34 physicians in the program, eight having completed the program. All have elected to stay in their rural communities.

Taylor-Bristow is one of them.

"Spencer is a very special community to me because my father's family is from this city," Taylor-Bristow said. "I spent a lot of time visiting here as a child. It is a special community that is close-knit and one of the few black towns in Oklahoma."

However, it is also considered underserved due to the socioeconomic status of its residents, she said.

"There are fewer resources available for the uninsured and underinsured residents of this part of Oklahoma County," she added.

Having young physicians like Taylor-Bristow in a community like Spencer improves access to health-care and preventive services. Patients are more likely to trust a physician and show up for their appointment when their physician is part of the community.

"I have several patients that are able to walk to their clinic appointments," Taylor-Bristow said. "Also, being in an Federally Qualified Health Center setting, patients have access to our on-site pharmacy that offers reduced price medications, dental services, behavioral health services and on-site Women, Infants, Children (WIC) food and nutrition services. Having services like these available makes the impact you can have as a physician greater as well as improves the health outcomes of the patients. It will also help improve the overall health of the community."

Thanks to TSET's loan repayment program, Taylor-Bristow has the opportunity to serve an area of great need while still being able to pay off her student loan debt.

"Because of TSET and the impact the loan repayment had on lowering my student loan debt, I am able to stay working in my community health center for the foreseeable future," she said.

The loan repayment program provides up to four years of loan assistance. Taylor-Bristow completed her fourth year of the program in July, and will continue practicing medicine in Spencer.



*Dr. Sheleatha Taylor-Bristow visits with a patient at the Mary Mahoney Memorial Health Center*

# Proven public education initiatives

Health communications campaigns provide Oklahomans with information and support healthy choices in an effort to prevent and reduce risk factors—tobacco use and obesity—that lead to the top causes of death in Oklahoma: cancer, heart disease and stroke.

Nationally, the food and beverage industry spends \$866 million per year to market sugary beverages, while the tobacco industry spends more than \$9.5 billion per year marketing its deadly product. Public education initiatives work to provide factual, helpful information to support healthier choices for Oklahomans.

TSET funds these public health education programs to help ensure that all Oklahomans, especially tobacco users, are aware and knowledgeable about the free services offered through the Oklahoma Tobacco Helpline and the Shape Your Future program.



## Tobacco Stops With Me

[Tobacco Stops With Me](#) focuses on the dangers of exposure to secondhand smoke, impacts on health and the tobacco industry's manipulative marketing practices. By educating the public about the negative effects of tobacco, our goal is to prevent and reduce tobacco use, improving the health and quality of life of every Oklahoman.

Sixty-nine percent of Oklahomans can name the Tobacco Stops With Me program. The education intervention counters the \$172 million spent yearly by the tobacco industry to market addictive products in Oklahoma.

In FY2018, Tobacco Stops With Me highlighted how Big Tobacco tries to hook kids on tobacco early with an arsenal of products and tactics to attract children, including flavors and packaging. Research shows that candy-colored packaging and fruit-flavored products, like smokeless tobacco, little cigars, hookah, vapes and e-cigarettes, attract youth. Tobacco companies ramp up profits by attracting youth through sleek and discreet product designs.

In FY2018, Tobacco Stops With Me also educated Oklahomans on the court-ordered Corrective Statements. A federal judge ruled that Big Tobacco engaged in a coordinated effort to deliberately mislead the public about the dangers and health effects of smoking. As part of the judge's ruling, Big Tobacco was forced to take out full-page newspaper ads, television commercials and onsets on cigarette packages that correct misleading statements made by the industry.

In FY2018, the Tobacco Stops With Me public education program was featured in the Centers for Disease Control and Prevention's Best Practices User Guide for Health Communications in Tobacco Prevention and Control. The guide showcased the program's proven efforts to educate the public on the dangers of tobacco use and increase support for healthier, smokefree environments. The publication is used nationally to inform statewide efforts to prevent and reduce tobacco use.



## Shape Your Future

[Shape Your Future](#) supports Oklahomans' efforts to eat better, move more and be tobacco free. This public education intervention employs informative, inspirational and motivational messaging, as well as free online tips and tools. The program highlights the fact that Oklahoma has the third highest adult obesity rate in the nation and is ranked first for obesity among 18-34 year olds, which makes the work of Shape Your Future essential.

Shape Your Future helped Oklahomans make healthier choices in FY18 by emphasizing small, simple swaps families can make every day to live healthier. For example, swapping screen time for play time to add physical activity to a child's day can help them get their recommended 60 minutes of physical activity, or including whole grains, lean meats, whole fruits and veggies over less nutritious food options.

Furthermore, Shape Your Future's "Rethink Your Drink" campaign to educate Oklahomans on calories in sugar-sweetened beverages was featured in the *Frontiers in Nutrition Journal* in May of 2018. Evaluation showed the Rethink Your Drink messaging assists in reducing the consumption of sugar-sweetened beverages, which will result in reducing consumers' risk of being overweight and obese.

There has been a 31 percent decrease in Oklahomans who drink soda or pop that contains sugar one or more times per day since the Rethink Your Drink campaign began educating Oklahomans on the amount of sugar in popular beverages.

**HEALTHY SWAPS**

SKIP  
Screen Time

CHOOSE  
PLAYTIME

[ShapeYourFutureOK.com](#)

**ENERGY DRINKS.**  
THEY CLIP *your wings.*

1 CAN =  
**3.25**  
CREAMY  
FILLED  
CAKES  
Stoli  
CANNOLI!

16 packets

Nutrition Facts	
Serving Size: 1 16-oz. can	
Packets of Sugar	<b>16</b>
62 Sugar (grams)	
Increased Risk of weight gain	
Increased Risk of obesity	
Increased Risk of type 2 diabetes	
Increased Risk of tooth decay	
17.4% OK childhood obesity rate	
33% OK adult obesity rate	

They may amp up your energy, but energy drinks bring down your health. They're jam-packed with sugar, ramping up your risk for diabetes. Excessive consumption can be even more dangerous, resulting in high blood pressure and irregular heartbeats. So next time you need an energy boost, get-up-and-go with some ice-cold water instead.

**RETHINK your DRINK**

[ShapeYourFutureOK.com](#)

TSET

# Measures of progress

Established by voters in 2000, the Oklahoma Tobacco Settlement Endowment Trust (TSET) is a state grant-making trust devoted to preventing cancer and cardiovascular disease by preventing and reducing tobacco use and obesity. TSET funds the Oklahoma Tobacco Helpline to provide free resources to Oklahomans who want to quit using tobacco. TSET funds grants and programs at the local level to create environments that support healthy choices. Since the launch of these innovative programs and grants, amazing progress has been made. TSET initiatives have saved tens of thousands of lives and billions of dollars in healthcare costs.

Led by professors and scientists from the University of Wisconsin School of Medicine and Public Health and the University of Oklahoma, an independent study was conducted to determine the extent of TSET's impact. Researchers conclude that TSET's grants and programs have had an overwhelmingly positive effect on Oklahoma's health by rapidly reducing adult smoking.

Because of TSET, Oklahoma smoking rates have dropped

# 10X FASTER

than similar states.



**1.16 billion**

**Cigarette sales have decreased** by 1.16 billion packs since 2001.

Source: OK Tax Commission

**59.4%**

**Quit attempts among smokers** has increased from 48.1% in 2001 to 59.4% in 2017.

Source: BRFSS

**83.3%**

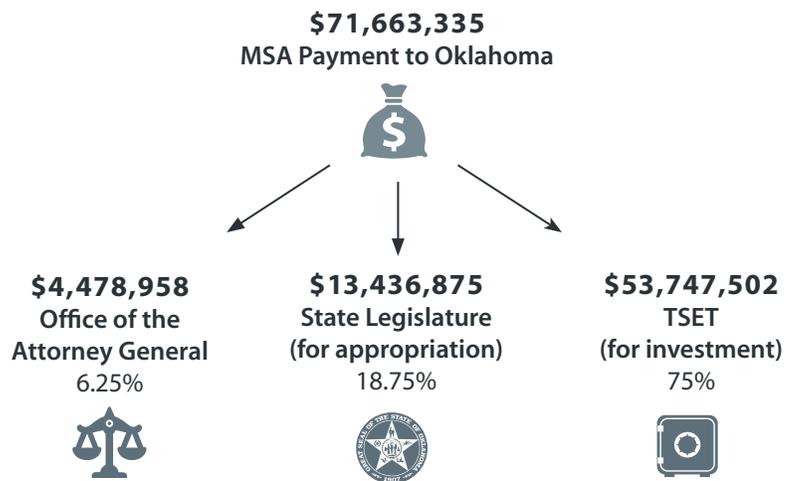
**Homes with a smokefree policy** have increased from 54.9% in 2001 to 83.3% in 2017.

Source: BRFSS

## FY18 Payments

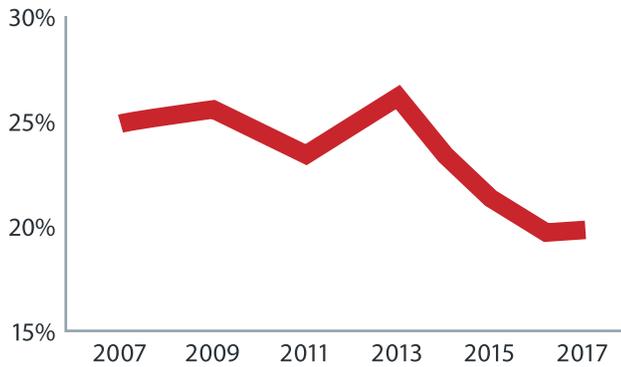
The Tobacco Settlement Endowment Trust (TSET) is funded by earnings from investments of payments from the 1998 Master Settlement Agreement (MSA) between 46 states and the tobacco industry. MSA payments to the state are divided between TSET, the Attorney General's Office, and the State Legislature.

TSET's Endowment fund is constitutionally protected to ensure a growing revenue source dedicated to improving the health of Oklahomans.



Balance as of 6-30-18: \$1.2 billion

## Adult Smoking



Source: BRFSS

## Youth Smoking & E-cigarette Use



Over the past decade, youth smoking has been cut in half, which helps slow the pipeline of addiction. TSET is also monitoring trends of e-cigarette usage among young people, providing education and resources on the harms of nicotine addiction on the developing brain and emerging research on the risks of usage.

## Health Indicators

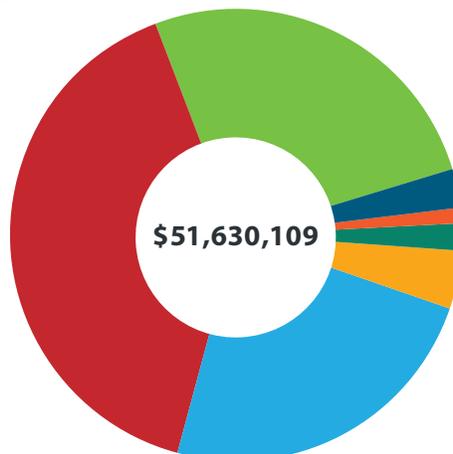
	OK	U.S.
Heart Disease Deaths (rate per 100,000)	228.2	165.5
Cancer Deaths (rate per 100,000)	177.98	155.85
Obesity - Adult	36.5%	31.1%
Obesity - Youth	17.1%	14.8%
150 Minutes Weekly Physical Activity - Adult	16.9%	20.5%
60-Minutes Daily Physical Activity - Youth	29.5%	26.1%
Fruit Consumption (at least 1 per day) - Adult	45.8%	63.4%
Fruit or Fruit Juice Intake, Past 7 Days - H.S. Students	91.1%	94.4%
Vegetable Consumption (at least 1 per day) - Adult	82.9%	81.9%
Vegetable Intake, Past 7 Days - H.S. Students	93.3%	92.8%

## FY18 Budget Allocations

Obesity Prevention, Physical Activity & Nutrition



Tobacco Prevention



Administration



Emerging Opportunities



Programs & Grant Management Support



Evaluation



Research

Funded by FY17 earnings and one-time reserve funds. Only the earnings from endowment investments are used to fund grants and programs.

# FY18 grants



## Conference Sponsorships (\$25,000)

- \$2,500 · Turning Point
- \$2,500 · Oklahoma Public Health Association
- \$1,000 · The Northeast Oklahoma Regional Summit (NORA)
- \$2,500 · Oklahoma Senior Games (Multiple Events)
- \$2,500 · Oklahoma Primary Care Association
- \$1,000 · Wichita Mountain Prevention Network
- \$1,000 · Oklahoma Caring Foundation
- \$2,500 · Oklahoma Academy for Physical Health Education Recreation and Dance
- \$2,500 · Oklahoma Partnership for School Readiness
- \$2,500 · Oklahoma State University
- \$2,500 · Oklahoma Department of Agriculture, Food and Forestry
- \$1,000 · Potts Family Foundation
- \$1,000 · Center on Child Abuse and Neglect



## Health Systems Initiatives & Emerging Opportunities (\$6,756,240)

- \$370,317 · Oklahoma Department of Mental Health and Substance Abuse Services
- \$627,000 · Oklahoma Hospital Association
- \$256,679 · Oklahoma Health Care Authority - SoonerQuit Provider Engagement
- \$1,722,587 · Oklahoma Health Care Authority - SoonerQuit Health Promotions
- \$1,810,000 · Department of Human Services Senior Nutrition
- \$1,270,000 · Oklahoma Department of Mental Health and Substance Abuse Services Mobile Crisis for children
- \$150,000 · Rescue - Free The Night
- \$446,700 · Physician Manpower Training Commission - Oklahoma Medical Loan Repayment Program
- \$237,957 · Oklahoma State University Medical Authority - physician residency



## Health Communication

\$9,073,055 · VI Marketing and Branding



## Healthy Communities Incentive (\$248,000)

- \$10,000 · Town of Antlers
- \$20,000 · Town of Council Hill
- \$20,000 · Town of Haileyville
- \$20,000 · Town of Porum
- \$20,000 · Town of Red Bird
- \$4,000 · City of Hooker
- \$4,000 · City of Morris
- \$70,000 · City of Muskogee
- \$20,000 · Town of Coalgate
- \$20,000 · Town of Hartshorne
- \$20,000 · Town of Krebs
- \$20,000 · Town of Webbers Falls



## Technical Assistance, Training and Consultation (\$1,795,103)

- \$1,140,103 · Oklahoma State Department of Health
- \$380,000 · ChangeLab Solutions
- \$200,000 · Emory (Public Health Academy of Oklahoma)
- \$75,000 · University of Wisconsin Research Consultation



## Healthy Schools Incentive (\$89,500)

- \$3,000 · Achille Public Schools
- \$3,000 · Agra Public Schools
- \$3,000 · Cherokee Public Schools
- \$3,000 · Cimarron Public School
- \$3,000 · Clayton Public School District
- \$3,000 · Coolidge Elementary
- \$3,000 · Davenport Public Schools
- \$1,500 · Denison Public School
- \$10,000 · El Reno Public Schools
- \$2,000 · Grand View School
- \$1,500 · Justice Public School
- \$3,000 · Konawa Public Schools
- \$3,000 · Lomega Public School
- \$2,000 · Lone Grove Primary
- \$2,000 · Maryetta Public School
- \$3,000 · Meeker Public Schools
- \$3,000 · Mill Creek School
- \$3,000 · Monroe Elementary
- \$3,000 · New Lima Public Schools
- \$20,000 · Ponca City Public Schools
- \$3,000 · South Coffeyville Public School
- \$1,500 · South Rock Creek Public School
- \$3,000 · Tupelo Public Schools
- \$1,500 · Tushka Elementary School
- \$1,500 · Tushka High School
- \$1,000 · Valliant Public Schools





**Healthy Living Program (\$12,697,350)**

- \$220,800 · Atoka County Health Department (serving Atoka and Coal counties)
- \$274,350 · Bryan County Health Department
- \$297,854 · Canadian County Health Department
- \$250,000 · Carter County Health Department
- \$237,150 · Cherokee County Health Services
- \$230,400 · Cherokee Nation Public Health (serving Adair County)
- \$183,150 · Choctaw County Health Department (serving Choctaw and Pushmataha counties)
- \$402,502 · City of Elk City (serving Beckham, Custer, Roger Mills and Washita counties)
- \$196,000 · Comanche County Health Department
- \$171,500 · Comanche County Memorial Hospital
- \$299,920 · Gateway to Prevention and Recovery, Inc. (serving Pottawatomie County)
- \$303,600 · Gateway to Prevention and Recovery, Inc. Tri-county (serving Hughes, McIntosh and Okfuskee counties)
- \$235,200 · Gateway to Prevention and Recovery, Inc. (serving Seminole County)
- \$246,450 · Great Plains Youth & Family (serving Caddo and Kiowa counties)
- \$193,000 · Jackson County Health Department (serving Greer, Harmon, Jackson, and Tillman counties)
- \$191,100 · Johnston County Health Department (serving Johnston and Marshall counties)
- \$191,100 · KI BOIS Community Action Foundation, Inc. (serving Haskell and Latimer counties)
- \$255,750 · Kingfisher County Health Department (serving Blaine and Kingfisher counties)
- \$238,080 · LeFlore County Youth Services
- \$277,140 · Lincoln County Health Department
- \$268,770 · Logan County Health Department
- \$284,280 · Mayes County Hope Coalition



- \$174,788 · McClain-Garvin Youth and Family (serving Garvin County)
- \$206,400 · McCurtain County Health Department
- \$378,000 · Muskogee County Health Department
- \$396,000 · Norman Regional Health Systems (serving Cleveland County)
- \$251,100 · Norman Regional (serving Grady County)
- \$241,800 · Norman Regional (serving McClain County)
- \$240,000 · Northeastern Tribal Health Systems (serving Ottawa County)
- \$171,500 · Northwest Family Services, Inc. (serving Woods, Major and Alfalfa counties)
- \$155,000 · Nowata CAN (serving Nowata County)
- \$599,400 · Oklahoma City-County Health Department
- \$259,470 · Okmulgee County Health Department
- \$289,800 · OSU Seretean Wellness Center (serving Creek County)
- \$255,750 · OSU Seretean Wellness Center (serving Kay County)
- \$285,200 · OSU Seretean Wellness Center (serving Payne County)
- \$196,800 · People Inc. (serving Sequoyah County)
- \$289,800 · Pittsburg County Health Department
- \$265,050 · Pontotoc County Health Department
- \$172,813 · Pushmataha County Health Department (serving Pushmataha and Choctaw counties)

- \$186,200 · ROCMND Area Youth Services (serving Craig County)
- \$255,750 · ROCMND Area Youth Services (serving Delaware County)
- \$294,400 · Rogers County Volunteers for Youth
- \$240,000 · Rural Health Projects, Inc. (serving Garfield County)
- \$198,000 · Southwest Oklahoma Community Action Group (serving Greer, Harmon, Jackson and Tillman counties)
- \$195,840 · Texas County Health Department
- \$645,093 · Tulsa City-County Health Department
- \$300,300 · Wagoner County Health Department
- \$105,000 · Woodward County Health Department



**Oklahoma Tobacco Helpline (\$4,500,000)**



**Program Evaluation**

- \$1,898,788 · OU Health Sciences Center



**Research (\$12,300,000)**

- \$3,800,000 · Oklahoma Tobacco Research Center
- \$5,500,000 · TSET Cancer Research Program - Stephenson Cancer Center
- \$3,000,000 · Oklahoma Center for Adult Stem Cell Research (OMRF)

# What guides us

## Vision

Improving the Health of Every Oklahoman

## 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.

## Values and 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.

## Boards

The 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 appoint the bi-partisan board of directors to represent each of Oklahoma's Congressional Districts. This structure helps ensure that the decisions made are in the best interests of the people and the State of Oklahoma.

### FY18 Investors

Ken Miller, Chair  
Brenda Bolander, Vice Chair  
Todd Dobson, CPA  
Donald Pape  
R. Scott Vaughn, CPA

### FY18 Directors

Don Millican, CPA, Chair  
Bruce Benjamin, PhD, Vice Chair  
Jim Gebhart, FACHE  
Casey Killblane  
Curtis Knoles, MD  
Ken Rowe, CPA  
Michelle Stephens, JD

## Strategic Plan



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This publication was issued by the Oklahoma Tobacco Settlement Endowment Trust as authorized by Julie Bisbee, Interim Executive Director, and Don Millican, Board Chair.