



TSET HEALTHY LIVING PROGRAM

TSET Healthy Living Program grants are designed to prevent cancer and cardiovascular disease by preventing and reducing tobacco use and obesity on a local level. We currently issue grants to 28 organizations working in 30 counties.

Using a data-driven approach, grantees work with businesses, city governments, community organizations and schools to encourage healthy eating, physical activity and tobacco-free lifestyles.

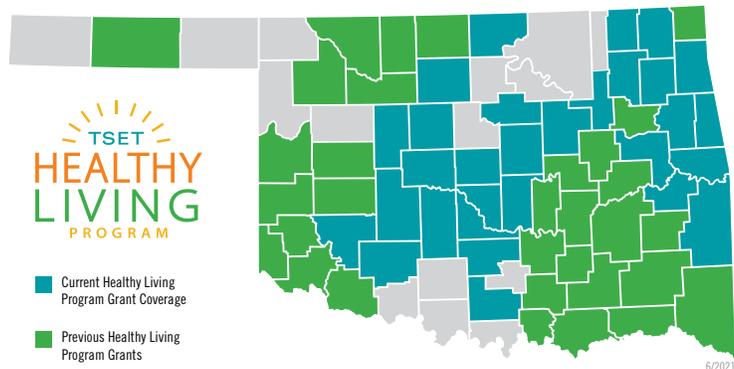
The TSET Healthy Living Grant Program seeks to lessen the burden of unhealthy behaviors before they take root. Reducing the risk factors of tobacco use and obesity will save lives and money. A second, 5-year phase of the TSET Healthy Living Program (HLP) began in 2020 and was designed with input from former TSET grantees, partner organizations and nationally recognized experts.

TSET Healthy Living Program strategies:

- Work to ensure tobacco-free properties and promote the Oklahoma Tobacco Helpline for those who want to quit tobacco.
- Facilitate school, business, and community gardens, food pantries, and farmers markets to create opportunities for healthy eating.
- Assist with agreements between schools and community groups to open the school grounds for physical activity outside of the school day.
- Engage schools and child care organizations to support tobacco-free lifestyles and to teach in active classrooms that improve academic achievement.
- Improve the nutritional value and appeal of school and worksite food preparation and offerings. In one program, a chef teaches cafeteria workers how to make and market healthy, appealing meals that meet nutritional standards.
- Provide guidance to grocery and small food stores on stocking healthy foods and creating healthy checkout aisles to encourage shoppers to choose healthy options.
- Work with cities and governments on a variety of zoning ordinances, urban design, and transportation strategies that encourage active living for people of all ages and abilities.



Designed with input from grantees in the former TSET Communities of Excellence programs, partner organizations and national experts, the TSET Healthy Living Program is evaluated externally by a team of University of Oklahoma and Oklahoma State University academics.



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OKLAHOMA TOBACCO SETTLEMENT ENDOWMENT TRUST (TSET)

The Oklahoma Tobacco Settlement Endowment Trust (TSET) serves as a partner and bridge builder for organizations working towards shaping a healthier future for all Oklahomans. TSET provides leadership at the intersections of health by working across the state, by cultivating innovative and life-changing research, and by working across public and private sectors to develop, support, implement and evaluate creative strategies to take advantage of emerging opportunities to improve the public's health.

Oklahoma and 45 other states sued Big Tobacco for the damage it caused them. As the case was scheduled to go to trial, Big Tobacco and the participating states reached a compromise known as the "Master Settlement Agreement." As part of this settlement, Big Tobacco is required to make annual payments to participating states that will continue as long as cigarettes are sold nationally. Each annual payment is split three ways:



75%

Tobacco Settlement Endowment Trust



18.75%

The Legislature



6.25%

Attorney General's
Office

Created by voters in 2000, TSET safeguards the majority of the annual payments for health-related efforts. The money is invested by an independent Board of Investors. Only the earnings from these investments are spent — to fund grants that reduce cancer, heart disease and stroke in Oklahoma.

