

FY24 TSET ANNUAL REPORT

# ROAD TO HEALTH



TSET

TOBACCO SETTLEMENT  
ENDOWMENT TRUST





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### OUR BOARDS

The Oklahoma constitution created two TSET boards. A five-member board of investors, chaired by the state treasurer, invests and manages the fund. A seven-member board of directors allocates the earnings from the endowment fund to grants and programs. Seven different appointing authorities select the bipartisan board of directors to represent each of Oklahoma's congressional districts. This structure ensures the decisions made are in the best interests of the people and the state of Oklahoma.

#### FY24 Investors

Todd Russ, Chair  
Deborah Mueggenborg, CPA,  
Vice-Chair  
Brenda Bolander, CPA  
Aaron Ackerman, CPA

#### FY24 Directors

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Kenneth Rowe, CPA  
Bruce Benjamin, Ph.D.  
Jack Allen, Jr.  
Runako Whittaker, M.D.  
Jennifer Needham, J.D.

*In memory of Susanna Gattoni, J.D.  
5/8/1972 - 9/11/2023*

# Road to Health



Historic Route 66 has symbolized the road to a brighter future for nearly 100 years.

The “Mother Road” that snaked through eight states included more than 400 miles through Oklahoma. Both travelers and residents of Oklahoma communities viewed Route 66 as a vital road to opportunities.

The Tobacco Settlement Endowment Trust (TSET) is paving another important route that’s stretching across our state — the road to improved health. For nearly 25 years, TSET has invested in local communities, statewide health initiatives and cancer and wellness research to help Oklahomans live longer and healthier lives.

New signs of progress along this road became evident in Fiscal Year 2024, indicating TSET’s investments in and partnerships with local and state stakeholders are paying off.

In Oklahoma City, TSET awarded a grant to the Riversport Foundation to fund expansion and improvements of the Oklahoma Trailhead and Bike Park. A three-year grant to NewView Oklahoma is funding new wellness opportunities for its blind and low-vision clients and workforce, including a walking path, garden, fitness equipment and support for adaptive sports like beep ball.

In Tulsa, Life Senior Services opened the 39,000-square-foot Roma Berry Center for Seniors. It houses an onsite medical clinic, adult day health program, gym and activity center. Its outdoor space is home to the TSET walking trail and accessible raised garden beds.

The road to health must also travel through rural and underserved areas that often lack access to health care and vital wellness services. TSET is funding programs to fill the gap in these communities.

TSET’s support of the Oklahoma Health Care Workforce Training Commission funded new placements of 14 physicians in 10 mostly rural communities in FY24. TSET also granted \$4.5 million of funding over three years to expand Project ECHO, an Oklahoma State University Center for Health Sciences program that provides health care and services in rural communities, and funded a Building Healthy Schools pilot program that combined K-12 education with health literacy.

This FY24 Annual Report provides greater detail on how TSET programs are impacting health and wellness throughout our state. It is our pleasure and constitutional duty to help more Oklahomans on their journey to better health.

Sincerely,

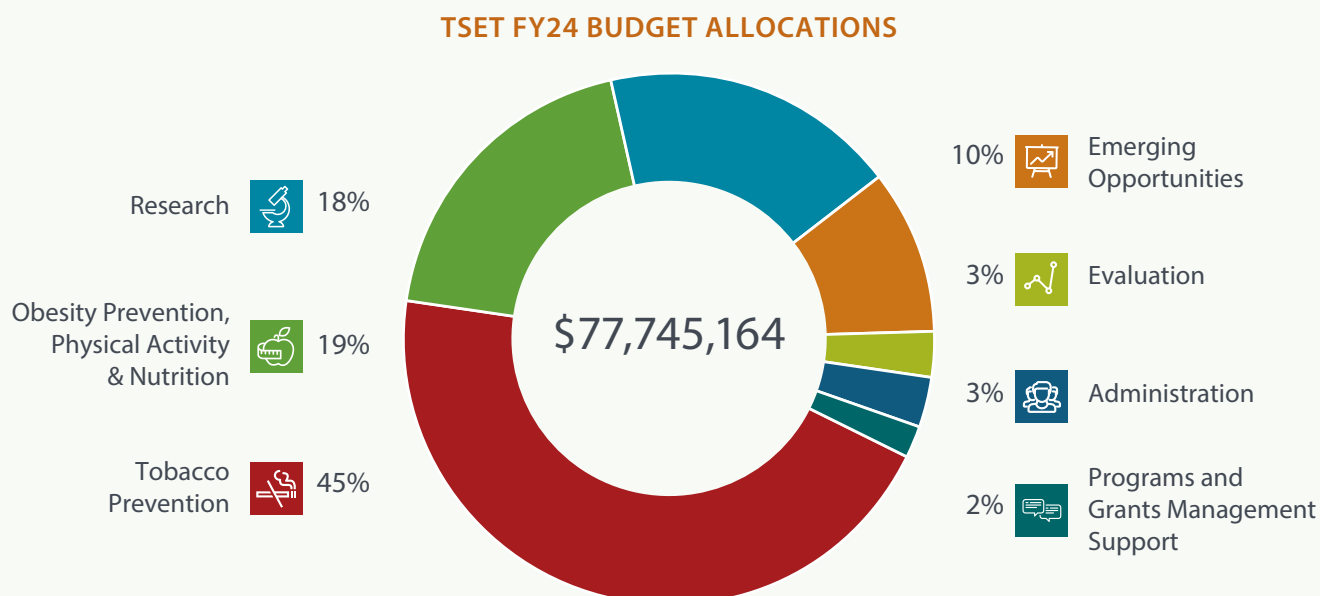
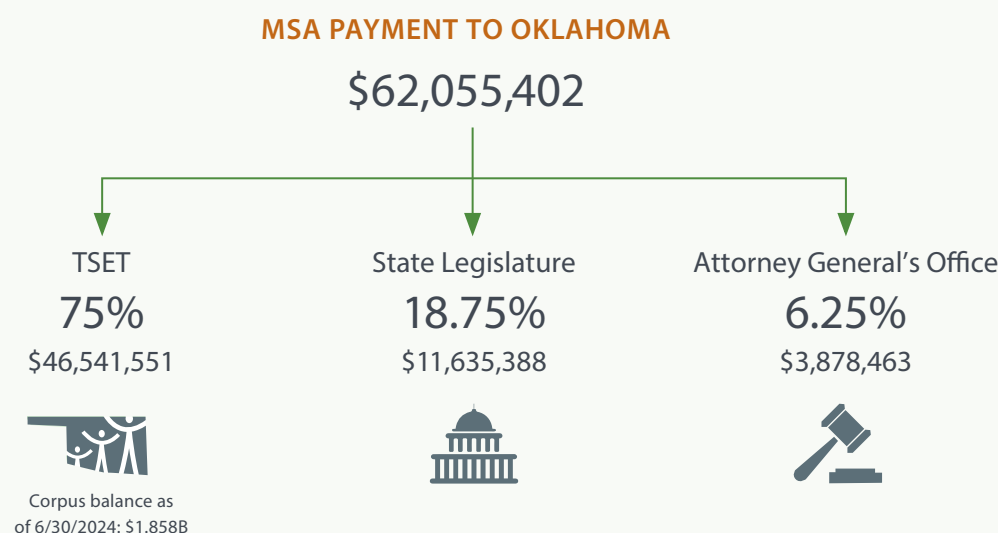
A handwritten signature in black ink that reads "Julie Bisbee". The script is fluid and cursive.

Julie Bisbee, Executive Director

# By the Numbers










## FY24 Financials

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



## Health Indicators

America's Health Rankings report is built upon the World Health Organization's definition of health: "Health is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity." Oklahoma ranks 47th in overall health, according to the ranking. Oklahoma is ranked 39th in tobacco use, 48th in obesity and 43rd in cardiovascular diseases.

	OK	U.S.		OK	U.S.
 <b>Heart Disease Deaths<sup>1</sup></b> (rate per 100,000)	<b>264.2</b>	173.8	 <b>Obesity Rate<sup>1</sup></b> (BMI greater than 30)	<b>38.7%</b>	34.3%
 <b>Cancer Deaths<sup>1</sup></b> (rate per 100,000)	<b>175.1</b>	146.6	 <b>Leisure Time Activity<sup>1</sup></b> (physical activity in last 30 days)	<b>69%</b>	70.5%
 <b>Adult Smoking Rate<sup>1</sup></b>	<b>15.8%</b>	12.1%	 <b>Diabetes Prevalence<sup>1</sup></b>	<b>12.4%</b>	11.5%
 <b>Youth Smoking Rate<sup>2</sup></b>	<b>4.3%</b>	3.5%	 <b>Cardiovascular Disease Prevalence<sup>1</sup></b>	<b>5.1%</b>	4%
 <b>Youth E-cigarette Rate<sup>2</sup></b>	<b>21.8%</b>	16.8%			

All data is the most recent available. 1) 2023 Behavioral Risk Factor Surveillance System (BRFSS); 2) 2023 Youth Risk Behavior System (YRBS)

## Measures of Progress

TSET's efforts to encourage Oklahomans to eat better and live active, tobacco-free lifestyles have helped to create a healthier, more prosperous state. Three behaviors (tobacco use, sedentary lifestyles and poor nutrition) contribute to four conditions (heart disease, lung disease, cancer and diabetes) that cause 58% of all deaths in Oklahoma.

### 45%

The adult smoking rate has decreased by 45%, falling from 28.6% in 2001 to 15.8% in 2023.

### \$927,000

In FY24, the TSET Healthy Incentive Grants program awarded \$927,000 in grants to 48 Oklahoma school districts, school sites and communities.

### \$757 million

Nearly \$757 million additional dollars leveraged to date after TSET's research investment.

### 665,000

Physicians have conducted more than 665,000 patient visits through the Physician Loan Repayment Program since the program began.

### #1

Last year, the Oklahoma Tobacco Helpline was ranked number 1 by the North American Quitline Consortium for reaching tobacco users in need of treatment.

### 600,000+

There have been more than 600,000 registrations with the Oklahoma Tobacco Helpline since 2003.

### 11,028

In FY24, Youth Action for Health Leadership partnered with 45 schools and organizations and engaged 1,162 youth across Oklahoma, totalling nearly 11,028 youth volunteer hours.

# Promoting Health Education

## TSET Healthy Youth Initiative

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



### YOUTH ENGAGEMENT

In FY24, Youth Action for Health Leadership (Y AHL) expanded its impact, partnering with 45 schools in 26 counties across the state, engaging 1,162 Oklahoma youth who collectively contributed 11,028 volunteer hours to enhance nutrition, active living habits and tobacco-free policies.

Y AHL youth presented at the Oklahoma Public Health Institute during their Community Education Series, highlighting program successes and promoting health initiatives.

"There's something incredibly powerful about sharing what I've gained through Y AHL with my peers. When I stand in front of a room full of other high school students, I'm not just talking at them. . . I'm connecting with them, sharing my story and hopefully inspiring them to take action too," said Katherine Jones, senior at Westville High School.

*Lilith Breazeale and Carina Chen, Y AHL student leaders.*



"Knowing that I can make even a small difference in someone's life is what drives me to keep going."

Elevate Student Health, a Y AHL campaign working to improve the health of Oklahoma youth through comprehensive physical activity and nutrition policies in schools, met with 40 principals, conducted 30 school district wellness assessments and met with 38 legislators. These efforts resulted in two districts adopting comprehensive health policies. Elevate Student Health allows school districts to choose among elements that work best for them, making each policy unique to their school district's needs.

CounterAct Tobacco, another Y AHL campaign, is working to move the power away from Big Tobacco and into Oklahomans' hands through comprehensive retail licensing, vigorously fighting the tobacco industry's influence on Oklahoma youth. During CounterAct Tobacco's Day at the Capitol, 18 Y AHL members presented to 32 legislators, bringing awareness to the issues surrounding youth access to tobacco and nicotine products in the state.

Y AHL's initiatives foster healthier communities and empower youth leadership, reinforcing TSET's mission to create generational change and improve health outcomes statewide.



## YOUTH TOBACCO PREVENTION

TSET's mission to combat teen tobacco and vape use includes the statewide campaigns Behind the Haze and Down and Dirty. Behind the Haze aims to reach teenagers throughout the state, while Down and Dirty delivers its focused message to rural teens. In FY24, four new message packages were launched as part of these two prevention campaigns, collectively generating over 47 million views on Facebook, Instagram and Snapchat. According to TSET's annual Youth Tobacco Tracker, teens who vape and are aware of these campaigns were 18% more likely to have made multiple quit attempts in the past year. Additionally, those familiar with Behind the Haze were 5% more likely to try quitting compared to those unaware of the campaign.

## YOUTH TOBACCO CESSATION

Quit the Hit is a free Instagram-based program offering moderator-led support to young Oklahomans looking to quit vaping. It provides a five-week online support program for groups of 10-15 participants. More than 1,000 young Oklahomans have successfully reduced or quit vaping with the program. Follow-up surveys reported satisfaction levels over 95%.

My Life, My Quit™ offers free one-on-one support through live texting, web chat and telephone coaching to help teenagers combat various forms of tobacco use, including vaping. In FY24, 153 Oklahomans ages 13 to 17 completed enrollment. The two programs can be used individually or together.

## YOUTH NUTRITION PROMOTION

Oklahoma has one of the highest youth obesity rates, with over one-third of children being overweight or obese. TSET's Swap Up campaign continues to engage teens aged 13-18, promoting lifelong healthy habits by emphasizing the immediate benefits of healthier choices, like drinking water instead of soda.

The TSET annual Youth Nutrition Tracker surveys show teens who knew about Swap Up linked better sports performance, clearer thinking and improved mood to drinking more water and fewer sugary drinks. Notably, 62% of campaign-aware teens were more likely to consume fruit versus 24% of those unaware, and 56% were more likely to consume vegetables versus 21% who were unaware of the campaign.

### Character Development

In FY24, the TSET Successful Futures Program launched, completing phase three of the TSET Healthy Youth Initiative. By working with our grant partner, the Oklahoma Association of Youth Services (OAYS), the final phase of this program encourages children and youth grades three through eight to make healthy life choices through tobacco prevention, nutrition, activity, life skills and character education. Working with children and youth in this way helps improve the future of their lives through healthy choices.



“ PEAK PERFORMANCE STARTS  
WITH CHOOSING WATER ”

Brenda on Nate finding success



*Children and adults alike enjoy the TSET Shape Your Future garden at the First American's Museum in Oklahoma City.*



## Shape Your Future

Shape Your Future (SYF) promotes a healthier lifestyle for all Oklahomans, emphasizing eating better, staying active, drinking water, getting more sleep and living tobacco-free through its award-winning campaigns.

In FY24, SYF supported educators with new resources for their classrooms and launched a new recipe site, enabling users to save recipes, plan meals, compile grocery lists and more. SYF also launched a new partnership with "Oklahoma Gardening," was launched, bringing the SYF brand and messaging to Oklahomans across the state. Additionally, the SYF garden at the First Americans Museum (FAM) was highlighted with new signage and promoted through FAM videos and the Xchange Theater at the entry to the museum. The garden was used during FAM summer camps to teach children about gardening and native foodways. SYF also utilized various media tactics, including TV spots, billboards, print ads, grocery store signage and more to encourage Oklahomans to make healthier choices.

The FY24 cross-sectional survey conducted by the University of Oklahoma Health Sciences Center found awareness of SYF remains high. Survey results showed 17% ensured their family filled half their plates with fruits and vegetables, up from 15% in FY23, and 34% made sure their children got 60+ minutes of daily physical activity, up from 31% in FY23.



**TOBACCO  
STOPS WITH ME.**

## Tobacco Stops With Me

Since 2008, Tobacco Stops With Me (TSWM) has educated Oklahomans about the negative effects of tobacco use and secondhand smoke with the goal of preventing and reducing chronic disease and premature death. TSWM continued efforts to protect Oklahoma kids from the tobacco industry's deceptive marketing of its deadly products and renewed the push for clean indoor air.

In FY24, TSWM debuted two new campaigns to build awareness of the dangers of secondhand smoke in Oklahoma. "Apartments" used stop-motion animation to show how smoke can travel through multiunit housing, endangering unsuspecting residents.

The second campaign, titled "The Cloud," highlighted how Oklahoma's lack of comprehensive smoke-free laws leaves children unprotected. Exposure to secondhand smoke is detrimental to a child's development and is linked to children becoming addicted to tobacco.

According to the FY24 cross-sectional survey, TSWM remains well-received by Oklahomans as 75% reported TSWM ads motivated them to talk with their children about tobacco and 71% report TSWM ads motivated them to talk with their children about electronic cigarette use.

In FY24, TSWM generated 305 million impressions across traditional, digital and social media platforms. It also earned 30.5 million total video views across digital and social channels. Compared to the previous year, TSWM saw a 48% increase in link clicks and 34% more social media engagement. This reflects stronger audience interest, increased reach and greater interaction with TSWM.

*Tobacco Stops With Me "The Cloud" and "Apartments."*





*James Tyree, TSET associate director of Integrated Communication and co-host of the TSET Better Health Podcast*

## TSET Better Health Podcast

In FY24, the TSET Better Health Podcast continued to deliver valuable insights on health and wellness. With a focus on engaging storytelling and expert interviews, the podcast provided Oklahomans with actionable information on tobacco control, disease prevention, physical activity and community health initiatives.

Bi-monthly episodes this year highlighted the 20th anniversary of the Oklahoma Tobacco Helpline, offering listeners a glimpse into the success and personal stories behind this life-saving service, as well as other public health issues such as youth vaping and the importance of staying physically active at work, school and home.

Newer TSET grant programs were also spotlighted, showcasing local success stories from Discovery and Built Environment Grants. These stories illustrated how TSET's investments are fostering healthier communities across Oklahoma.

Episodes are accessible on the TSET website and popular podcast platforms, ensuring valuable health information remains within reach for all Oklahomans.

## PUBLIC AWARDS & RECOGNITION

In FY24, TSET's health education campaigns continued to earn widespread recognition, reflecting the impact on public health across Oklahoma.

At the OKC chapter of the American Advertising Awards, Tobacco Stops With Me (TSWM) took home eight gold Addys, including honors for the "Shape-shifter" campaign. TSWM also received platinum awards at the international Muse Awards for "It's Like They're Smoking" and gold for "Shapeshifter."

TSWM's success extended to the 45th Annual Telly Awards, where it garnered gold, silver and bronze awards in several categories. The brand was also recognized by the Social Marketing Association of North America, winning gold for Campaign Branding and additional accolades in Radio and Print Advertising.

Shape Your Future earned an Award of Excellence at the Marketing Excellence Awards for its educational initiatives and recognized for its health-focused outreach.

The TSET Healthy Youth Initiative (HYI) earned recognition for its campaigns. Swap Up won Best in Show at the Public Relations Society of America, Oklahoma City Chapter awards, highlighting its success in engaging youth with healthier choices. The initiative also won a MUSE award and garnered finalist spots in the PR Week and Digiday Awards.

These achievements underscore TSET's dedication to innovative and effective public health campaigns that make a lasting impact.



# Offering a Lifeline

## Oklahoma Tobacco Helpline



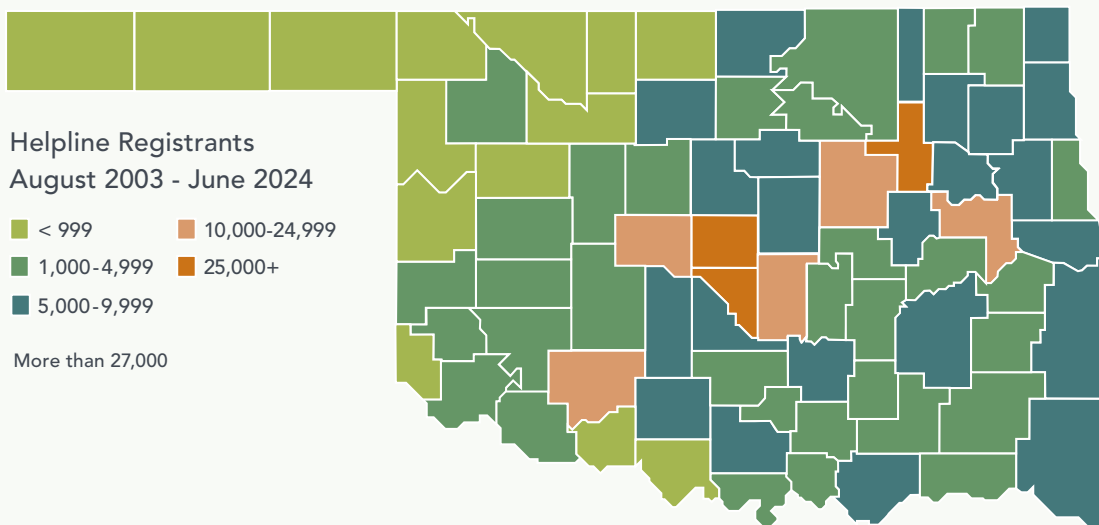
Since its start in 2003, the [Oklahoma Tobacco Helpline](#) (OTH) has seen more than 600,000 registrations. OTH provides free coaching as well as free patches, gum or lozenges to Oklahoma adults desiring to quit tobacco.

During FY24, OTH provided support to more than 27,000 Oklahomans from all 77 counties in the state. This represents a 5.5% increase from FY23. The quit rate, measured as those not using tobacco for 30 or more days at the seven-month follow-up evaluation, was among the highest in the nation at 44.4%. This far exceeds the North American Quitline Consortium's benchmark of 30%. The Helpline continues to have high satisfaction rates (96%) among registrants.

A redesigned Helpline website and text-to-quit options were inline with consumer preferences. For the first time in OTH history, more Helpline registrants signed up for services online (52.4%) vs. by phone (42.4%). In FY24, 29.6% of registrants reported e-cigarette use in the last 30 days. Exclusive e-cigarette users represented 13.5% of all registrants.

OTH serves a large percentage of vulnerable Oklahomans. Of those who registered for services, 30.3% were insured by Oklahoma's Medicaid program, SoonerCare, and 22.1% were uninsured. More than half (54%) reported having at least one mental health or substance abuse disorder.

To increase the utilization of Helpline services, three limited-time offers provided a minimum of eight weeks of free patches, gum or lozenges to all registrants, rather than the usual two weeks. More than 30% of all registrants enrolled during September, November and June when the extended benefits were offered.



## 20TH ANNIVERSARY CELEBRATION AND REMEMBERING RONNIE TRENTHAM

FY24 was also a time for celebrating the Oklahoma Tobacco Helpline. In February, TSET marked 20 years of progress for the Oklahoma Tobacco Helpline with an event at the Capitol. The milestone event featured stories of Oklahomans who quit tobacco, insights from current and former elected officials who have witnessed the progress and remarks from TSET leadership.

The event also honored the life of a long-time advocate Ronnie Trentham, who passed away from tobacco-related cancers in 2023. Ronnie, who battled oral, head and neck cancer, spent over a decade inspiring people across the nation by telling his story. His passion for helping others led him to be named the 2010 American Cancer Society Hero of Hope for Oklahoma. A vocal advocate for TSET, Ronnie spoke to lawmakers in 2017 about tobacco's impact on cancer. Ronnie's legacy lives on through his family, friends and the countless lives saved due to his tobacco-free messages.

*Ronnie Trentham 1964-2023*





# Encouraging Healthy Living

## TSET Healthy Living Program

FY24 marked TSETs 20th year of funding multi-year, community-based grants to improve health at the local level.

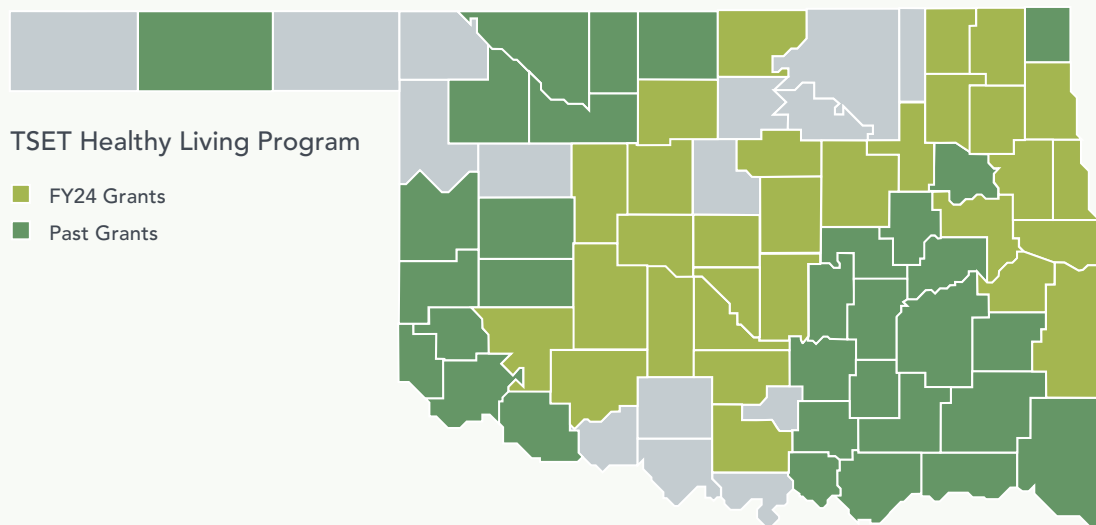
The TSET Healthy Living Program (HLP) currently partnered with 27 lead agencies working in 28 counties to improve health and wellness, especially in “hot spot” areas with higher rates of tobacco use and obesity.

Throughout FY24, TSET HLP grantees and their community partners achieved health and wellness successes worth celebrating.



In FY24, TSET HLP grantees contributed to the adoption or improvement of 70 tobacco-free policies, 35 ordinances to limit youth access to tobacco products and 19 ordinances that prohibit tobacco and vape use on city-owned property.

TSET HLP grantees and their local partners also collaborated to increase access to healthy foods and physical activity, which improves health and lowers the risk of obesity-related illnesses.



### DELAWARE COUNTY

The TSET HLP grant in Delaware County helped residents increase their opportunities for physical activity. In Jay, grant staff worked with the city to install wayfinding signs that help pedestrians navigate their community and signs that map the disc golf course. Staff also worked with the Town of Kansas to improve the town’s park. By connecting town leaders with funding opportunities and assistance in creating a park plan, Kansas has implemented several improvements, including trail signage, renovated ball fields, playground equipment and a community garden.

### PAYNE COUNTY

TSET HLP staff in Payne County were asked early in FY24 to join the Cushing Food Insecurity Committee with the goal of opening a new food pantry. By June 2024, the Cushing Marketplace opened as the city’s only client choice pantry. Its clients get to choose their own food items within the pantry’s guidelines instead of receiving a pre-packed allotment of groceries. The Cushing Marketplace is a result of community-wide efforts, to which the Payne County TSET HLP advised on healthy living information and provided support with Supplemental Nutrition Assistance Program (SNAP) resources and healthy food signs.



*Left to right: TSET HLP coordinators Brittany Conner, Kate Ladwig and Lead Coordinator Stephanie Pendergraft at the Enid, OK Storywalk.*

## CREEK & GARFIELD COUNTIES

TSET HLP grantees in two counties partnered with public libraries and other partners to install story walks in parks. Pages from a children's book are attached to permanent structures that line a story walk path, allowing readers to exercise as they stroll the path and enjoy the story.

The TSET HLP in Garfield County worked with the Public Library of Enid and Garfield County, City of Enid and the Public Arts Commission of Enid to install a story walk along the walking trail at Champlin Park. To increase accessibility for all walkers, the stops include audio recordings that can be accessed via QR code for those who are visually impaired.

In Creek County, the City of Sapulpa partnered with the Sapulpa Public Library and local TSET HLP to create a story walk trail in Kelly Lane Park that opened in December.

After months of planning and gathering community input, the project received donations and sponsorships to support its completion. Book pages are spread across 30 metal podiums that cover about a quarter mile of the trail near the children's playground.

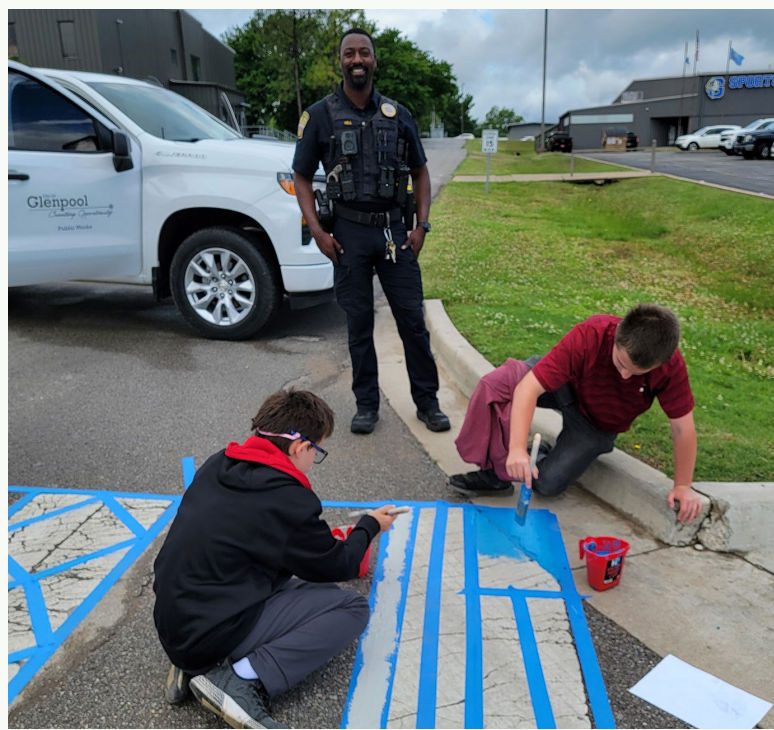
## POTTAWATOMIE COUNTY

The TSET HLP grant in Pottawatomie County assisted the City of McCloud in applying for the AARP - Smart Growth America Technical Assistance Support program. McCloud is one of only 12 cities nationally — and the only one in Oklahoma and the region — to receive technical assistance for building the city's capacity to apply for the federal Safe Streets and Roads for All Grant. The AARP assistance would not have been possible without the McCloud walking audit led by HLP staff earlier in the fiscal year. The walking audit also fostered new partnerships and renewed the city's commitment to improve problem areas for pedestrians.

## TULSA COUNTY

Sparked by conversations during Walk-to-School Day in October 2023, Tulsa County TSET HLP staff collaborated with the City of Glenpool to install several new crosswalks. TSET HLP staff, the Glenpool Public Works director and several school officials met to discuss the project and identify places in need of crosswalks, and Glenpool Middle School students and personnel worked with the city to paint them. The new crosswalks enhance pedestrian safety and beautify the community with their unique, place-based design.

*Students of Glenpool Middle School and Officer Hill help beautify several new crosswalks.*





# Supporting Local Health

## TSET Healthy Incentive Program

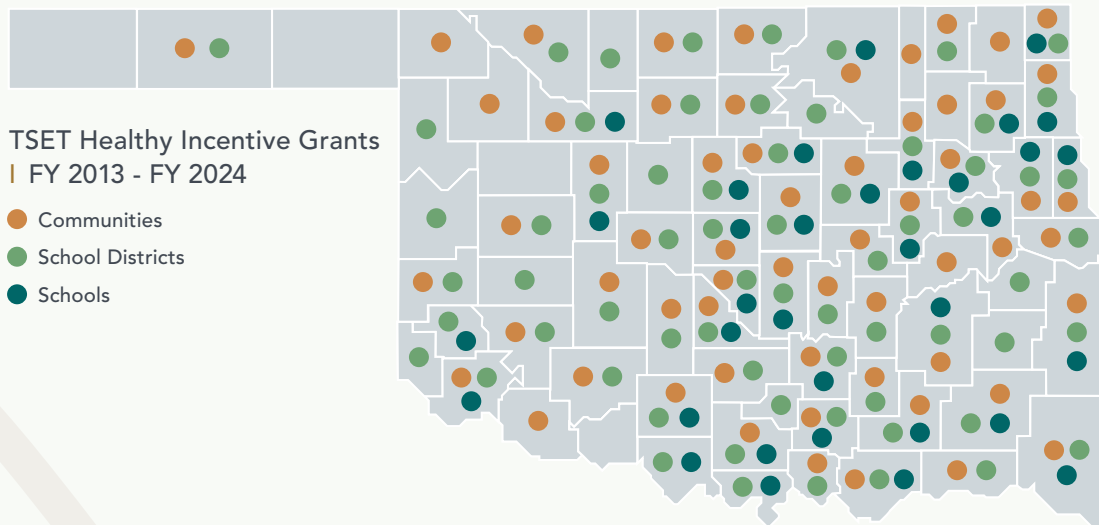
The TSET Healthy Incentive Grants program promotes wellness in Oklahoma communities and schools. Launched in 2012 for communities



and in 2013 for schools, this initiative encourages and rewards efforts to create healthier environments. Through financial incentives, TSET supports projects to increase physical activity, improve nutrition and reduce tobacco use.

In FY24, TSET awarded a total of \$927,000 in Healthy Incentive Grants. This includes \$579,000 distributed among 37 school districts and school sites, and \$348,000 awarded to 11 communities.

Since the inception of the Healthy Incentive Grants, TSET has awarded a total of \$5,307,000 to communities and \$3,765,750 to schools and school districts. These investments are instrumental in fostering environments that support healthier lifestyles for Oklahomans. By continuing to back innovative and effective health initiatives, TSET is helping to build a healthier future for the state.



## HEALTHY INCENTIVE GRANTS SPOTLIGHT

In 2023, the City of Okemah was awarded a \$10,000 Healthy Incentive Grant. Kristy Lesley, the city manager, said this grant “has made a world of difference” for the community park.

The City of Okemah used the grant to install 16 decorative post-top lights throughout the Okemah Noble Park, enhancing the safety and accessibility of the park and making it more inviting for residents to use during evening hours.

The City of Okemah also received additional grant funding to build a sidewalk connecting the Media Center, Public Library and Okemah Noble Middle School. Once the sidewalk construction is completed, this park will be fully accessible and allow all community members to participate in the park’s amenities. The impact of this project goes beyond aesthetics; it represents a long-term commitment to fostering a healthier and more active community. “We appreciate the TSET grant very much,” said Lesley.

The lighting project is a shining example of how small improvements can make a big difference in encouraging healthy lifestyles.

*Community members can enjoy Okemah Noble Park after dark thanks to new lighting funded by TSET.*





# Funding Innovative Projects

For nearly 25 years, TSET has been a leader in funding statewide initiatives and community wellness programs designed to address Oklahoma's most pressing health challenges. From reducing tobacco use to increasing access to healthy foods and physical activity, TSET's initiatives have consistently focused on improving public health and creating sustainable, long-term solutions for communities in every corner of the state.

In recent years, TSET has expanded its impact with new grants that fund transformative programs aimed at creating healthier communities. These initiatives are designed to enhance local environments, improve public health infrastructure and provide opportunities for Oklahomans to live healthier lives.

TSET grants include TSET Discovery Grants and TSET Built Environment Grants. The agency also awarded grants to existing programs, including Project ECHO at Oklahoma State University and to the Oklahoma State Department of Education for online teacher education modules.

## Creating Healthier Communities Across Oklahoma

In FY24, the impact of these grants was felt in communities of all sizes. Here are a few examples of the success stories made possible by TSET's commitment to healthier environments:

### **TSET BUILT ENVIRONMENT GRANTS**

One of the standout projects in FY24 is the Tiger Trail in Payne County, a 1.6-mile concrete trail that will connect all Cushing district schools with pedestrian and bicycle access for students, staff and residents. Supported by a TSET grant of \$975,512, the trail is being constructed in

*Tiger Trail, Cushing Oklahoma*





three phases. The first phase, completed in the spring of 2024, surrounds the high school's campus pond and serves as a vital wellness space for the community. As construction continues into FY25, the Tiger Trail is expected to become a centerpiece of Cushing's health infrastructure.

The Cowboy Fit Walking Track at Oklahoma State University in Oklahoma City is another project. This track has quickly become a hub for campus and community wellness, attracting more than 1,200 users between October 2023 and June 2024. Events such as Breast Cancer and Mental Health Awareness walks, outdoor yoga and even a solar eclipse viewing event have taken place on the track, fostering engagement and promoting healthier lifestyles.

### **TSET DISCOVERY GRANTS**

In FY24, TSET awarded a TSET Discovery Grant to LIFE Senior Services in Tulsa, which used the funds to open the Roma Berry Center for Seniors. The 39,000-square-foot facility expanded LIFE's programming to better serve Tulsa's senior community. The center offers a range of health and wellness services, including an onsite medical clinic, an adult day health program, a gym and an outdoor wellness area complete with a TSET-funded walking trail and accessible garden beds. This innovative space has become a critical resource for Tulsa's senior population, enhancing their quality of life through integrated health services.

*Ryan Howell, project manager for River Parks Authority, shows map of newly improved Turkey Mountain trails.*





Elsewhere in Tulsa, TSET awarded a \$2.1 million TSET Discovery Grant to the River Parks Foundation to improve more than 13 miles of sustainable hiking, running, walking and biking trails on Turkey Mountain. The trail has been used more than 305,000 times since TSET funding began in 2023.

A TSET Discovery Grant can also impact lives statewide. A grant awarded in 2023 enabled the Oklahoma Senior Games to offer free coaching sessions to athletes aged 50 and older that provide training, strength assessments and motivation to compete in the 2024 Games.

### PROJECT ECHO

Project ECHO (Extension of Community Healthcare Outcomes) uses a digital platform to connect specialists at academic medical centers with rural and underserved areas, providing training and consultations to reduce health disparities. In early 2023, TSET awarded a three-year, \$4.5 million grant to the Oklahoma State University Center for Health Sciences, Oklahoma's administrator for Project ECHO. This funding allowed the program to expand with seven new medical specialties and continue support for five existing specialties.

In FY24, OSU teamed with the Human Performance and Nutrition Research Institute and the Oklahoma State Department of Education to host a new Project ECHO program called "Building Healthy School Communities." The 10-week pilot program combined K-12 education and health care in a hybrid platform, with the objective of improving physical and health literacy among students and staff.

### OKLAHOMA STATE DEPARTMENT OF EDUCATION

A TSET grant to the Oklahoma State Department of Education (OSDE) bridges a training gap and helps educators meet state requirements through development of online and in-person training modules. In FY24, more than 300 educators enrolled in a health education micro-credential. The department also conducted 71 in-person trainings for health educators that drew nearly 1,500 participants. OSDE is now preparing to offer micro-credentials and open educational resources for physical education teachers over the next two years, in addition to targeted supports to assist both health and physical education teachers and administrators with instructional practices.

### LOOKING AHEAD

As TSET continues to fund innovative projects across the state, the impact of these grants will grow. With each new walking trail, tobacco-free policy, and health-focused facility, TSET is paving the way for a healthier Oklahoma. These initiatives, grounded in community engagement and supported by data-driven strategies, reflect TSET's unwavering commitment to improving the health and well-being of every Oklahoman.

# Advancing Research

## OU Health Stephenson Cancer Center

In FY24, OU Health Stephenson Cancer Center (SCC) continued to lead the state in providing cutting-edge cancer treatment and research. The center’s TSET-supported programs have advanced Oklahoma’s standing in cancer care, attracting national and international attention.

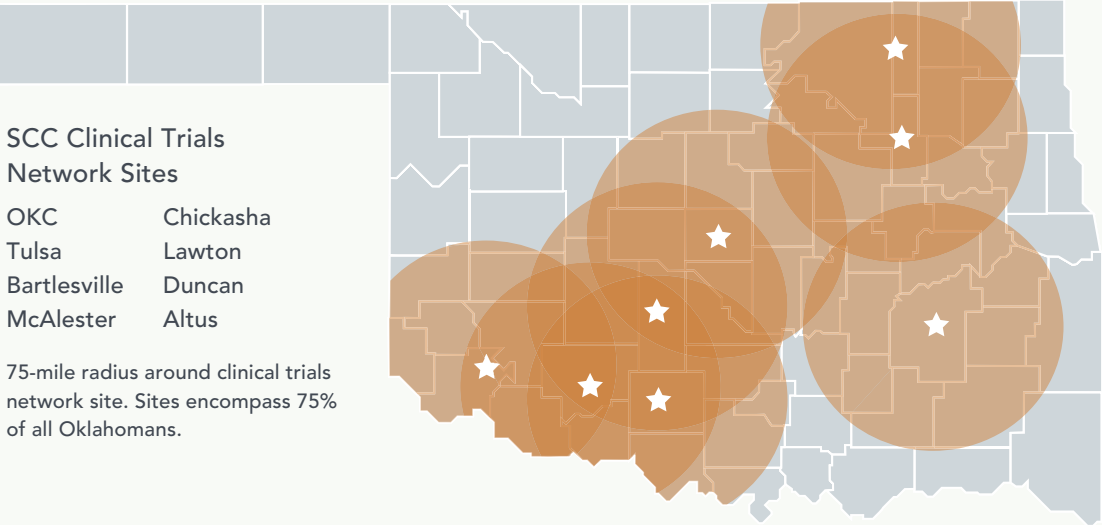
**FY24 Highlights**

- 3,892 patients received cancer care
- 375 in patients enrolled in early-phase trials
- 2,220 total patients in all trials
- 5 researchers recruited
- 198 peer-reviewed articles published

SCC’s clinical trials remain a core focus, giving Oklahoma residents access to early-phase trials and novel therapies close to home. Additionally, a mobile lung cancer screening initiative, funded with \$1.7 million from TSET, will provide access to life-saving screenings in rural areas. SCC and TSET are working together to improve cancer care and increase screenings across Oklahoma.

The SCC’s National Cancer Institute (NCI) designation, renewed in 2023, remains critical to ensuring Oklahomans receive top-tier care. Studies show

patients treated at NCI-designated centers have up to 25% better outcomes, reinforcing SCC’s importance in providing advanced cancer treatment. Since 2012, SCC has recruited 81 new researchers and attracted nearly \$1.3 million in pharmaceutical industry dollars to Oklahoma. Additionally, support from SCC’s clinical trials programs have led to six new FDA-approved cancer drugs.







## FY24 RESEARCH HIGHLIGHT

In FY24, researchers at SCC paved a new road with a study that will enhance the detection of pancreatic cancer, one of the deadliest forms of the disease. Led by Dr. Lacey McNally and Dr. Ajay Jain, the study integrates two advanced technologies to pinpoint cancer cells at a much earlier stage than current methods allow.

The innovative approach combines a newly developed contrast agent with a technique called Multispectral Optoacoustic Tomography (MSOT). The process produces images that can detect cancer cells as small as 200 microns—about the width of an eyelash. These results are more precise as compared to detection with conventional imaging methods like CT scans.

This technology has the potential to revolutionize pancreatic cancer treatment, as it can provide real-time data during surgeries, helping surgeons identify and remove even the tiniest cancerous cells. The ability to detect these cells at a microscopic level may significantly increase the success rates of surgeries, giving patients a better chance at survival.

## Oklahoma Center for Adult Stem Cell Research

The Oklahoma Center for Adult Stem Cell Research (OCASCR) works to advance the understanding and application of adult stem cells to treat diseases and repair damaged tissues. In FY24, the center funded more than 10 research projects aimed at diseases related to obesity and smoking, reflecting its strategic emphasis on combating the chronic health conditions most prevalent in Oklahoma. Since its founding in 2010, OCASCR has leveraged approximately \$37.2 million in TSET funding to attain more than \$434 million in private and federal grants.

### FY24 Highlights

- 2 scientists recruited
- 148 peer-reviewed articles published
- 7 first-time grants funded
- 19 total grants awarded
  - Over \$2 million matched by other institutions
  - Over \$434 million in leveraged funding

## TSET Health Promotion Research Center

### FY24 Highlights

- 9 faculty members recruited
- 3 Oklahoma Tobacco Helpline research projects developed
- 1,659 Oklahomans enrolled in TSET-HPRC research studies
- 124 peer-reviewed manuscripts published
- 159 presentations, papers or posters presented

The TSET Health Promotion Research Center (TSET-HPRC) focuses on developing interventions to reduce preventable risks, such as tobacco use, lack of physical activity and poor nutrition. In FY24, TSET-HPRC had 25 faculty members across six academic departments. With support from TSET and the SCC, TSET-HPRC expanded its research to the University of Oklahoma-Tulsa Schusterman Center.

For every dollar of TSET funding, HPRC leveraged a return on investment of \$2.56. HPRC allocates 54% of grants and dollars to tobacco control, physical activity and nutrition research. These efforts play a vital role in addressing Oklahoma's high rates of cardiovascular disease and cancer.

# Partnering in Health

## Oklahoma Health Care Workforce Training Commission

In FY24, the partnership between TSET and the Oklahoma Health Care Workforce Training Commission (HWTC) continued to address the critical shortage of health care providers in rural and underserved areas of Oklahoma. Through the Physician Loan Repayment Program, 14 new physicians were placed in 10 communities across 10 counties, including Ada, Ardmore, Enid, Coal-gate, Chickasha, Durant, Duncan, Elk City, Okeene and Seminole.

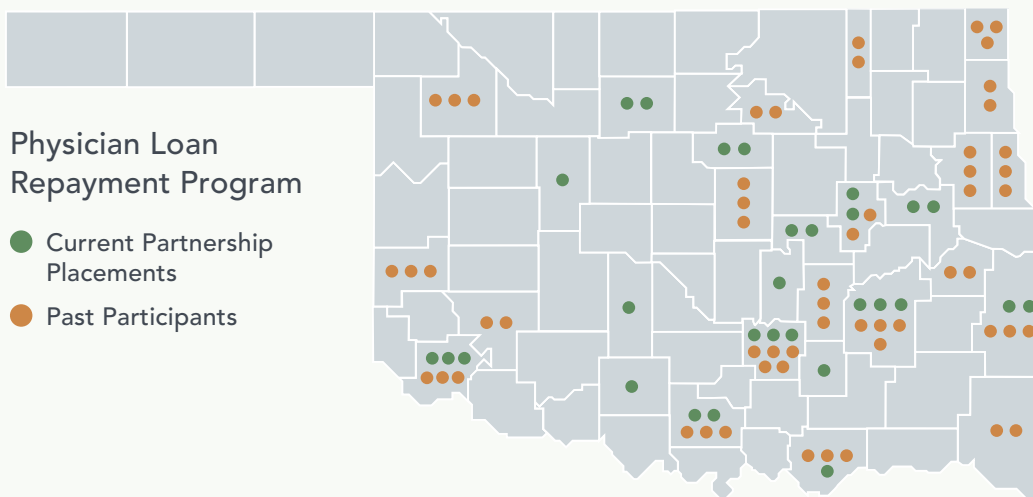
These physicians provided care to 114,259 patients, including 23,506 SoonerCare members and 36,332 Medicare members. Their efforts to support public health were further bolstered by identifying 9,066 tobacco users and facilitating

More than half of TSET-sponsored physicians remained working in rural areas after finishing the program.

referrals for tobacco cessation, with 1,424 individuals referred to the Oklahoma Tobacco Helpline and 4,610 patients receiving tobacco counseling.

This initiative continues to make a significant impact on health care access in Oklahoma, with TSET funding 40% of the loan repayment for physicians committed to serving these underserved areas for up to four years.

Since 2013, more than 100 physicians have been supported through this program, with 37 currently participating.



## Oklahoma Department of Mental Health & Substance Abuse Services

Since FY14, the [Oklahoma Department of Mental Health and Substance Abuse Services](#) (ODMHSAS) has helped 54 organizations implement comprehensive wellness policies, reaching 5,678 staff members and over 153,000 consumers. The Culture of Wellness (COW) initiative, which evaluates organizational practices to enhance wellness-focused environments, continued to make an impact. More than 3,000 assessments have been completed across 279 facilities, with 60% of those reassessed showing improvements in their wellness scores. People with behavioral health conditions smoke at higher rates and are more likely to die prematurely from heart disease, lung disease and cancer. TSET has partnered with ODHMSAS to support a culture of health and reduce the disparate toll of tobacco.



## Oklahoma Hospital Association

TSET supports the Oklahoma Hospital Association's Health Improvement Initiatives (OHA-HII), which assists hospitals in developing employee wellness programs and creating systems for patient referrals and tobacco cessation. Through OHA-HII, hospitals are encouraged to lead by example, fostering healthier choices among both staff and patients.

OHA also advanced its Clinical Tobacco Treatment Assessment, conducting two new baseline assessments and six reassessments across hospitals and clinics. Out of the 17 organizations assessed, 82% demonstrated improvements, with significant progress in three key areas of evaluation, increasing the average overall score from 45.5% to 61.5%. OHA's focus on preventive care extended to lung health as well, with seven hospitals establishing a referral system for low-dose CT lung cancer screenings.

Since 2014, OHA hospitals and clinics have made over 59,000 Helpline referrals, with just over

6,000 made in FY24. OHA member hospitals and clinics accounted for 50% of referrals made to the Helpline in FY24. This is up from 42% in FY23.

OHA-HII reported significant accomplishments in FY24, including:

- Four hospitals implemented comprehensive inpatient cessation services.
- Health system expansion and hospital mergers resulted in four additional hospitals being covered by verified tobacco-free campus policies.
- 52 new clinics implemented comprehensive outpatient cessation services.
- Seven hospitals fully implemented a referral system for preventative lung cancer screening.

## Oklahoma Health Care Authority

In FY24, TSET partnered with the Oklahoma Health Care Authority (OHCA) to support promoting wellness and reducing tobacco use among SoonerCare members. Smoking rates among SoonerCare members reached their lowest levels since data collection began, at 22.9%. In fact, 59% of members reported quit attempts, surpassing the general population's rate for only the second consecutive year.

The SoonerQuit program also saw progress in member awareness and provider training. In FY24, OHCA promoted low-dose CT lung cancer screening, leading to a record number of benefit claims for screening and pharmacotherapy.

OHCA's outreach extended to new partnerships with eight community organizations enhancing SoonerCare promotion efforts to 14 external organizations and four OHCA departments. In FY24, Helpline referrals from OHCA staff increased with 63% of referrals coming from the grant staff. OHCA's emphasis on obesity-related benefits also led to a 5% increase in nutrition counseling claims, reflecting growing awareness and utilization of these health services.

Preventing and reducing tobacco use and obesity in Oklahoma is a major priority for TSET.

# FY24 Grants & Contracts



## **\$4,170,234 Built Environment and Innovations**

\$152,900	City of McAlester
\$90,750	City of Pauls Valley
\$135,000	City of Pauls Valley
\$102,749	City of Pryor Creek (extension for FY24 project completion)
\$80,000	City of Seminole
\$250,000	City of Seminole
\$214,300	City of Tishomingo
\$249,459	Cushing Public Schools
\$55,000	Eastern Oklahoma State College
\$250,000	Healthy Schools Oklahoma - Bethany Children's Health Center
\$250,000	Oklahoma State University - OKC
\$88,025	Oklahoma State University Wastewater
\$484,506	Riversport Foundation
\$350,000	The Botanic Garden at OSU (extension for FY24 project completion)
\$500,000	Town of Fort Cobb
\$27,418	Town of Locust Grove (extension for FY24 project completion)
\$56,350	Town of Locust Grove
\$833,777	Town of Westville



## **\$33,000 Conference Sponsorships**

\$2,000	Activate Oklahoma Inc.
\$1,000	Coalition of Oklahoma Breastfeeding Advocates
\$2,000	Jackson County Community Health Action Team
\$2,000	Myriad Gardens Foundation
\$500	National Association of Social Workers - Oklahoma
\$2,000	Oklahoma Association of Community Action Agencies
\$2,000	Oklahoma Association of Health, Physical Education, Recreation, and Dance
\$2,000	Oklahoma Bike Summit, Inc.
\$1,000	Oklahoma Caring Foundation, Inc.
\$2,000	Oklahoma Department of Veteran Affairs
\$1,000	Oklahoma Healthy Aging Initiative

\$2,000	Oklahoma Museum Association
\$2,000	Oklahoma Public Health Association
\$2,000	Rural Health Association of Oklahoma
\$2,000	School Nurse Organization of Oklahoma
\$2,000	Soaring Eagle's Youth and Family Services
\$2,000	The Oklahoma Institute for Child Advocacy
\$2,000	University of Oklahoma Health Sciences Center Local Agriculture Summit
\$1,500	Women Helping Other Women Organization



## **\$2,080,072 Discovery**

\$362,000	City of Sallisaw
\$150,000	LIFE Senior Services
\$263,117	NewView Oklahoma
\$200,000	Oklahoma Senior Games
\$207,684	Oklahoma State University
\$197,271	University of Oklahoma Health Sciences Center - Saving Tiny Sooners
\$700,000	River Parks Foundation



## **\$2,142,000 Food Systems Impact**

\$2,142,000	Hunger Free Oklahoma
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## **\$24,418,750 Health Communication**

\$2,000,000	Oklahoma Health Care Authority - SoonerQuit Program
\$2,495,750	Rescue - Youth Media and Marketing Campaign
\$19,923,000	VI Marketing and Branding - Adult-focused Campaigns and Oklahoma Tobacco Helpline Promotion



## **\$493,268 Health Education Partnership**

\$493,268	Oklahoma State Department of Education
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## **\$2,289,773 Health Systems Initiatives & Emerging Opportunities**

\$726,494	Health Care Workforce Training Commission
\$21,500	Oklahoma Department of Mental Health and Substance Abuse Services - Retailer Compliance Checks
\$583,773	Oklahoma Department of Mental Health and Substance Abuse Services
\$272,206	Oklahoma Health Care Authority - SoonerQuit Provider Engagement
\$685,800	Oklahoma Hospital Association
\$1,500,000	Oklahoma State University Center for Health Sciences - Project ECHO
\$749,997	Oklahoma State University - CHS Medical Residencies
\$1,463,056	University of Oklahoma Health Sciences Center - OK LUNG SCAN
\$150,000	University of Oklahoma Health Sciences Center - Oklahoma Adult Tobacco Survey



## **\$348,000 Healthy Communities Incentive**

\$60,000	City of Chickasha
\$120,000	City of Del City
\$10,000	Town of Hulbert
\$22,000	Town of Langley
\$8,000	City of Prague
\$40,000	City of Purcell
\$36,000	City of Spencer
\$22,000	City of Stilwell
\$10,000	Town of Tamaha
\$10,000	City of Tuttle
\$10,000	City of Wilburton



## **\$579,000 Healthy Schools Incentive**

\$7,000	Alex Public Schools
\$10,000	Altus Early Childhood Center
\$16,000	Altus Elementary School
\$12,500	Altus High School
\$10,000	Altus Intermediate School
\$10,000	Altus Junior High



\$10,000 Altus Primary School  
 \$4,000 Ben Franklin: 6th and 7th Grade Academy (Muskogee)  
 \$6,000 Charter Oak Elementary School (Guthrie)  
 \$8,000 Comanche Middle School  
 \$10,000 Deer Creek Public Schools  
 \$4,000 Deer Creek Elementary School  
 \$60,000 Enid Public Schools  
 \$3,000 Finley-Reese Elementary (Wright City)  
 \$15,000 Jenks Middle School  
 \$7,500 L Mendel Rivers Elementary School (Altus)  
 \$100,000 Lawton Public Schools  
 \$15,000 LeFlore Public Schools  
 \$19,000 Lindsay Public Schools  
 \$20,000 McCloud Public Schools  
 \$17,000 Meeker Public Schools  
 \$7,500 Morrison Elementary School  
 \$5,000 Morrison High School  
 \$5,000 Morrison Middle School  
 \$20,000 North Rock Creek High School  
 \$7,000 Oklahoma School for the Blind  
 \$20,000 Oktaha Elementary School  
 \$3,000 Pershing Elementary School (Muskogee)  
 \$15,000 Red Oak Public Schools  
 \$60,000 Sand Springs Public Schools  
 \$15,000 Stillwater High School (Lincoln Academy)  
 \$5,000 Stillwater Junior High School  
 \$12,500 Stilwell High School  
 \$3,000 Stilwell Middle School  
 \$7,000 Stringtown Public Schools  
 \$15,000 Turkey Ford Public Schools  
 \$15,000 Tuskahoma Public Schools



#### **\$5,891,787 Healthy Living Program**

\$145,776 Canadian County Health Department  
 \$203,954 Cherokee County Health Services Council  
 \$210,127 Cherokee Nation Pubic Health (serving Adair County)  
 \$241,450 Comanche County Memorial Hospital  
 \$219,000 Gateway to Prevention and Recovery Inc. (serving Pottawatomie County)

\$201,930 Grand Nation Inc. (serving Craig County)  
 \$128,270 Great Plains Youth and Family Services (serving Caddo and Kiowa counties)  
 \$172,593 KI BOIS Community Action Foundation Inc. (serving Haskell County)  
 \$117,369 Kingfisher County Health Department (serving Blaine and Kingfisher counties)  
 \$177,939 Leflore County Youth Services, Inc.  
 \$209,851 Lincoln County Health Department  
 \$229,405 Mayes County HOPE Coalition  
 \$179,428 McClain-Garvin County Youth & Family Center (serving Garvin County) (DBA- Frontline Family Solutions)  
 \$226,789 Muskogee County Health Department  
 \$226,050 Norman Regional Health System (serving Cleveland County)  
 \$257,400 Norman Regional Health System (serving Grady County)  
 \$169,895 Norman Regional Health System (serving McClain County)  
 \$63,815 Nowata CAN Inc. (serving Nowata County)  
 \$398,000 Oklahoma City-County Health Department  
 \$244,920 Oklahoma State University (serving Creek County)  
 \$168,349 Oklahoma State University (serving Kay County)  
 \$257,400 Oklahoma State University (serving Payne County)  
 \$187,524 People Inc. (serving Sequoyah County)  
 \$213,840 ROCMND LLC Youth Services (serving Delaware County)  
 \$257,400 Rogers County Volunteers for Youth Inc.  
 \$236,608 Rural Health Projects Inc. (serving Garfield County)  
 \$397,000 Tulsa City-County Health Department  
 \$149,705 Wichita Mountains Prevention Network Inc. (serving Carter County)



#### **\$5,980,371 Oklahoma Tobacco Helpline**

\$780,371 University of Oklahoma Health Sciences Center – Helpline Oversight

\$5,200,000 University of Oklahoma Health Sciences Center – Helpline Caller Services provided by RVO



#### **\$2,108,773 Program Evaluation**

\$2,108,773 University of Oklahoma Health Sciences Center - Hudson College of Public Health



#### **\$13,430,000 Research**

\$2,880,000 Oklahoma Medical Research Foundation - Oklahoma Center for Adult Stem Cell Research  
 \$5,050,000 TSET Health Promotion Research Center  
 \$5,500,000 TSET Cancer Research Program at Stephenson Cancer Center



#### **\$95,474 SE Oklahoma Targeted Achievement**

\$95,474 KI BOIS Pittsburg County



#### **\$802,959 Technical Assistance, Training & Consulting**

\$250,000 BerryDunn McNeil & Parker  
 \$50,130 ChangeLab Solutions  
 \$231,704 Emory University  
 \$140,000 Onside Partners  
 \$131,125 Tigris Solutions, LLC



#### **\$1,120,000 TSET Successful Futures**

\$1,120,000 Oklahoma Association of Youth Services



#### **\$1,527,625 Youth Programs**

\$1,527,625 Rescue - Youth Advocacy and Education

# What Guides Us

## Mission

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

## Goals



### THE PUBLIC

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



### GRANTEES

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



### ECOSYSTEM PARTNERS

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



### OPERATIONS

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



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Julie Bisbee, Executive Director

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