



People do not make behavior choices in isolation, but rather in a larger, complex context that includes the family, community, and culture; the economy and physical environment; formal and informal government policy; and the prevailing legal atmosphere. Effective programs must address all the components that may influence the individual's behavior choices.

PREVENTION - RESEARCH - EMERGING OPPORTUNITIES

Current Program Grants – FY 2013

PREVENTION

TSET-funded prevention programs help fulfill the objectives of the *Oklahoma Health Improvement Plan (2008 S.J.Res 41)*.

Communities of Excellence in Tobacco Control

Thirty-three community coalitions serve 50 counties and one tribal nation, or about 85 percent of the state's population. Community grantees work with schools, businesses, health care providers, community leaders, and other partners to promote effective policies and programs to reduce tobacco use at the local level. **FY 13 budget: \$6 million**

Communities of Excellence in Nutrition and Fitness

Fifteen community coalitions serve 21 counties or about 55 percent of the state's population. In this newly launched grant program, community grantees are conducting community assessments and working with schools, businesses, community leaders and other partners to create environments that increase healthy eating and physical activity, and decrease obesity. **FY 13 budget: \$2.4 million.**

Healthy Communities and Healthy Schools Incentive Grants

TSET offers Incentive grants to cities and school districts that have met certain criteria associated with the Certified Healthy Oklahoma program (administered by the State Department of Health, State Chamber and Academy for State Goals) If awarded, grant funds may be applied to a variety of projects to promote health in communities and schools. **FY 13 budget: \$2.4 million.**

Oklahoma Tobacco Helpline (1-800-QUIT-NOW)

The Helpline provides free telephone- and web-based cessation “coaching” and free nicotine patches, gum or lozenges. The Helpline is funded by TSET, the Oklahoma State Department of Health (OSDH), Oklahoma Employees Group Insurance Board (EGID), and with federal funding from Oklahoma Health Care Authority and the Centers for Disease Control and Prevention (CDC). **FY13 budget: \$5 million.**

Tobacco Cessation Systems

The Oklahoma Hospital Association, Department of Mental Health and Substance Abuse Services, and Health Care Authority, integrate tobacco dependence treatment in hospitals and health systems, including mental health and substance abuse treatment, and into health provider practices. **FY13 budget: \$775,000.**

Health Communications

When combined with other programs, mass media campaigns are proven to be one of the most effective strategies to promote healthy behaviors. TSET and OSDH partner to educate Oklahomans and promote health through the **Tobacco Stops With Me, SoonerQuit**, and **Shape Your Future** campaigns, which encourage eating better, moving more, and being tobacco-free. **FY 13 budget: \$7.3 million.**

Oklahoma Tobacco Settlement Endowment Trust Current Program Grants – FY 2013

Technical Assistance and Training

To leverage federal and state resources, avoid duplication, and promote progress toward objectives, TSET works with the OSDH Center for the Advancement of Wellness, and the Turning Point Initiative to provide technical assistance and training for TSET grantees. **FY13 budget: \$1.2 million.**

Evaluation

TSET-funded programs are externally evaluated by the Oklahoma Tobacco Research Center, and the Oklahoma State University, Department of Nutritional Sciences. **FY13 budget: \$560,000.**

RESEARCH

Stephenson Cancer Center is home to two TSET-funded research initiatives: **TSET Cancer Research Program (TCRP)** and the **Oklahoma Tobacco Research Center (OTRC)**. Created in January 2012 with TSET funding of \$30.2 million over five years, the TCRP supports a Phase I Clinical Trials Program, recruits scientists to Oklahoma, awards research grants to Oklahoma scientists in a variety of institutions, and leverages funds to advance cancer research in Oklahoma. The OTRC was created in FY 08 with TSET funding of \$5 million over six years. The OTRC funds researchers from institutions and organizations throughout Oklahoma to conduct behavioral and biomedical research in cancer and tobacco-related diseases. These investments move the Cancer Center closer to earning a “comprehensive cancer center” designation from the National Cancer Institute and opening the door to significant external resources to support cancer research. **FY 13 budget: \$6.8 million.**

Oklahoma Center for Adult Stem Cell Research (OCASCR). Established in FY10 with TSET funding of \$5.5 million over the five-and-a-half-years, OCASCR promotes research in the emerging field of adult stem cell research by awarding research grants to Oklahoma scientists, recruiting scientists to the state, and conducting public education. Funding was increased in November 2011 to \$2 million per year for the remainder of the 5 year grant. OCASCR is collaboratively governed by the Oklahoma Medical Research Foundation, University of Oklahoma and Oklahoma State University. **FY13 budget: \$2 million.**

EMERGING OPPORTUNITIES

Unsolicited Proposals. To address emerging opportunities to promote health in Oklahoma, unsolicited proposals are accepted for a limited time each year. Proposals may be related to any of the TSET purposes identified in the Constitutional amendment. For example, the TSET board of directors awarded funding to help recruit more primary care physicians to rural areas. Under the program with the Physician Manpower Training Commission and the Oklahoma Health Care Authority, doctors who establish a practice in rural underserved areas for two to four years and serve Medicaid patients may receive up to \$160,000 in funding to help pay off their student loans. **FY13 budget: \$750,000.**

Conference Sponsorships. Conference sponsorships are available for statewide training events to educate and build capacity among Oklahomans for the purpose of improving the health of every Oklahoman. **FY13 budget: \$50,000.**

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