

Past, Present & Future

25 Years of the Tobacco
Settlement Endowment Trust



TSET

**TOBACCO SETTLEMENT
ENDOWMENT TRUST**

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Celebrating 25 Years of Health and Progress

2025 marks a quarter century since the people of Oklahoma established the Tobacco Settlement Endowment Trust (TSET) to create healthier lives for all Oklahomans.

TSET was founded on a bold vision: tackle Oklahoma's leading causes of death — cancer and cardiovascular disease — by addressing the root causes of tobacco use and obesity.

Together, we've accomplished so much. Oklahoma's adult smoking rate has fallen from 28.6% in 2001 to 15.8% in 2023, reflecting the power of programs like the Oklahoma Tobacco Helpline.

TSET has also championed healthier lifestyles through nutrition, physical activity and wellness initiatives while funding life-saving research and empowering communities with grants.

As we celebrate this silver anniversary, we honor TSET's unique constitutional model that safeguards resources for future generations. This innovative approach allows us to address today's challenges while preparing for what's ahead.

We remain committed to our mission while adapting to meet Oklahoma's evolving needs. Thank you for your partnership as we continue building a healthier future together.

With gratitude,



Julie Bisher
EXECUTIVE DIRECTOR, TSET

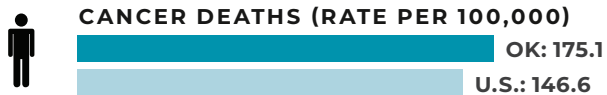
Health Indicators

America's Health Rankings report is built on the definition of health: "Health is a state of complete physical, mental and social wellbeing — not merely the absence of disease." Oklahoma ranks 47th in overall health, 39th in tobacco use, 48th in obesity and 43rd in cardiovascular diseases.

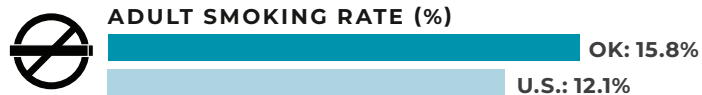
OK U.S.



CDC BRFSS Data, 2023



CDC BRFSS Data, 2023



CDC BRFSS Data, 2023



CDC BRFSS Data, 2023



Americas Health Rankings Annual Report, 2023

TSET's mission is to improve the health of all Oklahomans by addressing the most common causes of disease and death. 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 preventable deaths in Oklahoma.



Measures of Progress

TSET's efforts to encourage Oklahomans to eat better and live active, tobacco-free lifestyles are shaping a healthier, more prosperous state.



Adult smoking prevalence has fallen from **28.6%** to **15.8%** since 2001.



TSET's investment attracted nearly **\$757 million** in additional research funding.



More than **600,000** registrations to the Oklahoma Tobacco Helpline since its creation in 2003.



Through the Physician Loan Repayment Program, **120 physicians** have been placed in medically underserved areas of Oklahoma.

25 Years of TSET



NOVEMBER 1998

A Landmark case

In a historic moment for public health, the attorneys general for 46 states, including Oklahoma, sign the **Master Settlement Agreement** with four major tobacco companies. This groundbreaking agreement restricts cigarette advertising, particularly to youth, makes industry documents public, creates a national organization to reduce smoking and requires companies to make annual payments to the settling states for as long as cigarettes are sold in the U.S.

NOVEMBER 2000

The People's Trust

Oklahoma voters overwhelmingly approve a constitutional amendment to create TSET. While other states rolled payments into general spending, **Oklahoma establishes a permanent trust to ensure health improvements and benefit generations to come.** This approach set Oklahoma apart from other states, guaranteeing tobacco settlement funds would forever serve the health of Oklahomans.

2001-2002

Building the Foundation

The TSET Board of Directors meets for the first time, convened by Oklahoma Attorney General Drew Edmondson, who played an instrumental role in the Master Settlement Agreement. The first funds are deposited, and the Board develops a strategic plan to fulfill TSET's 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."**



2003-2006

Creating Change

FY 2003-FY 2004

TSET launches its flagship program, the **Oklahoma Tobacco Helpline**, providing free cessation services to all Oklahomans. The impact is immediate, with residents from 73 counties registering in the first year alone. TSET partners with the American Legacy Foundation to launch the truth® campaign, targeting youth ages 12-17.

FY 2005-FY 2006

In 2005, the Helpline begins offering free nicotine replacement patches, gum and lozenges. TSET launches Communities of Excellence in 20 communities with tobacco prevention and cessation programs. By 2006, cigarette smoking declines by more than **31%** among Oklahoma high school students, and more than **42%** among middle school students compared to 1999 levels.

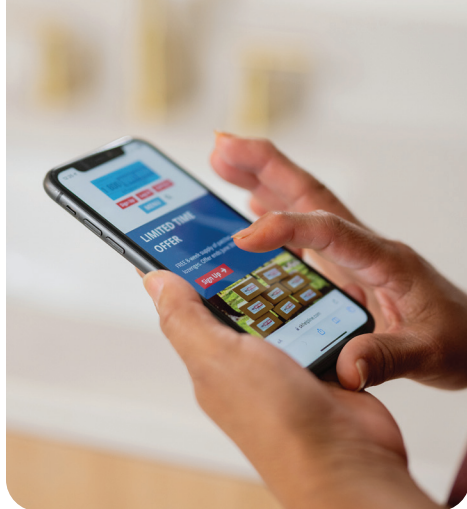


2007-2012

Building Success

FY 2007-FY 2008

TSET launches **Tobacco Stops With Me**, Oklahoma's first tobacco prevention education program, and funds the Oklahoma Tobacco Research Center. Helpline services expand to meet increasing demand — more than **24,000** registrations from all 77 counties.



FY 2009-FY 2010

Oklahoma moves from 41st to **13th nationally in tobacco prevention funding** and **adult smoking rates fall below 25%**. TSET establishes the Oklahoma Center for Adult Stem Cell Research to advance the understanding and application of adult stem cells to treat diseases and repair damaged tissues.

FY 2011-FY 2012

TSET launches **Shape Your Future** and expands Communities of Excellence to address obesity prevention through 33 grants. The **TSET Healthy Incentive Grants** program begins with 14 communities, and support for rural physician placement is established. State properties become tobacco-free by executive order.

2013-2018

Making an Impact

FY 2013-FY 2014

Thanks to TSET's efforts, cigarette consumption in Oklahoma dropped significantly—from 108.1 packs per person in 2001 to **71.3 packs** per person in 2013. More than **40%** of Oklahoma youth identify as “committed nonsmokers,” up from 25.5% in 1999. TSET Healthy Incentive Grants expand to schools across the state, and Oklahoma drops to 39th in the nation for adult smokers, down 8 spots from the year before.

FY 2015-FY 2016

The American Journal of Preventative Medicine features Oklahoma's tobacco control success. The **TSET Healthy Living Program** launches with \$14 million in community grants. Shape Your Future introduces the Rethink Your Drink campaign promoting water over sugar-sweetened beverages, especially for children.



FY 2017-FY 2018

Independent research shows Oklahoma's smoking rates falling **10 times faster** than comparable states. The TSET Phase I Program for early clinical trials launches at Stephenson Cancer Center. The **TSET Healthy Living Program** helps pass more than 1,500 health-promoting policies in the two years since inception.

Strategic Growth

FY 2019-FY 2020

A \$1 per pack cigarette price increase drives Helpline registration enrollment up **87%**. Federal and state laws raise the tobacco purchase age to 21 — a big win for public health — and TSET unveils a bold plan to cut the adult smoking rate in half if implemented. TSET funds **Food Systems Impact Grants** to improve food access across the state.



FY 2021-FY 2022

TSET increases its efforts to educate the public with the launch of the **TSET Better Health Podcast** and the **TSET Healthy Youth Initiative**, using public health messaging, youth-led advocacy programs and character-building education to encourage young Oklahomans to live healthier lives. TSET launches new media campaigns for youth health education. The **Physician Loan Repayment Program** reaches 500,000 patient visits.



2023-BEYOND

Celebrating Excellence

For 25 years, TSET has been a leader in funding programs designed to address Oklahoma's most pressing health challenges. TSET recently expanded its impact through new initiatives, including **TSET Discovery Grants**, **TSET Built Environment Grants**, **Targeted Achievement Grants** and the **TSET Successful Futures Program**. TSET also provides grants to the Oklahoma State Department of Education for

online health modules and funds Oklahoma State University's expansion of Project ECHO, a rural health program. A Stephenson Cancer Center mobile lung cancer screening bus, launched in February 2025 thanks to **\$1.7 million from TSET**, will provide access to life-saving screenings across the state.

Looking ahead, TSET remains committed to improving the health and quality of life of all Oklahomans and creating lasting, positive change.

“TSET has likely touched every Oklahoman’s life in some way. We help people quit tobacco through the Oklahoma Tobacco Helpline and have brought doctors to rural areas — conducting over 665,000 patient visits. We’re also building playgrounds and walking trails, funding cancer research trials and providing parents and teachers to talk about tobacco and make Oklahoma healthier.”

KENNETH ROWE
TSET Board of Directors - Chair



“We chose programs that would get the most bang for our buck and one of the first was the “quitline” or “helpline” as it’s called now — which could have a statewide impact, would give people the opportunity to call in, get a counselor and help them stop smoking.”

SUSAN WALTERS BIZE
TSET Founding Board Member

“TSET gave our state government an outlet to share valuable information with our residents about the effects of smoking and obesity. Ultimately, residents have the right to do with that knowledge what they wish, but there is no doubt that TSET has saved lives.”



DAVID HOLT
Oklahoma City Mayor

“Lifestyle changes, obesity, smoking, lack of exercise, all these things now can be addressed, with smoking, obviously, as the number one focus in a perpetual fund.”

FRANK KEATING
Former Governor of Oklahoma



“Having support from the Oklahoma Tobacco Helpline was instrumental to my success in being able to quit smoking.”

SHAUN
Perkins, OK

Mission Statement

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.

Vision

Improving the health of every Oklahoman.

Cost Statement

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