



## STATE OF OKLAHOMA

**For Immediate Release:** June 2, 2004  
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### **TOBACCO SETTLEMENT ENDOWMENT ANNOUNCES APPLICANT WORKSHOPS FOR COMMUNITY-BASED TOBACCO CONTROL GRANTS**

The Oklahoma Tobacco Settlement Endowment Trust (TSET) Board of Directors has announced applicant workshops for those seeking to qualify for the first major community-based program to reduce tobacco use in the State of Oklahoma. According to nationally-recognized best practices, comprehensive community-based programs are essential to effectively reduce tobacco use and involve all sectors of the community including health systems, schools, businesses, faith-based organizations, civic organizations, and other community partners.

The Endowment Trust's Board of Directors has authorized \$1.5 million to fund up to 20 county or tribal coalitions at \$75,000 each during a one-year planning phase of this new grant program. Following the planning year, increasing amounts will be made available for implementation as the endowment's earnings grow over time.

A Request for Proposals (RFP) for this new grant program was released last week and closes on August 12, 2004. Copies of the RFP and the required application forms are available from the Oklahoma Department of Central Services, Central Purchasing Division or can be downloaded from the internet at [http://www.dcs.state.ok.us/OKDCS.NSF/htmlmedia/itb\\_s\\_rfp\\_s.html](http://www.dcs.state.ok.us/OKDCS.NSF/htmlmedia/itb_s_rfp_s.html) (RFP number 0920000001).

The applicant workshops for this grant program will be conducted at the following times and locations:

<b>June 15, 2004 - 10:00 a.m.</b> Metro Tech, Big Dipper Room 1900 Springlake Drive Oklahoma City, OK	<b>June 16, 2004 - 10:00 a.m.</b> Indian Capital Technology Center, Room 500 2403 N 41 <sup>st</sup> Street E Muskogee, OK
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Attendance at one of these two workshops by a representative of a county or tribal coalition is required in order to be eligible to apply for this grant program. During the applicant workshops, potential applicants may ask any questions that their coalition may have about the grant program or the procedures to apply. The workshop will open with a formal pre-bid conference conducted by the Department of Central Services, Central Purchasing Division. The applicant workshop will also provide an opportunity for discussion of the goals, specifications, and expectations of the program.

(more)

Created by a constitutional amendment approved by a two-to-one margin by Oklahoma voters in November 2000, the Tobacco Settlement Endowment Trust (TSET) is considered a long-term approach for ensuring Oklahoma's tobacco settlement funds are secure, allowed to grow over time, and are always used for appropriate purposes.

As specified in the Oklahoma Constitution, only the earnings from the endowment may be spent. For at least the next three to five years, the Endowment Trust's Board of Directors intends to focus all available earnings on proven tobacco use prevention and cessation programs. The Board of Directors has currently authorized funds for the following programs:

- \$1.5 million for planning grants to county and tribal coalitions for comprehensive community-based programs. Additional funding will be available in subsequent years to allow those coalitions to implement their plans.
- \$1.9 million for the Oklahoma Tobacco Helpline (1-866-PITCH-EM) to handle increased calls from people wishing to quit smoking or using other tobacco products, and to provide nicotine replacement therapy for a limited number of the uninsured callers who enroll in the intensive counseling program after January 1, 2005.
- \$680,000 for counter-marketing media campaigns that have proven to be effective in preventing young people from starting to smoke. The funds are matched dollar-for-dollar by the American Legacy Foundation.

The Board will soon consider the release of another (RFP) for tobacco prevention and cessation grants that target specific populations using both science-based and innovative approaches.

“Thanks to the strong vision and commitment of the Board of Directors, Oklahoma is in the elite group of states that are doing the right thing with the tobacco settlement funds, to improve the health of all Oklahomans,” said Tracey Strader, Executive Director of the Oklahoma Tobacco Settlement Trust.

Although it is not necessary to pre-register for the applicant workshops, advance registration is appreciated. To pre-register, please call 405-271-9313. For additional information, visit the TSET website at [www.tobaccosettlement.state.ok.us](http://www.tobaccosettlement.state.ok.us).

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