

# STRATEGIC PLAN

## PROGRAM PRIORITIES

FY 2012-2016

### PREVENTION

- Tobacco Control
- Nutrition & Fitness

### RESEARCH

### EMERGING OPPORTUNITIES

## GOALS & OBJECTIVES

**Improve the overall health of Oklahomans by reducing the use of tobacco.**

- Increase serious quit attempts from 58.8% to 65% of current adult smokers by 2016.
- Reduce the rate of tobacco consumption per capita in Oklahoma from 79.0 to below the national rate of 62.1 by 2016.
- Reduce smoking prevalence in Oklahoma from 25.5% to below the national average of 20.6% by 2016.

**Improve nutrition and fitness among Oklahomans.**

- Increase the prevalence of Oklahomans who participate in physical activity from 68.6% to 71.5% for adults and from 47.4% to 52.1% for high school youth by 2016.
- Increase the prevalence of Oklahomans who consume five or more servings of vegetables and fruit a day from 14.6% to 19% for adults and from 14.8% to 19% for high school youth by 2016.
- Maintain the prevalence of obesity among Oklahomans at no higher than current levels of 32% for adults and 14.1% for adolescents by 2016.

**Support cutting-edge research with a focus on cancer and tobacco-related diseases.**

*Oklahoma Tobacco Research Center (OTRC) within the Stephenson Oklahoma Cancer Center*

- Initiate five new Phase I Clinical Trials in tobacco related cancers by 2016.
- Obtain five new externally funded research grants as a result of OTRC activities by 2016.

*Oklahoma Center for Adult Stem Cell Research*

- Recruit five new scientists who study adult stem cells to Oklahoma between 2010 and 2016.

**Address emerging opportunities that promote health in Oklahoma, primarily through tobacco control, or nutrition and fitness.**

- Annually accept unsolicited proposals based on published granting criteria.



**TSET**

**BETTER  
LIVES  
THROUGH  
BETTER  
HEALTH**



## VISION

To Improve the Health of Every Oklahoman

## MISSION

The mission of TSET, the *Tobacco Settlement Endowment Trust*, is 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.

## VALUES & BEHAVIORS

- To encourage programs and initiatives that are based on the best research available, follow practices with proven results, and provide the best opportunity for success.
- To explore emerging opportunities that encourage creative and innovative approaches.
- To work cooperatively with other public and private organizations and funders to support joint efforts that will use funds efficiently, avoid duplication, minimize administrative expense, and provide the opportunity for sustained activity.
- To plan and encourage community-based comprehensive services for urban and rural areas of Oklahoma.
- To require measurable outcomes and appropriate evaluation of programs.
- To make funding decisions based on the priorities of the Board and the merits of the proposal, and the best interest of the people of Oklahoma.
- To encourage grantees to leverage additional resources through partnerships, grants, and other monetary and in-kind commitments.