

Strategic Plan

PROGRAM PRIORITIES · FY 2008-2012

TOBACCO CONTROL

NUTRITION AND FITNESS

EMERGING OPPORTUNITIES

Goals & Objectives

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

- Cover 85% of the state's population through community-based tobacco control programs by 2012
- Consistently rank among the top five states in percentage of smokers served by the Helpline by 2012
- Implement an effective multimedia campaign consistent with best practices annually
- Reduce smoking prevalence to below the national average by 2012
- Monitor effectiveness of grant to Oklahoma Tobacco Research Center annually

Improve nutrition and fitness among
Oklahomans

- Research evidence-base and best practices
- Engage key stakeholders and develop a plan for TSET's involvement

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

- Initiate a process for receiving unsolicited proposals based on published granting criteria
- Review and evaluate requests and make awards annually

Vision

Improving the Health of Every Oklahoman

Mission

The mission of the Board of Directors of the Tobacco Settlement Endowment Trust fund 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 and 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 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 best opportunity for sustained activity.

To plan and encourage community-based comprehensive services for all areas of Oklahoma, including urban and rural communities.

To require measurable outcomes, appropriate evaluation, and annual evaluation reporting of all funded programs.

To make funding decisions based on the priorities of the Board and the merits of the proposal, independent of political influence and conflict of interest.

To encourage grantees to match grant monies awarded with monetary commitments and in-kind matches.

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