



STRATEGIC PLAN FY 2012-2016

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.*

PROGRAM PRIORITIES FY 2012-2016:

Prevention

Research

Emerging Opportunities

Prevention – Tobacco Control

Improve the overall health of Oklahomans by preventing and reducing the use of tobacco.

Objectives:

- Increase serious quit attempts from 58.8 percent to 65 percent of current adult smokers by 2015.
- Reduce the rate of tobacco consumption per capita in Oklahoma from 79.0 packs to below the national rate of 62.1 packs by 2015.
- Reduce smoking prevalence in Oklahoma from 25.5 percent to below the national average of 20.6 percent by 2015.

Action Plans:

- Expand Community-Based Programs
- Expand Tobacco Dependence Treatment
- Implement Effective Health Communications Interventions

Prevention – Nutrition and Fitness

Improve nutrition and fitness among Oklahomans

Objectives:

- Increase the prevalence of Oklahomans who participate in physical activity from 68.6 percent to 71.5 percent for adults and from 47.4 percent to 52.1 percent high school youth by 2015.
- Increase the prevalence of Oklahomans who consume five or more servings of vegetables and fruit a day from 14.6 percent to 19 percent for adults and from 14.8 percent to 19 percent for high school youth by 2015.
- Maintain the prevalence of obesity among Oklahomans at no higher than current levels of 32 percent for adults and 14.1 percent for adolescents by 2015.

Action Plans:

- Establish Community-Based Programs
- Establish Statewide Program Grants
- Implement Effective Health Communications Interventions

Research

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

Objectives: Stephenson Cancer Center --TSET Cancer Research Program (TCRP) and Oklahoma Tobacco Research Center (OTRC)

- Double the number of active Phase I clinical trials in cancer treatment from eight to 16 by 2016.
- Recruit 10 Oklahoma TSET Cancer Research Scholars by 2016.
- Meet all qualifications and submit an application to become a National Cancer Institute-designated Cancer Center by 2016.
- Obtain five new externally funded research grants as a result work at the OTRC by 2016.

Objectives: Oklahoma Center for Adult Stem Cell Research (OCASCR)

- Recruit five new scientists who study adult stem cells by 2016.
- Award 22 new adult stem cell projects by 2016.

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Emerging Opportunities

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

Objective:

- Annually accept unsolicited proposals based on published granting criteria

Action Plan:

- Continue to raise awareness of TSET's unsolicited proposals process and work with potential applicants to assure that proposals address emerging opportunities to promote health in Oklahoma, and include leveraged resources and collaborations.

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 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 make funding decisions based on the best interests of the people of Oklahoma and the merits of the proposals.
- To encourage grantees to leverage additional resources through partnerships, grants and other monetary and in-kind contributions.



For more information, contact Julie Bisbee, Public Information and Outreach Officer or Tracey Strader, Executive Director, Oklahoma Tobacco Settlement Endowment Trust, (405) 521-3888, toll-free (866) 530-TSET, www.tset.ok.gov.

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