



Current Program Grants -- FY2010

“People do not make behavior choices in isolation, but rather in a larger, complex context that includes the family, community, and culture; the economy and physical environment; formal and informal government policy; and the prevailing legal atmosphere. Programs to reduce tobacco use will be most effective if they address all the components that may influence the individual’s behavior choices”

-- 2000 Surgeon General’s Report, Reducing Tobacco Use

Communities of Excellence in Tobacco Control. Twenty-four community coalitions have been funded to implement comprehensive programs in 38 counties and two tribal nations, or about 70% of the state’s population. Community grantees work with schools, businesses, health care providers, community leaders, and other partners to promote effective policies and programs to reduce tobacco use at the local level. The FY10 budget is \$4.7 million.

Addressing Tobacco in Specific Populations. Three grantees have been funded to serve populations at high risk for tobacco use and tobacco related disease, including college students, the deaf and hard of hearing, and Oklahomans living in low income housing. The FY10 budget for these grants is \$300,000.

Oklahoma Tobacco Helpline (1-800-QUIT-NOW). Launched in August 2003, the Helpline provides a series of free telephone-based tobacco cessation “coaching” sessions and free nicotine patches or gum. As funds have become available the budget has increased each year to meet the growing demand. The FY10 Helpline budget of \$5 million utilizes a combination of \$3.85 million in TSET funds and \$1.15 million in funds from the Oklahoma State Department of Health and Centers for Disease Control and Prevention.

Tobacco Cessation Systems. The Oklahoma Insurance Department, Oklahoma Hospital Association, Oklahoma Department of Mental Health and Substance Abuse Services, and Oklahoma Health Care Authority have recently been awarded grants to promote insurance coverage of tobacco cessation, promote tobacco cessation systems through hospitals and health systems, integrate tobacco dependence treatment within mental health and substance abuse programs, and within health care settings serving pregnant women, respectively. The FY10 budget for these grants is approximately \$666,000.

Youth Access to Tobacco. The Oklahoma Department of Mental Health and Substance Abuse Services was recently awarded a three year grant to expand its program with the ABLE Commission in which tobacco retailers are checked for compliance with the Youth Access to Tobacco Act. This grant will prepare Oklahoma to receive federal funds from the Food and Drug Administration as the FDA begins its new role of authority over tobacco products. If the rate of compliance among Oklahoma retailers does not remain above 80% the ODMHSAS could lose federal block grant funding. The FY10 budget is \$187,000.

Tobacco Control Public Education Health Communications. When combined with other programs, mass media campaigns have proven to be one of the most effective strategies to prevent tobacco use, promote quitting, and reduce exposure to secondhand smoke. The **Tobacco Stops With Me** campaign highlights the ways tobacco use and secondhand smoke impacts the lives of Oklahomans and what people can do to reduce the burden of tobacco in our state. Additional support is provided to a national *BecomeAnEx.org* campaign and to promote the Oklahoma Tobacco Helpline locally. The total FY10 budget is \$4.22million.

Oklahoma Tobacco Settlement Endowment Trust Current Program Grants -- FY2010

Tobacco Control Evaluation. A rigorous external evaluation of TSET-funded tobacco control programs is conducted by the University of Oklahoma College of Public Health, Department of Biostatistics and Epidemiology. The FY 10 budget for evaluation is \$711,000.

Tobacco Control Technical Assistance and Training. To leverage federal and state resources, avoid duplication, and promote progress toward objectives, TSET has partnered with the Oklahoma State Department of Health, Tobacco Use Prevention Service, to provide coordination, training and technical assistance for tobacco control grantees. The FY10 budget for this “State Program Office” is \$467,000.

Research.

The *Oklahoma Tobacco Research Center (OTRC)*, a program of the OU Cancer Institute, was funded in FY07 to provide research to identify, evaluate, and disseminate best practices in tobacco control; translating research to practice in Oklahoma. After having completed a two year planning phase, a three year implementation phase has begun in FY10. The FY10 funding is \$1.11 million.

In FY09, TSET earmarked \$5.5 million for *Adult Stem Cell Research* over a five year period. A planning process is currently underway to create an *Oklahoma Center for Adult Stem Cell Research (CASCR)* with the anticipation of grant funding in FY2010. The FY10 budget is \$500,000.

Fitness and Nutrition. In FY09 the Indian Health Care Resource Center was awarded grant funding through the unsolicited proposals process to address tobacco, fitness, and nutrition. The program utilizes the Coordinated Approach to Child Health (CATCH) program, community gardens, and similar approaches in twelve schools in Tulsa County. A strategic planning process is being conducted to prepare for additional funding of fitness and nutrition programs in FY11. The FY10 budget for this grant is \$339,000.

Unsolicited Proposals. To address emerging opportunities to promote health in Oklahoma, TSET has initiated a process for accepting unsolicited proposals related to any of the purposes identified in the Constitutional amendment. Applicants must have direct third party funding for at least 50% of the proposed project. The FY10 budget for unsolicited proposals is \$500,000.

Conference Sponsorships. Conference sponsorships are available for statewide training events to educate and build capacity among Oklahomans for the purpose of improving the health of every Oklahoman. The FY10 budget is \$50,000.