



*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. Effective programs must address all the components that may influence the individual's behavior choices.*

## **PREVENTION - RESEARCH - EMERGING OPPORTUNITIES**

### **Current Program Grants – FY 2012**

#### **PREVENTION**

**Communities of Excellence in Tobacco Control.** Thirty-four community coalitions serve 51 counties and one tribal nation, or about 85% 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. FY12 budget \$6.06 million.

**Addressing Tobacco in Specific Populations.** Two grantees address tobacco use among college students and those living in low income multi-unit housing. FY12 budget \$200,000.

**Oklahoma Tobacco Helpline (1-800-QUIT-NOW).** The Helpline provides free telephone-based cessation “coaching” and free nicotine patches or gum. The Helpline is collaboratively funded by TSET, the Oklahoma State Dept. of Health (OSDH), OSEEGIB and the CDC. FY12 budget \$5 million. .

**Tobacco Cessation Systems.** The Insurance Department, Hospital Association, Health Care Authority, and Department of Mental Health and Substance Abuse Services (DMHSAS) promote insurance coverage for tobacco cessation, and integrate tobacco dependence treatment in hospitals and health systems, including mental health and substance abuse. FY12 budget \$770,000.

**Youth Access to Tobacco.** DMHSAS works with the ABLE Commission to check tobacco retailers for compliance with the Youth Access to Tobacco Act. An application has been submitted to the FDA to cover these enforcement efforts beginning October 2011. If the rate of compliance among Oklahoma retailers does not remain above 80% the DMHSAS could lose federal block grant funding. FY12 budget \$67,000.

**Communities of Excellence in Nutrition and Fitness.** Fifteen community coalitions serve 21 counties or about 55% of the state's population. Community grantees will work with schools, businesses, community leaders and other partners to increase access to healthy eating and physical activity for Oklahomans. FY 12 budget \$1.05 million.

**Emerging Opportunities Grantee.** In FY09 the Indian Health Care Resource Center was awarded grant funding through TSET's unsolicited proposals process to address fitness, nutrition, and tobacco. The project utilizes the Coordinated Approach to Child Health (CATCH) program, community gardens, and similar approaches in twelve schools in Tulsa County. FY12 budget \$171,000.

## Oklahoma Tobacco Settlement Endowment Trust Current Program Grants – FY 2012

**Certified Healthy Communities – Incentive Grants.** Communities that achieve basic, merit, or excellence levels of certification under the OSDH Certified Healthy Communities program may also be eligible for incentive grants from TSET. Grant funds may be applied to a variety of criteria to promote health in local communities. Application guidelines and deadlines will be published in September 2011 for initial awards to be made in FY 2012. FY 12 budget \$1 million.

**Health Communications.** When combined with other programs, mass media campaigns have proven to be one of the most effective strategies to promote healthy behaviors. TSET and the Oklahoma State Department of Health (OSDH) partner to educate Oklahomans and promote health through the **Tobacco Stops With Me** and **Shape Your Future** campaigns, which encourage eating better, moving more, and being tobacco-free. FY12 budget \$5.3 million in TSET funds.

**Technical Assistance and Training.** To leverage federal and state resources, avoid duplication, and promote progress toward objectives, TSET works with the OSDH, Tobacco Use Prevention Service, Strong and Healthy Oklahoma Division, and Turning Point Initiative to facilitate variety of experts and organizations to provide training and technical assistance for TSET grantees. FY12 budget \$935,000.

**Evaluation.** TSET-funded tobacco control and nutrition and fitness programs are externally evaluated by the University of Oklahoma College of Public Health, Department of Biostatistics and Epidemiology, and the Oklahoma State University, Department of Nutritional Sciences, respectively. FY12 budget \$636,000.

### RESEARCH

**Oklahoma Tobacco Research Center (OTRC).** Created in FY08 with TSET funding of \$5 million over six years, the OTRC is a program of the Peggy and Charles Stephenson Oklahoma Cancer Center. The OTRC funds investigators from institutions and organizations throughout Oklahoma to conduct behavioral and biomedical research in cancer and tobacco-related diseases. This work moves the Cancer Center closer to earning a “comprehensive cancer center” designation from the National Cancer Institute. Plans are underway to add Phase I clinical trials if additional funding is made available. FY12 budget \$1million.

**Oklahoma Center for Adult Stem Cell Research (OCASCR).** Established in FY10 with TSET funding of \$5.5 million over five and one-half years, OCASCR promotes research in the emerging field of adult stem cell research by awarding research grants to Oklahoma scientists, recruiting scientists to the state, and conducting public education. OCASCR is collaboratively governed by the Oklahoma Medical Research Foundation, University of Oklahoma and Oklahoma State University. FY12 budget \$1million.

### EMERGING OPPORTUNITIES

**Unsolicited Proposals.** To address emerging opportunities to promote health in Oklahoma, unsolicited proposals are accepted for a limited time each year. Proposals may be related to any of the TSET purposes identified in the Constitutional amendment. To leverage additional resources, TSET funds up to 50% of the project. FY12 budget \$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. FY12 budget \$50,000.

*For more information, contact Sjonna Paulson, Director of Communications or Tracey Strader, Executive Director, Oklahoma Tobacco Settlement Endowment Trust, (405) 521-3888, toll-free (866) 530-TSET, [www.tset.ok.gov](http://www.tset.ok.gov).*