

The Importance of Physical Activity

October 7, 2025



Agency Mission

The mission of the Oklahoma Tobacco Settlement Endowment Trust is to:



IMPROVE HEALTH AND
QUALITY OF LIFE



PROVIDE ACCOUNTABLE
PROGRAMS AND SERVICES



ADDRESS THE HAZARDS OF
TOBACCO USE AND
OTHER HEALTH ISSUES

Agency History



Oklahoma Tobacco Settlement Endowment Trust (TSET)

Created by voters in 2000



Endowment trust established with payments from the 1998 Master Settlement Agreement between 46 states and the tobacco industry

Only constitutionally protected endowment of its kind

#1

3

BEHAVIORS



4

CONDITIONS



58

% DEATHS



3 Behaviors



POOR DIET

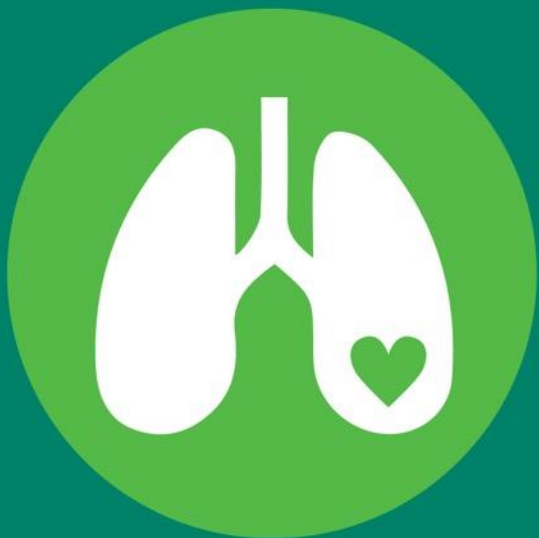


TOBACCO USE



SEDENTARY LIFESTYLE

4 Conditions



LUNG DISEASE



HEART DISEASE
& STROKE



CANCER



DIABETES

That Cause

A green silhouette of the state of Oklahoma. Inside the silhouette, the text "58%" is written in large, white, sans-serif font.

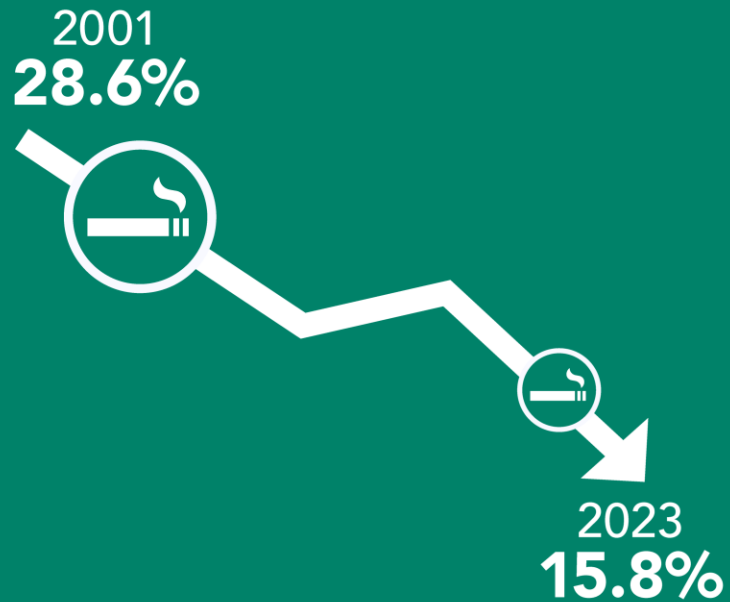
58%

of Deaths in Oklahoma

INCLUDING MANY PREMATURE DEATHS

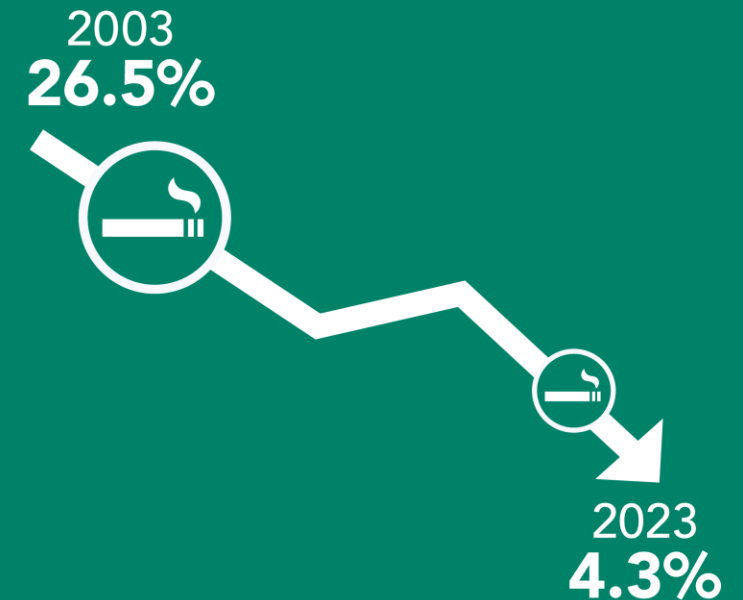
The Good News: TSET-Funded Programs Get Results

15.6%
ADULT SMOKING
PREVALENCE



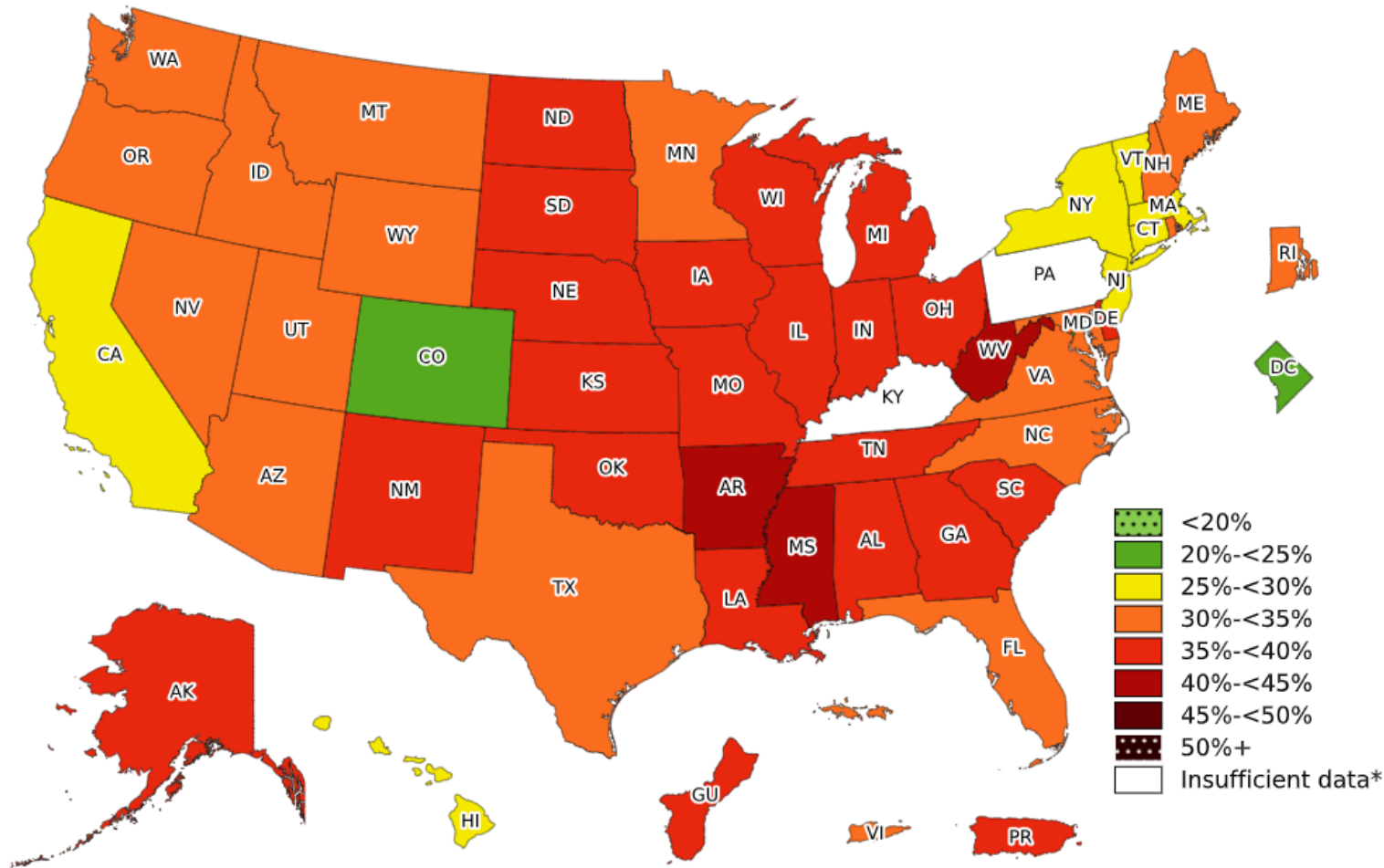
MORE THAN
600,000
registrations to the
Oklahoma Tobacco Helpline
SINCE 2003

4%
YOUTH SMOKING
PREVALENCE



Prevalence of Obesity Based on Self-Reported Weight and Height Among US Adults by State and Territory, BRFSS, 2023

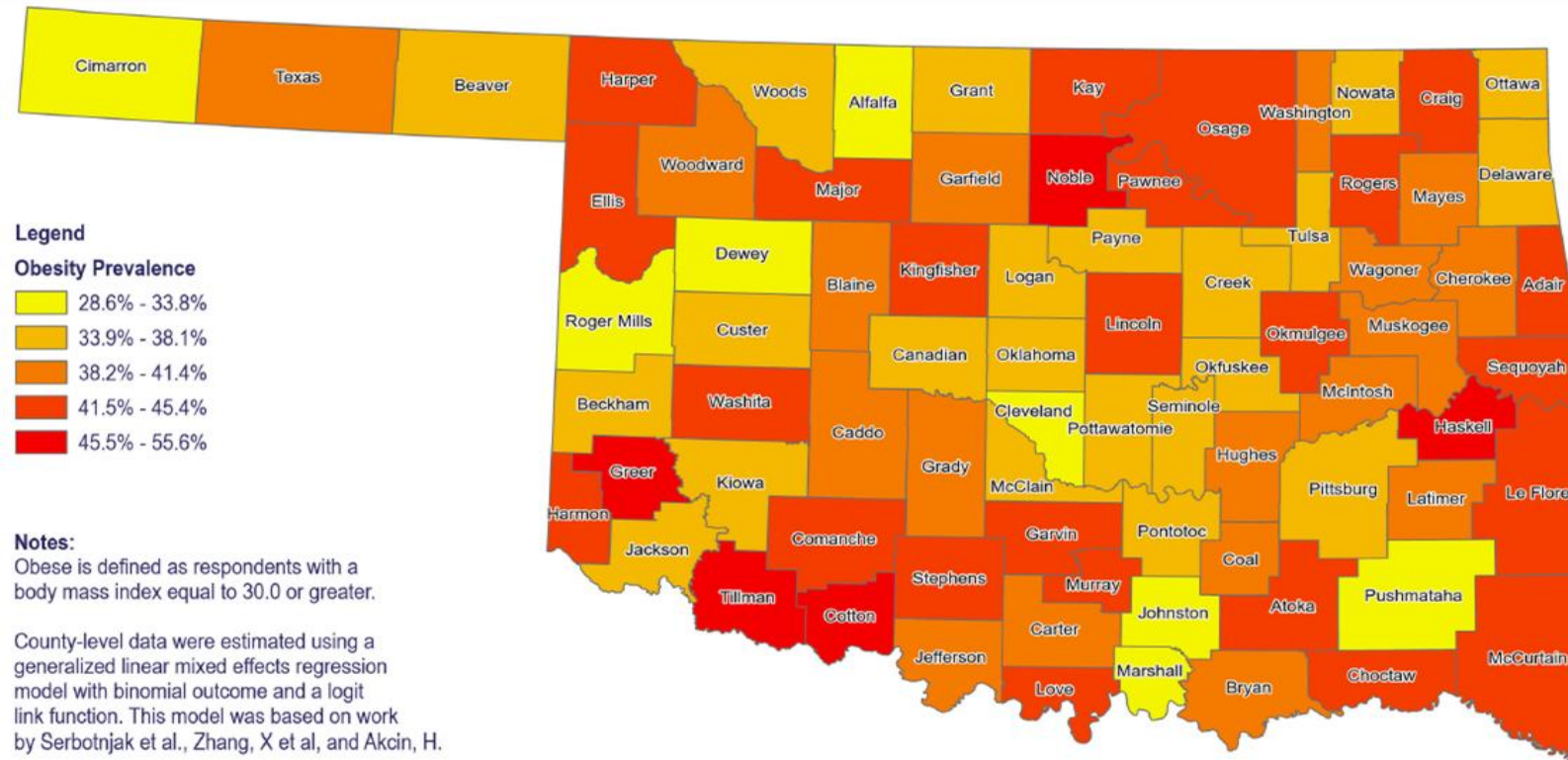
† Prevalence estimates reflect BRFSS methodological changes started in 2011. These estimates should not be compared to prevalence estimates before 2011.



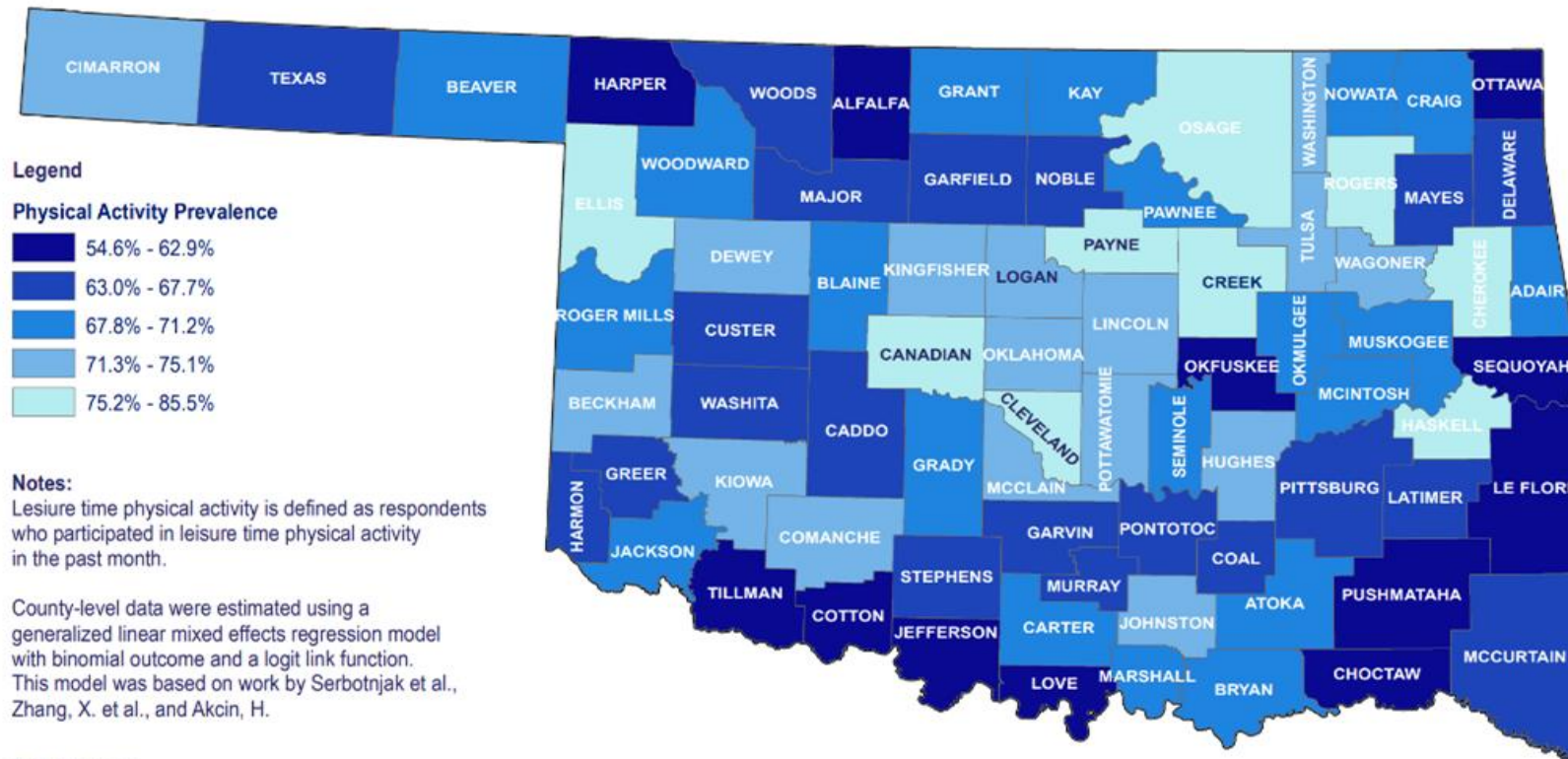
*Sample size <50, the relative standard error (dividing the standard error by the prevalence) ≥30%, or no data in a specific year.



2023 Oklahoma Obesity Prevalence



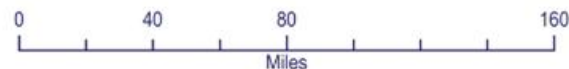
2021 Oklahoma Leisure Time Physical Activity Prevalence



Data Source:
 2021 Behavioral Risk Factor Surveillance System,
 Oklahoma State Department of Health

Projection/Coordinate System: USGS Albers Equal Area Conic

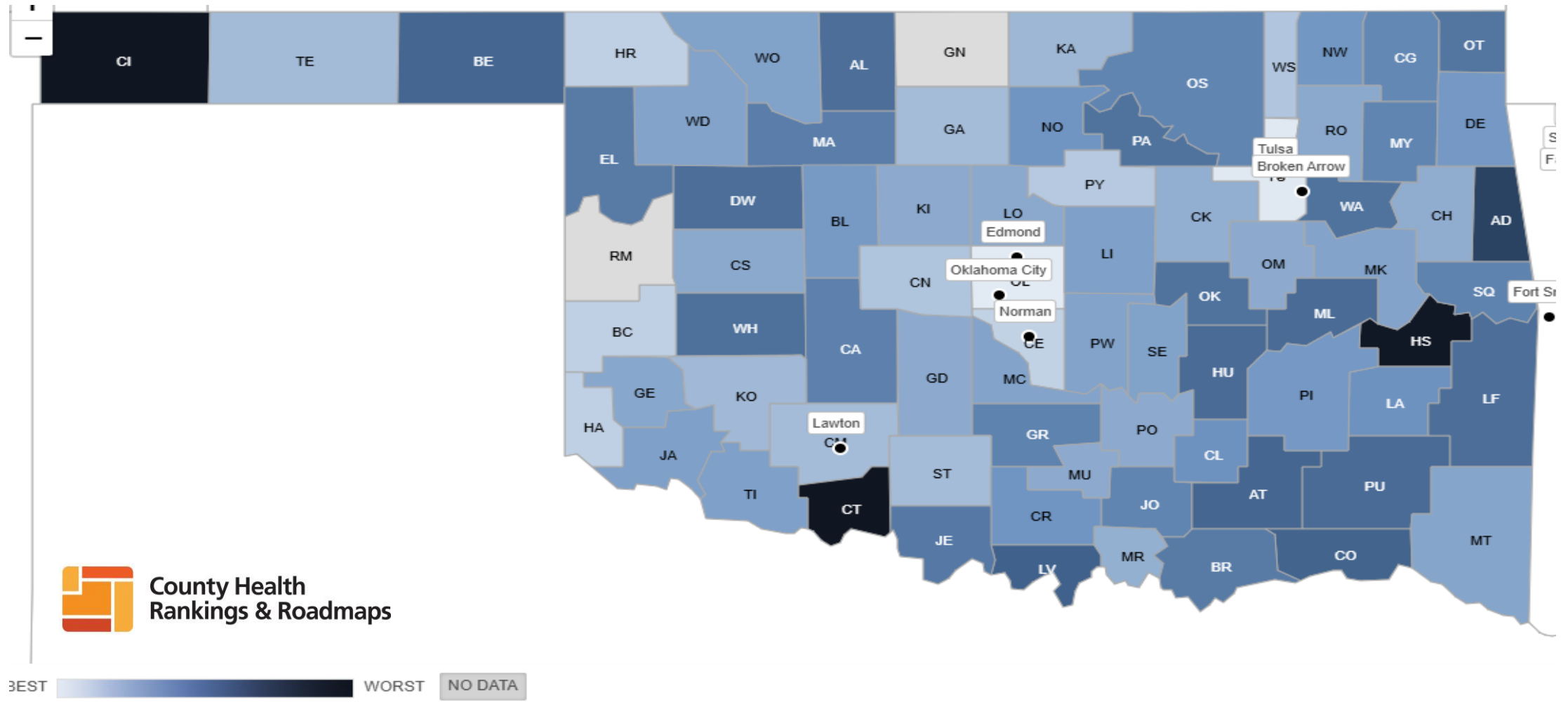
Created: 08.31.2023



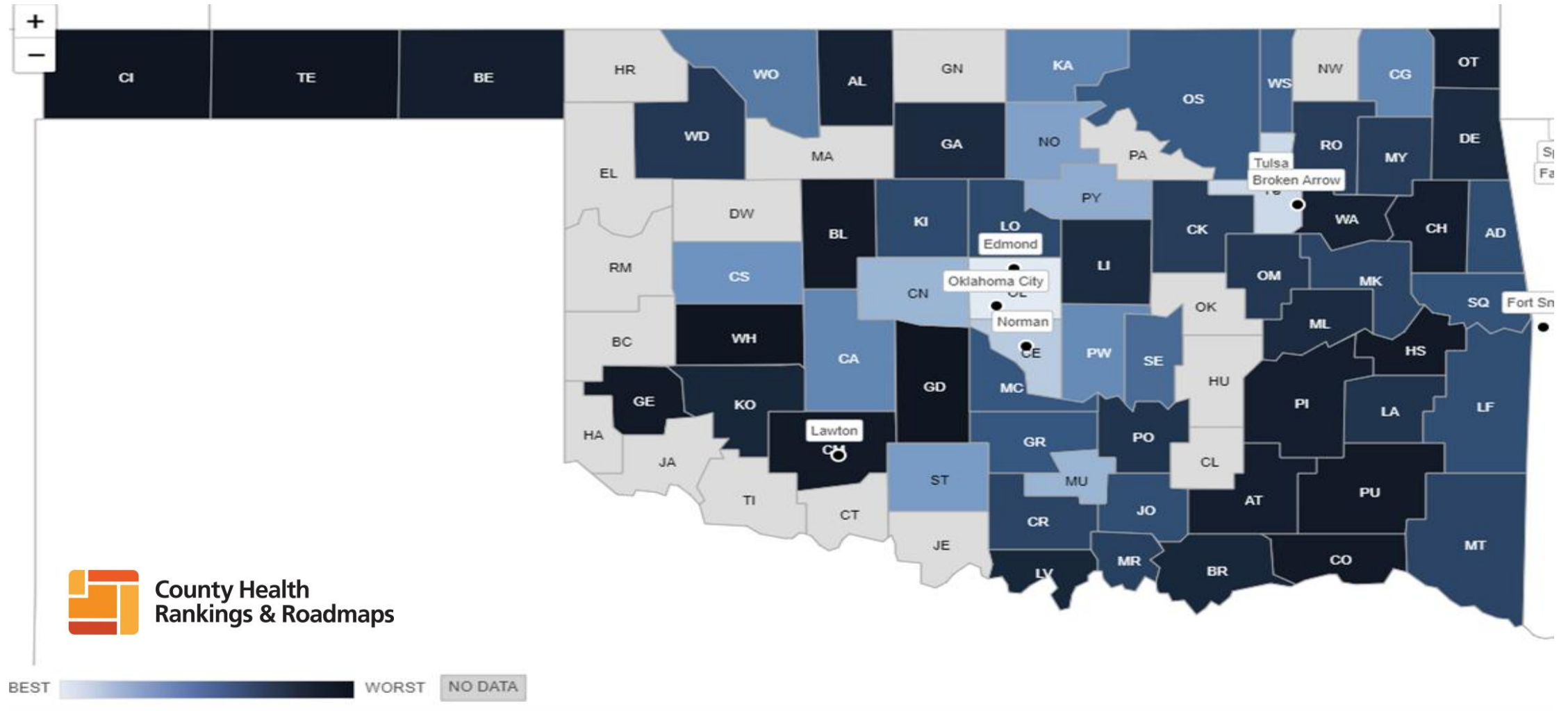
Disclaimer: This map is a compilation of records, information and data from various city, county and state offices and other sources, affecting the area shown, and is the best representation of the data available at the time. The map and data are to be used for reference purposes only. The user acknowledges and accepts all inherent limitations of the map, including the fact that the data are dynamic and in a constant state of maintenance.



2025 Access to Exercise Opportunities



2025 Access to Parks



Common Barriers to Physical Activity

- High cost and lack of facilities
- Lack of social support
- Lack of energy
- Lack of motivation
- Fear of injury
- Lack of skill
- Lack of time
- Weather conditions

Health Benefits of Spending Time in Nature

- Reduced stress
- Better sleep
- Improved mental health
- Reduced depression
- Reduced anxiety
- Greater happiness
- Reduced obesity
- Increased prosocial behavior
- Reduced mortality
- Lower blood pressure
- Reduced diabetes

Green Spaces and Parks: Physical Health Impact

- Lower heart rate and blood pressure
- Reduced risk of stroke, diabetes, and preterm birth
- Healthier birth weights
- Improved self-reported health
- Lower rates of childhood obesity

Green Spaces and Parks: Mental Health Impact

- Boosts positive emotions and outlook
- Reduces fatigue, stress, and depressive symptoms
- Improves attention and overall mental well-being

Green Space and Physical Activity

- Children exposed to green space for 20 or more minutes each day:
 - Had five times higher levels of moderate to vigorous physical activity
- Increased access to green space is linked to:
 - Higher odds of engaging in moderate to vigorous physical activity
 - Greater overall physical activity

Tobacco-Free Parks

- Reduce exposure to secondhand smoke, especially for children and families
- Encourage recreation without tobacco use and reinforce wellness norms
- Limit youth exposure to smoking behaviors in public spaces and prevent youth smoking initiation
- Reduce litter and pollution from cigarette butts in parks

Helping Oklahomans Move More



EXPLORE LOCAL PARKS AND TRAILS

Free guides to Oklahoma's state and community parks



PLAYGROUNDS AND PLAY SPACES

Resources to find family-friendly places to move



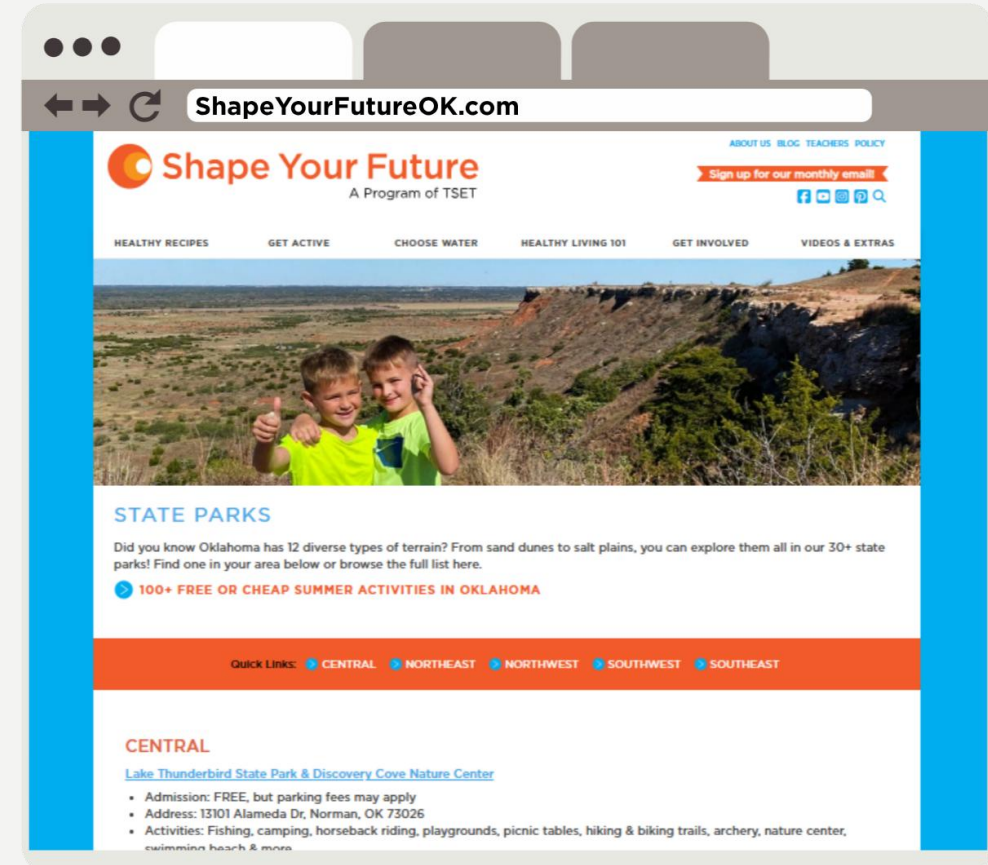
AFFORDABLE, SIMPLE ACTIVITIES

Ideas that fit any budget or fitness level



BUILT ENVIRONMENT FOCUS

Encouraging physical activity in safe, accessible spaces



TSET Built Environment Investments

- In 2012, TSET began investing in built environment projects through the TSET Healthy Incentive Grant.
- In 2022, TSET introduced a dedicated grant focused specifically on enhancing built environments.
- Over the past four years alone, TSET has funded improvements to **114** parks and/or community infrastructure projects in Oklahoma.





BUILT ENVIRONMENT GRANTS

TSET Built Environment Grants

A Transformative Investment in Community Health

- FY26 includes expanded opportunities for Built Environment (BE) funding, with \$6.9 million allocated specifically for the Physical Activity grant
- Focused on addressing chronic disease by improving access to opportunities for physical activity
- Empowers local leaders to create environments that support long-term wellness and prevention







TARGETED ACHIEVEMENT GRANTS: PHYSICAL ACTIVITY

TSET TAG: Physical Activity

An Investment in Community Health

- FY26 includes expanded opportunities for TSET Targeted Achievement Grants, including the new TAG: Physical Activity RFA
- Up to \$100,000 per year for three (3) years; \$400,000 allocated for this opportunity
- Focused on supporting healthier communities through physical activity programs, such as long-term walking group programs, community exercise classes or group activities.

TSET TAG: Physical Activity

Implementation Activity Examples



Questions?

