

For Immediate Release

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TSET Empowers Oklahoma Teens With Dual Health Campaigns

OKLAHOMA CITY (August 15, 2023) — The Tobacco Settlement Endowment Trust (TSET) is doubling its efforts to educate Oklahoma teens through two new impactful campaigns. Through the TSET Healthy Youth Initiative, “Secret Life of Food” and “Toxicland” address nutrition and vaping awareness, two significant health issues Oklahoma teens face.

“Secret Life of Food” educates teens about the link between their dietary choices, mood and academic and athletic performance. Using animated food, the ads reveal how processed meals make a person feel sluggish and not themselves.

“Toxicland” is a compelling campaign designed to warn teens about the toxic effects of vaping. By depicting a teen navigating a hazardous vape wasteland, the ads vividly illustrate the dangers of vaping on both personal health and the environment.

“With these new campaigns, we’re taking a bold step to show teens the ugly truth when it comes to processed foods and vaping,” said Julie Bisbee, TSET executive director. “We want to empower youth by giving them the knowledge they need to make healthy choices.”

“Secret Life of Food” and “Toxicland” are both on TV, cable, radio and digital platforms frequented by teens. To explore these campaigns and access additional resources, visit TSETHealthyYouth.com.

Additionally, TSET has free healthy youth resources for educators and health care providers available for order at TSETHealthyYouth.com/order. These items, including flyers, bookmarks and posters, focus on tobacco prevention and cessation, as well as healthier eating options.

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The **TSET Healthy Youth Initiative** empowers Oklahoma youth to improve health outcomes for themselves and future generations. The initiative includes statewide public health education messaging, a youth-led advocacy program and character-building to reduce tobacco use and obesity. The initiative also gives parents resources to support their children in maintaining or developing healthy habits for a lifetime.

Visit TSETHealthyYouth.com to learn more.

The **Tobacco Settlement Endowment Trust** (TSET) serves as a partner and bridge builder for organizations shaping a healthier future for all Oklahomans. TSET provides leadership at the intersections of health by working with local coalitions and initiatives across the state, cultivating innovative and life-changing research and working across public and private sectors to develop, support, implement and evaluate creative strategies to take advantage of emerging opportunities to improve the public's health. To learn more, go to [Oklahoma.gov/TSET](https://oklahoma.gov/tset).

TSET – Better Lives Through Better Health