

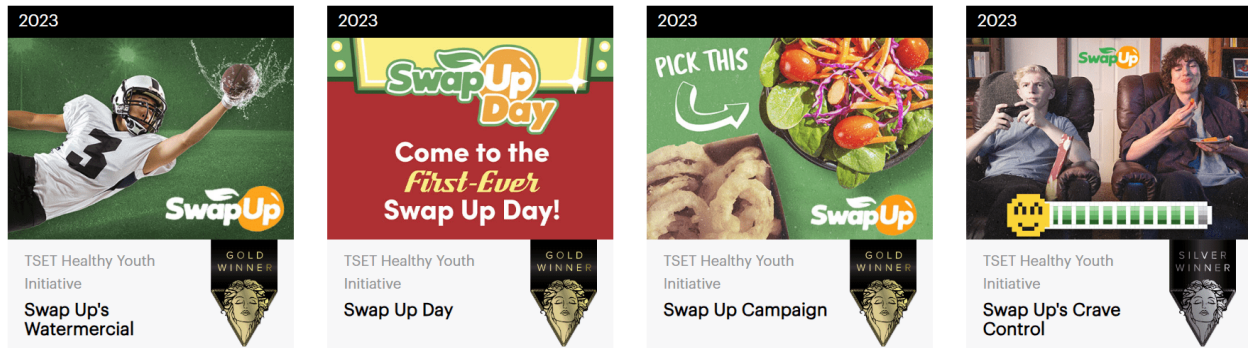
For Immediate Release

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TSET Teen Nutrition Campaign Wins Gold at International MUSE Awards

OKLAHOMA CITY (September 20, 2023) – Swap Up, a nutritional messaging campaign from the [Tobacco Settlement Endowment Trust \(TSET\)](#), received top honors at the MUSE Creative and Design Awards. The awards honor top creative and design professionals around the world. There were as many as 6,500 entries submitted from across the globe, all vying for a chance to be honored as a MUSE.

For this competitive season, [TSET's Healthy Youth Initiative](#) campaign, Swap Up, earned multiple awards, including:

- Gold Winner in the category of Health Video for [Rural Watermercial](#)
- Gold Winner in the category of Educational Event for [Swap Up Day](#)
- Gold Winner in the category of Strategic Program for Swap Up Campaign
- Silver Winner in the category of Health Video for [Urban Crave Control](#)

Other brands in the competition included Paramount Global, Mastercard, VICE Media Group, Uber Eats, Unilever, General Motors, AstraZeneca, AT&T, Mars Wrigley and others.

"Swap Up's remarkable success at the MUSE Creative and Design Awards is a testament to the dedication and innovation of the TSET team," said Julie Bisbee, TSET executive director. "We are incredibly proud of the multiple gold and silver awards, which highlight our commitment to improving the health of Oklahoma's youth. This recognition reaffirms our mission to empower future generations with impactful nutrition messages and behavior changes that will lead to healthier lives for all."

Launched in 2021, the [Swap Up](#) campaign focuses on youth obesity prevention across the state. Swap Up delivers specific and realistic nutrition messages that our teens can relate to and provides impactful behavior changes teens can incorporate in their daily lives.

To watch other youth obesity prevention messages, visit TSETHealthyYouth.com. Educators and health care providers can help reinforce Swap Up messaging with free resources from TSET, including flyers and bookmark brochures. These items can be ordered at no charge by visiting TSETHealthyYouth.com/order.

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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.

TSET – Better Lives Through Better Health