

Oklahoma Tobacco Helpline

**1 800 QUIT NOW**

**OKhelpline.com**

Celebrating 20 Years of Progress

**590,541** Total Registrations

**17,966**

Behavioral Health Program Registrations

**13,177**

Pregnant, Planning or Postpartum Registrations

**83,296**

SoonerCare Member Registrations

**298,502**

Low-Income Registrations\*

\*Less than \$20K annual income



**Consistently in the Top 5 State Quitlines for Treatment Reach**

— North American Quitline Consortium

**Oklahoma Adult Smoking Prevalence:**

**15.6%**

**A 40% Decrease Since 2011**

# 96.3%

## of Registrants Were Satisfied With the Helpline's Services

In 2021, TSET Introduced Specialized Youth Services

### MY LIFE MY QUIT™

Brought to you by TSET

## 80% of Registrants Have Received **FREE** Nicotine Replacement Therapy



## 15 Published Medical Journal Articles To Improve and Advance Tobacco Cessation



### Registrations From Every County in Oklahoma

**"If it weren't for the  
Oklahoma Tobacco  
Helpline, I would still  
be smoking today."**

Brian | ROGERS COUNTY

