

ATOKA COUNTY

Oklahoma Tobacco Helpline

1 800 QUIT NOW

1-800-784-8669 **OKhelpline.com**

A Program of TSET



The Oklahoma Tobacco Helpline provides free telephone and web-based coaching sessions, free nicotine patches, gum and lozenges to all Oklahomans each year, 24/7.

OKLAHOMANS SERVED:

County FY21:

89

County Cumulative FY03-FY21:

2,960

State Cumulative FY03-FY21:

523,994

HEALTH INDICATORS

2020 OKLAHOMA STATE DEPARTMENT OF HEALTH

HEART DISEASE DEATHS
(Rate per 100,000)

CANCER DEATHS
(Rate per 100,000)

ADULT SMOKING RATE
(%)

OBESITY RATE
(%)

PREVALENCE OF DIABETES
(%)

COUNTY	298.7	227.7	24.5%	42.3%	9.9%
OKLAHOMA	244.1	171.1	19.1%	36.4%	13.0%
U.S.	168.2	144.1	15.5%	31.9%	10.6%



These TSET grants work with local community partners to help prevent cancer and cardiovascular disease by reducing tobacco use and obesity.

\$105,000 invested in your community FY21-FY22

\$1,129,800 invested in your community FY16-FY20

Grantees FY21

Atoka County Health Department **\$105,000**



These TSET grants are for schools, school districts and local communities to promote wellness through policies and strategies that encourage healthy eating, physical activity and tobacco-free lifestyles.

\$152,000 invested in your community

Healthy Communities Incentive Grants

City of Caney **\$36,000** Town of Tushka **\$36,000**
Town of Springtown **\$36,000**

Healthy Schools Incentive Grants

Lane Public School **\$15,000** Tushka Public Schools **\$3,000**
Stringtown Public Schools **\$8,000** Tushka Elementary School **\$1,500**
Caney Public Schools **\$15,000** Tushka High School **\$1,500**



405.521.3888 | TSET.OK.GOV
Board of Directors Chair Michelle Stephens
Executive Director Julie Bisbee

TSET'S MISSION: TO REDUCE PREVENTABLE DEATH IN OKLAHOMA.



TSET INVESTS IN:

- Tobacco Cessation
- Physical Activity
- Improving Nutrition
- Medical Access and Research

IN OKLAHOMA:

OBESITY:

\$1.72 BILLION

IN MEDICAL EXPENDITURES EACH YEAR

- 1 IN 6 HIGH SCHOOL STUDENTS IS OBESE
- 1 IN 6 HIGH SCHOOL STUDENTS IS OVERWEIGHT
- 1 IN 3 ADULTS IS OBESE

SMOKING:

\$1.62 BILLION

IN DIRECT HEALTHCARE COSTS EACH YEAR

- 7,500 ADULT DEATHS EACH YEAR
- 1,300 KIDS BECOME DAILY SMOKERS EACH YEAR
- \$138 MILLION IS SPENT BY TOBACCO INDUSTRY ANNUALLY TO MARKET TOBACCO IN OKLAHOMA

MOVING THE NEEDLE:

ADULT SMOKING PREVALENCE

2001: 28.6%

2020: 19.1%

SMOKING AMONG KIDS CUT IN HALF

MORE THAN **\$500 MILLION** ADDITIONAL RESEARCH DOLLARS LEVERAGED AFTER TSET'S INVESTMENT

MORE THAN **470,000** PEOPLE SERVED BY THE OKLAHOMA TOBACCO HELPLINE

THROUGH THE MEDICAL LOAN REPAYMENT PROGRAM, **90 PHYSICIANS** HAVE OR ARE CURRENTLY PRACTICING IN RURAL AND UNDERSERVED AREAS OF OKLAHOMA