

# CANADIAN 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:

**531**

County Cumulative FY03-FY21:

**10,771**

State Cumulative FY03-FY21:

**523,994**



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

## 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	HEART DISEASE DEATHS	CANCER DEATHS	ADULT SMOKING RATE	OBESITY RATE	PREVALENCE OF DIABETES
CANADIAN COUNTY	179.6	159.9	13.0%	33.7%	12.0%
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.

**\$373,091** invested in your community FY21-FY22

**\$1,427,116** invested in your community FY16-FY20

### Grantees FY21-FY22

Canadian County Health Department ..... **\$373,091**



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.

**\$192,000** invested in your community

### Healthy Communities Incentive Grants

City of Mustang ..... **\$24,000** City of Yukon ..... **\$100,000**  
City of Piedmont ..... **\$50,000**

### Healthy Schools Incentive Grants

Darlington Public School ..... **\$8,000** El Reno Public Schools ..... **\$10,000**



TSET Food Systems Impact Grants provide immediate relief to increased need for food during the COVID pandemic and support partnerships that seek to increase the availability of healthy foods.

2020 District Cumulative: **\$96,544**

### Grantees

Regional Food Bank of Oklahoma ..... **\$96,544**  
Initial round covers Oklahoma, Canadian, Cleveland and Tillman counties

# 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**

28.6% 2001

19.1% 2020

**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