

CHEROKEE 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:

223

County Cumulative FY03-FY21:

6,541

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	262.0	190.4	18.7%	38.7%	18.3%
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.

\$401,400 invested in your community FY21-FY22

\$1,216,450 invested in your community FY16-FY20

Grantees FY21-FY22

Cherokee County Health Services Council..... **\$401,400**



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.

\$141,500 invested in your community

Healthy Communities Incentive Grants

City of Tahlequah..... **\$100,000**

Healthy Schools Incentive Grants

Grand View School..... **\$11,500**

Tahlequah Public Schools..... **\$30,000**



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

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