

CLEVELAND 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:

1,142

County Cumulative FY03-FY21:

26,591

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
COUNTY	180.2	136.8	14.1%	35.1%	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.

\$466,053 invested in your community FY21-FY22

\$2,068,000 invested in your community FY16-FY20

Grantees FY21-FY22

Norman Regional Health System **\$466,053**
Serving Cleveland County



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.

\$258,000 invested in your community

Healthy Communities Incentive Grants

City of Lexington **\$20,000** City of Noble **\$50,000**
City of Moore **\$10,000** City of Norman **\$50,000**

Healthy Schools Incentive Grants

Adams Elementary School **\$5,000** Little Axe Public Schools **\$6,000**
Lincoln Elementary School **\$3,000** Jefferson Elementary School **\$10,000**
Truman Primary School **\$4,000** Norman Public Schools **\$100,000**



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**
Serving 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

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