

# COTTON 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:

**33**

County Cumulative FY03-FY21:

**827**

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	222.1	213.4	16.9%	39.1%	14.5%
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.

**There are no Healthy Living Program Grants at this time. Visit TSET.OK.GOV to learn more.**



The TSET Healthy Incentive Program 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.

**There are no Incentive Grants at this time. Visit TSET.OK.GOV to learn more.**



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