

LOVE 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:

50

County Cumulative FY03-FY21:

1,310

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	HEART DISEASE DEATHS (Rate per 100,000)	CANCER DEATHS (Rate per 100,000)	ADULT SMOKING RATE (%)	OBESITY RATE (%)	PREVALENCE OF DIABETES (%)
LOVE COUNTY	238.9	261.8	19.2%	33.1%	11.2%
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.



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.

\$27,000 invested in your community

Healthy Schools Incentive Grants

Marietta Elementary School	\$4,000	Marietta Public Schools	\$14,000
Marietta High School	\$3,000	Thackerville Public Schools	\$3,000
Marietta Middle School	\$3,000		



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