

# HOUSE DISTRICT 44

**REPRESENTATIVE** Emily Virgin

**COUNTIES** Cleveland



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 district FY21-FY22

**\$2,068,000** invested in your district 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.

**\$168,000** invested in your district

**Healthy Communities Incentive Grants**

City of Norman ..... **\$50,000**

**Healthy Schools Incentive Grants**

Jefferson Elementary School.....	<b>\$10,000</b>	Lincoln Elementary School.....	<b>\$3,000</b>
Norman Public Schools.....	<b>\$100,000</b>	Adams Elementary School.....	<b>\$5,000</b>

Oklahoma Tobacco Helpline

1 800

QUIT NOW

1-800-784-8669    [OKhelpline.com](http://OKhelpline.com)

A Program of TSET

**OKLAHOMANS SERVED:**

District FY21:

**140**

District Cumulative FY11-FY21:

**2,427**

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.

State Cumulative FY11-FY21:

**330,965**

**STEPHENSON CANCER CENTER**

District Participation 2012-2021:

**134\***

TSET funds cancer treatment and research at the Stephenson Cancer Center in support of TSET's mission to decrease the burden of cancer by promoting, coordinating and supporting innovative cancer research that allows Oklahomans of all ages to receive cutting-edge care without leaving the state.

\*Patients that have participated in interventional clinical trials at the Stephenson Cancer Center



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**

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