

# 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.

### TOTAL REGISTRATIONS:

County FY22:

**294**

County Cumulative:

**6,890**

State Cumulative:

**549,000**

## HEALTH INDICATORS

2021 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 (%)
CHEROKEE COUNTY	271.9	199.4	19.1%	41.8%	16.2%
OKLAHOMA	264.2	175.1	16.9%	39.4%	12.8%
U.S.	173.8	146.6	14.4%	33.9%	10.9%



These TSET grants work with local community partners to help prevent cancer and cardiovascular disease by reducing tobacco use and obesity.

**\$614,400** invested in your community FY21–FY23

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

### Grantees FY21–FY23

Cherokee County Health Services Council ..... **\$614,400**



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**

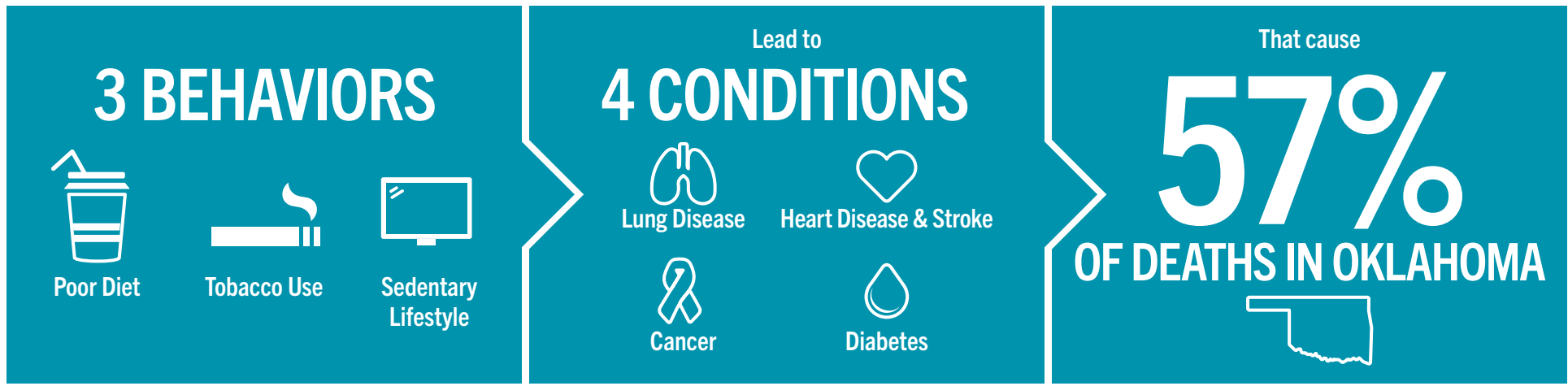
### Healthy Schools Incentive Grants

Grand View School ..... **\$11,500** Tahlequah Public Schools ..... **\$30,000**



405.521.3888 | Oklahoma.gov/TSET  
 Board of Directors Chair Marshall Snipes  
 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:**

**\$1.88 BILLION**

IN DIRECT HEALTHCARE COSTS EACH YEAR

- 7,500 ADULT DEATHS EACH YEAR
- 1,300 KIDS BECOME DAILY SMOKERS EACH YEAR
- \$150 MILLION IS SPENT BY THE TOBACCO INDUSTRY ANNUALLY TO MARKET TOBACCO IN OKLAHOMA

## MOVING THE NEEDLE:

**ADULT SMOKING PREVALENCE**

2001: 28.6%

2021: 16.9%

**SMOKING AMONG KIDS CUT IN HALF**

MORE THAN **\$580 MILLION** ADDITIONAL RESEARCH DOLLARS LEVERAGED AFTER TSET'S INVESTMENT

MORE THAN **490,000** PEOPLE SERVED BY THE OKLAHOMA TOBACCO HELPLINE

THROUGH THE HEALTH CARE WORKFORCE TRAINING COMMISSION, **99 PHYSICIANS** HAVE OR ARE CURRENTLY PRACTICING IN RURAL AND UNDERSERVED AREAS OF OKLAHOMA