

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.

TOTAL REGISTRATIONS:

County FY22:

1,271

County Cumulative:

28,038

State Cumulative:

549,000



405.521.3888 | Oklahoma.gov/TSET
 Board of Directors Chair Marshall Snipes
 Executive Director Julie Bisbee

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	190.3	141	12.7%	37.8%	10.4%
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.

\$726,053 invested in your community FY21–FY23

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

Grantees FY21–FY23

Norman Regional Health System **\$726,053**
 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
Jefferson Elementary School	\$10,000	Truman Primary School	\$4,000
Lincoln Elementary School	\$3,000	Norman Public Schools	\$100,000



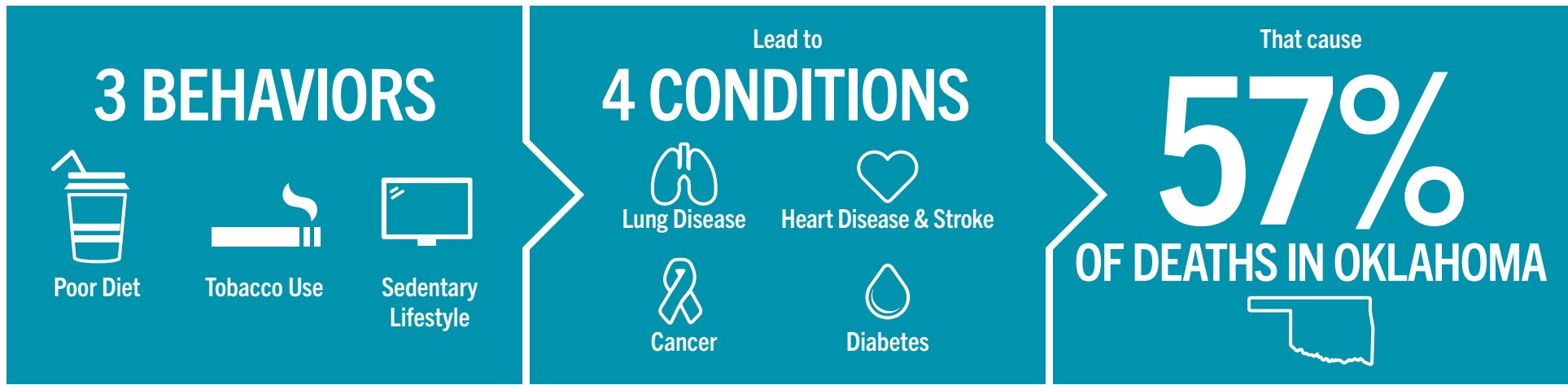
These TSET grants provided food during the pandemic and support partnerships that seek to increase the availability of healthy foods.

FY21 County 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:

\$1.88 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