

## MAJOR 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:

**35**

County Cumulative:

**852**

State Cumulative:

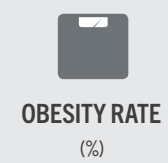
**549,000**



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

## HEALTH INDICATORS

2021 OKLAHOMA STATE DEPARTMENT OF HEALTH



COUNTY	HEART DISEASE DEATHS (Rate per 100,000)	CANCER DEATHS (Rate per 100,000)	ADULT SMOKING RATE (%)	OBESITY RATE (%)	PREVALENCE OF DIABETES (%)
COUNTY	220.4	115.9	19.4%	51.6%	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.

**\$731,500** invested in your community FY16–FY20

There are no Healthy Living Program Grants at this time. Visit [OKLAHOMA.GOV/TSET](http://OKLAHOMA.GOV/TSET) 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.

**\$54,500** invested in your community

#### Healthy Communities Incentive Grants

City of Cleo Springs ..... **\$20,000**      City of Fairview ..... **\$20,000**

#### Healthy Schools Incentive Grants

Cimarron Public Schools ..... **\$3,000**      Fairview Public Schools ..... **\$11,500**



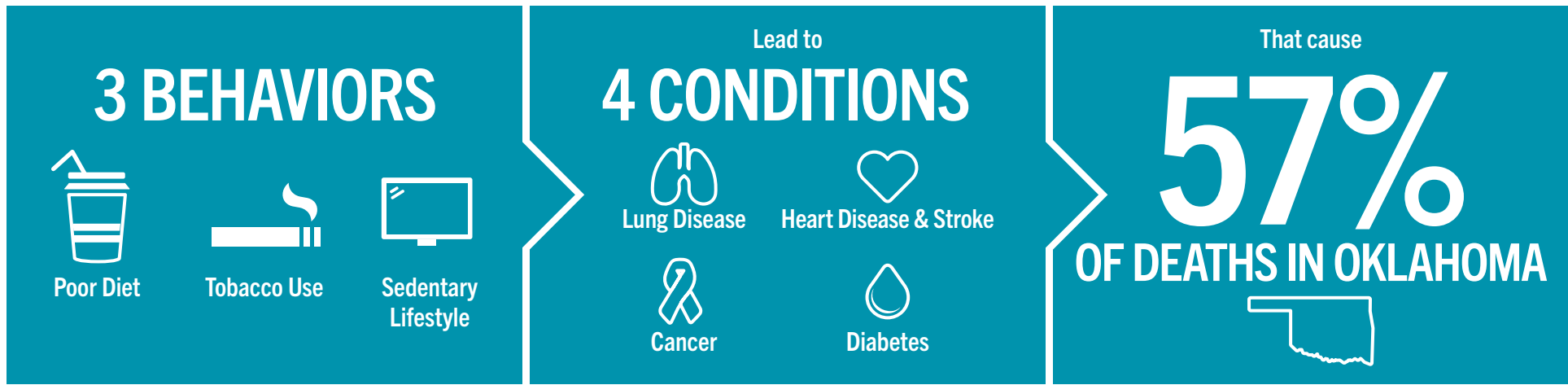
These TSET grants provided food during the pandemic and support partnerships that seek to increase the availability of healthy foods.

FY21 County Cumulative: **\$117,634**

#### Grantees

RSVP Enid ..... **\$117,634**  
Serving Alfalfa, Garfield, Kay, Kingfisher, Major, Noble and Woodward 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