

MCCLAIN 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:

269

County Cumulative:

5,078

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	198.9	175.2	17.3%	40.3%	9.2%
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.

\$542,149 invested in your community FY21–FY23

\$1,245,400 invested in your community FY16–FY20

Grantees FY21–FY23

Norman Regional Health System.....	\$542,149
Serving McClain 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.

\$132,000 invested in your community

Healthy Communities Incentive Grants

City of Blanchard	\$50,000	City of Purcell	\$10,000
City of Newcastle	\$25,000		

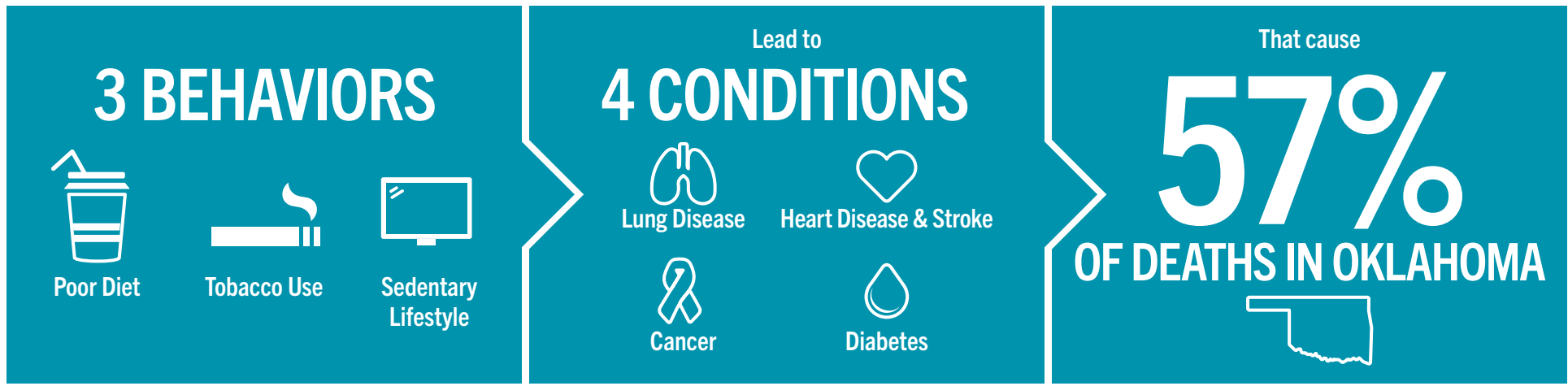
Healthy Schools Incentive Grants

Blanchard Public Schools	\$30,000	Newcastle High School	\$5,000
Newcastle Public Schools	\$7,000	Washington Public Schools	\$5,000



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