

# OKLAHOMA 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:

**3,855**

County Cumulative:

**97,832**

State Cumulative:

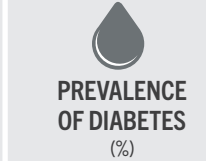
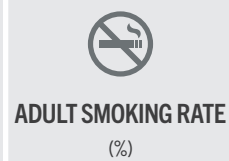
**549,000**



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 (%)
OKLAHOMA COUNTY	236.6	175.7	15.9%	38.4%	13.9%
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.

**\$1,160,000** invested in your community FY21–FY23

**\$3,224,200** invested in your community FY16–FY20

### Grantees FY21–FY23

Oklahoma City-County Health Department ..... **\$1,160,000**



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.

**\$178,000** invested in your community

### Healthy Communities Incentive Grants

Town of Luther ..... **\$36,000**

### Healthy Schools Incentive Grants

Coolidge Elementary School .....	<b>\$11,000</b>	Millwood Public Schools .....	<b>\$5,000</b>
Edmond Public Schools .....	<b>\$20,000</b>	Monroe Elementary School .....	<b>\$20,000</b>
Martin Luther King Elementary School .....	<b>\$5,000</b>	Oakdale Public Schools .....	<b>\$5,000</b>
Millwood Arts Academy .....	<b>\$4,000</b>	Oklahoma City Public Schools .....	<b>\$60,000</b>
Millwood Elementary School .....	<b>\$4,000</b>	Quail Creek Elementary School .....	<b>\$4,000</b>
Millwood High School .....	<b>\$4,000</b>		



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 Built Environment Transformation Grants and Healthy Living Innovation Grants

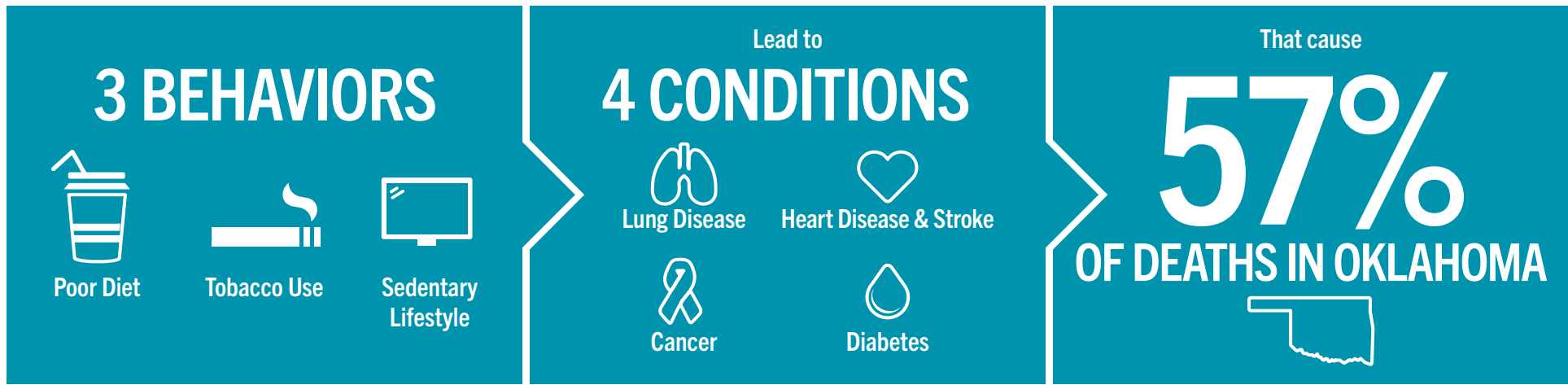
These TSET grants support communities and nonprofits in a variety of projects to improve health in local communities.

**FY23 County Cumulative: \$750,000**

### Grantees

Healthy Schools Oklahoma (Statewide) —  
Bethany Children's Health Center ..... **\$250,000**  
Adelaide Lee, Esperanza and Shidler Elementary Schools are participating school sites.  
Oklahoma State University — Oklahoma City ..... **\$500,000**

# 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