


# ALFALFA 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 FY23:

**30**

County Cumulative:

**641**

State Cumulative:

**590,541**






\* 2021 DATA  
† 2022 DATA



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

## HEALTH INDICATORS

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 (%)
<b>COUNTY*</b>	<b>141</b>	<b>138.6</b>	<b>22.1%</b>	<b>40.1%</b>	<b>11.4%</b>
<b>OKLAHOMA†</b>	264.2	175.1	15.6%	40.0%	13.3%
<b>U.S.†</b>	173.8	143.8	14.0%	33.6%	11.5%



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 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.

**\$6,000** invested in your community

### Healthy Schools Incentive Grants

Cherokee Public Schools ..... **\$3,000**      Timberlake Public Schools ..... **\$3,000**



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

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

### Grantees

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

# 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 COSTS**  
**\$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 COSTS**  
**\$1.88 BILLION**  
IN DIRECT HEALTH CARE COSTS EACH YEAR

- 7,500 ADULT DEATHS EACH YEAR
- 8,400 KIDS (UNDER 18) TRY CIGARETTES FOR THE FIRST TIME EACH YEAR
- \$149 MILLION IS SPENT BY THE TOBACCO INDUSTRY ANNUALLY TO MARKET TOBACCO IN OKLAHOMA

## MOVING THE NEEDLE:

**ADULT SMOKING PREVALENCE**

- 2001: 28.6%
- 2022: 15.6%

**SMOKING AMONG KIDS CUT IN HALF**

**NEARLY \$723 MILLION** ADDITIONAL RESEARCH DOLLARS LEVERAGED AFTER TSET'S INVESTMENT

**MORE THAN 590,000** REGISTRATIONS TO THE OKLAHOMA TOBACCO HELPLINE

THROUGH THE HEALTH CARE WORKFORCE TRAINING COMMISSION, **117 PHYSICIANS** HAVE PRACTICED OR ARE PRACTICING IN RURAL AND **UNDERSERVED AREAS** OF OKLAHOMA