

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 FY23:

1,523

County Cumulative:

29,323

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
(%)

COUNTY*	190.3	141	12.7%	37.8%	10.4%
OKLAHOMA†	264.2	175.1	15.6%	40.0%	13.3%
U.S.†	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.

\$907,492 invested in your community FY21-FY24

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

Grantees FY21-FY24

Norman Regional Health System [Serving Cleveland County](#) **\$907,492**



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	Norman Public Schools	\$100,000
Lincoln Elementary School	\$3,000	Truman Primary School	\$4,000



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

County Cumulative: **\$96,544**

Grantees

Regional Food Bank of Oklahoma [Serving Canadian, Cleveland, Oklahoma and Tillman counties](#) **\$96,544**

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