

# LOVE 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:

**74**

County Cumulative:

**1,448**

State Cumulative:

**590,541**

\* 2021 DATA

† 2022 DATA

## 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*	233.4	213.3	20.1%	36.2%	12.2%
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.

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.

**\$27,000** invested in your community

### Healthy Schools Incentive Grants

Marietta Elementary School .....	<b>\$4,000</b>	Marietta Public Schools .....	<b>\$14,000</b>
Marietta High School .....	<b>\$3,000</b>	Thackerville Public Schools .....	<b>\$3,000</b>
Marietta Middle School .....	<b>\$3,000</b>		



405.521.3888 | [Oklahoma.gov/TSET](http://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 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