MAJOR 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:

45

County Cumulative:

892

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*	198.9	175.2	17.3%	40.3%	9.2%
OKLAHOMA†	264.2	175.1	15.6%	40.0%	13.3%
U.S.†	173.8	143.8	14.0%	33.6%	11.5%

TSET HEALTHY LIVING PROGRAM

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.

TSET HEALTHY INCENTIVE PROGRAM

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.

$56,500 invested in your community

Healthy Communities Incentive Grants

City of Cleo Springs $20,000

City of Fairview $20,000

Healthy Schools Incentive Grants

Chamberlain Middle School $2,000

Cimarron Public Schools $3,000

Fairview Public Schools $11,500

TSET FOOD SYSTEMS IMPACT GRANTS

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

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

3 BEHAVIORS

Poor Diet

Tobacco Use

Sedentary Lifestyle

LEAD TO

4 CONDITIONS

Lung Disease

Heart Disease & Stroke

Cancer

Diabetes

THAT CAUSE

58% OF DEATHS 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

28.6% 2001

15.6% 2022

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