

# McCLAIN 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:

**269**

County Cumulative:

**5,274**

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<br>(Rate per 100,000) | CANCER DEATHS<br>(Rate per 100,000) | ADULT SMOKING RATE<br>(%) | OBESITY RATE<br>(%) | PREVALENCE OF DIABETES<br>(%) |
|----------------|--|-------------------------------------|---------------------------|---------------------|-------------------------------|
| <b>COUNTY*</b> | <b>220.4</b>                               | <b>115.9</b>                        | <b>19.4%</b>              | <b>51.6%</b>        | <b>16.2%</b>                  |
| 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.

**\$756,229** invested in your community FY21-FY24

**\$1,245,400** invested in your community FY16-FY20

### Grantees FY21-FY24

Norman Regional Health System [Serving McClain County](#) ..... **\$756,229**



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.

**\$132,000** invested in your community

### Healthy Communities Incentive Grants

City of Blanchard ..... **\$50,000**      City of Purcell ..... **\$10,000**  
 City of Newcastle ..... **\$25,000**

### Healthy Schools Incentive Grants

Blanchard Public Schools ..... **\$30,000**      Newcastle Public School ..... **\$7,000**  
 Newcastle High School ..... **\$5,000**      Washington Public Schools ..... **\$5,000**

# 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 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