

OKLAHOMA 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:

4,407

County Cumulative:

101,576

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*	236.6	175.7	15.9%	38.4%	13.9%
OKLAHOMA†	264.2	175.1	15.6%	40.0%	13.3%
U.S.†	173.8	143.8	14.0%	33.6%	11.5%



Grantees FY21-FY24

Oklahoma City-County Health Department

These TSET grants work with local community partners to help prevent cancer and cardiovascular disease by reducing tobacco use and obesity.

\$1,560,000 invested in your community FY21-FY24

\$3,224,200 invested in your community FY16-FY20

\$1,560,000



Healthy Communities Incentive Grants

City of Bethany

\$120,000

Town of Luther

\$36,000

Healthy Schools Incentive Grants

Coolidge Elementary School

\$11,000

Millwood High School

\$4,000

Deer Creek School District

\$10,000

Millwood Public Schools

\$5,000

Edmond Public Schools

\$20,000

Monroe Elementary School

\$20,000

Martin Luther King Jr. Elementary School

\$5,000

Oakdale Public Schools

\$5,000

Millwood Arts Academy

\$4,000

Oklahoma City Public Schools

\$60,000

Millwood Elementary School

\$4,000

Quail Creek Elementary

\$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... **\$96,544**
 Serving Canadian, Cleveland, Oklahoma and Tillman counties

TSET Grants for Built Environment and Active Living

Grantees

Healthy Schools Oklahoma (Statewide) – Bethany Children’s Health Center **\$500,000**

Adelaide Lee, Esperanza and Shidler Elementary Schools are participating school sites.

NewView Oklahoma **\$399,137**

Oklahoma State University - Oklahoma City **\$500,000**

These TSET grants support communities and nonprofits in a variety of projects to improve health in local communities.

County Cumulative: \$1,399,137

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