

PONTOTOC 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:

393

County Cumulative:

7,156

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*	HEART DISEASE DEATHS (Rate per 100,000)	CANCER DEATHS (Rate per 100,000)	ADULT SMOKING RATE (%)	OBESITY RATE (%)	PREVALENCE OF DIABETES (%)
COUNTY*	338.5	168.8	19.7%	35.8%	16.9%
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.

\$183,000 invested in your community FY21

\$1,350,050 invested in your community FY16-FY20

Grantees FY21

Pontotoc County Health Department **\$183,000**



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.

\$179,500 invested in your community

Healthy Communities Incentive Grants

City of Ada	\$100,000	Town of Roff	\$10,000
Town of Allen	\$10,000	Town of Stonewall	\$10,000

Healthy Schools Incentive Grants

Allen Elementary School	\$3,000	Latta Public Schools	\$11,500
Allen Public Schools	\$20,000	Stonewall Public School	\$15,000

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