

POTTAWATOMIE 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:

654

County Cumulative:

13,452

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**
(%)

	HEART DISEASE DEATHS (Rate per 100,000)	CANCER DEATHS (Rate per 100,000)	ADULT SMOKING RATE (%)	OBESITY RATE (%)	PREVALENCE OF DIABETES (%)
COUNTY*	308.2	209.6	24.2%	38.2%	13.7%
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.

\$880,000 invested in your community FY21-FY24

\$1,551,760 invested in your community FY16-FY20

Grantees FY21-FY24

Gateway to Prevention and Recovery *Serving Pottawatomie County* **\$880,000**



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.

\$282,500 invested in your community

Healthy Communities Incentive Grants

City of Earlsboro	\$4,000	City of McLoud	\$10,000
City of Maud	\$20,000	City of Shawnee	\$120,000

Healthy Schools Incentive Grants

Asher Public Schools	\$15,000	North Rock Creek Elementary School	\$20,000
Maud Public Schools	\$15,000	North Rock Creek Public Schools	\$6,000
McLoud Elementary School	\$4,000	Pleasant Grove Public School District	\$15,000
McLoud High School	\$2,000	Shawnee Public Schools	\$30,000
McLoud Junior High School	\$1,500	South Rock Creek Public Schools	\$15,000
McLoud Public Schools	\$5,000		



These TSET grants provided food during the pandemic and supported partnerships that seek to increase the availability of healthy foods.

County Cumulative: **\$250,000**

Grantees

Gateway to Prevention and Recovery **\$250,000**
Serving Hughes, Pottawatomie and Seminole counties

TSET Grants for Built Environment and Active Living

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

County Cumulative: **\$500,000**

Grantees

Healthy Schools Oklahoma (Statewide) –
Bethany Children’s Health Center **\$500,000**
Horace Mann Elementary School is a participating school site.

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