

# SEQUOYAH 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:

**256**

County Cumulative:

**6,094**

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 (%)
SEQUOYAH COUNTY*	325.2	249.9	22.4%	37.7%	15.4%
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.

**\$756,747** invested in your community FY21-FY24

**\$990,400** invested in your community FY16-FY20

### Grantees FY21-FY24

People Inc. *Serving Sequoyah County* ..... **\$756,747**



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.

**\$148,000** invested in your community

#### Healthy Communities Incentive Grants

City of Muldrow ..... **\$36,000**      Town of Vian ..... **\$36,000**  
 Town of Marble City ..... **\$36,000**

#### Healthy Schools Incentive Grants

Brushy Public Schools ..... **\$15,000**      Gore Public Schools ..... **\$5,000**  
 Central Public Schools ..... **\$5,000**      Moffett Public Schools ..... **\$15,000**

## 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: **\$362,000**

### Grantees

City of Sallisaw ..... **\$362,000**

# 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