

# HOUSE DISTRICT 36

REPRESENTATIVE John George

COUNTIES Cleveland Oklahoma



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

**\$4,262,405** invested in your district FY21-FY25

**\$5,292,200** invested in your district FY16-FY20

### Grantees FY21-FY25

Norman Regional Health System <i>Serving Cleveland County</i>	\$1,142,405
Oklahoma City-County Health Department	\$3,120,000



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.

**\$36,000** total invested in your district

### Healthy Communities Incentive Grants

Town of Luther	\$36,000
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These TSET grants provided food during the pandemic and support partnerships that seek to increase the availability of healthy foods.

District Cumulative: **\$96,544**

### Grantees

Regional Food Bank of Oklahoma <i>Serving Canadian, Cleveland, Oklahoma and Tillman counties</i>	\$96,544
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Oklahoma Tobacco Helpline

1 800

QUIT NOW

1-800-784-8669    [OKhelpline.com](http://OKhelpline.com)

A Program of TSET

## TOTAL REGISTRATIONS:

District FY24:

256

District Cumulative:

4,946

The Oklahoma Tobacco Helpline provides free telephone and web-based coaching sessions and free nicotine patches, gum and lozenges to all Oklahomans each year, 24/7.

State Cumulative:

OVER 600,000

## STEPHENSON CANCER CENTER

District Participation  
2012-2024:

29\*

TSET funds cancer treatment and research at the Stephenson Cancer Center in support of TSET's mission to decrease the burden of cancer by promoting, coordinating and supporting innovative cancer research that allows Oklahomans of all ages to receive cutting-edge care without leaving the state.

\*Patients that have participated in interventional clinical trials at the Stephenson Cancer Center



405.521.3888 | [Oklahoma.gov/TSET](http://Oklahoma.gov/TSET)  
Board of Directors Chair Kenneth Rowe  
Executive Director Julie Bisbee

# 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:**  
**\$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:**  
**\$1.88 BILLION**  
IN DIRECT HEALTHCARE 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%
- 2023: 15.8%

**SMOKING AMONG KIDS CUT IN HALF**

NEARLY **\$757 MILLION** ADDITIONAL RESEARCH DOLLARS LEVERAGED AFTER TSET'S INVESTMENT

MORE THAN **620,000** PEOPLE SERVED BY THE OKLAHOMA TOBACCO HELPLINE

THROUGH THE HEALTH CARE WORKFORCE TRAINING COMMISSION, **120 PHYSICIANS** HAVE OR ARE CURRENTLY PRACTICING IN RURAL AND UNDERSERVED AREAS OF OKLAHOMA