

HOUSE DISTRICT 44

REPRESENTATIVE Jared Deck

COUNTIES Cleveland



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

\$1,142,405 invested in your district FY21-FY25

\$2,068,000 invested in your district FY16-FY20

Grantees FY21-FY25

Norman Regional Health System **\$1,142,405**
 Serving Cleveland County



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.

\$168,000 total invested in your district

Healthy Communities Incentive Grants

City of Norman **\$50,000**

Healthy Schools Incentive Grants

Adams Elementary School \$5,000	Lincoln Elementary School \$3,000
Jefferson Elementary School \$10,000	Norman Public Schools \$100,000



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



A Program of TSET

TOTAL REGISTRATIONS:

District FY24:

244

District Cumulative:

4,783

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:

196*

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
 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