

HOUSE DISTRICT 38

REPRESENTATIVE John Pfeiffer

COUNTIES Garfield Grant Kay Logan Noble



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

\$2,519,295 invested in your district FY21-FY26

\$3,903,560 invested in your district FY16-FY20

Grantees FY21-FY26

Oklahoma State University Department of Wellness – Sponsored Programs Serving Kay County	\$1,088,841
Rural Health Projects, Inc. Serving Garfield County	\$1,430,454



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.

\$316,500 total invested in your district

Healthy Communities Incentive Grants

City of Guthrie	\$120,000	Town of Cedar Valley	\$10,000
City of Newkirk	\$22,000	Town of Lamont	\$10,000
City of Perry	\$25,000		

Healthy Schools Incentive Grants

Crescent Public Schools	\$20,000	Pond Creek-Hunter Public Schools	\$8,000
Guthrie Public Schools	\$57,500	Tonkawa Public Schools	\$24,000
Newkirk Public Schools	\$20,000		



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

District Cumulative: **\$526,139**

Grantees

Hunger Free Oklahoma Serving Delaware, Garfield, Jackson, Kay, Kiowa, Marshall, Okfuskee, Seminole and Washington counties	\$408,505
RSVP Enid Serving Alfalfa, Garfield, Grant, Kay, Kingfisher, Major, Noble and Woodward counties	\$117,634



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

District Cumulative: **\$396,977**

Grantees

Oklahoma State University – Stormwater Serving Northern Oklahoma College	\$146,977
Crossroads Youth & Family Services, Inc. Serving Alfalfa, Beaver, Garfield, Grant, Kay, Pushmataha and Texas counties	\$250,000



Oklahoma Tobacco Helpline

1 800 QUIT NOW

1-800-784-8669 **OKhelpline.com**

A Program of TSET

TOTAL REGISTRATIONS:

District FY25:

276

District Cumulative:

5715

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 630,000

OU HEALTH STEPHENSON CANCER CENTER

District Participation 2012-2025:

242*

TSET funds cancer treatment and research at OU Health 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 who have participated in interventional clinical trials at OU Health Stephenson Cancer Center.



405.521.3888 | Oklahoma.gov/TSET
Board of Directors Chair Jennifer Needham, J.D.
Interim Executive Director Lance Thomas

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

- 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

28.6%

14.1% **2024**

SMOKING CUT IN HALF

NEARLY **\$855 MILLION** ADDITIONAL RESEARCH DOLLARS LEVERAGED AFTER TSET'S INVESTMENT

MORE THAN **630,000** REGISTRATIONS TO THE OKLAHOMA TOBACCO HELPLINE

THROUGH THE HEALTH CARE WORKFORCE TRAINING COMMISSION, **141 PHYSICIANS** HAVE OR ARE CURRENTLY PRACTICING IN RURAL AND **UNDERSERVED AREAS** OF OKLAHOMA