

# HOUSE DISTRICT 41

**REPRESENTATIVE** Denise Crosswhite Hader

**COUNTIES** Canadian Kingfisher Logan Oklahoma



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

**\$3,396,380** invested in your district FY21-FY26

**\$7,340,352** invested in your district FY16-FY20

**Grantees FY21-FY26**

Oklahoma City-County Health Department .....	<b>\$1,960,000</b>
Canadian County Health Department .....	<b>\$708,217</b>

**Grantees FY21-FY25**

Kingfisher County Health Department .....	<b>\$728,163</b>
Serving Blaine and Kingfisher counties	



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.

**\$114,000** total invested in your district

**Healthy Communities Incentive Grants**

City of Piedmont .....	<b>\$50,000</b>
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**Healthy Schools Incentive Grants**

Deer Creek Public Schools .....	<b>\$64,000</b>
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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: **\$214,178**

**Grantees**

RSVP Enid .....	<b>\$117,634</b>
Serving Alfalfa, Garfield, Grant, Kay, Kingfisher, Major, Noble and Woodward counties	
Regional Food Bank of Oklahoma .....	<b>\$96,544</b>
Serving Canadian, Cleveland, Oklahoma and Tillman counties	



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

District Cumulative: **\$632,643**

**Grantees**

NewView Oklahoma .....	<b>\$494,993</b>
Serving Oklahoma and Tulsa counties	
Youth & Family Services, Inc. ....	<b>\$137,650</b>
Serving Blaine, Canadian, Kingfisher and Oklahoma counties	



Oklahoma Tobacco Helpline

1 800

QUIT NOW

1-800-784-8669    **OKhelpline.com**

A Program of TSET

**TOTAL REGISTRATIONS:**

District FY25:

**130**

District Cumulative:

**1402**

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:

**366\***

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 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%

2024: 14.1%

**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