

SENATE DISTRICT 44

SENATOR Michael Brooks

COUNTIES Canadian Oklahoma



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

\$3,068,217 invested in your district FY21-FY26

\$4,651,316 invested in your district FY16-FY20

Grantees FY21-FY26

Oklahoma City-County Health Department.....	\$2,360,000
Canadian County Health Department.....	\$708,217



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 Schools Incentive Grants

Oklahoma City Public Schools.....	\$104,000
Western Heights Public Schools.....	\$10,000



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 Oklahoma, Canadian, Cleveland 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.....	\$494,993
Serving Oklahoma and Tulsa counties	
Youth & Family Services, Inc.....	\$137,650
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:

522

District Cumulative:

13,787

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:

826*

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