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PONTOTOC COUNTY

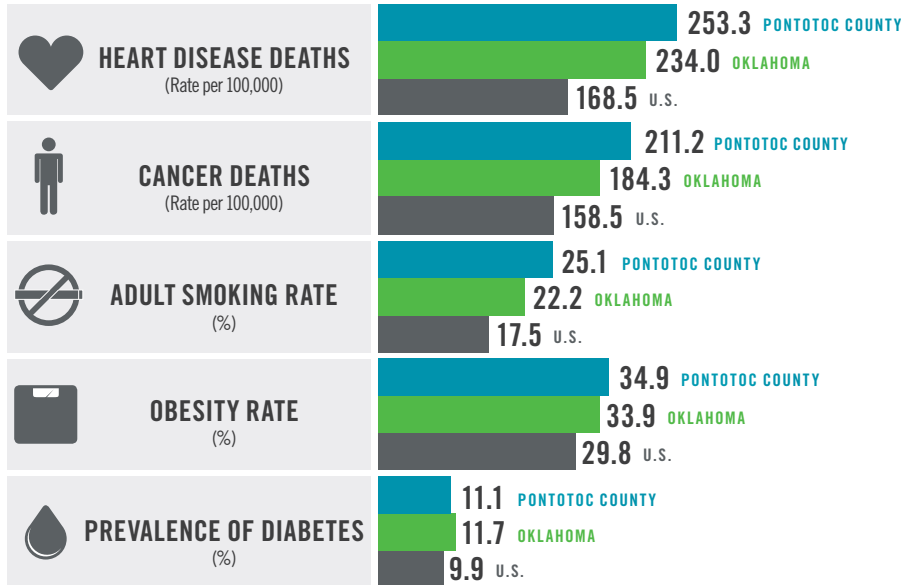
TSET Overview

In 2000, Oklahoma voters overwhelmingly chose to create TSET, the Tobacco Settlement Endowment Trust. Oklahoma's forward-looking choice enables strategic programmatic investments in healthy communities, statewide organizations, and life-saving research. TSET extends the opportunity for all Oklahomans to have better lives through better health – for generations to come.

Health Indicators

COUNTY OKLAHOMA U.S.

OKLAHOMA STATE DEPARTMENT OF HEALTH, 2015



COUNTY CUMULATIVE : \$1,255,000

Healthy Living Program Grants

Grantee: Pontotoc County Health Department

Cumulative: \$570,000

Incentive Grants

Healthy Communities Incentive Grants

Grantee: City of Ada

Cumulative: \$100,000

Community Grants

Communities of Excellence in Tobacco Control

Lead Agency: Pontotoc County Health Department

FY2011-2015: \$585,000

Oklahoma Tobacco Helpline Participants

The Oklahoma Tobacco Helpline provides free telephone and web-based tobacco cessation "coaching" sessions and free nicotine patches, gum and lozenges. Since 2003, the Helpline has served more than 300,000 Oklahomans, saving an estimated \$18 million each year in direct medical costs from tobacco users who have quit with the Oklahoma Tobacco Helpline.

County Fiscal Year 2016:

533

County Cumulative:

4,516

Medical Costs In Oklahoma Associated With:



SMOKING

\$1.62 BILLION

IN DIRECT HEALTHCARE COSTS

- 7,500 ADULT DEATHS EACH YEAR
- 2,400 KIDS BECOME DAILY SMOKERS EACH YEAR
- \$169 MILLION IS SPENT BY TOBACCO INDUSTRY ANNUALLY TO MARKET TOBACCO IN OKLAHOMA

OBESITY

\$1.72 BILLION

IN MEDICAL EXPENDITURES

- 17% OF OKLAHOMA YOUTH ARE OBESE
- 15% OF OKLAHOMA YOUTH ARE OVERWEIGHT
- 1 IN 3 ADULTS ARE OBESE

TSET STATEWIDE GRANTS



Healthy Living Program Grant Coverage

Oklahoma State University Medical Authority Residency Program (OSU)

Oklahoma Hospital Association Wellness Grant

Oklahoma Medical Loan Repayment Program (PMTc)

Oklahoma Department of Mental Health and Substance Abuse Wellness Grant

Oklahoma Health Care Authority Wellness Grant

STATEWIDE GRANTS - FY17 BUDGETED TOTAL \$16,246,000



Statewide Grants

TSET provides grants to communities and health systems to prevent and reduce tobacco use and obesity. Grantees submit annual budgets and work plans. In some cases, grantees are able to leverage federal dollars through the Oklahoma Health Care Authority to expand reach and impact. TSET funds about 40 to 50 percent of the total program cost for health systems grants.