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CLEVELAND COUNTY

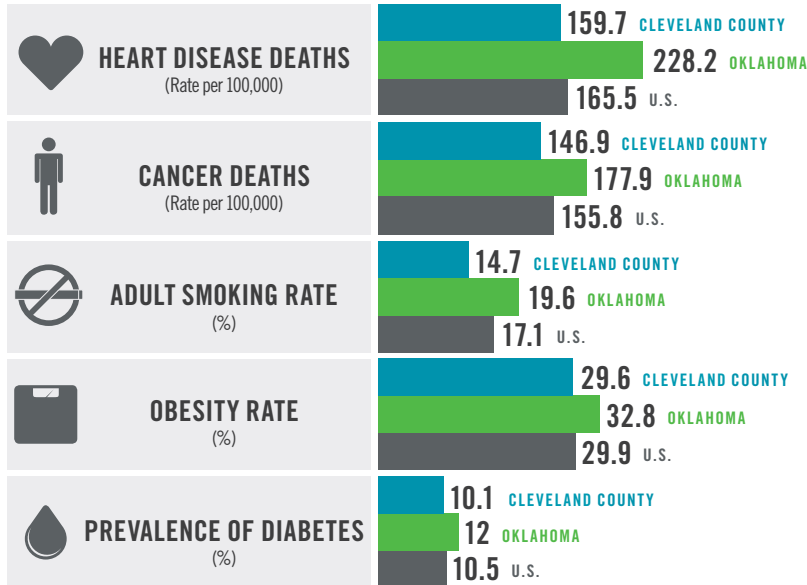
TSET Overview

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, 2016



COUNTY CUMULATIVE : \$5,623,544

Healthy Living Program Grants

Grantee: Norman Regional Health System - Cleveland County

FY16-Present

Cumulative: \$1,272,146

Incentive Grants

Healthy Communities Incentive Grants

Grantee: City of Lexington

Cumulative: \$20,000

Grantee: City of Moore

Cumulative: \$10,000

Grantee: City of Noble

Cumulative: \$50,000

Grantee: City of Norman

Cumulative: \$50,000

Community Grants

Communities of Excellence in Tobacco Control

Lead Agency: Norman Regional Health Systems

FY2005-2015: \$2,784,707

Communities of Excellence in Nutrition and Fitness

Lead Agency: Norman Regional Health Systems

FY2012-2015: \$576,000

Physician Training Grant

Oklahoma State University Medical Authority Residency Program
Norman Regional Health System - 24 Residents

\$860,691

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 360,000 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 2017:

1,799

County Cumulative:

20,602

Medical Costs In Oklahoma Associated With:

SMOKING

\$1.62 BILLION

IN DIRECT HEALTHCARE COSTS

- 7,500 ADULT DEATHS EACH YEAR
- 2,100 KIDS BECOME DAILY SMOKERS EACH YEAR
- \$163 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: INVESTING IN HEALTH

BECAUSE OF TSET,
OKLAHOMA SMOKING RATES HAVE DROPPED

10 X FASTER

THAN SIMILAR STATES.*

*According to an independent study conducted by professors and scientists from the University of Wisconsin School of Medicine and Public Health and the University of Oklahoma.

42,000



LIVES SAVED

127,000



**FEWER
CURRENT
SMOKERS**

\$1.24



BILLION
IN DIRECT MEDICAL
COSTS AVOIDED



Through the funding of cancer research, grants focused on health, and health communication interventions like Tobacco Stops With Me, TSET is changing and saving lives.