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## CRAIG COUNTY

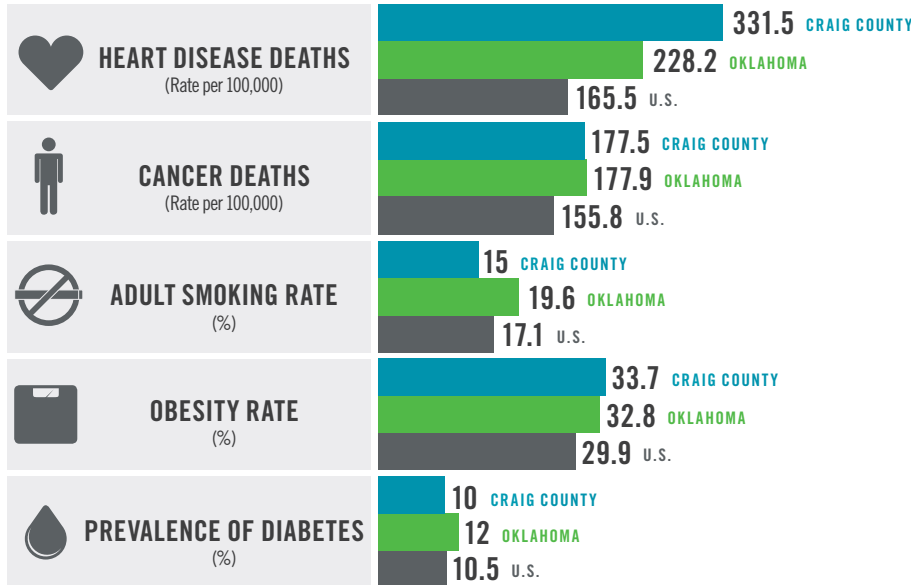
### TSET Overview

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 : \$562,838**

### Healthy Living Program Grants

Grantee: ROCMND - Craig County

FY16-Present  
Cumulative: **\$559,838**

### 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: **225**  
County Cumulative: **1,658**

### Incentive Grants

Healthy Schools Incentive Grants

Grantee: Bluejacket Public Schools

Cumulative: **\$3,000**

### 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.