

CUSTER COUNTY

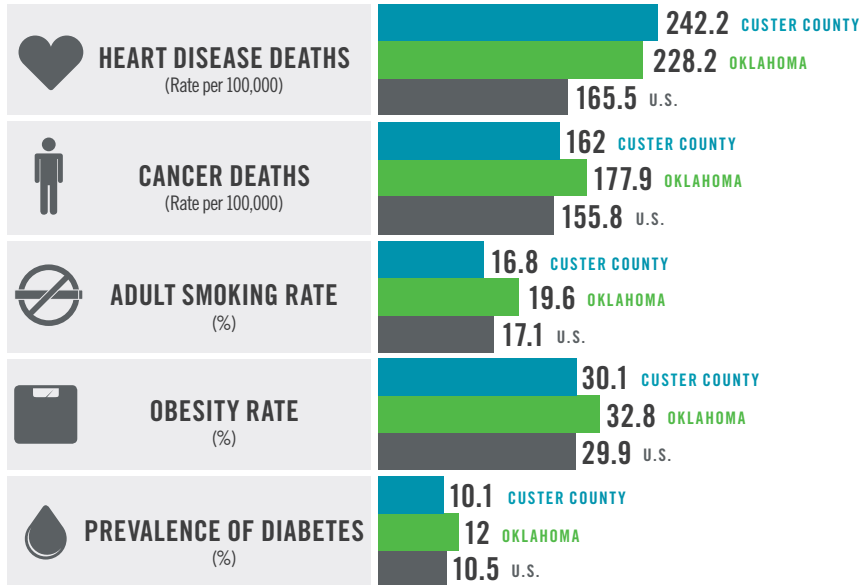
TSET Overview

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 : \$2,995,577

Healthy Living Program Grants

Grantee: City of Elk City
Serving Beckham, Custer, Roger Mills and Washita counties

FY16-Present
Cumulative: **\$1,256,502**

Incentive Grants

Healthy Communities Incentive Grants

Grantee: City of Weatherford

Cumulative: **\$50,000**

Community Grants

Communities of Excellence in Tobacco Control

Lead Agency: City of Elk City
Serving Beckham, Custer, Roger Mills and Washita counties

FY2005-2015: \$1,689,075

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: 195
County Cumulative: 1,930

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



**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.