

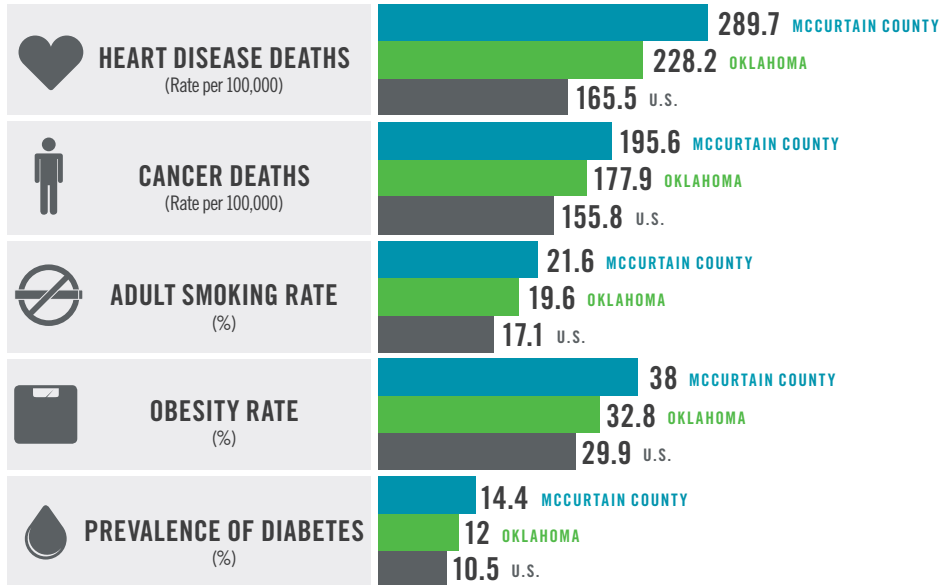
TSET Overview

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 : \$3,532,284

Healthy Living Program Grants

Grantee: McCurtain County Health Department

FY16-Present
Cumulative: \$624,400

Incentive Grants

Healthy Communities Incentive Grants

Grantee: City of Idabel

Cumulative: \$50,000

Healthy Schools Incentive Grants

Grantee: Battiest Public Schools

Cumulative: \$3,000

Grantee: Denison Public School

Cumulative: \$1,500

Grantee: Haworth Public Schools

Cumulative: \$2,000

Grantee: Idabel Public Schools

Cumulative: \$5,000

Grantee: Valliant Public Schools

Cumulative: \$3,000

Grantee: Wright City Public Schools

Cumulative: \$3,000

Community Grants

Communities of Excellence in Tobacco Control

Lead Agency: Pushmataha County Health Department
Serving Pushmataha, Choctaw and McCurtain counties

FY2005-2015: \$2,150,784

Communities of Excellence in Nutrition and Fitness

Lead Agency: McCurtain County Health Department
Serving Pushmataha, Choctaw and McCurtain counties

FY2012-2015: \$689,600

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:

283

County Cumulative:

3,491

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.