

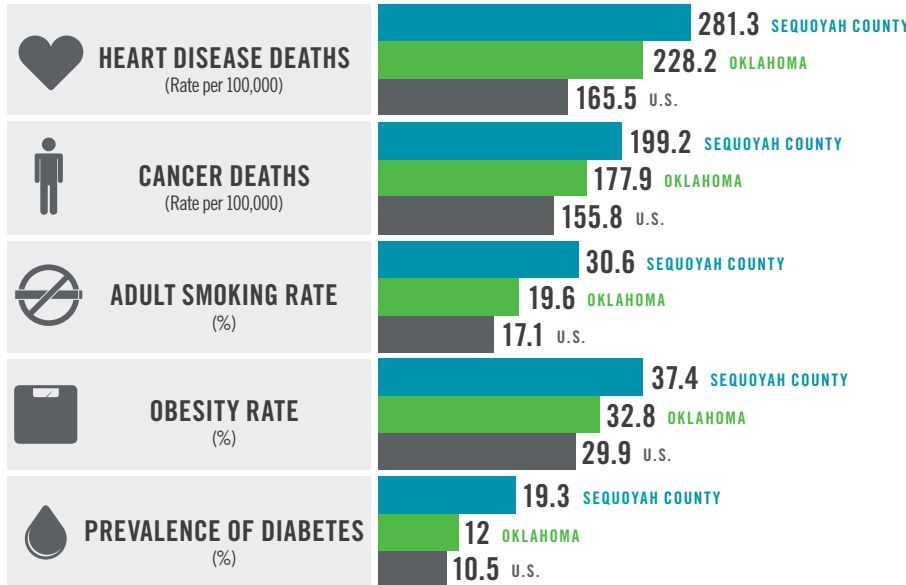
### TSET Overview

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 : \$3,685,683

### Healthy Living Program Grants

Grantee: People Inc.

FY16-Present

Cumulative: \$594,832

### Incentive Grants

Healthy Communities Incentive Grants

Grantee: Town of Vian

Cumulative: \$20,000

Healthy Schools Incentive Grants

Grantee: Central Public Schools

Cumulative: \$5,000

Grantee: Gore Public Schools

Cumulative: \$5,000

Grantee: Brushy Public Schools

Cumulative: \$1,500

Grantee: Moffett Public Schools

Cumulative: \$1,500

### Community Grants

Communities of Excellence in Tobacco Control

Lead Agency: Muskogee County Health Department

Serving Muskogee and Sequoyah counties

FY2005-2015: \$3,057,851

### 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:

385

County Cumulative:

4,530

### 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.