



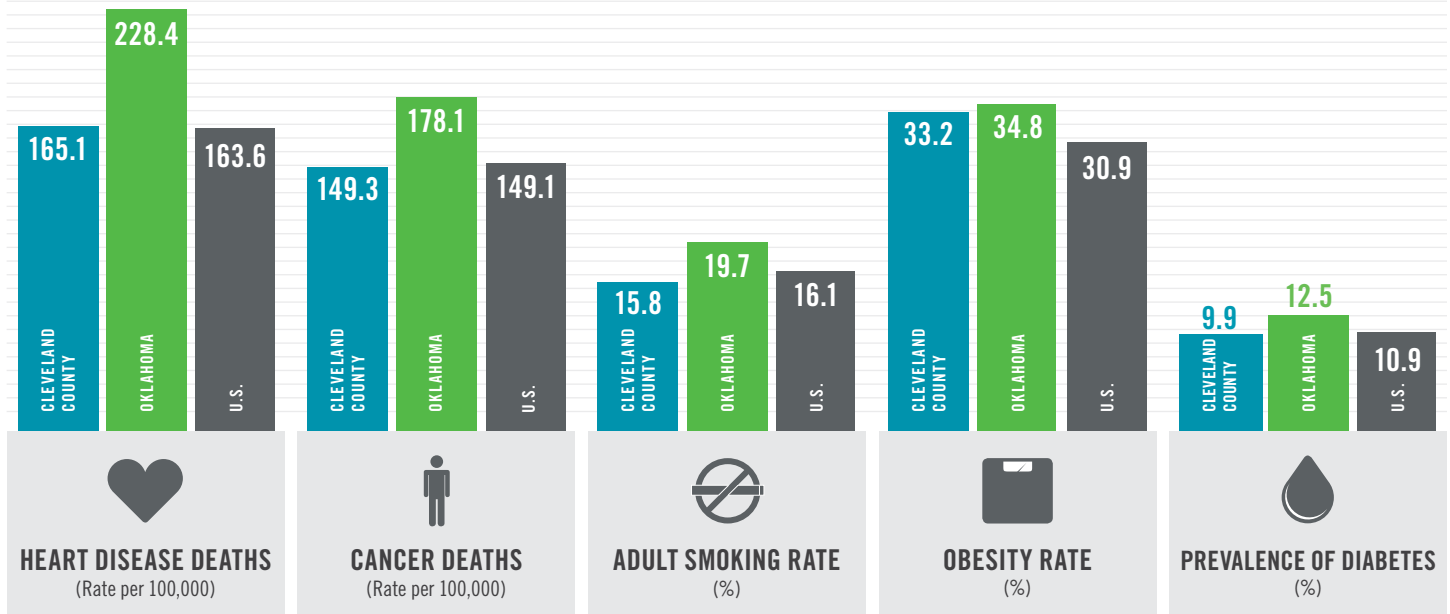
Health Indicators

OKLAHOMA STATE DEPARTMENT OF HEALTH, 2018

COUNTY

OKLAHOMA

U.S.



Healthy Living Program Grants

TSET Healthy Living Program grants are designed to prevent cancer and cardiovascular disease by preventing and reducing tobacco use and obesity on a local level. Using a comprehensive approach, grantees work with businesses, city governments, community organizations and schools to encourage healthy eating, physical activity and tobacco-free lifestyles.

Grantee: Norman Regional Health System - Cleveland

FY16-FY19
\$1,672,000

FY20 Budgeted
\$396,000

Incentive Grants

Healthy Community Incentive Grants

City of Lexington	\$20,000	City of Noble	\$50,000
City of Moore	\$10,000	City of Norman	\$50,000

Healthy Schools Incentive Grants

Jefferson Elementary School	\$10,000	Norman Public Schools	\$100,000
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Oklahoma State University Medical Authority Residency Program (OSU)

TSET's support of 24 medical residents allowed the program at Norman Regional Health System to become self-sustaining July 1, 2018..... **\$805,484**

Oklahoma Tobacco Helpline

1 800 QUIT NOW
1-800-784-8669 **OKhelpline.com**

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 nearly 400,000 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 2019:

1704

County Cumulative:

23807

TSET: INVESTING IN HEALTH

Established by voters, the Oklahoma Tobacco Settlement Endowment Trust (TSET) is a state grantmaking trust devoted to preventing cancer and cardiovascular disease, Oklahoma's leading causes of death. By awarding grants to schools, communities, state agencies and partner organizations, TSET works to improve the health of Oklahoma's citizens. It also funds research and emerging opportunities in the public and private sectors. TSET initiatives are addressing Oklahoma's most pressing public health issues — and creating healthier places for all Oklahomans to live, work, learn and play.

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

Medical Costs In Oklahoma Associated With:

OBESITY

\$1.72 BILLION

IN MEDICAL EXPENDITURES

- 1 IN 6 HIGH SCHOOL STUDENTS IS OBESE
- 1 IN 6 HIGH SCHOOL STUDENTS IS OVERWEIGHT
- 1 IN 3 ADULTS IS OBESE

SMOKING

\$1.62 BILLION

IN DIRECT HEALTHCARE COSTS

- 7,500 ADULT DEATHS EACH YEAR
- 1,500 KIDS BECOME DAILY SMOKERS EACH YEAR
- \$172 MILLION IS SPENT BY TOBACCO INDUSTRY ANNUALLY TO MARKET TOBACCO IN OKLAHOMA



Through the funding of cancer research, grants focused on health and health communication interventions, TSET is saving lives.