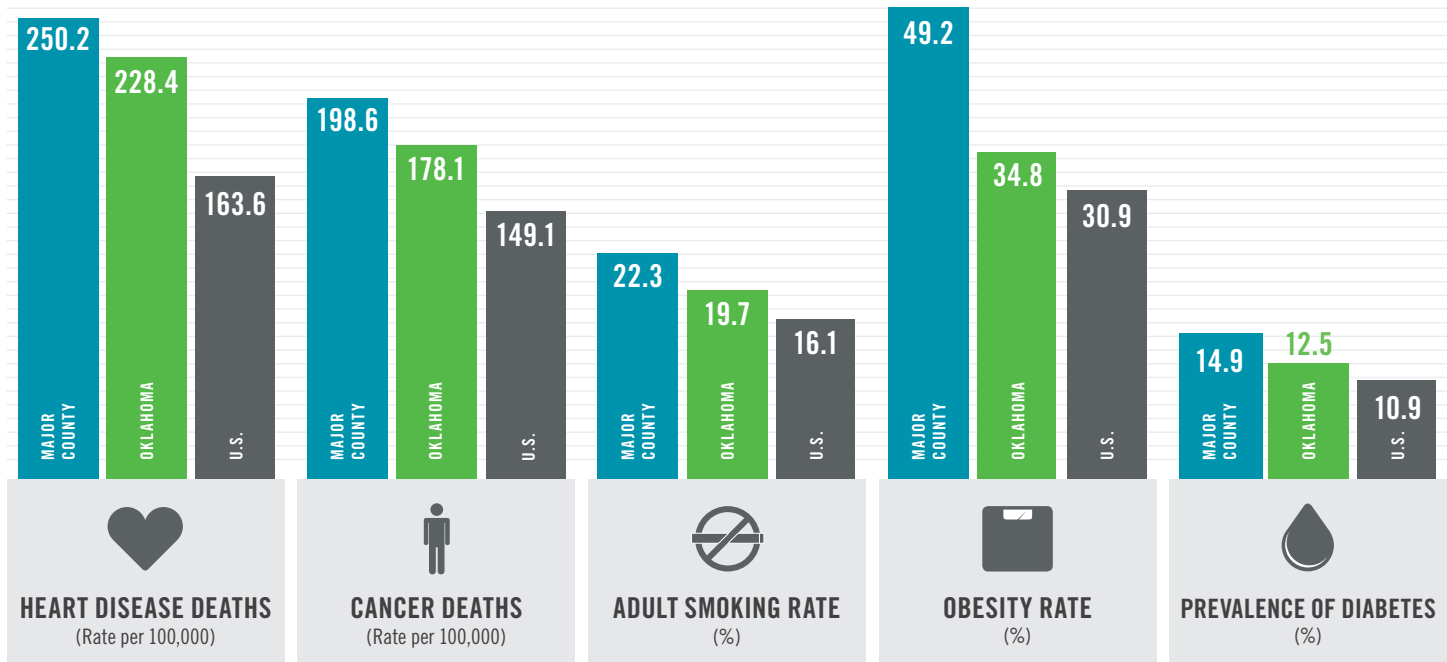




### Health Indicators

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:** Northwest Family Services, Inc.  
Serving Major, Woods and Alfalfa counties

**FY16-FY19** \$636,500      **FY20 Budgeted** \$155,000

### Incentive Grants

#### Healthy Community Incentive Grants

City of Cleo Springs ..... \$20,000  
City of Fairview ..... \$20,000

#### Healthy Schools Incentive Grants

Fairview Public Schools ..... \$3,000

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:

**49**

#### County Cumulative:

**735**

# 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.