



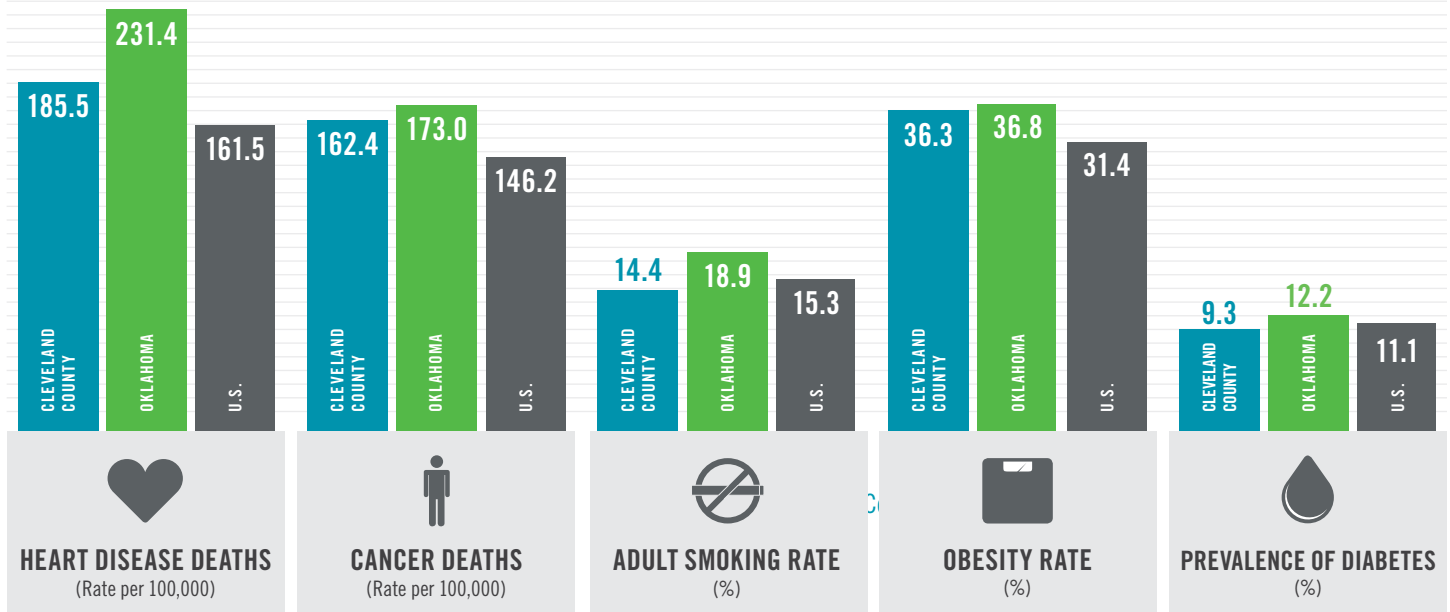
### Health Indicators

OKLAHOMA STATE DEPARTMENT OF HEALTH, 2019

COUNTY

OKLAHOMA

U.S.



### Healthy Living Program Grants

TSET Healthy Living Program grants are designed to prevent cancer and cardiovascular disease at the local level by working with businesses, city governments, community organizations and schools to encourage healthier lifestyles.

<b>Grantee:</b> Norman Regional Health System Serving Cleveland County	<b>FY21</b>	<b>\$220,000</b>
<b>Grantee:</b> Norman Regional Health System Serving Cleveland County	<b>FY16-FY20</b>	<b>\$2,068,000</b>

### Incentive Grants

TSET Healthy Incentive Programs for Schools and Communities promote wellness through grants to schools, school districts and local communities that adopt policies and strategies that encourage healthier lifestyles.

Healthy Community Incentive Grants		Healthy Schools Incentive Grants	
City of Lexington .....	\$20,000	Adams Elementary School .....	\$5,000
City of Moore .....	\$10,000	Lincoln Elementary School .....	\$3,000
City of Noble .....	\$50,000	Truman Primary .....	\$4,000
City of Norman .....	\$50,000	Little Axe Public Schools .....	\$6,000
		Jefferson Elementary School .....	\$10,000
		Norman Public Schools .....	\$100,000

### Food Systems Impact Grants

TSET Food System Impact Grants provide immediate relief to increased need for food during the COVID pandemic and support innovative partnerships that seek increase the availability of healthy foods throughout Oklahoma.

Regional Food Bank of Oklahoma .....	<b>\$96,544</b>
Serving Oklahoma, Canadian, Cleveland and Tillman counties	

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 more than 450,000 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 2020:

**1635**

County Cumulative:

**25449**

# TSET: INVESTING IN HEALTH

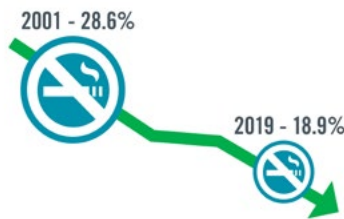
Established by voters, the Oklahoma Tobacco Settlement Endowment Trust (TSET) is a state grantmaking trust devoted to preventing cancer and cardiovascular disease, Oklahoma's leading causes of death. By awarding grants to schools, communities, state agencies and partner organizations, TSET works to improve 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**  **TIMES 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.

SMOKING PREVALENCE 18.9%



MORE THAN  
**450,000**  
Oklahomans have been served by the  
Oklahoma Tobacco Helpline  
SINCE 2003

**\$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
- 1,300 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.