



TSET
BETTER LIVES
 THROUGH
BETTER HEALTH

3800 N. Classen Blvd., Suite 200
 Oklahoma City, OK 73118
 www.tset.ok.gov 405.521.3888

CLEVELAND COUNTY

TSET Overview

In 2000, Oklahoma voters overwhelmingly chose to create TSET (Tobacco Settlement Endowment Trust), a constitutional health endowment. 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.

Oklahoma Tobacco Helpline Participants

1-800-QUIT NOW (784-8669)

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 250,000 Oklahomans, saving an estimated \$18 million each year in direct medical costs from tobacco users who have quit with the Oklahoma Tobacco Helpline.

Cleveland Co. Fiscal Year 2012: 1,929

Cleveland Co. Cumulative: 11,702

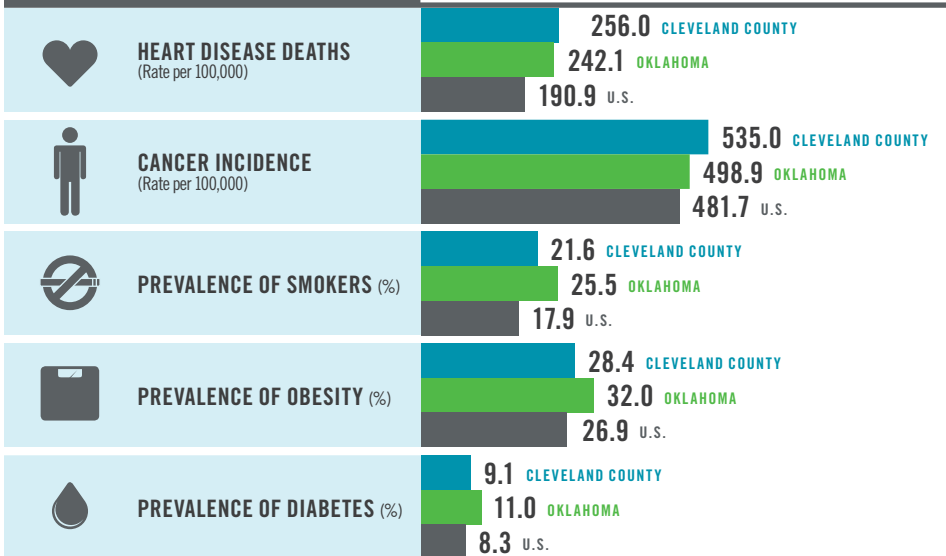
SENATORS

- Kyle Loveless
- John Sparks
- Rob Standridge
- Anthony Sykes

REPRESENTATIVES

- Bob Cleveland
- Josh Cockroft
- Jon Echols
- Scott Martin
- Mark McBride
- Mike Reynolds
- Aaron Stiles
- Emily Virgin
- Paul Wesselhoft

2011 HEALTH INDICATORS



COMMUNITY GRANTS

Communities of Excellence in Tobacco Control

Coalition: Cleveland County Turning Point
Lead Agency: Norman Regional Health Systems
 Current Grant Year Funding: **\$340,000**
 Cumulative: **\$2,180,296**

Communities of Excellence in Nutrition and Fitness

Coalition: Cleveland County Turning Point
Lead Agency: Norman Regional Health Systems, Inc.
 Current Grant Year Funding: **\$142,000**
 Cumulative: **\$232,000**

MEDICAL COSTS IN OKLAHOMA ASSOCIATED WITH:

SMOKING

\$1.16
BILLION

OBESITY

\$854
MILLION



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RESEARCH

Oklahoma Tobacco Research Center

Lead Agency: Stephenson Cancer Center

Current Year Funding: **\$1,299,558**

Cumulative: **\$6,025,019**

Oklahoma Center for Adult Stem Cell Research

Governing Board: OMRF, OU, OSU

Lead Agency: Oklahoma Medical Research Foundation

Current Year Funding: **\$2,167,190**

Cumulative: **\$6,412,699**

TSET Cancer Research Program

Lead Agency: Stephenson Cancer Center

Current Year Funding: **\$5,500,000**

Cumulative: **\$8,250,000**

STATEWIDE IMPACT GRANTS

Tobacco Cessation Systems Initiatives

Department of Mental Health and Substance Abuse Services

Current Year Funding: **\$251,996**

Cumulative: **\$989,507**

Oklahoma Hospital Association

Current Year Funding: **\$306,813**

Cumulative: **\$891,886**

Oklahoma Health Care Authority

Current Year Funding: **\$88,500**

Cumulative: **\$644,677**

STATEWIDE PROGRAM SUPPORT (Fiscal Year Funding)

OSU Department of Nutritional Sciences

for nutrition and fitness program evaluation

\$228,436

OU College of Public Health

for tobacco control program evaluation

\$563,247

Oklahoma State Department of Health

for technical assistance and training for tobacco control and nutrition and fitness

\$875,286