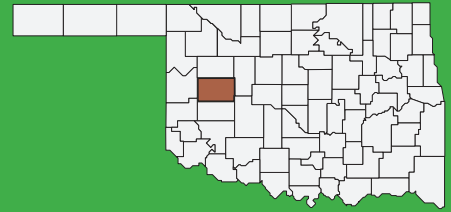




## Custer County



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

### Healthy People 2010 Indicators

	Custer
Heart Disease (Rate per 100,000)	224.3
Cancer (Rate per 100,000)	184.1
Prevalence of Smokers (%)	23.2
Prevalence of Obese (%)	28.4
Prevalence of Diabetes (%)	8.7

Senator:  
**Mike Schulz**

Representative:  
**Harold Wright**

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. The TSET endowment extends the opportunity for all Oklahomans to have better lives through better health – for generations to come.

### Community Grants

#### Communities of Excellence in Tobacco Control

**Coalition:** Western Oklahoma Tobacco Control Coalition  
Beckham, Custer, Roger Mills, and Washita Counties  
**Lead Agency:** City of Elk City

Current Grant Year Funding: \$168,650  
Cumulative: \$979,775

### Oklahoma Tobacco Helpline Participants

1-800-QUIT-NOW (784-8669)

Free & Clear, Inc., provider of the Oklahoma Tobacco Helpline services, also hires home-based Quit Coaches in Oklahoma. Quit Coaches have a Bachelor's or Master's degree in the behavioral health field and provide tobacco cessation services to 27 states and over 400 businesses and insurance providers.

**Custer Co. Fiscal Year 2010:** 164  
**Custer Co. Cumulative:** 554

### Research

#### Oklahoma Tobacco Research Center

**Lead Agency:** Stephenson Oklahoma Cancer Center

Current Year Funding: \$1,148,598  
Cumulative: \$3,505,000

#### Oklahoma Center for Adult Stem Cell Research

**Governing Board:** OMRF, OU, OSU  
**Lead Agency:** Oklahoma Medical Research Foundation

Current Year Funding: \$1,336,021  
Cumulative: \$1,500,000



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## Statewide Impact Grants

### Tobacco Cessation Systems Initiatives

Department of Mental Health and Substance Abuse Services	Current Year Funding:	\$234,600
	Cumulative:	\$496,585
Oklahoma Hospital Association	Current Year Funding:	\$190,000
	Cumulative:	\$390,573
Oklahoma Insurance Department	Current Year Funding:	\$125,000
	Cumulative:	\$310,030
Oklahoma Health Care Authority	Current Year Funding:	\$235,500
	Cumulative:	\$350,863

### Preventing Youth Access to Tobacco

Department of Mental Health and Substance Abuse Services	Current Year Funding:	\$288,000
Contracting with the ABLE Commission	Cumulative:	\$474,788

### Addressing Tobacco in Specific Populations

Communication Service for the Deaf	Current Year Funding:	\$100,000
	Cumulative:	\$500,000

## Statewide Program Support (Fiscal Year Funding)

<b>OU College of Public Health</b>	<b>\$741,000</b>
for tobacco control program evaluation	
<b>Oklahoma State Department of Health</b>	<b>\$475,000</b>
for tobacco control technical assistance and training	