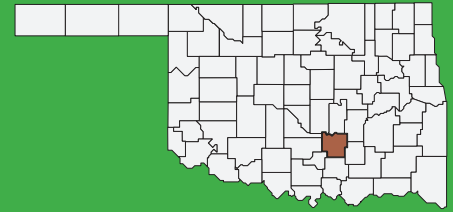




Pontotoc County



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

Healthy People 2010 Indicators

	Pontotoc
Heart Disease (Rate per 100,000)	195.6
Cancer (Rate per 100,000)	206.6
Prevalence of Smokers (%)	28.9
Prevalence of Obese (%)	28.0
Prevalence of Diabetes (%)	7.6

Senator:
Susan Paddock

Representatives:
Wes Hilliard
Paul Roan
Todd Thomsen

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: Pontotoc County Turning Point/Systems of Care Coalition

Lead Agency: Pontotoc County Health Department

Current Grant Year Funding: \$75,000
Cumulative: \$75,000

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.

Pontotoc Co. Fiscal Year 2010: 357
Pontotoc Co. Cumulative: 1,710

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



3800 N. Classen Blvd., Suite 200 Oklahoma City, OK 73118
 www.tset.ok.gov 405.525.8738

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)

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