

CDC's Office on Smoking and Health (OSH) collaborated with the National Institutes of Health's National Cancer Institute (NCI) to create the [National Texting Portal](#). The Portal connects adults interested in quitting tobacco with state or national (NCI's SmokefreeTXT) text messaging cessation services. The portal is intended to enhance and work in partnership with state-based tobacco control cessation programs. Promotions of the National Texting Portal began with CDC's 2022 *Tips From Former Smokers*® (*Tips*®) campaign on February 28, 2022.

This preliminary data is provided monthly to state tobacco control programs and national partners. Please note that 2022 is the first year the National Texting Portal is available for wide public use and being promoted as part of CDC's 2022 *Tips* Campaign.

Considerations in reviewing this data include that the 2022 and 2023 *Tips* Campaign promotions for the National Texting Portal do not occur during all weeks of the campaign, promotions may vary in intensity, and promotions are limited to a single platform over the course of the campaign.

For questions regarding NCI-reported data, please contact [NCInfo@nih.gov](mailto:NCInfo@nih.gov).

## English National Text Portal State Data: June 2023

English National Texting Portal Data for US States: Number of users who texted their zip code, total clicks on a URL to access state text cessation services, and number of users who enrolled in SmokefreeTXT (i.e., provided a quit date)

State	June 1-30,2023			Total – 2022-2023		
	Texted Zip Code <sup>a</sup>	Number of Clicks on State URL <sup>b</sup>	Enrolled in SmokefreeTXT <sup>c</sup>	Texted Zip Code <sup>a</sup>	Number of Clicks on State URL <sup>b</sup>	Enrolled in SmokefreeTXT <sup>c</sup>
AK	0	0	0	11	14	0
AL*	16	N/A	6	163	N/A	96
AR*	14	N/A	6	117	N/A	70
AZ <sup>+</sup>	8	8	1	134	37	55
CA <sup>d</sup>	32		1	398	209	13
CO <sup>+</sup>	9	8	0	100	48	37
CT	5	5	0	71	69	4
DC	0	0	0	15	21	0
DE	1	1	0	18	17	0
FL	19	17	2	226	180	10
GA <sup>+</sup>	40	41	1	321	159	99
GU*	0	N/A	0	0	N/A	0
HI	0	0	0	15	22	0
IA	4	4	0	64	61	2
ID	3	2	1	29	27	3
IL*	13	N/A	8	246	0	145

IN	23	21	0	207	187	4
KS	6	5	1	67	63	4
KY	16	13	2	198	174	7
LA	14	14	1	96	93	6
MA	9	9	0	129	116	6
MD	10	10	0	139	135	5
ME	6	6	0	31	25	0
MI	17	13	1	235	209	11
MN	6	5	0	79	80	5
MO	12	12	0	187	170	6
MS	11	11	0	91	81	4
MT	2	2	0	23	25	3
NC	29	30	0	292	251	12
ND	6	6	0	14	21	0
NE	8	7	0	44	42	1
NH	2	2	0	23	24	0
NJ+	15	15	0	158	68	50
NM	10	8	0	47	42	0
NV	11	10	0	180	145	2
NY+	100	93	2	560	499	14
OH	37	32	2	345	316	13
OK	8	7	0	62	55	5

OR	10	9	1	73	70	3
PA	24	23	0	313	281	18
PR*	1	N/A	0	4	N/A	2
RI <sup>+</sup>	2	2	1	28	12	6
SC	25	22	0	158	143	4
SD*	3	N/A	1	20	N/A	12
TN*	25	N/A	12	196	N/A	133
TX	47	38	0	547	485	13
UT	3	2	0	42	49	2
VA	10	10	0	175	162	7
VT	0	0	0	6	5	0
WA	7	6	0	132	116	11
WI <sup>+</sup>	9	9	0	117	63	35
WV*	11	N/A	0	94	N/A	50
WY	2	2	0	6	4	0
<b>TOTAL</b>	701	540	50	7,046	5,075	988

\*States routed to NCI's SmokefreeTXT program

<sup>+</sup> New York was changed from a state that routed to SmokefreeTXT to a state that provided a link to state text cessation resources within the March reporting period; RI, CO, and WI were switched in January 2023; GA, NJ, AZ, were switched in February 2023.

<sup>a</sup>This is the total unique persons who entered a zip code.

<sup>b</sup>This is the total number of clicks and not the number of unique persons who clicked on the URL, so click totals may be higher than unique users.

<sup>c</sup>This is the number of unique individuals who enrolled in SmokefreeTXT (i.e., set a quit date). Note: For states who have their own texting services (i.e. National Texting Portal routes to the state's URL) a text is sent 24 hours later asking if they found what they were looking for and if they reply "no"

they are offered enrollment in SmokefreeTXT.

<sup>d</sup>For California, users were routed to sign up for QUITNOWCA via SMS shortcode and not via a state link.

## Spanish National Text Portal State Data: June 2023

Spanish National Texting Portal Data for US States: Number of users who texted their zip code and number of users who enrolled in SmokefreeTXT (i.e., provided a quit date)

State	June 1-30,2023		Total- 2022-2023	
	Texted Zip Code <sup>a</sup>	Enrolled in SmokefreeTXT <sup>b</sup>	Texted Zip Code <sup>a</sup>	Enrolled in SmokefreeTXT <sup>b</sup>
AR	0	0	2	2
AZ	4	2	11	6
CA	1	0	34	14
CO	0	0	4	3
CT	0	0	1	0
DC	0	0	2	0
FL	4	0	78	26
GA	0	0	5	5
IA	0	0	1	0
IL	13	1	28	4
IN	0	0	1	1
KS	1	0	4	1
LA	0	0	1	0
MA	0	0	7	3
MD	0	0	6	3
MO	0	0	1	0
MS	0	0	1	1
MT	0	0	0	1
NC	0	0	5	2
NE	0	0	1	0
NJ	2	2	21	8
NM	0	0	2	2
NV	0	0	22	5
NY	6	2	50	12
PA	0	0	15	2
PR	1	1	28	8
OH	0	0	2	2

OR	0	0	1	1
SC	0	0	4	3
TN	0	0	2	1
TX	26	10	107	33
UT	0	0	2	0
VA	1	1	3	1
WA	0	0	3	2
WI	1	0	3	2
<b>TOTAL</b>	60	19	458	154

<sup>a</sup>This is the total unique persons who entered a zip code.

<sup>b</sup>This is the number of unique individuals who enrolled in SmokefreeTXT (i.e., set a quit date).