

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, 2023, and 2024 *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.

English National Text Portal State Data: June 2024

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).

NOTE: AK, CT, DE, FL, GA, IN, LA, ME, MD, MS, NJ, NM, NC, OK, OR, SC, TX, VA, WA, DC, and WI pointed to SmokefreeTXT instead of a state website from February 1-March 26, 2024 while one of the state providers adjusted their website text messaging offerings.

State	June 1-30, 2024			Total – 2022-2024		
	Texted Zip Code ^a	Number of Clicks on State URL ^b	Enrolled in SmokefreeTXT ^c	Texted Zip Code ^a	Number of Clicks on State URL ^b	Enrolled in SmokefreeTXT ^c
AK	2	2	0	49	35	6
AL*	101	N/A	47	859	N/A	453
AR*	71	N/A	38	643	N/A	350
AZ ⁺	43	39	0	568	415	74
CA ^d	163	108	3	1567	983	44
CO ⁺	40	31	1	434	346	53
CT	37	28	0	311	218	45
DC	8	7	0	70	54	7
DE	9	7	0	92	60	12
FL	163	127	0	1300	872	110
GA ⁺	168	131	0	1682	911	373
GU*	0	N/A	0	1	N/A	0
HI	6	4	0	52	52	1
IA	17	18	0	259	241	11

State	June 1-30, 2024			Total – 2022-2024		
	Texted Zip Code ^a	Number of Clicks on State URL ^b	Enrolled in SmokefreeTXT ^c	Texted Zip Code ^a	Number of Clicks on State URL ^b	Enrolled in SmokefreeTXT ^c
ID	24	21	0	158	139	4
IL*	111	N/A	58	1108	N/A	606
IN	82	63	2	901	592	116
KS	22	22	0	292	267	9
KY	56	39	0	729	628	23
LA	86	67	1	564	350	101
MA	30	26	2	445	386	14
MD	69	58	1	639	453	88
ME	12	9	0	119	86	11
MI	107	82	5	1025	875	81
MN	36	31	1	363	322	12
MO	93	82	2	894	788	19
MS	67	51	4	547	327	105
MT	11	11	0	105	99	7
NC	155	128	2	1390	918	209
ND	8	5	0	69	68	3
NE	23	17	2	244	217	12
NH	8	6	0	134	121	1
NJ ⁺	44	38	0	532	319	97

State	June 1-30, 2024			Total – 2022-2024		
	Texted Zip Code ^a	Number of Clicks on State URL ^b	Enrolled in SmokefreeTXT ^c	Texted Zip Code ^a	Number of Clicks on State URL ^b	Enrolled in SmokefreeTXT ^c
NM	37	34	2	231	158	28
NV	32	23	1	443	362	6
NY ⁺	219	178	3	2337	2052	46
OH	151	114	5	1452	1245	44
OK	41	32	1	383	241	51
OR	43	41	0	362	230	57
PA	121	96	2	1426	1243	51
PR [*]	0	N/A	0	6	N/A	3
RI ⁺	12	8	0	109	78	10
SC	89	68	1	860	556	132
SD [*]	13	N/A	8	79	N/A	43
TN [*]	125	N/A	57	1061	N/A	575
TX	315	236	3	2741	1670	418
UT	18	12	1	189	175	4
VA	86	66	1	807	535	121
VT	3	1	0	38	30	0
WA	73	61	0	638	423	102
WI ⁺	50	40	2	507	331	76
WV [*]	39	N/A	17	423	N/A	203

State	June 1-30, 2024			Total – 2022-2024		
	Texted Zip Code ^a	Number of Clicks on State URL ^b	Enrolled in SmokefreeTXT ^c	Texted Zip Code ^a	Number of Clicks on State URL ^b	Enrolled in SmokefreeTXT ^c
WY	2	1	0	39	34	0
TOTAL	3,341	2,269	273	32,276	20,505	5,027

*States routed to NCI's SmokefreeTXT program

+ 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 2023 reporting period; RI, CO, and WI were switched in January 2023; GA, NJ, AZ, were switched in February 2023.

^aThis is the total unique persons who entered a zip code.

^bThis 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.

^cThis 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.

^dFor 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 2024

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, 2024		Total- 2022-2024	
	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b
AR	0		6	5
AZ	0	1	24	14
CA	4	3	73	38
CO	0	0	12	5
CT	0	0	3	2
DC	0	0	2	0
DE	0	0	1	0
FL	2	1	184	64
GA	0	1	13	11
IA	0	0	1	0
IL	0	0	44	9
IN	0	0	2	2
KS	0	0	6	2
LA	0	0	2	0
MA	0	0	9	5
MD	0	0	17	6
MI	0	0	3	3
MO	0	0	2	0
MS	0	0	1	1
MT	0	0	1	2
NC	0	0	9	6
NE	0	0	3	0
NJ	0	0	35	14
NM	0	0	5	4
NV	0	0	29	6
NY	2	1	74	24
OK	0	0	1	0

State	June 1-30, 2024		Total- 2022-2024	
	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b
PA	1	0	23	6
PR	0	0	69	24
OH	0	0	2	2
OR	0	0	2	1
SC	0	0	4	4
TN	0	0	3	3
TX	6	2	197	72
UT	0	0	4	2
VA	0	0	9	4
WA	0	1	3	4
WI	0	0	5	3
TOTAL	15	10	883	348

^aThis is the total unique persons who entered a zip code.

^bThis is the number of unique individuals who enrolled in SmokefreeTXT (i.e., set a quit date).