

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](mailto:NCInfo@nih.gov).

## English National Text Portal State Data: September 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	September 1-30, 2024			Total – 2022-2024		
	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	3	3	0	74	59	6
AL*	40	N/A	22	1173	N/A	605
AR*	31	N/A	12	858	N/A	457
AZ <sup>+</sup>	20	15	0	751	566	77
CA <sup>d</sup>	76	54	2	2220	1417	56
CO <sup>+</sup>	28	29	0	646	536	55
CT	21	18	0	424	316	49
DC	4	5	0	99	81	7
DE	2	2	0	130	93	12
FL	53	52	1	1826	1335	121
GA <sup>+</sup>	45	47	0	2213	1368	378
GU*	0	N/A	0	1	N/A	0
HI	1	1	0	75	71	2
IA	13	11	2	341	318	13

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ID	7	6	0	228	207	6
IL*	34	N/A	20	1517	N/A	797
IN	42	41	0	1214	868	118
KS	12	11	0	388	351	11
KY	33	35	1	966	840	26
LA	10	9	1	710	482	102
MA	26	27	2	600	523	21
MD	28	27	0	869	653	91
ME	6	5	0	167	127	13
MI	39	37	1	1327	1133	86
MN	14	15	0	489	440	14
MO	38	36	0	1202	1054	24
MS	21	21	1	722	483	107
MT	5	4	0	133	124	7
NC	48	57	1	1832	1319	214
ND	2	2	0	90	86	3
NE	17	18	1	336	303	16
NH	6	4	0	192	175	1
NJ <sup>+</sup>	22	24	1	725	489	99

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NM	11	8	0	326	236	29
NV	16	20	0	551	460	10
NY <sup>+</sup>	181	154	1	3068	2674	51
OH	60	49	3	1878	1618	53
OK	25	27	1	529	372	53
OR	13	10	0	473	326	62
PA	62	56	0	1857	1613	56
PR <sup>*</sup>	0	N/A	0	7	N/A	3
RI <sup>+</sup>	2	2	0	133	101	12
SC	45	47	0	1175	859	139
SD <sup>*</sup>	3	N/A	1	105	N/A	56
TN <sup>*</sup>	39	N/A	21	1425	N/A	748
TX	99	96	3	3647	2466	435
UT	18	17	1	291	265	7
VA	34	35	0	1100	796	128
VT	1	1	0	50	42	2
WA	29	28	1	856	613	105
WI <sup>+</sup>	25	20	1	682	480	83
WV <sup>*</sup>	31	N/A	16	559	N/A	275

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WY	3	4	0	52	49	1
<b>TOTAL</b>	1,444	1,190	117	43,302	28,787	5,902

\*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.

<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: September 2024

Spanish 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:** Starting in July 2024, Arizona, Colorado, Hawaii, Idaho, Iowa, Kansas, Kentucky, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, North Dakota, Ohio, Pennsylvania, Rhode Island, Utah, Vermont, and Wyoming now link to state-based Spanish language programs. Previously, all states routed to SmokefreeTXT en Espanol.

State	September 1-30, 2024			Total- 2022-2024		
	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>b</sup>
AL	1	0	1	1	0	1
AR	0	0	0	6	0	5
AZ	1	0	0	25	0	15
CA	0	0	0	73	0	43
CO	0	0	0	14	1	5
CT	0	0	0	3	0	2
DC	0	0	0	2	0	0
DE	0	0	0	1	0	0
FL	1	0	2	197	0	76
GA	0	0	0	13	0	11
IA	0	0	0	1	0	0
IL	0	0	0	44	0	9
IN	0	0	0	2	0	2
KS	0	0	0	6	0	2
LA	0	0	0	2	0	0
MA	0	0	0	9	0	6
MD	0	0	0	17	0	6
MI	0	0	0	3	0	3
MO	0	0	0	2	0	0
MS	0	0	0	1	0	1
MT	0	0	0	1	0	2
NC	0	0	0	10	0	7

State	September 1-30, 2024			Total- 2022-2024		
	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>b</sup>
NE	0	0	0	3	0	0
NJ	0	0	0	36	0	14
NM	0	0	0	5	0	5
NV	4	4	0	34	5	7
NY	2	0	3	77	0	28
OH	1	1	0	1	1	0
OK	0	0	0	1	0	0
PA	0	0	0	24	0	7
PR	1	0	0	74	0	24
OH	0	0	0	2	0	2
OR	0	0	0	2	0	1
SC	0	0	0	4	0	4
TN	1	0	1	4	0	4
TX	1	0	0	200	0	73
UT	0	0	0	4	0	2
VA	0	0	0	10	0	4
WA	0	0	0	3	0	4
WI	0	0	0	5	0	3
<b>TOTAL</b>	13	5	7	922	7	378

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<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).