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 NCIinfo@nih.gov.

smokefree.gov

English National Text Portal State Data: November 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	November 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	3	2	0	79	63	6
AL*	20	N/A	3	1221	N/A	628
AR*	25	N/A	14	912	N/A	487
AZ[+]	9	9	0	776	592	77
CA[d]	41	26	1	2296	1468	58
CO[+]	9	8	0	667	558	55
CT	7	7	0	442	335	51
DC	0	0	0	101	83	7
DE	2	3	0	137	100	12
FL	31	29	0	1904	1408	121
GA[+]	28	25	1	2294	1445	380
GU*	0	N/A	0	1	N/A	0
HI	0	0	0	78	74	2
IA	4	3	0	352	330	13

smokefree.gov

State	November 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	6	6	0	243	223	6
IL*	22	N/A	15	1577	N/A	828
IN	21	17	0	1270	924	119
KS	7	5	1	402	364	12
KY	26	21	2	1029	900	29
LA	11	10	1	727	498	104
MA	10	9	0	632	555	21
MD	13	13	0	904	688	91
ME	1	1	0	170	131	13
MI	23	20	1	1390	1194	87
MN	6	7	0	507	457	14
MO	13	12	0	1240	1095	25
MS	16	14	0	759	519	107
MT	1	1	0	136	127	7
NC	44	39	0	1921	1402	218
ND	2	2	0	95	91	3
NE	5	5	1	350	317	18
NH	2	2	0	200	184	1
NJ+	20	18	0	761	523	99

smokefree.gov

State	November 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	14	15	0	353	266	30
NV	3	3	0	564	473	10
NY[+]	184	152	7	3368	2941	60
OH	37	30	2	1957	1698	55
OK	14	11	0	560	403	54
OR	16	13	0	501	353	63
PA	45	41	3	1953	1704	61
PR*	0	N/A	0	7	N/A	3
RI[+]	3	1	0	140	105	12
SC	42	39	1	1254	936	141
SD*	2	N/A	2	113	N/A	62
TN*	26	N/A	7	1483	N/A	769
TX	47	40	0	3764	2578	437
UT	7	6	0	308	282	7
VA	19	20	1	1140	836	130
VT	0	0	0	50	43	2
WA	17	14	1	896	648	106
WI[+]	21	18	0	725	521	83
WV*	14	N/A	9	599	N/A	299

smokefree.gov

State	November 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	1	0	0	53	49	1
TOTAL	940	717	73	45,361	30,484	6,084

*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.
[a]This is the total unique persons who entered a zip code.
[b]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.
[c]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.
[d]For California, users were routed to sign up for QUITNOWCA via SMS shortcode and not via a state link.

smokefree.gov

Spanish National Text Portal State Data: November 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	November 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[b]
AL	0	0	0	1	0	1
AR	0	0	0	6	0	5
AZ	0	0	0	26	3	15
CA	0	0	0	75	0	45
CO	0	0	1	14	2	6
CT	1	0	1	4	0	3
DC	0	0	0	2	0	0
DE	0	0	0	1	0	0
FL	2	0	1	199	0	77
GA	0	0	0	13	0	11
IA	0	0	0	1	0	0
IL	1	0	1	45	0	10
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	1	0	0	18	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

smokefree.gov

State	November 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[b]
NE	0	0	0	3	0	0
NJ	0	0	0	39	0	16
NM	0	0	0	5	0	5
NV	1	0	0	37	7	7
NY	0	0	1	77	0	29
OH	0	0	0	1	1	0
OK	0	0	0	1	0	0
PA	0	0	0	24	0	7
PR	0	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	0	0	0	4	0	4
TX	0	0	0	201	0	75
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
TOTAL	6	0	5	937	13	389

[a]This is the total unique persons who entered a zip code.

[b]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.
[c]This is the number of unique individuals who enrolled in SmokefreeTXT (i.e., set a quit date).

smokefree.gov