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: December 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	December 1-31, 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	1	2	0	80	65	6
AL[+]	18	20	0	1,239	40	628
AR*	18	N/A	13	930	N/A	500
AZ[+]	12	12	0	788	604	77
CA[d]	24		1	2,320	1468	59
CO[+]	15	13	0	682	571	55
CT	4	4	0	446	339	51
DC	1	2	0	102	85	7
DE	2	2	0	139	102	12
FL	32	31	1	1,936	1439	122
GA[+]	31	31	0	2,325	1476	380
GU*	0	N/A	0	1	N/A	0
HI	2	2	0	80	76	2
IA	7	8	0	359	338	13

smokefree.gov

State	December 1-31, 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	8	8	0	251	231	6
IL*	25	N/A	15	1,602	N/A	843
IN	26	26	0	1,296	950	119
KS	3	5	0	405	369	12
KY	31	28	0	1,060	928	29
LA	10	8	0	737	506	104
MA	19	18	0	651	573	21
MD	18	18	1	922	706	92
ME	1	1	0	171	132	13
MI	23	20	0	1,413	1,214	87
MN	6	5	0	513	462	14
MO	17	17	0	1,257	1,112	25
MS	12	11	0	771	530	107
MT	3	2	0	139	129	7
NC	32	30	2	1,953	1,432	220
ND	2	2	0	97	93	3
NE	6	5	0	356	322	18
NH	4	4	0	204	188	1
NJ[+]	22	24	1	783	547	100

smokefree.gov

State	December 1-31, 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	14	0	367	280	30
NV	12	12	0	576	485	10
NY[+]	198	180	5	3,566	3,121	65
OH	32	31	2	1,989	1,729	57
OK	12	11	1	572	414	55
OR	9	11	2	510	364	65
PA	39	37	4	1,992	1,741	65
PR*	0	N/A	0	7	N/A	3
RI[+]	2	2	0	142	107	12
SC	19	20	0	1,273	956	141
SD*	2	N/A	2	115	N/A	64
TN[+]	21	26	0	1,504	52	769
TX	47	45	0	3,811	2,623	437
UT	8	9	0	316	291	7
VA	22	22	0	1,162	858	130
VT	1	1	0	51	44	2
WA	14	17	0	910	665	106
WI[+]	14	16	1	739	537	84
WV*	13	N/A	9	612	N/A	308

smokefree.gov

State	December 1-31, 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	0	1	0	53	50	1
TOTAL	914	814	60	46,275	31,344	6,144

*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; AL and TN were switched in November 2024.

[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: December 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	December 1-31, 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	0	14	2	6
CT	0	0	0	4	0	3
DC	0	0	0	2	0	0
DE	0	0	0	1	0	0
FL	0	0	0	199	0	77
GA	0	0	0	13	0	11
IA	0	0	0	1	0	0
IL	0	0	1	45	0	11
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	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	December 1-31, 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	4	2	0	41	9	7
NY	0	0	2	77	0	31
OH	0	0	0	1	1	0
OK	0	0	0	1	0	0
PA	2	1	0	26	1	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	3	3	943	16	392

[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