

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.

English National Text Portal State Data: March 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	March 1-31,2023			Total – 2022-2023		
	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	9	12	0
AL*	25	N/A	14	100	N/A	64
AR*	20	N/A	12	78	N/A	52
AZ ⁺	17	14	0	107	14	54
CA ^d	50	27	2	309	170	11
CO ⁺	8	8	1	65	14	36
CT	13	12	0	51	51	4
DC	2	2	0	12	19	0
DE	1	1	0	10	10	0
FL	25	21	3	161	127	7
GA ⁺	48	47	0	194	47	97
GU*	0	N/A	0	0	N/A	0
HI	1	1	0	12	19	0
IA	6	7	0	47	45	2
ID	1	1	0	16	15	2
IL*	35	N/A	23	188	N/A	111

IN	27	26	0	133	117	4
KS	9	9	0	49	47	2
KY	24	23	0	156	136	5
LA	9	9	0	66	65	5
MA	11	11	1	105	92	5
MD	15	16	0	96	96	5
ME	3	3	0	19	14	0
MI	42	38	4	182	163	8
MN	12	11	1	67	69	5
MO	26	24	0	136	123	3
MS	13	11	1	63	56	4
MT	4	3	0	20	22	3
NC	49	44	0	211	175	11
ND	0	0	0	5	13	0
NE	5	5	0	28	27	1
NH	3	3	0	20	20	0
NJ+	18	16	1	105	16	50
NM	4	4	0	24	23	0
NV	21	20	0	150	118	2
NY+	57	51	0	304	262	8
OH	54	53	4	250	230	10
OK	13	11	2	42	38	4

OR	11	12	0	52	50	1
PA	39	38	2	225	196	16
PR*	0	N/A	0	3	N/A	2
RI ⁺	6	6	2	26	10	5
SC	26	22	0	108	96	3
SD*	3	N/A	2	15	N/A	9
TN*	22	N/A	15	135	N/A	102
TX	69	64	0	390	339	11
UT	5	6	1	34	43	2
VA	25	25	0	134	123	6
VT	1	1	0	3	2	0
WA	17	17	1	95	85	10
WI ⁺	16	16	1	79	27	33
WV*	18	N/A	6	56	N/A	35
WY	1	1	0	3	2	0

*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 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: March 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	March 1-31,2023		Total- 2022-2023	
	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b
AR	0	0	1	1
AZ	0	0	3	3
CA	11	3	31	13
CO	0	1	3	3
CT	1	0	1	0
DC	0	0	2	0
FL	30	6	49	13
GA	0	0	4	4
IL	0	1	7	2
IN	0	0	1	1
KS	1	1	4	1
LA	0	0	1	0
MA	1	0	5	3
MD	0	0	4	1
MO	1	0	1	0
MS	1	1	1	1
MT	0	0	0	1
NC	0	0	4	2
NE	1	0	1	0
NJ	9	3	11	5
NM	1	1	2	2
NV	10	3	13	3
NY	23	3	30	5
PR	11	2	16	3
OH	0	0	2	2
OR	0	0	1	1
SC	1	1	2	1

TN	0	0	2	1
TX	15	4	43	16
UT	0	0	2	0
WA	0	0	2	1
WI	0	0	2	2

^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).