

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](mailto:NCInfo@nih.gov).

## English National Text Portal State Data: April 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	April 1-30,2023			Total – 2022-2023		
	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	1	1	0	10	13	0
AL*	25	N/A	16	125	N/A	80
AR*	13	N/A	6	91	N/A	58
AZ <sup>+</sup>	11	8	0	118	22	54
CA <sup>d</sup>	29		1	338	170	12
CO <sup>+</sup>	17	18	1	82	32	37
CT	8	6	0	59	57	4
DC	3	2	0	15	21	0
DE	6	5	0	16	15	0
FL	18	10	0	179	137	7
GA <sup>+</sup>	38	30	1	232	77	98
GU*	0	N/A	0	0	N/A	0
HI	2	2	0	14	21	0
IA	4	4	0	51	49	2
ID	5	4	0	21	19	2
IL*	28	N/A	18	216	N/A	129

IN	24	21	0	157	138	4
KS	7	6	1	56	53	3
KY	12	10	0	168	146	5
LA	9	7	0	75	72	5
MA	7	7	1	112	99	6
MD	16	12	0	112	108	5
ME	1	1	0	20	15	0
MI	17	15	1	199	178	9
MN	3	3	0	70	72	5
MO	22	17	1	158	140	4
MS	11	7	0	74	63	4
MT	0	0	0	20	22	3
NC	28	21	1	239	196	12
ND	2	1	0	7	14	0
NE	5	4	0	33	31	1
NH	1	2	0	21	22	0
NJ+	17	15	0	122	31	50
NM	4	4	0	28	27	0
NV	9	7	0	159	125	2
NY+	58	51	0	362	313	8
OH	27	21	0	277	251	10
OK	3	2	0	45	40	4

OR	8	5	0	60	55	1
PA	38	33	0	263	229	16
PR*	0	N/A	0	3	N/A	2
RI <sup>+</sup>	0	0	0	26	10	5
SC	15	14	0	123	110	3
SD*	1	N/A	1	16	N/A	10
TN*	19	N/A	9	154	N/A	111
TX	60	51	0	450	390	11
UT	1	0	0	35	43	2
VA	18	14	1	152	137	7
VT	2	2	0	5	4	0
WA	13	12	0	108	97	10
WI <sup>+</sup>	12	11	1	91	38	34
WV*	13	N/A	7	69	N/A	42
WY	1	0	0	4	2	0

\*States routed to NCI's SmokefreeTXT program

<sup>+</sup> 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.

<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: April 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	April 1-30,2023		Total- 2022-2023	
	Texted Zip Code <sup>a</sup>	Enrolled in SmokefreeTXT <sup>b</sup>	Texted Zip Code <sup>a</sup>	Enrolled in SmokefreeTXT <sup>b</sup>
AR	0	0	1	1
AZ	4	1	7	4
CA	0	0	31	13
CO	1	0	4	3
CT	0	0	1	0
DC	0	0	2	0
FL	4	1	53	14
GA	0	0	4	4
IA	1	0	1	0
IL	7	1	14	3
IN	0	0	1	1
KS	0	0	4	1
LA	0	0	1	0
MA	2	0	7	3
MD	0	0	4	1
MO	0	0	1	0
MS	0	0	1	1
MT	0	0	0	1
NC	0	0	4	2
NE	0	0	1	0
NJ	5	1	16	6
NM	0	0	2	2
NV	0	0	13	3
NY	5	2	35	7
PA	14	1	14	1
PR	0	0	16	3
OH	0	0	2	2

OR	0	0	1	1
SC	1	1	3	2
TN	0	0	2	1
TX	27	5	70	21
UT	0	0	2	0
VA	2	0	2	0
WA	1	1	3	2
WI	0	0	2	2

<sup>a</sup>This is the total unique persons who entered a zip code.

<sup>b</sup>This is the number of unique individuals who enrolled in SmokefreeTXT (i.e., set a quit date).