

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.

English National Text Portal State Data: February 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 in February 2024 while one of the state providers adjusted their website text messaging offerings.

State	February 1-29,2023			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	6	0	1	27	24	1
AL*	125	N/A	66	394	N/A	229
AR*	93	N/A	50	318	N/A	179
AZ ⁺	80	67	5	300	183	66
CA ^d	177	117	3	814	510	25
CO ⁺	61	51	5	247	186	44
CT	40	0	26	166	123	32
DC	12	0	3	39	31	3
DE	14	0	7	45	30	8
FL	192	104	26	601	452	41
GA ⁺	274	2	160	852	398	263
GU*	0	N/A	0	1	N/A	0
HI	8	5	0	29	33	1
IA	31	27	1	154	144	8

ID	10	8	0	70	66	3
IL*	150	N/A	77	554	N/A	318
IN	116	3	51	469	331	57
KS	38	34	4	153	144	8
KY	105	90	6	439	389	16
LA	95	0	53	255	150	61
MA	49	34	0	253	221	10
MD	72	1	39	314	235	45
ME	13	0	6	66	46	7
MI	142	115	44	544	479	62
MN	59	47	3	183	171	10
MO	127	109	3	441	400	10
MS	81	2	44	249	151	50
MT	13	9	1	59	56	7
NC	190	1	98	730	482	118
ND	6	7	1	35	42	2
NE	25	22	1	137	126	6
NH	21	15	0	82	76	1
NJ+	49	1	21	295	153	73
NM	24	0	15	113	79	16
NV	51	39	2	300	250	5
NY+	244	205	3	1,396	1243	26

OH	201	160	4	790	702	28
OK	52	0	29	189	120	34
OR	49	0	23	175	118	28
PA	181	151	4	768	685	30
PR*	0	N/A	0	6	N/A	3
RI ⁺	11	10	0	56	37	8
SC	121	0	61	433	294	69
SD*	10	N/A	4	42	N/A	23
TN*	152	N/A	83	482	N/A	293
TX	396	6	208	1,288	804	226
UT	21	18	0	100	103	3
VA	105	1	55	387	264	65
VT	4	3	0	21	16	0
WA	94	0	47	352	233	62
WI ⁺	42	1	17	278	176	53
WV*	55	N/A	23	232	N/A	120
WY	6	6	0	19	17	0
TOTAL	4,293	1,471	1,383	16,742	11,459	2,856

*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: February 2024

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	January 1-31, 2024		Total- 2022-2024	
	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b
AR	0	0	3	3
AZ	1	1	17	10
CA	6	4	51	25
CO	0	0	8	3
CT	0	0	2	1
DC	0	0	2	0
FL	8	5	142	49
GA	1	0	10	8
IA	0	0	1	0
IL	1	0	33	6
IN	0	1	2	2
KS	0	0	5	1
LA	0	0	2	0
MA	1	2	9	5
MD	5	2	13	5
MI	0	1	2	3
MO	0	0	1	0
MS	0	0	1	1
MT	0	0	1	2
NC	0	0	7	4
NE	1	0	2	0
NJ	3	1	30	12
NM	1	0	3	2
NV	1	1	27	6
NY	15	4	71	23
OK	0	0	1	0
PA	0	1	16	4

PR	14	5	56	17
OH	0	0	2	2
OR	0	0	2	1
SC	0	0	4	3
TN	0	0	3	2
TX	15	8	138	49
UT	1	1	4	2
VA	3	1	9	4
WA	0	0	3	2
WI	0	0	5	3
TOTAL	77	38	688	260

^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).