

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: October 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	October 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	2	2	0	15	18	0
AL*	12	N/A	5	224	0	134
AR*	18	N/A	9	187	0	112
AZ ⁺	11	8	1	181	78	59
CA ^d	32	23	1	535	324	16
CO ⁺	9	8	2	149	96	39
CT	8	7	0	107	103	6
DC	0	0	0	20	25	0
DE	3	3	1	26	25	1
FL	28	27	0	335	282	11
GA ⁺	38	36	0	488	314	101
GU*	0	N/A	0	0	0	0
HI	0	0	0	18	25	1
IA	8	8	0	93	88	4
ID	9	8	0	47	44	3
IL*	15	N/A	8	355	0	209

IN	23	23	0	294	269	5
KS	6	7	0	99	95	4
KY	13	12	0	270	235	8
LA	9	6	0	133	124	7
MA	11	10	0	171	156	7
MD	14	13	0	191	185	5
ME	3	3	0	41	35	0
MI	34	32	0	341	304	13
MN	5	5	1	97	98	6
MO	14	14	0	260	241	7
MS	7	6	0	134	116	5
MT	1	1	1	42	44	5
NC	35	33	3	442	390	17
ND	0	0	0	20	26	0
NE	12	11	0	81	76	2
NH	4	4	0	43	43	0
NJ ⁺	12	11	0	201	108	51
NM	4	2	0	76	66	1
NV	10	10	0	217	181	3
NY ⁺	45	47	0	802	724	18
OH	30	28	1	474	431	18
OK	5	4	0	106	93	5

OR	8	7	0	105	100	4
PA	42	39	1	466	419	21
PR*	1	N/A	1	5	0	3
RI ⁺	3	2	0	36	19	6
SC	19	20	0	233	215	5
SD*	2	N/A	1	29	0	18
TN*	14	N/A	11	276	0	180
TX	43	38	1	752	664	17
UT	5	6	0	66	72	2
VA	11	10	0	236	219	8
VT	0	0	0	13	10	0
WA	19	15	1	199	174	13
WI ⁺	18	17	1	182	122	36
WV*	9	N/A	4	138	0	73
WY	0	0	0	9	7	0
TOTAL	684	566	54	10,060	7,483	1,269

*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: October 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	October 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	3	3
AZ	0	0	13	7
CA	3	1	39	18
CO	0	0	8	3
CT	0	0	2	1
DC	0	0	2	0
FL	2	2	129	42
GA	0	1	8	7
IA	0	0	1	0
IL	0	0	32	6
IN	0	0	2	1
KS	0	0	5	1
LA	0	0	2	0
MA	0	0	8	3
MD	0	0	8	3
MI	0	0	1	1
MO	0	0	1	0
MS	0	0	1	1
MT	0	0	0	1
NC	1	1	6	3
NE	0	0	1	0
NJ	1	1	29	11
NM	0	0	2	2
NV	2	0	25	5
NY	2	1	54	18
PA	0	0	15	2
PR	0	0	42	10

OH	0	0	2	2
OR	0	0	2	1
SC	0	0	4	3
TN	0	0	2	1
TX	2	1	116	37
UT	1	0	2	1
VA	1	1	5	3
WA	0	0	3	2
WI	0	0	5	3
TOTAL	15	9	580	202

^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).