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 NCIinfo@nih.gov.

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English National Text Portal State Data: November 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	November 1-30,2023			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	0	0	16	18	0
AL*	19	N/A	12	243	0	146
AR*	10	N/A	3	197	0	115
AZ[+]	13	12	0	194	90	59
CA[d]	39		5	574	324	21
CO[+]	16	17	0	165	113	39
CT	3	3	0	110	106	6
DC	2	2	0	22	27	0
DE	1	0	0	27	25	1
FL	30	26	1	365	308	12
GA[+]	34	31	0	522	345	101
GU*	0	N/A	0	0	0	0
HI	1	1	0	19	26	1
IA	11	11	1	104	99	5
ID	5	5	0	52	49	3
IL*	21	N/A	16	376	0	225

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IN	22	22	1	316	291	6
KS	10	9	0	109	104	4
KY	23	24	2	293	259	10
LA	8	8	0	141	132	7
MA	11	10	0	182	166	7
MD	21	21	1	212	206	6
ME	6	6	0	47	41	0
MI	17	19	1	358	323	14
MN	8	8	0	105	106	6
MO	20	19	0	280	260	7
MS	12	12	0	146	128	5
MT	4	3	1	46	47	6
NC	29	27	0	471	417	17
ND	3	3	0	23	29	0
NE	7	6	0	88	82	2
NH	9	9	1	52	52	1
NJ+	14	13	0	215	121	51
NM	4	4	0	80	70	1
NV	16	16	0	233	197	3
NY+	88	82	1	890	806	19
OH	42	39	1	516	470	19
OK	8	7	0	114	100	5

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OR	6	4	0	111	104	4
PA	44	41	3	510	460	24
PR*	0	N/A	0	5	0	3
RI+	4	3	1	40	22	7
SC	25	25	0	258	240	5
SD*	1	N/A	1	30	0	19
TN*	26	N/A	15	302	0	195
TX	52	48	1	804	712	18
UT	5	5	0	71	77	2
VA	20	19	0	256	238	8
VT	2	2	0	15	12	0
WA	19	21	2	218	195	15
WI+	19	20	0	201	142	36
WV*	14	N/A	7	152	0	80
WY	1	1	0	10	8	0
TOTAL	826	664	77	10,886	8,147	1,346

*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.
[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"

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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.

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Spanish National Text Portal State Data: November 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	November 1-30,2023		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	1	1	14	8
CA	2	2	41	20
CO	0	0	8	3
CT	0	0	2	1
DC	0	0	2	0
FL	2	1	131	43
GA	1	1	9	8
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	1	1	2	2
MO	0	0	1	0
MS	0	0	1	1
MT	0	0	0	1
NC	0	0	6	3
NE	0	0	1	0
NJ	1	0	30	11
NM	0	0	2	2
NV	1	0	26	5
NY	1	0	55	18
PA	0	1	15	3
PR	0	0	42	10

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OH	0	0	2	2
OR	0	0	2	1
SC	0	0	4	3
TN	0	0	2	1
TX	2	0	118	37
UT	0	0	2	1
VA	1	0	6	3
WA	0	0	3	2
WI	0	0	5	3
TOTAL	13	7	593	209

[a]This is the total unique persons who entered a zip code.
[b]This is the number of unique individuals who enrolled in SmokefreeTXT (i.e., set a quit date).

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