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: January 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)

State	January 1-31,2023			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	3	3	0	21	24	0
AL*	11	N/A	7	269	0	163
AR*	13	N/A	8	225	0	129
AZ[+]	16	15	2	220	116	61
CA[d]	35		1	637	369	22
CO[+]	9	9	0	186	135	39
CT	9	10	0	126	123	6
DC	3	3	0	27	31	0
DE	1	1	0	31	30	1
FL	20	18	1	409	348	15
GA[+]	28	29	1	578	396	103
GU*	0	N/A	0	1	0	0
HI	0	0	0	21	28	1
IA	7	6	0	123	117	7
ID	2	4	0	60	58	3
IL*	15	N/A	10	404	0	241

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IN	14	15	0	353	328	6
KS	4	4	0	115	110	4
KY	23	25	0	334	299	10
LA	7	7	0	160	150	8
MA	9	8	2	204	187	10
MD	16	16	0	242	234	6
ME	2	2	0	53	46	1
MI	24	25	4	402	364	18
MN	12	12	0	124	124	7
MO	13	15	0	314	291	7
MS	10	13	0	168	149	6
MT	0	0	0	46	47	6
NC	27	30	0	540	481	20
ND	2	3	0	29	35	1
NE	11	12	3	112	104	5
NH	3	4	0	61	61	1
NJ+	13	16	0	246	152	52
NM	5	5	0	89	79	1
NV	6	8	0	249	211	3
NY+	119	112	3	1152	1038	23
OH	27	30	2	589	542	24
OK	12	14	0	137	120	5

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OR	5	5	1	126	118	5
PA	42	45	1	587	534	26
PR*	0	N/A	0	6	0	3
RI+	2	2	0	45	27	8
SC	20	21	2	312	294	8
SD*	1	N/A	0	32	0	19
TN*	8	N/A	3	330	0	210
TX	38	42	0	892	798	18
UT	4	4	0	79	85	3
VA	12	12	0	282	263	10
VT	0	0	0	17	13	0
WA	13	16	0	258	233	15
WI+	11	13	0	236	175	36
WV*	10	N/A	6	177	0	97
WY	1	1	0	13	11	0
TOTAL	698	635	57	12,449	9,478	1,473

*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: January 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	0	16	9
CA	3	0	45	21
CO	0	0	8	3
CT	0	0	2	1
DC	0	0	2	0
FL	2	1	134	44
GA	0	0	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	0	0	2	2
MO	0	0	1	0
MS	0	0	1	1
MT	1	1	1	2
NC	0	0	7	4
NE	0	0	1	0
NJ	0	0	30	11
NM	0	0	2	2
NV	0	0	26	5
NY	1	1	56	19
OK	0	0	1	0
PA	1	0	16	3

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PR	0	1	42	12
OH	0	0	2	2
OR	0	0	2	1
SC	0	0	4	3
TN	1	1	3	2
TX	4	3	123	41
UT	1	0	3	1
VA	0	0	6	3
WA	0	0	3	2
WI	0	0	5	3
TOTAL	15	8	614	222

[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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