

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: March 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 from February 1-March 26, 2024 while one of the state providers adjusted their website text messaging offerings.

State	March 1-31, 2024			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	10	1	5	37	25	6
AL*	152	N/A	68	546	N/A	297
AR*	100	N/A	44	418	N/A	223
AZ ⁺	87	67	2	387	250	68
CA ^d	258	163	8	1072	673	33
CO ⁺	61	47	4	308	233	48
CT	40	4	13	206	127	45
DC	7	4	3	46	35	6
DE	15	1	4	60	31	12
FL	205	22	63	806	474	104
GA ⁺	261	34	105	1113	432	368
GU*	0	N/A	0	1	N/A	0
HI	7	6	0	36	39	1
IA	42	39	2	196	183	10

State	March 1-31, 2024			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
ID	27	22	0	97	88	3
IL*	187	N/A	108	741	N/A	426
IN	137	18	53	606	349	110
KS	52	40	0	205	184	8
KY	99	78	1	538	467	17
LA	90	11	36	345	161	97
MA	60	50	0	313	271	10
MD	96	10	38	410	245	83
ME	16	2	3	82	48	10
MI	161	118	2	705	597	64
MN	59	47	0	242	218	10
MO	128	99	1	569	499	11
MS	94	7	47	343	158	97
MT	15	11	0	74	67	7
NC	193	30	83	923	512	201
ND	11	8	0	46	50	2
NE	26	17	0	163	143	6
NH	15	12	0	97	88	1
NJ ⁺	59	8	23	354	161	96

State	March 1-31, 2024			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
NM	33	5	10	146	84	26
NV	44	30	0	344	280	5
NY ⁺	304	244	5	1700	1487	31
OH	207	168	5	997	870	33
OK	61	5	16	250	125	50
OR	66	8	26	241	126	54
PA	218	179	7	986	864	37
PR [*]	0	N/A	0	6	N/A	3
RI ⁺	14	11	0	70	48	8
SC	136	17	56	569	311	125
SD [*]	12	N/A	6	54	N/A	29
TN [*]	184	N/A	82	666	N/A	375
TX	462	50	182	1750	854	408
UT	28	22	0	128	125	3
VA	126	17	51	513	281	116
VT	6	6	0	27	22	0
WA	88	10	38	440	243	100
WI ⁺	57	8	20	335	184	73
WV [*]	61	N/A	27	293	N/A	147

State	March 1-31, 2024			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
WY	9	6	0	28	23	0
TOTAL	4,886	1,762	1,247	21,628	12,735	4,103

*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 2023 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: March 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	March 1-31, 2024		Total- 2022-2024	
	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b
AR	1	1	4	4
AZ	7	3	24	13
CA	9	5	60	30
CO	3	1	11	4
CT	0	0	2	1
DC	0	0	2	0
DE	1	0	1	0
FL	29	13	171	62
GA	2	1	12	9
IA	0	0	1	0
IL	5	2	38	8
IN	0	0	2	2
KS	1	1	6	2
LA	0	0	2	0
MA	0	0	9	5
MD	1	0	14	5
MI	0	0	2	3
MO	1	0	2	0
MS	0	0	1	1
MT	0	0	1	2
NC	1	1	8	5
NE	1	0	3	0
NJ	2	2	32	14
NM	1	0	4	2
NV	2	0	29	6
NY	1	0	72	23
OK	0	0	1	0

State	March 1-31, 2024		Total- 2022-2024	
	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b
PA	4	1	20	5
PR	0	0	56	17
OH	0	0	2	2
OR	0	0	2	1
SC	0	1	4	4
TN	0	0	3	2
TX	39	15	177	64
UT	0	0	4	2
VA	0	0	9	4
WA	0	1	3	3
WI	0	0	5	3
TOTAL	111	48	799	308

^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).