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, 2024, and 2025 *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: March 2025

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, 2025			Total – 2022-2025		
	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	8	0	92	75	6
AL[+]	149	139	4	1462	248	633
AR*	146	N/A	68	1121	N/A	588
AZ[+]	101	84	1	932	721	80
CA[d]	297		9	2739	1508	70
CO[+]	75	62	2	796	667	57
CT	60	52	1	530	412	53
DC	15	15	2	121	104	9
DE	21	15	0	171	128	12
FL	273	233	2	2327	1774	125
GA[+]	305	240	6	2728	1798	388
GU*	0	N/A	0	2	N/A	0
HI	8	8	0	90	86	2
IA	49	45	1	423	397	14

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State	March 1-31, 2025			Total – 2022-2025		
	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	42	35	0	312	283	6
IL*	200	N/A	108	1880	N/A	989
IN	193	163	1	1571	1182	121
KS	55	54	3	479	440	15
KY	151	114	3	1280	1099	34
LA	102	78	4	871	614	108
MA	81	72	1	767	678	22
MD	111	93	0	1071	836	92
ME	16	13	0	195	153	13
MI	240	195	7	1736	1484	96
MN	84	69	3	627	559	18
MO	170	139	3	1488	1300	29
MS	124	102	3	945	675	110
MT	15	11	1	162	147	8
NC	298	258	7	2352	1779	230
ND	17	14	0	118	112	3
NE	41	31	1	426	381	19
NH	24	21	0	239	219	1
NJ+	97	79	2	926	669	103

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State	March 1-31, 2025			Total – 2022-2025		
	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	42	35	0	435	340	30
NV	59	48	2	658	551	12
NY[+]	330	294	11	4409	3847	90
OH	293	242	5	2384	2066	65
OK	76	63	2	676	498	57
OR	56	46	0	595	434	67
PA	283	233	8	2392	2062	77
PR*	1	N/A	0	11	N/A	4
RI[+]	20	14	1	171	129	14
SC	190	161	3	1528	1171	145
SD*	16	N/A	11	136	N/A	78
TN[+]	243	232	9	1814	350	780
TX	520	430	8	4516	3209	446
UT	52	49	0	391	358	7
VA	176	157	2	1409	1072	133
VT	3	3	0	57	49	2
WA	139	115	4	1098	825	111
WI[+]	108	95	4	889	670	89
WV*	79	N/A	40	735	N/A	369

State	March 1-31, 2025			Total – 2022-2025		
	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	11	11	0	69	65	1
TOTAL	6,267	4,670	353	55,352	38,224	6,631

*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; AL and TN were switched in November 2024.

[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" 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: March 2025

Spanish 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: Starting in July 2024, Arizona, Colorado, Hawaii, Idaho, Iowa, Kansas, Kentucky, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, North Dakota, Ohio, Pennsylvania, Rhode Island, Utah, Vermont, and Wyoming now link to state-based Spanish language programs. Previously, all states routed to SmokefreeTXT en Espanol.

State	March 1-31, 2025			Total- 2022-2025		
	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[b]
AL	0	0	0	1	0	1
AR	0	0	0	6	0	5
AZ	0	0	0	26	3	15
CA	2	0	3	79	0	49
CO	0	0	0	14	2	7
CT	1	0	0	5	0	4
DC	0	0	0	2	0	0
DE	0	0	0	1	0	0
FL	5	0	5	206	0	84
GA	1	0	0	13	0	11
IA	0	0	0	1	0	0
IL	0	0	2	45	0	13
IN	0	0	0	3	0	3
KS	0	0	0	6	0	2
KY	1	0	0	1	0	0
LA	0	0	0	2	0	0
MA	0	0	0	9	0	7
MD	0	0	0	18	0	6
MI	1	1	0	4	1	3
MO	0	0	0	2	0	0
MS	0	0	0	1	0	1
MT	0	0	0	1	0	2

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State	March 1-31, 2025			Total- 2022-2025		
	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[b]
NC	0	0	0	11	0	8
NE	0	0	0	3	0	0
NJ	1	0	1	41	0	18
NM	0	0	0	6	0	5
NV	2	0	0	43	9	7
NY	4	2	0	82	3	33
OH	0	0	0	1	1	0
OK	0	0	0	1	0	0
PA	0	0	0	26	1	7
PR	7	0	0	83	0	25
OH	0	0	0	2	0	2
OR	0	0	0	2	0	1
SC	0	0	0	4	0	4
TN	1	0	1	5	0	5
TX	3	0	4	204	0	79
UT	0	0	0	4	0	2
VA	2	0	2	12	0	6
WA	0	0	0	3	0	4
WI	0	0	0	5	0	3
TOTAL	31	3	18	984	20	422

[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).

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