

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 NCInfo@nih.gov.

English National Text Portal State Data: April 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	April 1-30, 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	7	7	0	99	82	6
AL ⁺	236	233	6	1,698	481	639
AR [*]	180	N/A	79	1,301	N/A	667
AZ ⁺	143	126	2	1,075	847	82
CA ^d	338		9	3,077	1,508	79
CO ⁺	111	110	2	907	777	59
CT	64	63	2	594	475	55
DC	20	20	1	141	124	10
DE	34	33	0	205	161	12
FL	331	333	3	2,658	2,107	128
GA ⁺	389	356	6	3,117	2,154	394
GU [*]	0	0	0	2	N/A	-
HI	16	13	0	106	99	2

State	April 1-30, 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
IA	55	45	1	478	442	15
ID	47	35	0	359	318	6
IL*	250	N/A	129	2,130	N/A	1,118
IN	244	222	2	1,815	1,404	123
KS	78	74	1	557	514	16
KY	163	163	6	1,443	1,262	40
LA	123	123	1	994	737	109
MA	80	76	1	847	754	23
MD	114	111	1	1,185	947	93
ME	24	19	0	219	172	13
MI	325	305	11	2,061	1,789	107
MN	73	68	1	700	627	19
MO	217	209	4	1,705	1,509	33
MS	126	126	2	1,071	801	112
MT	37	38	1	199	185	9
NC	314	299	3	2,666	2,078	233
ND	16	17	0	134	129	3
NE	51	51	4	477	432	23
NH	37	30	0	276	249	1

State	April 1-30, 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
NJ ⁺	114	111	2	1,040	780	105
NM	56	53	0	491	393	30
NV	87	89	1	745	640	13
NY ⁺	311	306	3	4,720	4,153	93
OH	324	304	5	2,708	2,370	70
OK	106	99	1	782	597	58
OR	84	78	3	679	512	70
PA	316	310	7	2,708	2,372	84
PR [*]	9	N/A	4	20	N/A	8
RI ⁺	21	19	0	192	148	14
SC	184	174	2	1,712	1,345	147
SD [*]	12	N/A	7	148	N/A	85
TN ⁺	269	235	8	2,083	585	788
TX	673	608	6	5,189	3,817	452
UT	48	43	0	439	401	7
VA	181	167	1	1,590	1,239	134
VT	11	8	0	68	57	2
WA	124	119	0	1,222	944	111
WI ⁺	124	112	0	1,013	782	89

State	April 1-30, 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
WV*	94	N/A	48	829	N/A	417
WY	11	10	0	80	75	1
TOTAL	7,402	6,150	376	62,754	44,374	7,007

*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.

^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: April 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	April 1-30, 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	1	0	1	27	3	16
CA	1	0	1	80	0	50
CO	1	0	0	15	2	7
CT	0	0	0	5	0	4
DC	0	0	0	2	0	0
DE	0	0	0	1	0	0
FL	6	0	4	212	0	88
GA	1	0	1	14	0	12
IA	0	0	0	1	0	0
IL	3	0	3	48	0	16
IN	0	0	0	3	0	3
KS	0	0	0	6	0	2
KY	0	0	0	1	0	0
LA	0	0	0	2	0	0
MA	1	0	0	10	0	7
MD	0	0	0	18	0	6
MI	0	0	0	4	1	3
MO	1	0	0	3	0	0
MS	0	0	0	1	0	1
MT	0	0	0	1	0	2

State	April 1-30, 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	2	0	1	43	0	19
NM	1	0	1	7	0	6
NV	1	0	0	44	9	7
NY	2	0	1	84	3	34
OH	1	0	1	2	1	1
OK	0	0	0	1	0	0
PA	0	0	0	26	1	7
PR	1	0	0	84	0	25
OH	0	0	0	2	0	2
OR	0	0	0	2	0	1
SC	0	0	1	4	0	5
TN	0	0	0	5	0	5
TX	14	0	10	218	0	89
UT	0	0	0	4	0	2
VA	0	0	0	12	0	6
WA	0	0	0	3	0	4
WI	0	0	0	5	0	3
TOTAL	37	0	10	1,021	20	447

^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).