

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: July 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	July 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	6	6	0	122	103	6
AL ⁺	140	140	5	2,135	872	650
AR [*]	114	N/A	53	1,657	N/A	835
AZ ⁺	113	108	0	1,403	1,135	90
CA ^d	317		6	4,011	1,508	109
CO ⁺	84	82	3	1,143	991	64
CT	51	52	1	735	606	58
DC	6	7	0	179	162	11
DE	21	21	0	258	210	12
FL	288	275	6	3,552	2,903	139
GA ⁺	308	287	4	4,081	2,986	408
GU [*]	0	0	0	3	N/A	-
HI	14	15	1	138	133	3

State	July 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
IA	46	39	2	582	525	19
ID	50	53	0	474	425	6
IL*	188	N/A	85	2,734	N/A	1,417
IN	251	247	8	2,440	1,964	138
KS	72	73	1	750	694	20
KY	142	133	2	1,843	1,617	49
LA	87	84	2	1,298	996	116
MA	76	76	1	1,037	929	27
MD	83	82	4	1,471	1,196	103
ME	14	19	1	272	225	14
MI	176	166	5	2,617	2,284	115
MN	62	60	1	883	790	22
MO	161	166	1	2,165	1,929	42
MS	92	83	4	1,417	1,112	121
MT	17	15	0	253	231	9
NC	215	213	6	3,390	2,729	249
ND	11	15	0	167	165	3
NE	37	31	0	589	527	23
NH	23	25	1	322	293	2

State	July 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
NJ ⁺	85	91	1	1,289	1,000	110
NM	43	46	0	625	516	31
NV	76	71	2	953	826	22
NY ⁺	264	250	8	5,481	4,830	109
OH	248	237	3	3,448	3,025	87
OK	74	77	2	1,000	795	61
OR	58	59	2	858	664	75
PA	215	213	6	3,405	2,989	101
PR [*]	4	N/A	3	30	N/A	14
RI ⁺	23	19	1	235	184	15
SC	171	157	2	2,209	1,787	153
SD [*]	14	N/A	6	179	N/A	99
TN ⁺	199	173	3	2,701	1,100	804
TX	508	479	6	6,812	5,196	474
UT	53	48	0	550	500	8
VA	160	158	1	2,057	1,640	140
VT	7	7	0	85	72	2
WA	105	110	1	1,509	1,211	117
WI ⁺	89	82	1	1,262	1,002	92

State	July 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
WV*	57	N/A	33	1,000	N/A	501
WY	9	7	0	103	94	2
TOTAL	5,727	4,857	284	79,912	57,671	7,897

*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: July 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	July 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	2
AR	0	0	0	6	0	5
AZ	0	0	0	30	3	17
CA	2	0	3	86	0	56
CO	0	0	1	17	2	8
CT	0	0	0	6	0	4
DC	0	0	0	2	0	0
DE	0	0	0	1	0	1
FL	1	0	3	232	0	106
GA	0	0	0	15	0	13
IA	0	0	0	1	0	0
IL	0	0	0	52	0	20
IN	0	0	0	3	0	3
KS	0	0	0	6	0	2
KY	0	0	0	1	0	1
LA	1	0	1	3	0	1
MA	0	0	0	13	0	8
MD	0	0	1	18	0	7
MI	0	0	0	4	1	3
MN	0	0	0	0	0	1
MO	0	0	0	3	0	1
MS	0	0	0	1	0	1

State	July 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
MT	0	0	0	1	0	2
NC	1	0	2	14	0	11
NE	1	0	0	4	0	0
NJ	1	0	0	48	0	22
NM	0	0	0	7	0	6
NV	0	0	0	45	9	8
NY	1	0	0	86	3	36
OH	0	0	0	2	1	1
OK	0	0	0	1	0	0
PA	0	0	1	26	1	8
PR	0	0	1	85	0	26
OH	0	0	0	2	0	2
OR	0	0	0	2	0	1
SC	0	0	0	4	0	5
TN	0	0	0	5	0	5
TX	2	0	4	234	0	105
UT	0	0	0	4	0	2
VA	0	0	0	12	0	6
WA	0	0	0	3	0	5
WI	0	0	1	5	0	4
TOTAL	10	0	18	1,091	20	515

^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).