

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: June 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	June 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	6	0	116	97	6
AL ⁺	161	116	3	1,995	732	645
AR [*]	118	N/A	55	1,543	N/A	782
AZ ⁺	118	85	5	1,290	1,027	90
CA ^d	299		14	3,694	1,508	103
CO ⁺	73	61	2	1,059	909	61
CT	45	35	1	684	554	57
DC	14	13	0	173	155	11
DE	12	11	0	237	189	12
FL	293	222	2	3,264	2,628	133
GA ⁺	331	231	2	3,773	2,699	404
GU [*]	0	0	0	3	N/A	-
HI	9	8	0	124	118	2

State	June 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	28	17	0	536	486	17
ID	30	18	0	424	372	6
IL*	224	N/A	109	2,546	N/A	1,332
IN	191	148	4	2,189	1,717	130
KS	61	47	3	678	621	19
KY	131	100	4	1,701	1,484	47
LA	108	77	1	1,211	912	114
MA	58	44	1	961	853	26
MD	102	71	2	1,388	1,114	99
ME	18	14	0	258	206	13
MI	188	143	1	2,441	2,118	110
MN	60	46	0	821	730	21
MO	153	143	7	2,004	1,763	41
MS	133	102	2	1,325	1,029	117
MT	17	13	0	236	216	9
NC	255	184	7	3,175	2,516	243
ND	13	11	0	156	150	3
NE	39	27	0	552	496	23
NH	14	10	0	299	268	1

State	June 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 ⁺	88	63	4	1,204	909	109
NM	49	37	1	582	470	31
NV	68	51	5	877	755	20
NY ⁺	235	173	3	5,217	4,580	101
OH	228	164	10	3,200	2,788	84
OK	76	49	0	926	718	59
OR	62	37	2	800	605	73
PA	238	162	7	3,190	2,776	95
PR [*]	2	N/A	2	26	N/A	11
RI ⁺	14	11	0	212	165	14
SC	165	127	2	2,038	1,630	151
SD [*]	9	N/A	4	165	N/A	93
TN ⁺	221	154	7	2,502	927	801
TX	620	429	7	6,304	4,717	468
UT	19	14	0	497	452	8
VA	157	103	1	1,897	1,482	139
VT	5	4	0	78	65	2
WA	90	62	4	1,404	1,101	116
WI ⁺	85	61	2	1,173	920	91

State	June 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*	55	N/A	25	943	N/A	468
WY	8	6	0	94	87	2
TOTAL	5,797	3,710	311	74,185	52,814	7,613

*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: June 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	June 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	1	1	0	2
AR	0	0	0	6	0	5
AZ	3	0	1	30	3	17
CA	4	0	3	84	0	53
CO	2	0	0	17	2	7
CT	1	0	0	6	0	4
DC	0	0	0	2	0	0
DE	0	0	1	1	0	1
FL	19	0	15	231	0	103
GA	1	0	1	15	0	13
IA	0	0	0	1	0	0
IL	4	0	4	52	0	20
IN	0	0	0	3	0	3
KS	0	0	0	6	0	2
KY	0	0	1	1	0	1
LA	0	0	0	2	0	0
MA	3	0	1	13	0	8
MD	0	0	0	18	0	6
MI	0	0	0	4	1	3
MN	0	0	0	0	0	1
MO	0	0	1	3	0	1
MS	0	0	0	1	0	1

State	June 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
MT	0	0	0	1	0	2
NC	2	0	1	13	0	9
NE	0	0	0	3	0	0
NJ	4	0	3	47	0	22
NM	0	0	0	7	0	6
NV	1	0	1	45	9	8
NY	1	0	2	85	3	36
OH	0	0	0	2	1	1
OK	0	0	0	1	0	0
PA	0	0	0	26	1	7
PR	1	0	0	85	0	25
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	14	0	12	232	0	101
UT	0	0	0	4	0	2
VA	0	0	0	12	0	6
WA	0	0	1	3	0	5
WI	0	0	0	5	0	3
TOTAL	60	0	49	1,081	20	497

^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).