

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 and 2023 *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: August 2023

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)

State	August 1-31,2023			Total – 2022-2023		
	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	2	2	0	13	16	0
AL*	15	N/A	12	189	0	115
AR*	14	N/A	7	143	0	86
AZ ⁺	13	13	2	156	58	57
CA ^d	31	19	0	460	271	13
CO ⁺	17	16	0	128	76	37
CT	6	6	1	83	81	6
DC	2	0	0	19	23	0
DE	3	3	0	21	20	0
FL	20	18	1	276	227	11
GA ⁺	42	37	1	396	227	100
GU*	0	N/A	0	0	0	0
HI	1	1	0	17	23	0
IA	6	6	2	78	74	4
ID	1	1	0	31	29	3
IL*	29	N/A	15	309	0	186

IN	21	17	0	250	223	4
KS	9	9	0	82	78	4
KY	27	19	0	239	207	7
LA	7	4	0	110	104	7
MA	6	6	0	144	130	7
MD	13	12	0	158	153	5
ME	1	1	0	35	29	0
MI	21	19	0	277	246	12
MN	7	6	0	88	89	5
MO	20	21	0	223	206	6
MS	18	14	1	116	100	5
MT	6	6	0	34	36	3
NC	49	47	0	367	320	13
ND	1	1	0	18	24	0
NE	9	7	0	61	57	1
NH	6	6	0	33	34	0
NJ+	10	7	1	178	86	51
NM	13	10	1	63	54	1
NV	10	10	0	196	161	3
NY+	73	65	1	680	607	17
OH	30	26	1	397	363	15
OK	12	12	0	83	74	5

OR	11	11	0	88	85	4
PA	44	39	1	379	339	19
PR*	0	N/A	0	4	0	2
RI ⁺	2	2	0	31	15	6
SC	20	19	0	191	173	4
SD*	2	N/A	2	24	0	16
TN*	21	N/A	9	234	0	150
TX	60	49	1	641	566	14
UT	5	6	0	52	58	2
VA	13	14	0	200	188	7
VT	4	3	0	13	10	0
WA	23	19	1	169	148	12
WI ⁺	15	12	0	143	86	35
WV*	15	N/A	7	116	0	60
WY	0	0	0	6	4	0
TOTAL	806	621	67	8,442	6,178	1,120

*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 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: August 2023

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	August 1-31,2023		Total- 2022-2023	
	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b
AR	0	0	3	3
AZ	0	0	12	6
CA	1	2	35	16
CO	2	0	8	3
CT	0	0	1	0
DC	0	0	2	0
FL	4	1	85	29
GA	3	1	8	6
IA	0	0	1	0
IL	1	1	32	6
IN	1	0	2	1
KS	1	0	5	1
LA	1	0	2	0
MA	0	0	8	3
MD	0	0	6	3
MI	1	1	1	1
MO	0	0	1	0
MS	0	0	1	1
MT	0	0	0	1
NC	0	0	5	2
NE	0	0	1	0
NJ	0	0	22	8
NM	0	0	2	2
NV	1	0	23	5
NY	1	0	52	13
PA	0	0	15	2
PR	1	0	30	9

OH	0	0	2	2
OR	0	0	2	1
SC	0	0	4	3
TN	0	0	2	1
TX	1	0	112	34
UT	0	0	2	1
VA	1	0	4	1
WA	0	0	3	2
WI	1	1	4	3
TOTAL	21	7	498	169

^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).