

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: September 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	September 1-30,2023			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	0	0	0	13	16	0
AL*	23	N/A	14	212	0	129
AR*	26	N/A	17	169	0	103
AZ ⁺	14	12	1	170	70	58
CA ^d	43	30	2	503	301	15
CO ⁺	12	12	0	140	88	37
CT	16	15	0	99	96	6
DC	1	2	0	20	25	0
DE	2	2	0	23	22	0
FL	31	28	0	307	255	11
GA ⁺	54	51	1	450	278	101
GU*	0	N/A	0	0	0	0
HI	1	2	1	18	25	1
IA	7	6	0	85	80	4
ID	7	7	0	38	36	3
IL*	31	N/A	15	340	0	201

IN	21	23	1	271	246	5
KS	11	10	0	93	88	4
KY	18	16	1	257	223	8
LA	14	14	0	124	118	7
MA	16	16	0	160	146	7
MD	19	19	0	177	172	5
ME	3	3	0	38	32	0
MI	30	26	1	307	272	13
MN	4	4	0	92	93	5
MO	23	21	1	246	227	7
MS	11	10	0	127	110	5
MT	7	7	1	41	43	4
NC	40	37	1	407	357	14
ND	2	2	0	20	26	0
NE	8	8	1	69	65	2
NH	6	5	0	39	39	0
NJ+	11	11	0	189	97	51
NM	9	10	0	72	64	1
NV	11	10	0	207	171	3
NY+	77	70	1	757	677	18
OH	47	40	2	444	403	17
OK	18	15	0	101	89	5

OR	9	8	0	97	93	4
PA	45	41	1	424	380	20
PR*	0	N/A	0	4	0	2
RI ⁺	2	2	0	33	17	6
SC	23	22	1	214	195	5
SD*	3	N/A	1	27	0	17
TN*	28	N/A	19	262	0	169
TX	68	60	2	709	626	16
UT	9	8	0	61	66	2
VA	25	21	1	225	209	8
VT	0	0	0	13	10	0
WA	11	11	0	180	159	12
WI ⁺	21	19	0	164	105	35
WV*	13	N/A	9	129	0	69
WY	3	3	0	9	7	0
TOTAL	934	739	95	9,376	6,917	1,215

*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: September 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	September 1-30,,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	1	1	13	7
CA	1	1	36	17
CO	0	0	8	3
CT	1	1	2	1
DC	0	0	2	0
FL	42	11	127	40
GA	0	0	8	6
IA	0	0	1	0
IL	0	0	32	6
IN	0	0	2	1
KS	0	0	5	1
LA	0	0	2	0
MA	0	0	8	3
MD	2	0	8	3
MI	0	0	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	6	2	28	10
NM	0	0	2	2
NV	0	0	23	5
NY	0	4	52	17
PA	0	0	15	2
PR	12	1	42	10

OH	0	0	2	2
OR	0	0	2	1
SC	0	0	4	3
TN	0	0	2	1
TX	2	2	114	36
UT	0	0	2	1
VA	0	1	4	2
WA	0	0	3	2
WI	1	0	5	3
TOTAL	68	24	566	193

^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).