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 *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 NCIinfo@nih.gov.

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## English National Text Portal State Data: November 2022

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 | November 1-30, 2022 | | | Total – 2022 | | |
|---|---|---|---|---|---|---|
| | 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 | 5 | 7 | 0 |
| AL* | 3 | N/A | 3 | 58 | N/A | 37 |
| AR* | 3 | N/A | 3 | 49 | N/A | 32 |
| AZ* | 5 | N/A | 5 | 80 | N/A | 48 |
| CA[d] | 19 | | 0 | 206 | 88 | 6 |
| CO* | 8 | N/A | 6 | 45 | N/A | 33 |
| CT | 3 | 2 | 1 | 24 | 27 | 2 |
| DC | 1 | 1 | 0 | 7 | 14 | 0 |
| DE | 1 | 1 | 0 | 7 | 7 | 0 |
| FL | 11 | 10 | 1 | 108 | 85 | 3 |
| GA* | 4 | N/A | 4 | 118 | N/A | 78 |
| GU* | 0 | N/A | 0 | 0 | N/A | 0 |
| HI | 3 | 3 | 0 | 11 | 18 | 0 |
| IA | 4 | 3 | 0 | 29 | 28 | 1 |
| ID | 0 | 0 | 0 | 11 | 10 | 1 |
| IL* | 7 | N/A | 5 | 110 | N/A | 66 |

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| | | | | | |
|-----|-----|-----|---|-----|-----|
| IN | 7 | 6 | 0 | 83 | 75 | 3 |
| KS | 3 | 3 | 0 | 30 | 28 | 2 |
| KY | 10 | 6 | 0 | 89 | 73 | 4 |
| LA | 4 | 4 | 1 | 43 | 43 | 3 |
| MA | 3 | 3 | 0 | 70 | 61 | 3 |
| MD | 3 | 3 | 0 | 62 | 64 | 4 |
| ME | 2 | 1 | 0 | 14 | 9 | 0 |
| MI | 10 | 7 | 0 | 103 | 89 | 4 |
| MN | 4 | 3 | 1 | 43 | 48 | 2 |
| MO | 10 | 10 | 0 | 90 | 84 | 1 |
| MS | 5 | 5 | 0 | 44 | 39 | 2 |
| MT | 3 | 3 | 1 | 10 | 15 | 2 |
| NC | 10 | 8 | 2 | 128 | 104 | 9 |
| ND | 0 | 0 | 0 | 4 | 12 | 0 |
| NE | 2 | 2 | 0 | 17 | 18 | 1 |
| NH | 2 | 2 | 0 | 14 | 14 | 0 |
| NJ* | 6 | N/A | 4 | 59 | N/A | 30 |
| NM | 2 | 1 | 0 | 15 | 14 | 0 |
| NV | 6 | 5 | 0 | 107 | 79 | 1 |
| NY+ | 22 | 18 | 0 | 150 | 134 | 6 |
| OH | 17 | 15 | 0 | 137 | 126 | 4 |
| OK | 1 | 1 | 0 | 22 | 23 | 1 |

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| | | | | | | |
|------|-----|-----|---|-----|-----|----|
| OR | 2 | 2 | 0 | 31 | 29 | 1 |
| PA | 12 | 9 | 1 | 135 | 115 | 11 |
| PR* | 0 | N/A | 0 | 2 | N/A | 1 |
| RI* | 4 | N/A | 0 | 16 | N/A | 1 |
| SC | 2 | 2 | 1 | 69 | 64 | 3 |
| SD* | 1 | N/A | 1 | 12 | N/A | 7 |
| TN* | 9 | N/A | 6 | 88 | N/A | 68 |
| TX | 13 | 10 | 0 | 260 | 224 | 9 |
| UT | 2 | 2 | 0 | 21 | 31 | 0 |
| VA | 7 | 6 | 0 | 82 | 76 | 3 |
| VT | 0 | 0 | 0 | 2 | 1 | 0 |
| WA | 10 | 10 | 1 | 57 | 47 | 6 |
| WI* | 4 | N/A | 4 | 45 | N/A | 28 |
| WV* | 2 | N/A | 2 | 31 | N/A | 23 |
| WY | 1 | 1 | 0 | 2 | 1 | 0 |

*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
[a]This is the total unique persons who entered a zip code.
[b]This 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.
[c]This 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.
[d]For California, users were routed to sign up for QUITNOWCA via SMS shortcode and not via a state link.

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## Spanish National Text Portal State Data: November 2022

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 | November 1-30,2022 | | Total- 2022 | |
|---|---|---|---|---|
| | Texted Zip Code[a] | Enrolled in SmokefreeTXT[b] | Texted Zip Code[a] | Enrolled in SmokefreeTXT[b] |
| AZ | 0 | 0 | 3 | 3 |
| CA | 0 | 0 | 14 | 6 |
| CO | 0 | 0 | 3 | 2 |
| DC | 0 | 0 | 1 | 0 |
| FL | 0 | 0 | 14 | 6 |
| GA | 0 | 0 | 3 | 3 |
| IL | 0 | 0 | 6 | 1 |
| IN | 0 | 0 | 1 | 0 |
| KS | 0 | 0 | 3 | 0 |
| MA | 0 | 0 | 2 | 2 |
| MD | 0 | 0 | 4 | 1 |
| NC | 0 | 0 | 3 | 1 |
| NJ | 0 | 0 | 2 | 1 |
| NM | 0 | 1 | 1 | 1 |
| NV | 0 | 0 | 3 | 0 |
| NY | 1 | 1 | 3 | 1 |
| PR | 0 | 0 | 3 | 0 |
| OH | 0 | 0 | 2 | 2 |
| OR | 0 | 0 | 1 | 1 |
| SC | 1 | 0 | 1 | 0 |
| TN | 0 | 0 | 2 | 1 |
| TX | 4 | 1 | 23 | 10 |
| UT | 0 | 0 | 2 | 0 |
| WA | 0 | 0 | 2 | 1 |
| WI | 0 | 0 | 1 | 1 |

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[a]This is the total unique persons who entered a zip code.
[b]This is the number of unique individuals who enrolled in SmokefreeTXT (i.e., set a quit date).

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