

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, and 2024 *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](mailto:NCInfo@nih.gov).

## English National Text Portal State Data: October 2024

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	October 1-31, 2024			Total – 2022-2024		
	Texted Zip Code <sup>a</sup>	Number of Clicks on State URL <sup>b</sup>	Enrolled in SmokefreeTXT <sup>c</sup>	Texted Zip Code <sup>a</sup>	Number of Clicks on State URL <sup>b</sup>	Enrolled in SmokefreeTXT <sup>c</sup>
AK	2	2	0	76	61	6
AL*	28	N/A	20	1201	N/A	625
AR*	29	N/A	16	887	N/A	473
AZ <sup>+</sup>	16	17	0	767	583	77
CA <sup>d</sup>	35	25	1	2255	1442	57
CO <sup>+</sup>	12	14	0	658	550	55
CT	11	12	2	435	328	51
DC	2	2	0	101	83	7
DE	5	4	0	135	97	12
FL	47	44	0	1873	1379	121
GA <sup>+</sup>	53	52	1	2266	1420	379
GU*	0	N/A	0	1	N/A	0
HI	3	3	0	78	74	2
IA	7	9	0	348	327	13

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ID	9	10	0	237	217	6
IL*	38	N/A	16	1555	N/A	813
IN	35	39	1	1249	907	119
KS	7	8	0	395	359	11
KY	37	39	1	1003	879	27
LA	6	6	1	716	488	103
MA	22	23	0	622	546	21
MD	22	22	0	891	675	91
ME	2	3	0	169	130	13
MI	40	41	0	1367	1174	86
MN	12	10	0	501	450	14
MO	25	29	1	1227	1083	25
MS	21	22	0	743	505	107
MT	2	2	0	135	126	7
NC	45	44	4	1877	1363	218
ND	3	3	0	93	89	3
NE	9	9	1	345	312	17
NH	6	7	0	198	182	1
NJ <sup>+</sup>	16	16	0	741	505	99

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NM	13	15	1	339	251	30
NV	10	10	0	561	470	10
NY <sup>+</sup>	116	115	2	3184	2789	53
OH	42	50	0	1920	1668	53
OK	17	20	1	546	392	54
OR	12	14	1	485	340	63
PA	51	50	2	1908	1663	58
PR <sup>*</sup>	0	N/A	0	7	N/A	3
RI <sup>+</sup>	4	3	0	137	104	12
SC	37	38	1	1212	897	140
SD <sup>*</sup>	6	N/A	4	111	N/A	60
TN <sup>*</sup>	32	N/A	14	1457	N/A	762
TX	70	72	2	3717	2538	437
UT	10	11	0	301	276	7
VA	21	20	1	1121	816	129
VT	0	1	0	50	43	2
WA	23	21	0	879	634	105
WI <sup>+</sup>	22	23	0	704	503	83
WV <sup>*</sup>	26	N/A	15	585	N/A	290

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WY	0	0	0	52	49	1
<b>TOTAL</b>	1,119	980	109	44,421	29,767	6,011

\*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.

<sup>a</sup>This is the total unique persons who entered a zip code.

<sup>b</sup>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.

<sup>c</sup>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.

<sup>d</sup>For California, users were routed to sign up for QUITNOWCA via SMS shortcode and not via a state link.

## Spanish National Text Portal State Data: October 2024

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 Español.

State	October 1-31, 2024			Total- 2022-2024		
	Texted Zip Code <sup>a</sup>	Number of Clicks on State URL <sup>b</sup>	Enrolled in SmokefreeTXT <sup>c</sup>	Texted Zip Code <sup>a</sup>	Number of Clicks on State URL <sup>b</sup>	Enrolled in SmokefreeTXT <sup>b</sup>
AL	0	0	0	1	0	1
AR	0	0	0	6	0	5
AZ	1	3	0	26	3	15
CA	2	0	2	75	0	45
CO	0	1	0	14	2	5
CT	0	0	0	3	0	2
DC	0	0	0	2	0	0
DE	0	0	0	1	0	0
FL	0	0	0	197	0	76
GA	0	0	0	13	0	11
IA	0	0	0	1	0	0
IL	0	0	0	44	0	9
IN	0	0	0	2	0	2
KS	0	0	0	6	0	2
LA	0	0	0	2	0	0
MA	0	0	0	9	0	6
MD	0	0	0	17	0	6
MI	0	0	0	3	0	3
MO	0	0	0	2	0	0
MS	0	0	0	1	0	1
MT	0	0	0	1	0	2
NC	0	0	0	10	0	7

State	October 1-31, 2024			Total- 2022-2024		
	Texted Zip Code <sup>a</sup>	Number of Clicks on State URL <sup>b</sup>	Enrolled in SmokefreeTXT <sup>c</sup>	Texted Zip Code <sup>a</sup>	Number of Clicks on State URL <sup>b</sup>	Enrolled in SmokefreeTXT <sup>b</sup>
NE	0	0	0	3	0	0
NJ	3	0	2	39	0	16
NM	0	0	0	5	0	5
NV	2	2	0	36	7	7
NY	2	0	0	77	0	28
OH	0	0	0	1	1	0
OK	0	0	0	1	0	0
PA	0	0	0	24	0	7
PR	0	0	0	74	0	24
OH	0	0	0	2	0	2
OR	0	0	0	2	0	1
SC	0	0	0	4	0	4
TN	0	0	0	4	0	4
TX	1	0	2	201	0	75
UT	0	0	0	4	0	2
VA	0	0	0	10	0	4
WA	0	0	0	3	0	4
WI	0	0	0	5	0	3
<b>TOTAL</b>	11	6	6	931	13	384

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<sup>c</sup>This is the number of unique individuals who enrolled in SmokefreeTXT (i.e., set a quit date).