

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: May 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	May 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	4	3	0	47	33	6
AL*	88	N/A	45	758	N/A	406
AR*	67	N/A	37	572	N/A	312
AZ <sup>+</sup>	62	59	1	525	376	74
CA <sup>d</sup>	145	94	3	1404	875	41
CO <sup>+</sup>	34	34	0	394	315	52
CT	31	31	0	274	190	45
DC	6	7	0	62	47	7
DE	10	8	0	83	53	12
FL	138	119	3	1137	745	110
GA <sup>+</sup>	173	150	2	1514	780	373
GU*	0	N/A	0	1	N/A	0
HI	1	1	0	46	48	1
IA	19	17	1	242	223	11

State	May 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>
ID	14	12	1	134	118	4
IL*	101	N/A	43	997	N/A	548
IN	94	83	1	819	529	114
KS	27	29	0	270	245	9
KY	60	54	3	673	589	23
LA	53	49	2	478	283	100
MA	35	33	1	415	360	12
MD	77	70	1	570	395	87
ME	13	12	0	107	77	11
MI	85	80	3	918	793	76
MN	35	28	0	327	291	11
MO	91	82	5	801	706	17
MS	54	48	2	480	276	101
MT	10	10	0	94	88	7
NC	127	113	2	1235	790	207
ND	4	5	0	61	63	3
NE	32	33	0	221	200	10
NH	16	12	0	126	115	1
NJ <sup>+</sup>	68	62	1	488	281	97

State	May 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>
NM	26	24	0	194	124	26
NV	29	26	0	411	339	5
NY <sup>+</sup>	191	174	5	2118	1874	43
OH	119	99	1	1301	1131	39
OK	33	33	0	342	209	50
OR	28	19	1	319	189	57
PA	137	134	6	1305	1147	49
PR <sup>*</sup>	0	N/A	0	6	N/A	3
RI <sup>+</sup>	11	10	0	97	70	10
SC	88	81	2	771	488	131
SD <sup>*</sup>	5	N/A	2	66	N/A	35
TN <sup>*</sup>	104	N/A	52	936	N/A	518
TX	300	262	1	2426	1434	415
UT	18	18	0	171	163	3
VA	81	79	1	721	469	120
VT	5	5	0	35	29	0
WA	52	54	1	565	362	102
WI <sup>+</sup>	57	49	0	457	291	74
WV <sup>*</sup>	45	N/A	14	384	N/A	186

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WY	5	5	0	37	33	0
<b>TOTAL</b>	3,108	2,410	243	28,935	18,236	4,754

\*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: May 2024

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	May 1-31, 2024		Total- 2022-2024	
	Texted Zip Code <sup>a</sup>	Enrolled in SmokefreeTXT <sup>b</sup>	Texted Zip Code <sup>a</sup>	Enrolled in SmokefreeTXT <sup>b</sup>
AR	1	0	6	5
AZ	0	0	24	13
CA	4	2	69	35
CO	0	0	12	5
CT	0	1	3	2
DC	0	0	2	0
DE	0	0	1	0
FL	8	0	182	63
GA	0	0	13	10
IA	0	0	1	0
IL	5	1	44	9
IN	0	0	2	2
KS	0	0	6	2
LA	0	0	2	0
MA	0	0	9	5
MD	3	1	17	6
MI	0	0	3	3
MO	0	0	2	0
MS	0	0	1	1
MT	0	0	1	2
NC	0	0	9	6
NE	0	0	3	0
NJ	1	0	35	14
NM	0	1	5	4
NV	0	0	29	6
NY	0	0	72	23
OK	0	0	1	0

State	May 1-31, 2024		Total- 2022-2024	
	Texted Zip Code <sup>a</sup>	Enrolled in SmokefreeTXT <sup>b</sup>	Texted Zip Code <sup>a</sup>	Enrolled in SmokefreeTXT <sup>b</sup>
PA	2	1	22	6
PR	0	0	69	24
OH	0	0	2	2
OR	0	0	2	1
SC	0	0	4	4
TN	0	0	3	3
TX	11	5	191	70
UT	0	0	4	2
VA	0	0	9	4
WA	0	0	3	3
WI	0	0	5	3
<b>TOTAL</b>	35	9	833	326

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

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