

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.

English National Text Portal State Data: July 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	July 1-31, 2024			Total – 2022-2024		
	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	10	10	0	59	45	6
AL*	117	N/A	59	976	N/A	512
AR*	93	N/A	47	736	N/A	397
AZ ⁺	72	63	1	640	478	75
CA ^d	230	146	5	1797	1129	49
CO ⁺	71	63	1	505	409	54
CT	43	39	2	354	257	47
DC	13	12	0	83	66	7
DE	14	13	0	106	73	12
FL	219	195	5	1519	1067	115
GA ⁺	206	190	1	1888	1101	374
GU*	0	N/A	0	1	N/A	0
HI	13	10	1	65	62	2
IA	26	27	0	285	268	11

State	July 1-31, 2024			Total – 2022-2024		
	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
ID	26	26	2	184	165	6
IL*	158	N/A	73	1266	N/A	679
IN	118	106	1	1019	698	117
KS	34	33	1	326	300	10
KY	76	68	1	805	696	24
LA	59	55	0	623	405	101
MA	41	41	1	486	427	15
MD	86	75	3	725	528	91
ME	15	12	0	134	98	11
MI	114	101	1	1139	976	82
MN	46	44	2	409	366	14
MO	119	103	4	1013	891	23
MS	72	63	1	619	390	106
MT	10	9	0	115	108	7
NC	167	153	2	1557	1071	211
ND	10	8	0	79	76	3
NE	32	32	2	276	249	14
NH	26	26	0	160	147	1
NJ ⁺	75	65	0	607	384	97

State	July 1-31, 2024			Total – 2022-2024		
	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
NM	39	34	1	270	192	29
NV	36	33	2	479	395	8
NY ⁺	234	199	2	2571	2251	48
OH	169	163	1	1621	1408	45
OK	58	54	0	441	295	51
OR	29	29	2	391	259	59
PA	177	159	2	1603	1402	53
PR [*]	0	N/A	0	6	N/A	3
RI ⁺	10	10	1	119	88	11
SC	121	119	4	981	675	136
SD [*]	14	N/A	8	93	N/A	51
TN [*]	145	N/A	66	1206	N/A	641
TX	339	314	6	3080	1984	424
UT	47	43	0	236	218	4
VA	111	107	2	918	642	123
VT	6	6	0	44	36	0
WA	67	58	0	705	481	102
WI ⁺	60	55	1	567	386	77
WV [*]	46	N/A	21	469	N/A	224

State	July 1-31, 2024			Total – 2022-2024		
	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
WY	3	4	0	42	38	0
TOTAL	4,122	3,175	335	36,398	23,680	5,362

*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.

^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: July 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 Espanol.

State	July 1-31, 2024			Total- 2022-2024		
	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 ^b
AR	0	0	0	6	0	5
AZ	0	0	1	24	0	15
CA	0	0	1	73	0	39
CO	1	1	0	14	1	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	4	184	0	68
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	5
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	9	0	6
NE	0	0	0	3	0	0

State	July 1-31, 2024			Total- 2022-2024		
	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 ^b
NJ	1	0	0	36	0	14
NM	0	0	1	5	0	5
NV	0	0	0	29	0	6
NY	0	0	1	74	0	25
OK	0	0	0	1	0	0
PA	0	0	0	23	0	6
PR	0	0	0	69	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	3	0	3
TX	0	0	0	197	0	72
UT	0	0	0	4	0	2
VA	0	0	0	9	0	4
WA	0	0	0	3	0	4
WI	0	0	0	5	0	3
TOTAL	2	1	8	886	1	356

^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).