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, 2024, and 2025 *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: February 2025

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	February 1-28, 2025			Total – 2022-2025		
	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	82	67	6
AL[+]	69	63	1	1,313	109	629
AR*	36	N/A	15	975	N/A	520
AZ[+]	33	26	0	831	637	79
CA[d]	94		2	2,442	1,508	61
CO[+]	26	21	0	721	605	55
CT	17	14	0	470	360	52
DC	2	2	0	106	89	7
DE	6	5	0	150	113	12
FL	85	75	0	2,054	1,541	123
GA[+]	76	59	2	2,423	1,558	382
GU*	0	N/A	0	2	N/A	0
HI	2	2	0	82	78	2
IA	8	7	0	374	352	13

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State	February 1-28, 2025			Total – 2022-2025		
	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	14	12	0	270	248	6
IL*	59	N/A	26	1,680	N/A	881
IN	67	57	0	1,378	1,019	120
KS	16	14	0	424	386	12
KY	55	44	1	1,129	985	31
LA	28	26	0	769	536	104
MA	19	17	0	686	606	21
MD	31	31	0	960	743	92
ME	5	5	0	179	140	13
MI	67	59	2	1,496	1,289	89
MN	17	15	0	543	490	15
MO	47	37	1	1,318	1,161	26
MS	33	27	0	821	573	107
MT	7	6	0	147	136	7
NC	79	66	2	2,054	1,521	223
ND	2	3	0	101	98	3
NE	16	16	0	385	350	18
NH	10	9	0	215	198	1
NJ+	28	25	0	829	590	101

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State	February 1-28, 2025			Total – 2022-2025		
	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	15	14	0	393	305	30
NV	15	10	0	599	503	10
NY[+]	283	236	7	4,079	3,553	79
OH	74	66	3	2,091	1,824	60
OK	21	15	0	600	435	55
OR	20	15	1	539	388	67
PA	86	63	3	2,109	1,829	69
PR*	3	N/A	1	10	N/A	4
RI[+]	8	7	1	151	115	13
SC	48	37	0	1,338	1,010	142
SD*	4	N/A	3	120	N/A	67
TN[+]	54	53	1	1,571	118	771
TX	139	109	1	3,996	2,779	438
UT	19	15	0	339	309	7
VA	49	41	1	1,233	915	131
VT	2	2	0	54	46	2
WA	36	33	0	959	710	107
WI[+]	31	28	1	781	575	85
WV*	33	N/A	16	656	N/A	329

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State	February 1-28, 2025			Total – 2022-2025		
	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	2	0	58	54	1
TOTAL	1,997	1,489	91	49,085	33,537	6,278

*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; AL and TN were switched in November 2024.

[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: February 2025

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	February 1-28, 2025			Total- 2022-2025		
	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]
AL	0	0	0	1	0	1
AR	0	0	0	6	0	5
AZ	0	0	0	26	3	15
CA	1	0	1	77	0	46
CO	0	0	1	14	2	7
CT	0	0	1	4	0	4
DC	0	0	0	2	0	0
DE	0	0	0	1	0	0
FL	1	0	1	201	0	79
GA	0	0	0	13	0	11
IA	0	0	0	1	0	0
IL	0	0	0	45	0	11
IN	1	0	1	3	0	3
KS	0	0	0	6	0	2
LA	0	0	0	2	0	0
MA	0	0	1	9	0	7
MD	0	0	0	18	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	1	0	1	11	0	8

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State	February 1-28, 2025			Total- 2022-2025		
	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]
NE	0	0	0	3	0	0
NJ	0	0	0	40	0	17
NM	1	0	0	6	0	5
NV	0	0	0	41	9	7
NY	0	0	1	78	1	33
OH	0	0	0	1	1	0
OK	0	0	0	1	0	0
PA	0	0	0	26	1	7
PR	2	0	1	76	0	25
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	0	0	0	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
TOTAL	7	1	9	954	17	404

[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).

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