

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 and 2023 *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: May 2023

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	May 1-31,2023			Total – 2022-2023		
	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	1	1	0	11	14	0
AL*	22	N/A	10	147	N/A	90
AR*	12	N/A	6	103	N/A	64
AZ ⁺	8	7	0	126	29	54
CA ^d	28	22	0	366	209	12
CO ⁺	9	8	0	91	40	37
CT	7	7	0	66	64	4
DC	0	0	0	15	21	0
DE	1	1	0	17	16	0
FL	28	26	1	207	163	8
GA ⁺	49	41	0	281	118	98
GU*	0	N/A	0	0	N/A	0
HI	1	1	0	15	22	0
IA	9	8	0	60	57	2
ID	5	6	0	26	25	2
IL*	17	N/A	8	233	0	137

IN	27	28	0	184	166	4
KS	5	5	0	61	58	3
KY	14	15	0	182	161	5
LA	7	7	0	82	79	5
MA	8	8	0	120	107	6
MD	17	17	0	129	125	5
ME	5	4	0	25	19	0
MI	19	18	1	218	196	10
MN	3	3	0	73	75	5
MO	17	18	2	175	158	6
MS	6	7	0	80	70	4
MT	1	1	0	21	23	3
NC	24	25	0	263	221	12
ND	1	1	0	8	15	0
NE	3	4	0	36	35	1
NH	0	0	0	21	22	0
NJ+	21	22	0	143	53	50
NM	9	7	0	37	34	0
NV	10	10	0	169	135	2
NY+	98	93	4	460	406	12
OH	31	33	1	308	284	11
OK	9	8	1	54	48	5

OR	3	6	1	63	61	2
PA	26	29	2	289	258	18
PR*	0	N/A	0	3	N/A	2
RI ⁺	0	0	0	26	10	5
SC	10	11	1	133	121	4
SD*	1	N/A	1	17	N/A	11
TN*	17	N/A	10	171	N/A	121
TX	50	57	2	500	447	13
UT	4	4	0	39	47	2
VA	13	15	0	165	152	7
VT	1	1	0	6	5	0
WA	17	13	1	125	110	11
WI ⁺	17	16	1	108	54	35
WV*	14	N/A	8	83	N/A	50
WY	0	0	0	4	2	0
TOTAL	705	614	61	6,345	4,535	938

*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; 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: May 2023

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 1-31,2023		Total- 2022-2023	
	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b
AR	1	1	2	2
AZ	0	0	7	4
CA	2	1	33	14
CO	0	0	4	3
CT	0	0	1	0
DC	0	0	2	0
FL	21	12	74	26
GA	1	1	5	5
IA	0	0	1	0
IL	1	0	15	3
IN	0	0	1	1
KS	0	0	4	1
LA	0	0	1	0
MA	0	0	7	3
MD	2	2	6	3
MO	0	0	1	0
MS	0	0	1	1
MT	0	0	0	1
NC	1	0	5	2
NE	0	0	1	0
NJ	3	0	19	6
NM	0	0	2	2
NV	9	2	22	5
NY	9	3	44	10
PA	1	1	15	2
PR	11	4	27	7
OH	0	0	2	2

OR	0	0	1	1
SC	1	1	4	3
TN	0	0	2	1
TX	11	2	81	23
UT	0	0	2	0
VA	0	0	2	0
WA	0	0	3	2
WI	0	0	2	2
TOTAL	74	30	399	135

^aThis is the total unique persons who entered a zip code.

^bThis is the number of unique individuals who enrolled in SmokefreeTXT (i.e., set a quit date).