

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: December 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	December 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	2	3	0	18	21	0
AL*	15	N/A	10	258	0	156
AR*	15	N/A	6	212	0	121
AZ ⁺	10	11	0	204	101	59
CA ^d	28	19	0	602	369	21
CO ⁺	12	13	0	177	126	39
CT	7	7	0	117	113	6
DC	2	1	0	24	28	0
DE	3	4	0	30	29	1
FL	24	22	2	389	330	14
GA ⁺	28	22	1	550	367	102
GU*	1	N/A	0	1	0	0
HI	2	2	0	21	28	1
IA	12	12	2	116	111	7
ID	6	5	0	58	54	3
IL*	13	N/A	6	389	0	231

IN	23	22	0	339	313	6
KS	2	2	0	111	106	4
KY	18	15	0	311	274	10
LA	12	11	1	153	143	8
MA	13	13	1	195	179	8
MD	14	12	0	226	218	6
ME	4	3	1	51	44	1
MI	20	16	0	378	339	14
MN	7	6	1	112	112	7
MO	21	16	0	301	276	7
MS	12	8	1	158	136	6
MT	0	0	0	46	47	6
NC	42	34	3	513	451	20
ND	4	3	1	27	32	1
NE	13	10	0	101	92	2
NH	6	5	0	58	57	1
NJ+	18	15	1	233	136	52
NM	4	4	0	84	74	1
NV	10	6	0	243	203	3
NY+	143	120	1	1033	926	20
OH	46	42	3	562	512	22
OK	11	6	0	125	106	5

OR	10	9	0	121	113	4
PA	35	29	1	545	489	25
PR*	1	N/A	0	6	0	3
RI ⁺	3	3	1	43	25	8
SC	34	33	1	292	273	6
SD*	1	N/A	0	31	0	19
TN*	20	N/A	12	322	0	207
TX	50	44	0	854	756	18
UT	4	4	1	75	81	3
VA	14	13	2	270	251	10
VT	2	1	0	17	13	0
WA	27	22	0	245	217	15
WI ⁺	24	20	0	225	162	36
WV*	15	N/A	11	167	0	91
WY	2	2	0	12	10	0
TOTAL	865	651	70	11,751	8,843	1,416

*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: December 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	December 1-31,2023		Total- 2022-2023	
	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b	Texted Zip Code ^a	Enrolled in SmokefreeTXT ^b
AR	0	0	3	3
AZ	1	1	15	9
CA	1	1	42	21
CO	0	0	8	3
CT	0	0	2	1
DC	0	0	2	0
FL	1	0	132	43
GA	0	0	9	8
IA	0	0	1	0
IL	0	0	32	6
IN	0	0	2	1
KS	0	0	5	1
LA	0	0	2	0
MA	0	0	8	3
MD	0	0	8	3
MI	0	0	2	2
MO	0	0	1	0
MS	0	0	1	1
MT	0	0	0	1
NC	1	1	7	4
NE	0	0	1	0
NJ	0	0	30	11
NM	0	0	2	2
NV	0	0	26	5
NY	0	0	55	18
OK	1	0	1	0
PA	0	0	15	3

PR	0	1	42	11
OH	0	0	2	2
OR	0	0	2	1
SC	0	0	4	3
TN	0	0	2	1
TX	1	1	119	38
UT	0	0	2	1
VA	0	0	6	3
WA	0	0	3	2
WI	0	0	5	3
TOTAL	6	5	599	214

^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).