

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: April 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	April 1-30, 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	6	5	0	43	30	6
AL*	124	N/A	64	670	N/A	361
AR*	87	N/A	52	505	N/A	275
AZ <sup>+</sup>	76	67	5	463	317	73
CA <sup>d</sup>	187	108	5	1,259	781	38
CO <sup>+</sup>	52	48	4	360	281	52
CT	37	32	0	243	159	45
DC	10	5	1	56	40	7
DE	13	14	0	73	45	12
FL	193	152	3	999	626	107
GA <sup>+</sup>	228	198	3	1,341	630	371
GU*	0	N/A	0	1	N/A	0
HI	9	8	0	45	47	1
IA	27	23	0	223	206	10

State	April 1-30, 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	23	18	0	120	106	3
IL*	155	N/A	79	896	N/A	505
IN	119	97	3	725	446	113
KS	38	32	1	243	216	9
KY	75	68	3	613	535	20
LA	80	73	1	425	234	98
MA	67	56	1	380	327	11
MD	83	80	3	493	325	86
ME	12	17	1	94	65	11
MI	128	116	9	833	713	73
MN	50	45	1	292	263	11
MO	141	125	1	710	624	12
MS	83	70	2	426	228	99
MT	10	11	0	84	78	7
NC	185	165	4	1,108	677	205
ND	11	8	1	57	58	3
NE	26	24	4	189	167	10
NH	13	15	0	110	103	1
NJ <sup>+</sup>	66	58	0	420	219	96

State	April 1-30, 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	22	16	0	168	100	26
NV	38	33	0	382	313	5
NY <sup>+</sup>	227	213	7	1,927	1,700	38
OH	185	162	5	1,182	1,032	38
OK	59	51	0	309	176	50
OR	50	44	2	291	170	56
PA	182	149	6	1,168	1,013	43
PR <sup>*</sup>	0	N/A	0	6	N/A	3
RI <sup>+</sup>	16	12	2	86	60	10
SC	114	96	4	683	407	129
SD <sup>*</sup>	7	N/A	4	61	N/A	33
TN <sup>*</sup>	166	N/A	91	832	N/A	466
TX	376	318	6	2,126	1,172	414
UT	25	20	0	153	145	3
VA	127	109	3	640	390	119
VT	3	2	0	30	24	0
WA	73	65	1	513	308	101
WI <sup>+</sup>	65	58	1	400	242	74
WV <sup>*</sup>	46	N/A	25	339	N/A	172

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WY	4	5	0	32	28	0
<b>TOTAL</b>	4,199	2,983	408	25,827	15,826	4,511

\*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: April 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	April 1-30, 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	1	5	5
AZ	0	0	24	13
CA	5	3	65	33
CO	1	1	12	5
CT	1	0	3	1
DC	0	0	2	0
DE	0	0	1	0
FL	3	1	174	63
GA	1	1	13	10
IA	0	0	1	0
IL	1	0	39	8
IN	0	0	2	2
KS	0	0	6	2
LA	0	0	2	0
MA	0	0	9	5
MD	0	0	14	5
MI	1	0	3	3
MO	0	0	2	0
MS	0	0	1	1
MT	0	0	1	2
NC	1	1	9	6
NE	0	0	3	0
NJ	2	0	34	14
NM	1	1	5	3
NV	0	0	29	6
NY	0	0	72	23
OK	0	0	1	0

State	April 1-30, 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			20	5
PR	13	7	69	24
OH	0	0	2	2
OR	0	0	2	1
SC	0	0	4	4
TN	0	1	3	3
TX	3	1	180	65
UT	0	0	4	2
VA	0	0	9	4
WA	0	0	3	3
WI	0	0	5	3
<b>TOTAL</b>	16	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).