

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 NCInfo@nih.gov.

English National Text Portal State Data: January 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	January 1-31, 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	2	2	0	82	67	6
AL ⁺	5	6	0	1,244	46	628
AR [*]	9	N/A	5	939	N/A	505
AZ ⁺	10	7	2	798	611	79
CA ^d	28	23	0	2,348	1,508	59
CO ⁺	13	13	0	695	584	55
CT	7	7	1	453	346	52
DC	2	2	0	104	87	7
DE	5	6	0	144	108	12
FL	33	27	1	1,969	1,466	123
GA ⁺	22	23	0	2,347	1,499	380
GU [*]	1	N/A	0	2	N/A	0
HI	0	0	0	80	76	2
IA	7	7	0	366	345	13

State	January 1-31, 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	5	5	0	256	236	6
IL*	19	N/A	12	1,621	N/A	855
IN	15	12	1	1,311	962	120
KS	3	3	0	408	372	12
KY	14	13	1	1,074	941	30
LA	4	4	0	741	510	104
MA	16	16	0	667	589	21
MD	7	6	0	929	712	92
ME	3	3	0	174	135	13
MI	16	16	0	1,429	1,230	87
MN	13	13	1	526	475	15
MO	14	12	0	1,271	1,124	25
MS	17	16	0	788	546	107
MT	1	1	0	140	130	7
NC	22	23	1	1,975	1,455	221
ND	2	2	0	99	95	3
NE	13	12	0	369	334	18
NH	1	1	0	205	189	1
NJ ⁺	18	18	1	801	565	101

State	January 1-31, 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	11	11	0	378	291	30
NV	8	8	0	584	493	10
NY ⁺	230	196	7	3,796	3,317	72
OH	28	29	0	2,017	1,758	57
OK	7	6	0	579	420	55
OR	9	9	1	519	373	66
PA	31	25	1	2,023	1,766	66
PR [*]	0	N/A	0	7	N/A	3
RI ⁺	1	1	0	143	108	12
SC	17	17	1	1,290	973	142
SD [*]	1	N/A	0	116	N/A	64
TN ⁺	13	13	1	1,517	65	770
TX	46	47	0	3,857	2,670	437
UT	4	3	0	320	294	7
VA	22	16	0	1,184	874	130
VT	1	0	0	52	44	2
WA	13	12	1	923	677	107
WI ⁺	11	10	0	750	547	84
WV [*]	11	N/A	5	623	N/A	313

State	January 1-31, 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	2	2	0	55	52	1
TOTAL	813	704	43	47,088	32,048	6,187

*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.

^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: January 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 Español.

State	January 1-31, 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	0	76	0	45
CO	0	0	0	14	2	6
CT	0	0	0	4	0	3
DC	0	0	0	2	0	0
DE	0	0	0	1	0	0
FL	1	0	1	200	0	78
GA	0	0	0	13	0	11
IA	0	0	0	1	0	0
IL	0	0	0	45	0	11
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	6
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	0	0	0	10	0	7

State	January 1-31, 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	1	0	1	40	0	17
NM	0	0	0	5	0	5
NV	0	0	0	41	9	7
NY	1	1	1	78	1	32
OH	0	0	0	1	1	0
OK	0	0	0	1	0	0
PA	0	0	0	26	1	7
PR	0	0	0	74	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	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	4	1	3	947	17	395

^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).