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Contractor has been awarded this contract in a RFP process and will serve Region 1 in Arkansas. Region 1 covers the following counties in Arkansas: Baxter, Benton, Boone, Carroll, Crawford, Franklin, Johnson, Logan, Madison, Marion, Newton, Pope, Scott, Searcy, Sebastian, Van Buren, and Washington. Guiding principles are set forth by the American Request Plan Act (ARPA) Supplement- Prevention Network Expansion and Enhancement (PNEE) Grant, Division of Aging, Adult, and Behavioral Health Services (DAABHS) Requirements, and the Arkansas Department of Human Services - Division of Behavioral Health Services (DBHS) Rules of Practice and Procedure (RoPaP) within five designated catchment areas for the entire state of Arkansas. The ARPA Supplement-PNEE grants are supplemental funds from the Substance Abuse Block Grant (SABG) that will develop a statewide faith-based anti-stigma alcohol, tobacco, and other drugs (ATOD) prevention campaign to include training, prevention education, and unified messaging to Arkansas communities. Prior to the ARPA Supplement Grant, Arkansas didn't have science-informed interventions focused on ATOD in the faith-based community.