

The purpose of this annual audit is to ensure compliance with ARORP requirements; to confirm appropriate progress in the opioid abatement project approved by ARORP, city and county officials, the ARORP Advisory Board, administrators of the Qualified Settlement Fund (QSF), the Association of Arkansas Counties, and the Arkansas Municipal League; and to verify proper stewardship of opioid settlement dollars.

Please produce all receipts requested. If you are not able to produce requested receipts, ARORP will request the funding returned within three business days of the audit or as otherwise specified. If you can produce the receipt or invoice within one business day of the ARORP audit, the request for returned funding may be waived.

General Information:

Organization: MHP SI

ARORP #: 23-128

Project Title: ReviveAR App

Date of Audit: May 12, 2025

How many years has this project been active: 1

How many years remain: 2

Is this the project's final audit? NO

Attendees Present at Audit: Julie C. Robbins, Tenesha Barnes, Joy Spence

Counties Served: All Cities, All Counties

Total Funding Amount: \$296,245.00

Annual Evaluation

Milestones

Were all ARORP-issued milestones completed this year? **YES**

Notes: *All milestones were completed. The app was launched February 9th, and the promotional campaign soon after.*

Summary of Process Data:

Information Dissemination

Number of impressions by billboard: 4,350,156

Number of impressions by radio ad: 7,882,200 Radio, 860,766 Spotify (Total 8,742,966)

Number of impressions by newspaper ad: 0

Number of impressions by handout (ex: flyers or notecards): 0

Number of impressions by television: 143,326

Number of impressions by social media: 1,477,231

Number of mobile app downloads: 3,117

Number of other impressions: 433,326,596 for public relations

Notes: ARORP23-128 noted in the evaluation that many media and advertising programs do not allow targeting by race or ethnicity. Because of this and other challenges tracking demographic data for radio advertising, for example, data would have been heavily estimated. Thus, demographic data was not included for this project.

mhp.si fixed Redcap reporting in November of 2025.

Financial Audit

Which receipts were requested? **ALL RECIEPTS**

Were requested receipts presented within the requested time frame? **YES**

How much unused or misspent funding must be returned to the Arkansas Opioids Qualified Settlement Fund?

Note: *There is a remainder of \$17,500.50 in the app maintenance and hosting line items. This will be spent over the next two years, 2025 and 2026, for app hosting and maintenance. There are no additional funds needed to be returned for the first year.*

Date funds were returned to the Arkansas Opioids Qualified Settlement Fund: N/A

Project Compliance

Following the annual evaluation, what was needed for this project to gain compliance ARORP requirements?

Notes:

- *Turn in adjusted Redcap reporting if needed.*
- *Turn in the annotated milestone sheet with formatting corrected.*
- *Turn in remainder of commission invoices.*
- *Complete hosting and maintenance over the next two years.*

Were all items listed above completed? **YES** (*App hosting and maintenance will be evaluated at the end of each year.*)

Date program regained compliance: 1/8/26

Is this project currently in compliance? **YES**

Additional notes on this project: *There is a remainder of \$17,500.50 in the app maintenance and hosting line items. This will be spent over the next two years, 2025 and 2026, for app hosting and maintenance. There are no additional funds needed to be returned for the first year.*

Partnership

What were some successes and challenges with your project?

Successes:

- mhp.si was pleased with the number of app downloads.
- mhp.si was pleased with the regional press conferences. These conferences were the model of creating buzz for the right cause and engaging the right audience. Regional meetings worked well.
- In the future, mhp.si may work on creating notifications for the app.
- Web traffic increased for ARORP due to the app landing page.

Challenges:

- mhp.si and ARORP would love to know the geography and demographics of people who downloaded the app.
- In two years time, when the current contract for the app expires, it may be helpful to move the app to a platform that provides more reporting data such as geography.
- mhp.si will investigate people who are uninstalling the app in the future.
- This year, it may be helpful to specify app adds towards certain industries (like hospitals, nursing homes, dental schools, social services, funeral home directors, etc.).
- When ARORP presents at different locations, mhp.si could possibly geofence locations where ARORP presents.

Is there anything ARORP could do differently to make your partnership more successful?

- In the future, mhp.si will focus monthly meetings on work going forwards.

ARORP Leadership Signature

Signature of Director Kirk Lane



Date 1-13-26

Signature of Deputy Director Tenesha Barnes



Date 1/13/26