**Woodbury County Success Story**

There are several success stories related to the Woodbury County SPF SIG. One particularly noteworthy success occurred as a result of the power of capacity and collaboration between Jackson Recovery Centers, the Sioux City Police and the City of Sioux City. The end result of this collaboration was a nine-month “Changes You” Sign Campaign that was posted on the outside of five city buses, the inside of 27 buses and at three bus stops.

According to the Sioux City Transit System, buses rotate among ten fixed bus routes that operate in the Sioux City urban area.  The average passenger count per route, per month is 5,745. The average passenger count per route, per day is 230.

At first, this might seem like a simple process. However, only City of Sioux City departments are allowed to advertise on the city buses. Therefore, the Coalition aligned with the Sioux City Police Department to meet the requirements. This was made possible by the strong relationship between the Police, SPF SIG Coordinator, and the Coalition. The details of the agreement were completed through many meetings and emails that spanned multiple months. The result was that the Sioux City Police Department created a new line item account, specifically to purchase these ads. Jackson Recovery Centers provided the funding through the SPF SIG Grant, and to comply with the city’s policy, the Police Department purchased the ads. These advertisements help facilitate a drug-free community.

When the campaign was initially rolled out, a press conference was held at city hall with all parties involved. This resulted in media coverage by two local television stations and one radio station, which helped increase the visibility and effectiveness of this campaign.