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Ibis Reproductive Health/FreeThePill.org

Free the Pill Campaign: Strategic Messaging & Community Activation

While at Big Sea, I was part of a team that worked on the 2025 Free the Pill Campaign by Ibis Reproductive Health. The initiative advocates for FDA approval of over-the-counter birth control pills. Our goal: to center reproductive autonomy and equity in every message.

As a copywriter on the campaign, I helped shape a bold, empathetic narrative around reproductive justice. Partnering with Ibis Reproductive Health, our team crafted messaging that was clear, culturally resonant, and rooted in urgency—because access to over-the-counter birth control isn’t just a policy issue, it’s a human right.

From launching the viral “Tell 5 Friends” challenge to developing public toolkits for grassroots advocacy, I wrote content that moved people—from awareness to action.



Strategic Messaging

We crafted content that speaks to diverse audiences with empathy and urgency. Our messaging emphasized:

- Autonomy over one’s body
- The urgency of access
- The power of community-led advocacy

“Tell 5 Friends” Challenge

A peer-to-peer activation designed to build trust and amplify reach. I wrote social media captions, SMS scripts, and email templates—all designed to spark conversations and mobilize networks.

Public Toolkits for Action

Toolkits for the public and partner organizations included “plug and play” social media posts tailored to different audiences and outreach templates for individuals and organizations.

This campaign proves that strategic storytelling can be a catalyst for justice. I’m proud to have helped shape a movement that turns awareness into action.

#2: A Life Saving Text Message

FACEBOOK, INSTAGRAM, THREADS, BLUESKY, X

Drop this in the group chat—it’s the most important text you’ll send today.
Tell 5 friends about over-the-counter birth control pills on #FreeThePillDay!

#OTCBirthControl #ReproductiveJustice
#FreeThePill #Opill

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