



AVIVA CAMPBELL

Copywriting, Digital Marketing
& Brand Management

My Reason WNC COVID-19 Campaign Social Media Advertising Strategy & Campaign Messaging

Launched in September 2020, the My Reason WNC public health campaign centered on the collaboration of local public health agencies throughout western North Carolina to effectively share crucial information and messages related to COVID-19 with residents. Recognizing that community leaders and advocates are often some of the most trusted voices in their communities, the campaign featured images and video testimonials of more than 100 local leaders and residents of different ages, cultures, and professions. The regional initiative encompassed traditional and modern forms of media, including radio, billboards, printed flyers, and social media advertisements. The campaign has reached more than 955,000 residents, and [the CDC recently hailed the human-centric approach](#).

I worked as the primary content strategist and marketing director of this campaign, using the best practices in research, strategy, and implementation for targeting and engaging audiences.

A. Graphic with Campaign Metrics and Highlights



B. Campaign Messaging (published to landing page

<https://www.wnchn.org/hcpletter/>)

Are you concerned about your health? **We are.**

A joint letter from healthcare providers working to protect WNC from COVID-19

As health care providers, we care deeply about our patients, their families, and our communities. Since the beginning of this pandemic, we have been on the front lines caring for those who have contracted COVID-19. It has been challenging to see so many patients and families suffer.

In the last few weeks, infections, hospitalizations, and deaths have risen sharply in every state, including North Carolina, due to the highly contagious delta variant. In western NC, there has been a significant increase in COVID-19 cases and hospitalizations in recent weeks.

If you've been waiting for the right time to get vaccinated—it's now.

More than **160 million Americans** are vaccinated to date. In western North Carolina, more than 450,000 people have received at least the initial dose of the vaccine. COVID-19 vaccines are proven to be safe and effective against the delta variant.

While we are seeing cases in people who are vaccinated, most infections are mild, with very few requiring hospitalization. By contrast, greater than 90% of hospitalizations and deaths since June have been among unvaccinated people.

The risk of contracting COVID-19 and suffering long-term health effects is far greater than the minimal risk (less than 0.5%) of severe side effects from vaccination. While other side effects are more common, they are usually mild and temporary.

If you are unvaccinated, the risks have never been more significant.

The delta variant is two to three times more contagious than the original virus. You're now more likely to be infected if you come into close contact with someone contagious than you were at the beginning of the pandemic. Getting vaccinated protects our children and those with weakened immune systems.

To prevent serious illness and hospitalizations, we agree with the Centers for Disease Control and Prevention (CDC) recommendation that everyone 12 and up gets vaccinated and wears masks indoors in public places where community spread is high.

Western North Carolina is known for its beautiful scenery and wonderful, caring people. We know you've made many difficult choices and sacrifices the past year and a half - so let's end this pandemic now.

We can't afford to lose any more members of our community, especially not you. Please, get vaccinated.

Over 140 health care providers in the region have signed this letter.

To see the full list of names, please visit www.wnchn.org/HCPletter

If you have questions about the vaccines or need assistance locating where to get one, reach out to your doctor, or call the NC COVID-19 Vaccine Help Center at 888-675-4567.

C. Campaign Facebook Ads

WNC Health Network
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Millions of people in North Carolina are saying "yes" to the COVID vaccine to live their lives without compromising anyone else's. It's our best chance at enjoying live music, dining out with friends, running marathons, traveling, visiting family, and so much more. Will you join us?

"It made me feel empowered. I was able to take my health into my own hands."
— Dr. Michelle Boone



#MyReasonWNC

COVID19.NCDHHS.GOV
Summer fun is just a shot away

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So far, more than 4 million North Carolina residents have been vaccinated. That's 4 million steps toward overcoming this pandemic, and it's helping to bring summer back safely. If you're 12 or older, get vaccinated to get into the summer groove, from hikes with friends to playing ball again.

#BringingSummerBack #MyReasonWNC

"The reason I wanted to get vaccinated was that I wanted to see my family and have a social life."
— Diana Jimenez-Carreno



#MyReasonWNC

COVID19.NCDHHS.GOV
Bringing summer back

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You're an essential member of your family, friend group, school, and the WNC community! There's only one of you, so get vaccinated this summer to keep yourself and those around you safe and healthy. Rigorous clinical trials among thousands of people ages 12 and older have proven that the vaccines are safe and effective.

#BringingSummerBack #MyReasonWNC

"Still be cautious. Even if it doesn't affect you, it could affect other people."
— Jayla Burn



#MyReasonWNC

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You are essential.

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