

Aviva Campbell

 aviva_campbell@icloud.com

 [LinkedIn](#)

WNC Health Network

Public Health Campaign | Copywriting · Strategy · Community Engagement

Public Health with Purpose

As the lead copywriter on JB Media's digital strategy team, I helped craft and execute the #MyReasonWNC campaign—a regional public health initiative designed to promote COVID-19 safety and vaccine awareness across Western North Carolina. In partnership with WNC

Health Network, a nonprofit serving 18 counties and 4 community organizations, our team delivered inclusive, culturally responsive messaging that reached over 1.3 million people.



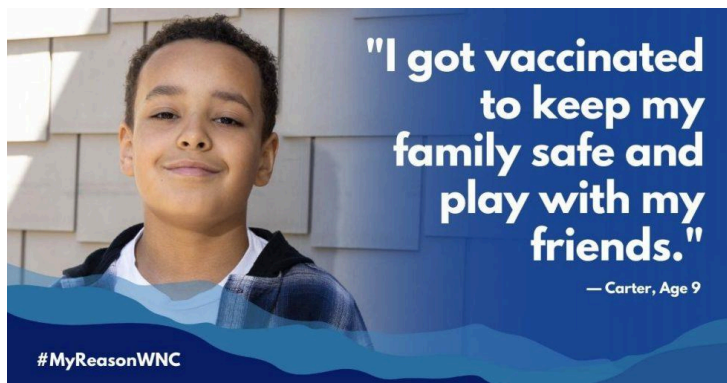
My Role: Copywriting with Impact

- Wrote campaign ad copy for Facebook, Instagram, YouTube, and programmatic platforms
- Developed messaging frameworks for diverse audiences, including BIPOC and Spanish-speaking communities
- Collaborated with designers, strategists, and community partners to ensure clarity, accessibility, and emotional resonance
- Contributed to the creation of a bilingual digital toolkit used by hospitals, nonprofits, and health departments
- Supported rapid-response messaging during critical phases of the pandemic

Storytelling Meets Strategy

The campaign centered on authentic storytelling, featuring 150+ local leaders and residents sharing their reasons for practicing COVID-19 safety and getting vaccinated. Our messaging emphasized trust,

inclusion, and community resilience—delivered through targeted digital ads, print materials, and video testimonials.



We launched a five-county pilot in September 2020, which expanded into a full regional campaign funded by Dogwood Health Trust. The campaign's success was rooted in collaboration with local health communicators, community-based organizations, and regional storytellers.

Results: Reaching Millions, Changing Minds

- Reached 1.33 million individuals on Facebook and Instagram, with 11 million video views
- Reached 1.37 million people on YouTube, with 204,799 video views
- In Spanish-language surveys, 74% of respondents said the ads influenced their behavior
- Recognized by the CDC and presented at the NCHCMM national conference
- Strengthened long-term health communications infrastructure across WNC

Impact: Building Trust, One Message at a Time

The #MyReasonWNC campaign helped dismantle barriers to public health messaging by meeting people where they are—online, in their communities, and in their own languages. As the campaign's copywriter, I helped shape a voice that was empathetic, empowering, and rooted in local connection.