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WNC Health Network

## Public Health Campaign | Copywriting · Strategy · Community Engagement

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### *Public Health with Purpose*

This project stands out as one of the most meaningful in my career. I led creative messaging for the #MyReasonWNC campaign, a regional public health initiative promoting COVID-19 safety and vaccine awareness across western North Carolina. In partnership with WNC Health Network—a nonprofit serving 22 counties and dozens of community organizations—our team delivered inclusive, culturally responsive communications that reached more than 1.3 million people.



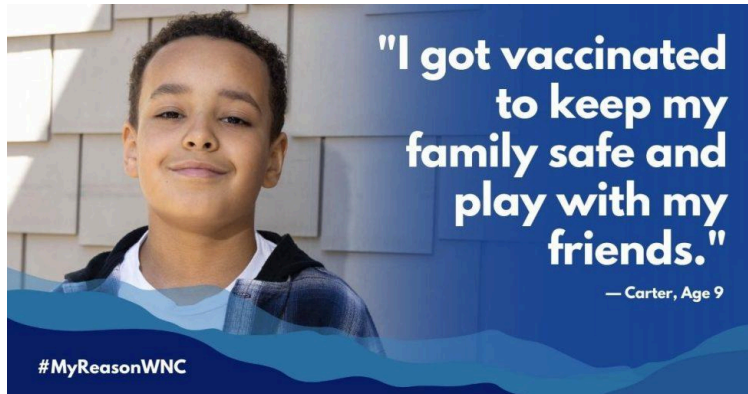
### *Copywriting with Impact*

My responsibilities included:

- Campaign ad copywriting for Facebook, Instagram, YouTube, and programmatic platforms
- Messaging framework development for diverse audiences, including BIPOC and Spanish-speaking communities
- Collaborating with designers, strategists, and community partners to ensure clarity, accessibility, and emotional resonance
- Producing a bilingual digital toolkit used by hospitals, nonprofits, and health departments
- Supporting 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 primarily 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 grassroots narratives.

## ***Reaching Millions, Changing Minds***

The public health efforts saturated social channels and grew local awareness of important COVID-related information. By the end of this campaign, we:

- 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

## ***Building Trust, One Message at a Time***

The #MyReasonWNC campaign broke down barriers to public health by delivering life-saving information in real time—online, in local communities, and in multiple languages. As the campaign's copywriter, I helped craft a voice that was empathetic, empowering, and deeply connected to the people it served.

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