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WNC Health Network

Hurricane Helene Regional Disaster Response | Copywriting • Strategy • Paid Social Campaign Execution

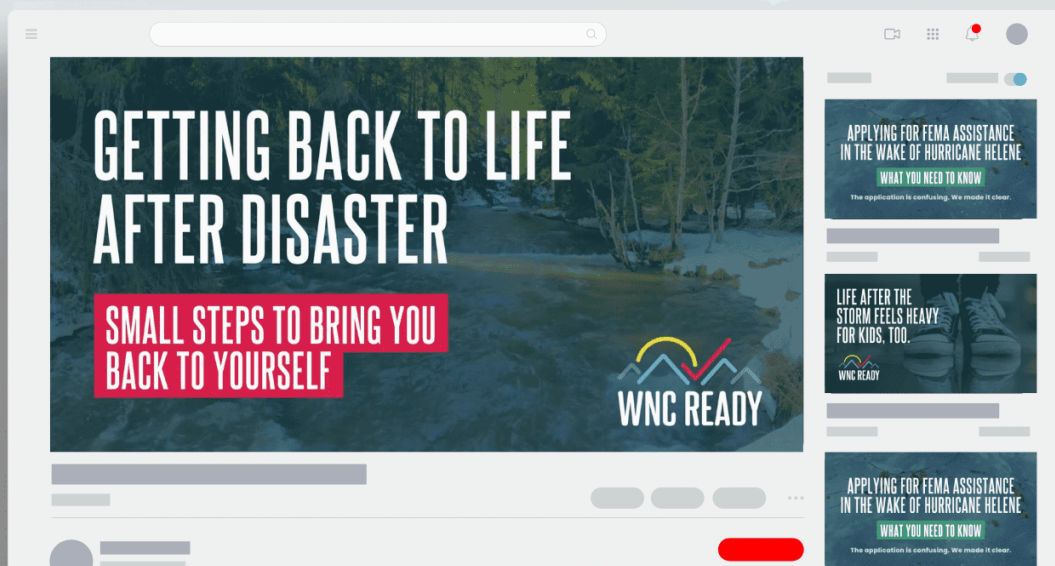
Engineering the Future of Emergency Response

As lead creative writer for the WNC Ready campaign, I helped shape a unified voice for disaster response across western North Carolina following Hurricane Helene. It was the first emergency communications campaign in the U.S. to unify messaging across an entire region.

Partnering with WNC Health Network (WNCHN) and my team at Big Sea, we delivered critical public health messaging to communities in crisis. Our communications strategy focused on clarity, accessibility, and speed—cutting through the chaos with timely, actionable content across Facebook, Instagram, YouTube, and more. With its broad demographic reach, Facebook served as the campaign’s central hub for updates and engagement.



**Preparedness for WNC, powered by
local public health partnerships.**



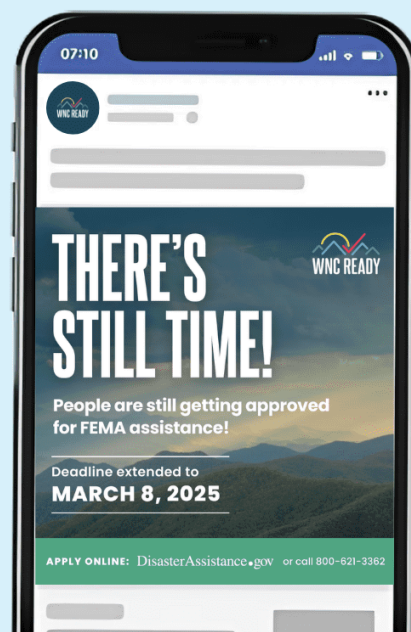
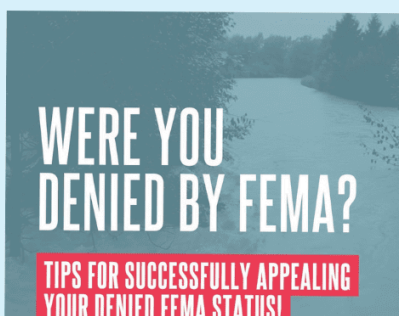
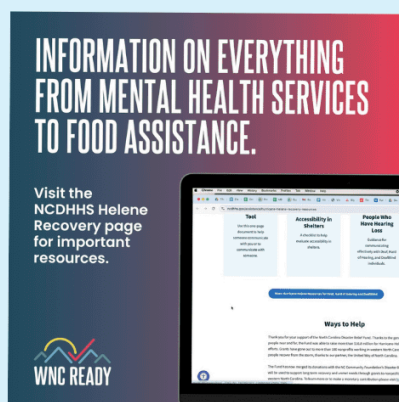
Western NC in Crisis After Hurricane Helene

In 2024, Hurricane Helene tore through western North Carolina, displacing thousands and knocking out critical communication infrastructure. With cell towers down and communities cut off, the urgency for a unified emergency communications strategy became clear. WNCHN faced the unprecedented challenge of coordinating a rapid, effective response across a fractured landscape in 22 counties.

Building Unity, Speed, and Support Across 22 Counties

The objectives of WNC Ready coalition were to:

- **Create One Regional Voice:** Unite 22 counties under a cohesive messaging strategy to ensure consistent and accurate information delivery.
- **Bolster Recovery Efforts:** Share safety guidelines, emergency aid resources, and mental health support through widely used digital platforms.
- **Enhance Agility in Disaster Response:** Build an adaptive framework informed by community feedback and best practices to improve speed and effectiveness.



Unifying the Message, Amplifying the Response

I helped lead the development of messaging that was clear, culturally relevant, and emotionally resonant. Our strategy unfolded in four key stages:

- **Research:** We reviewed FEMA, CDC, and NC DHHS guidelines to ensure accuracy and relevance.
- **Messaging & Creation:** I wrote and refined public health messages in both English and Spanish, incorporating input from local partners to ensure community alignment.
- **Ad Selection & Circulation:** We deployed targeted ads across Meta and YouTube to maximize reach and engagement.
- **Evaluation:** Our team monitored performance in real time, using data to iterate and improve messaging throughout the campaign.

This agile, feedback-driven approach allowed us to respond quickly to evolving needs and ensure our content remained impactful.

What Success Looks Like After the Storm

WNC Ready set a new standard for emergency communications as the first unified regional disaster response initiative of its kind in the U.S. By replacing fragmented efforts with coordinated messaging, we reached nearly 1 million people across western North Carolina. The campaign's success demonstrated the power of collaboration, strategic storytelling, and digital agility in times of crisis.
