



HEIDI MARTTILA-LOSURE

Storyteller. Strategist. Changemaker.

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PORTFOLIO: DIGITAL CAMPAIGN EXAMPLES

SUICIDE IS PREVENTABLE.

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LOST & FOUND

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30 Days, 30 Stories: A Monthlong Digital Storytelling & Awareness Campaign

Narrative strategy • Multimedia content • Social engagement • Mental health resources

Campaign Lead: Heidi Marttila-Losure
Lost&Found (2021-2023)





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PORTFOLIO: 30 DAYS, 30 STORIES CAMPAIGN

Campaign Overview

30 Days, 30 Stories was Lost&Found's annual storytelling initiative highlighting lived experiences of resilience, mental health challenges, and recovery. Each story combined a written narrative with photography, video, and mental health resources and was published daily throughout September for Suicide Prevention Month.

From 2021 to 2023, I led content strategy, story development, editing, and multi-platform distribution for the series. Working with storytellers, videographers, and program staff, I helped create an emotionally resonant and resource-rich campaign that deepened community understanding of mental health and connected audiences to actionable supports.

My Role

- Project lead and editorial director
- Story acquisition and partnership coordination
- Narrative development, writing, and editing
- Interviewing subjects and shaping story arc
- Photography, video direction, and in some cases shooting
- Website story layout and resource integration
- Creating social content for four platforms
- Managing daily publishing schedule
- Developing analytics reports and evaluating engagement trends

Campaign Goals

- Elevate authentic, human stories about mental health and resilience
- Provide actionable mental health resources with every story
- Increase community understanding and reduce stigma
- Drive traffic to Lost&Found's resource library
- Strengthen relationships with storytellers, partners, and campuses
- Expand reach during Suicide Prevention Month
- Build a cross-platform narrative arc sustained over 30 days

Target Audiences

- Young adults and college students
- Parents and caregivers
- Mental-health advocates
- Donors and supporters
- South Dakota and Minnesota communities
- Partner organizations on campuses

Message Strategy

The narrative framework included:

- **Authenticity** – true stories in the storyteller's own voice
- **Hope + Action** – every story paired with resources
- **Community** – highlighting shared experiences and support networks
- **Resilience** – lifting up both struggle and strength

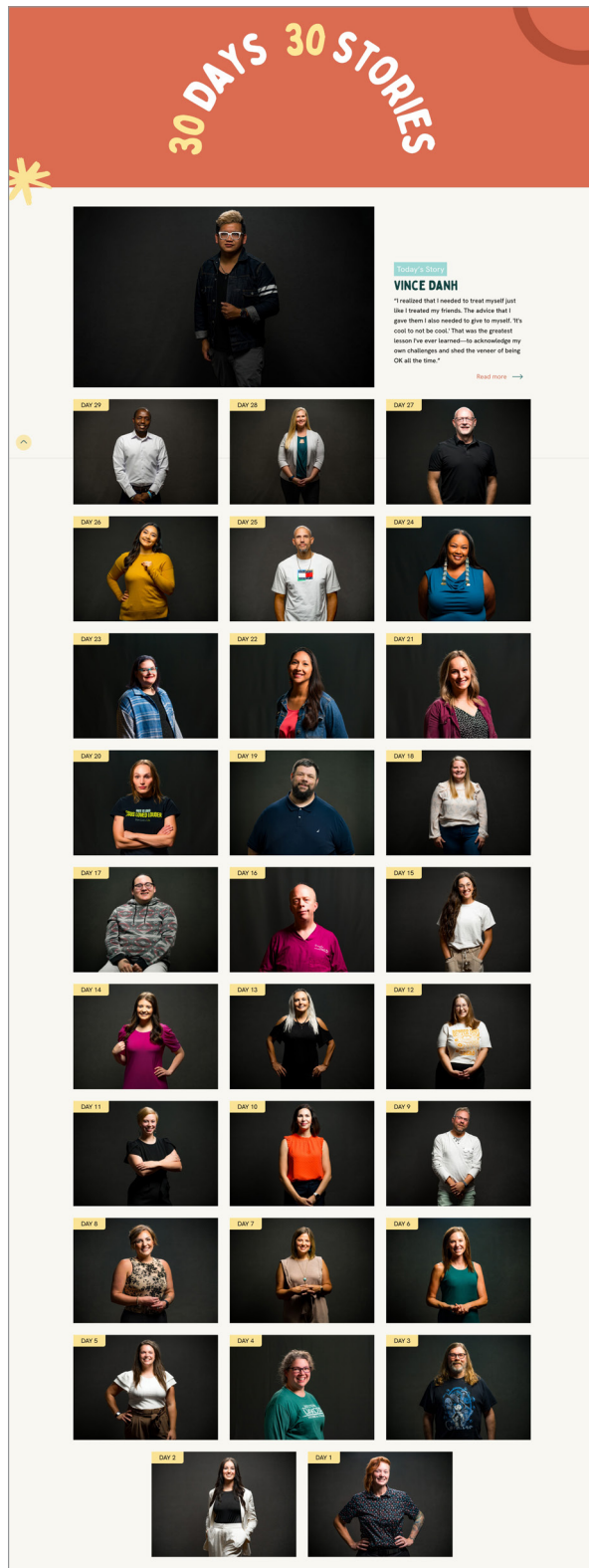




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PORTFOLIO: 30 DAYS, 30 STORIES CAMPAIGN



1. Website Story Hub

- Built a dedicated **story hub** for easy navigation between all 30 entries
- Incorporated accessible layouts, resource sidebars, and video embeds
- Managed publication cadence with daily posts
- Ensured mobile optimization for shareability





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PORTFOLIO: MAKE YOUR MARK ON MENTAL HEALTH CAMPAIGN

2. Written Stories (Daily Publishing)

- Interviewed storytellers and developed narrative arc for each piece
- Edited all stories for clarity, emotional nuance, and accuracy
- Integrated mental-health resources at the end of each story

ONLINE STORY

What is the story related to mental health, suicide, and/or resilience that you'd like to share?

I would say my story started at Brandon Valley High School where I was a knock-out athlete. I was always told in high school I was going places and going to do amazing things. So I tried living up to everyone's fairytale. I practiced hard, I worked out after games we lost, and I even made myself throw up to get faster. Then I headed to college to start my collegiate volleyball journey, and I found myself with a full-blown eating disorder. My roommates called my mom and told her what was going on. I was ashamed and so lost. The next thing I knew, my roommate was bringing me to see a nutritionist—she had to bring me because otherwise I would literally always bail. I hated every step of this getting better journey. Next was a doctor's appointment back home with my mom and primary care. This was an eye-opening appointment as I was diagnosed for the first time with an eating disorder and depression. I'm now graduated and in full recovery. I could not be more proud of myself nor could I imagine doing it alone.

What resources have helped you to address this challenge?

Eating disorders in athletes are very common and not talked about. I would have to dig to even find a global resource. What I found helpful is Victory Garrick's TED Talk and her resources. <https://www.youtube.com/watch?v=Sdk7pLpblls>
Locally, I've created a blog that sheds light on the journey in hope to make you feel less alone and hopefully laugh at yourself a little! <https://elsiezajicek1.wixsite.com/justedthings>

Think about the system that affects our mental health in our society, including aspects that are damaging to mental health and aspects of the system that improve mental health. Based on your experience, how might we improve that system to build resilience and better address the mental health needs of ourselves, our loved ones, and our communities?

Personally, I struggled with social media. I have now been able to tailor it so that I see very healthy posts when I log on. I think this



ELSIE ZAJICEK

"I was always told in high school I was going places and going to do amazing things. So I tried living up to everyone's fairytale."

is deeply rooted for many of us, when children are so often in front of screens. Getting away from the screen and connecting to the soil really played a big role in my recovery.

What is one thing related to mental health, suicide, or resilience that you wish everyone could understand?

It truly is one day at a time.





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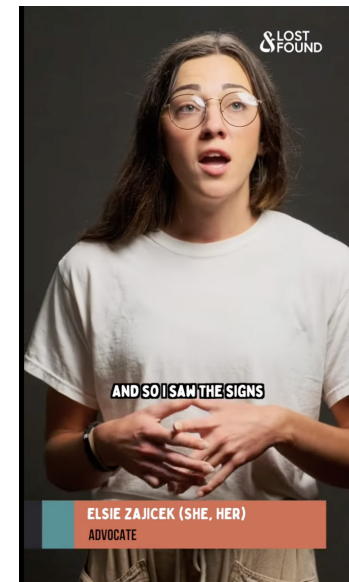
3. Multimedia: Photography & Video

- Collaborated on video production for stories
- Collaborated on portraits and environmental photography to accompany narratives
- Ensured multimedia elements supported core messages and tone
- Shared photos with storytellers in appreciation for their participation

PROFESSIONAL PHOTOS



VERTICAL VIDEOS





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4. Social Media Campaign (4 Platforms)

- Developed a daily distribution plan with scheduled posts
- Adapted content for platform format: short clips, quotes, graphics
- Used value-based storytelling to encourage shares and comments
- Built anticipation with teasers and end-of-month wrap-up
- Strengthened brand visibility and mission alignment

FACEBOOK POST

Elsie Zajicek was a standout athlete in high school. She put a lot of pressure on herself to be the best, which eventually led to unhealthy behaviors. By the time she was in college, she had an eating disorder. With the help of friends and family, she was able to heal through treatment and is now in recovery.

She's since learned that many athletes struggle with eating disorders, and she wants others to know they aren't alone, and help is available.

This story is part of our #30Days30Stories project for #NationalSuicidePreventionMonth where we share stories of resilience from those struggling with mental health or suicide related challenges.

Read Elsie's story and watch a video of her story:
<https://bit.ly/3PHB5S7>.

Keep the power of this story going: If you're moved by Elsie's story, please share!





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5. Other Promotion: Billboards, Fliers, Media

Comprehensive campaign included:

- Partnership with a billboard company
- Fliers for recruitment on partnering campuses
- Live podcast recording on partnering campuses
- Appearance on a local TV program
- Radio public service announcements

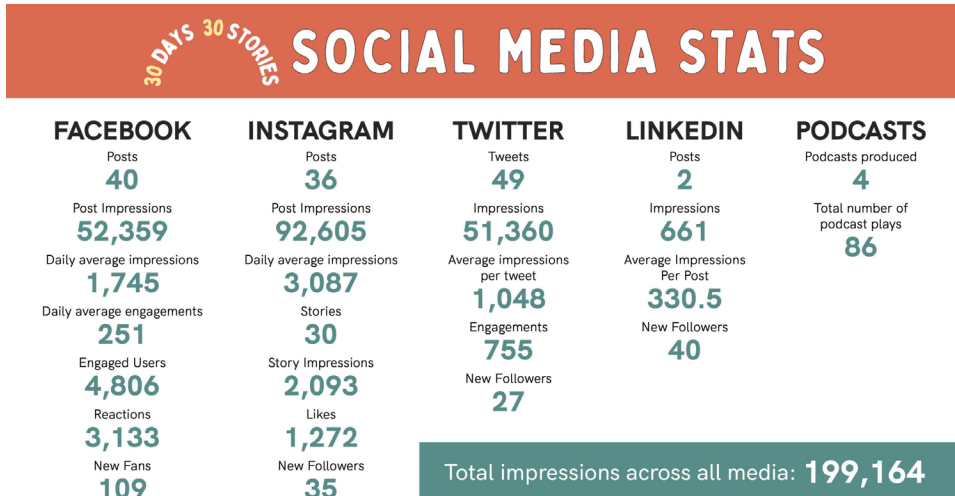




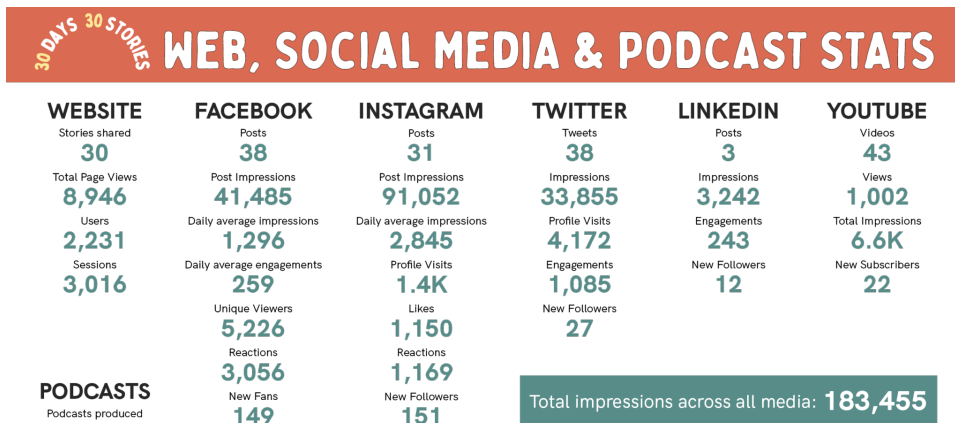
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These are the statistics for Lost&Found's "This Is What Resilience Looks Like" project, which featured 31 stories over 31 days, from September 1 - October 1, 2021.



These are the statistics for Lost&Found's "30 Days, 30 Stories: Let's Do More to Prevent Suicide" project, which featured 30 stories over 30 days, from September 1 - 30, 2022. See them all at <http://30stories.org>.



Statistics unavailable for 2023.

Key Outcomes

- Nearly 200,000 total impressions across all media in September 2021, and more than 180,000 in 2022
- More than 5,000 reactions, likes, and shares across platforms each year
- More than 200 new followers in 2021; more than 350 in 2022
- Highest engagement of any digital campaign of the year
- Storytellers found support from their social networks and beyond after sharing their stories
- Project won a Distinguished Achievement in the Humanities Award in 2024

Impact Summary

For three years during National Suicide Prevention Month in September, 30 Days, 30 Stories created a sustained monthlong narrative arc that deepened understanding of mental health and resilience in the communities Lost&Found serves. By combining multimedia storytelling with accessible, actionable resources, the campaign not only reached wide audiences but also strengthened connections to mental health support systems. The series remains one of Lost&Found's most impactful digital initiatives.

30 DAYS 30 STORIES