CROAK Ey HEALTH MEDIA

Profiling innovation and developments in healthy journalism

Report to Stakeholders

2018 – 2019

We pay our respects to the Traditional Custodians of the country where we live, work and travel upon, and to Elders, past, present and future.
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Foreword

by Dr Janine Mohamed,
Chair of Croakey Health Media

Welcome to a landmark report from Croakey Health Media.

It documents a transformative period in the history of our organisation, including our establishment as a non-profit journalism organisation, after operating for more than a decade as an informal network.

I am proud to chair the board of Croakey Health Media and to bring my long experience in governance of non-profit organisations to this role. I am also proud to be leading the development of a public interest journalism organisation that centres health equity in its work.

In 2019, we released our strategic plan and I encourage you to read it: https://croakey.org/wp-content/uploads/2019/03/StrategicPlan_12Feb2019.pdf

The diagram below illustrates our five strategic priorities that guide us in our work towards our vision:

A vigorous and sustainable public interest journalism sector contributes to the health and wellbeing of people, families, communities, policies, societies and the environment.
This report traces our journey during 2018 and 2019 as we continuously develop our unique model of social journalism.

We would not be able to do this work without the support of all who contribute to the Croakey mission, including our contributors, readers, funders and colleagues.

I thank you all, and we look forward to hearing your comments and reflections upon this report as we continue to find innovative new ways to progress discussions, debate and accountability around health equity.

Public interest journalism gives people the information they need to take part in the democratic process. It informs and contributes to policy and practice. It holds power to account, and amplifies the voices of those who are not well served by the current distribution of power.

Social journalism is a collaborative form of public interest journalism that seeks to provide services to help meet community needs. It can encompass services beyond traditional journalistic content production, including community organising and education.
Introduction

by Dr Melissa Sweet,
Managing editor

I write this introduction, on 24 April 2020, at a time of incredible disruption and uncertainty in global health and journalism.

The COVID-19 pandemic is causing unfathomable suffering and loss, as well as generating conversations about how we can collectively contribute to a safe, equitable and healthy future for all.

The pandemic has given public health – and public health journalism – a prominence and profile that we have not always enjoyed in mainstream debates about health or policy.

At the same time, the pandemic has devasted media outlets around the world, including in Australia, where dozens of newsrooms and media organisations have shut down, leaving many communities under-served by news reporting at such a critical time.

At Croakey, we have been advocating for many years about the importance of public interest journalism as a determinant of health for communities, individuals, societies and the planet. The pandemic has brought these concerns into sharp relief.

This report showcases some highlights of our innovative model of social journalism, from our governance structures and processes, to our community engagement, and how we “do” journalism, using multiple platforms and methods – such as our walking journalism initiative, #CroakeyGO, development of Twitter Festivals, and the Croakey Conference News Service.

This report also demonstrates how our work is founded in a shared commitment to health equity, to innovation and experimentation, to collegiality and collaboration, and to independent, accountability journalism.

Now, as we seek to adapt to these changed circumstances, we will look to our supporters, contributors and community as we develop new ways of doing journalism at this time.
As well as continuing our focus on environmental sustainability and caring for Country as the foundation for health reporting, we are building environmental sustainability into how we do journalism and work with our stakeholders and community.

We hope you enjoy this journey through Croakey’s work in 2018 and 2019, and thank all who participated and contributed.

Croakey Health Media directors
Chair: Dr Janine Mohamed
Secretary: Paula O’Connell
Associate Professor Megan Williams
Lyn Brodie
Dr Melissa Sweet

Croakey Health Media membership comes from people involved in the Croakey Health Media social journalism team
Amy Coopes
Jennifer Doggett
Summer May Finlay
Marie McInerney
Paula O’Connell
Dr Mark Ragg
Dr Tim Senior
Dr Melissa Sweet
Mitchell Ward
Associate Professor Megan Williams
Associate Professor Lesley Russell Wolpe.

Suggested citation
Available at: croakey.org
Acknowledgements of sponsors, donors and supporters for 2018 and 2019

Sponsors

Our social journalism for health is provided thanks to the generosity of the following supporters.

**Premium Sponsor**

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cohealth

"The support of cohealth has made a critical difference to our capacity to report on health equity concerns and to develop a sustainable foundation for Croakey” Dr Melissa Sweet
```

**Probono**

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THOMSON GEER

We are grateful to Thomson Geer Lawyers for their generous support for our development.

In 2018, they supported us through the establishment of Croakey Health Media as a Not-For-Profit entity.
```

**Funding Consortium members**

We warmly thank the organisations and individuals who have supported us during 2018 and 2019.

Australasian College of Health Service Management

Australian Health Promotion Association

Australian Healthcare and Hospitals Association

Foundation for Alcohol Research and Education

George Institute for Global Health, UNSW

National Rural Health Alliance

Palliative Care Australia

Public Health Advocacy Institute of WA

Public Health Association of Australia

VicHealth
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Donors
Associate Professor Julie Leask
Associate Professor Lesley Russell

We also thank those organisations that have enlisted the Croakey Conference News Service and Croakey Professional Services.
Vital statistics

288,494
Total visitors
(188,853 to our croakey.org and 99,641 to our Apple News channel)

▲ 29% (from 205,896 in 2018)

457,885
Total views
(302,026 on our website and 155,899 on our Apple News channel)

▲ 27% (from 330,402 in 2018)

14 conferences covered

13 million Twitter impressions and
16,000 tweets

602 articles published including –

175 articles on Indigenous health and
132 articles on climate change and health

283 videos uploaded

3 Croakey Popup workshops
Twitter impact

Combined totals of:
- @CroakeyNews, @WePublicHealth & MelissaSweetDr

<table>
<thead>
<tr>
<th>Metric</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweets</td>
<td>16,084</td>
</tr>
<tr>
<td>Twitter impressions</td>
<td>13,091,500</td>
</tr>
<tr>
<td>Visits to account profile</td>
<td>71,704</td>
</tr>
<tr>
<td>New followers</td>
<td>3,992</td>
</tr>
<tr>
<td>Mentions</td>
<td>19,400</td>
</tr>
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↑33%
Between 2018 and 2019, there was a 33 percent increase in Twitter impressions for the three accounts combined.

Twitter is an important platform for Croakey Health Media, in sharing news, and providing a service to our followers and communities through knowledge exchange, research dissemination, community engagement, network development, and having impact.

Our three main Croakey accounts are @CroakeyNews, @WePublicHealth and @MelissaSweetDr.

@CroakeyNews is hosted each week by our rotating roster of Croakey editors.

@WePublicHealth is a rotated curated Twitter account used to provide a social journalism service with a public health focus. Each week, a different person or organisation uses the account to tweet-report and investigate public health matters.

@MelissaSweetDr is the account of Croakey’s managing editor, Dr Melissa Sweet.
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HEALTH EQUITY MATTERS

Report to Stakeholders – 2018/2019

2019
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@WePublicHealth

3,005
Tweets
3,064,600
Impressions
23,288
Visits to account profile
879
New followers
2,372
Mentions

Top mention earned 98 engagements

james ward
@researchjames · Nov 3

Good news from COAG Health Summit, this week Commitment to a nat' approach to STI and BBV control in First Peoples communities bit.ly/2PFVdp1 @NACCHOAustralia @AMSANTaus @sahmriAU @TheRACP @ABCIndigenous @NITV @WePublicHealth @CroakeyNews @IndigenousX @LowitjaInstitut
t 13 ℃ 44

Top mention for @WePublicHealth for November 2019

Top mention earned 80 engagements

Melissa Sweet
@croakeyblog · Apr 16

Happening tomorrow in Carnarvon, WA. An ongoing process of #Acknowledgement & historical truth-telling about the role of govt, health & policing in the medical incarceration of Aboriginal people. Follow #LockHospitals2019 4 more news cc @CroakeyNews @WePublicHealth @RichJW eston twitter.com/kIkjbtd/status...

t 2 ℃ 21 ℃ 27

Top mention for @WePublicHealth, April 2019

Top mention earned 100 engagements

Alexandra Jones
@alexjones_judy

I’m in @theMJA Insight this week extolling the virtues of law as a tool to improve the food system.

@BelindaReeve and I are also co-hosting #foodgovernance2019 at Sydney Law School from Wednesday

Head over to @WePublicHealth to see all the tweets twitter.com/theMJA/status/

t 1 ℃ 12 ℃ 51

Top mention for @WePublicHealth, July 2019

Top tweet earned 3,763 impressions

This week @WePublicHealth will be retweeting from the @LowitjaInstitut International Indigenous Health & Wellbeing Conference on the Larrakia Nation (Darwin) from the 17-20 June.

The theme is Thinging, Speaking, Being. #LowitjaConf2019
t 2 ℃ 19 ℃ 20

Top mention for @WePublicHealth for June 2019

Top tweet earned 3,871 impressions

Happy Monday & welcome to National Reconciliation Week ’19! I’m @Marlee_Silva Kamilaroi/Dungutti woman & founder of ‘Tiddas@Tiddas’. I’m guest hosting this week! Stay tuned for #NRW2019 updates! ♥️ ♥️
pic.twitter.com/hPbAIuJmIr

t 10 ℃ 10 ℃ 10

Top tweet for @WePublicHealth for May 2019

HEALTH EQUITY MATTERS
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As these tweets below show, @WePublicHealth is developing into a high-impact and valued platform.

Feedback for @WePublicHealth, October 2019

Feedback for @WePublicHealth, October 2019

Feedback for @WePublicHealth, October 2019
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@MelissaSweetDr

10,924 Tweets
8,304,000 Impressions
33,443 Visits to account profile
1,693 New followers
10,578 Mentions

Top mention earned $30 engagements

Lowitja Institute
@LowitjaInstitute - Oct 16

Congrats to CEO Janine Mohamed & to Chelsea Bond who received @NATSIHWA Lifetime Achievement Awards at #2019Footprints conference 4 their outstanding contribution & achievements. Congratulations from us all @LowitjaInstitut, @JanineMillea @cdrcbond @WePublicHealth @MelissaSweetDr pic.twitter.com/V6yP1v93a5

Top mention for @MelissaSweetDr for October 2019

Mar 2019 · 31 days
TWEET HIGHLIGHTS

Top Tweet earned 5,537 impressions

This is also a good scene setter for #Health4NSW discussions - slide presented by @LeanneWellsS3 at @SDOHAlliance meeting in Sydney on Friday pic.twitter.com/yeeNEuAJUy

Top tweet for @MelissaSweetDr for March 2019

Top mention for @MelissaSweetDr for May 2019

Top mention for @MelissaSweetDr for October 2019
602 articles published under these categories:

- **Healthcare and health reform**: 399 articles
- **Public health and health promotion**: 395 articles
- **Social determinants of health**: 234 articles
- **Indigenous health**: 175 articles
- **Climate and health**: 132 articles
- **Croakey Conference News**: 110 articles (from 14 conferences covered)
- **Mental health**: 101 articles
- **Federal election coverage**: 79 articles
- **Health inequalities and health equity**: 55 articles
- **Global health**: 37 articles
- **Federal Budget 2019-2020**: 32 articles
- **Disability and health**: 20 articles
We thank and acknowledge the following organisations and conferences for enlisting the Croakey Conference News Service in 2019:

- launch of the Australian Health Practitioner Regulation Agency’s designation as a World Health Organization Collaborating Centre for Health Workforce Regulation
- Equally Well symposium
- grand round panel discussion on women in medicine at the Royal Women’s Hospital in Melbourne
- 15th National Rural Health Conference
- The Lowitja Institute’s knowledge translation forum
- The Royal Australian and New Zealand College of Psychiatrists’ 2019 Congress
- 2019 Choosing Wisely Australia National Meeting
- The Lowitja Institute’s second International Indigenous Health and Wellbeing Conference
- Mental Health and Ageing summit convened by Mental Health Victoria
- The Centre for Primary Health Care and Equity Forum at the UNSW
- The Royal Australian and New Zealand College of Obstetricians and Gynaecologists meeting
- The Victorian Mental Illness Awareness Council conference
- The Australasian College for Emergency Medicine conference, and
- Safer Care Victoria Giant Steps – Towards Better, Safer Care conference.

In 2019, Dr Ruth Armstrong, Amy Coopes, Jennifer Doggett, Summer May Finlay, Marie McInerney and Dr Melissa Sweet reported for the Croakey Conference News Service.
The dynamic skills of our conference reporters were appreciated by many.
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Amy Coopes @coopesdetat · Oct 29

‘One of the most enigmatic conditions in gynaecology’

The complex landscape of chronic pelvic pain: my latest @croakeynews dispatch from #RANZCOG19

Erika Langham @erikalangham · 28m

Thank you for this Amy. The information from your tweets and others at the conference plus further reading of presenters work has resulted in a great teaching example for my 3rd years.

Amy Coopes @coopesdetat · 25m

So happy to hear this!

Erika Langham @erikalangham

Replying to @coopesdetat @MelissaSweetDr and @CroakeyNews

Conference tweeting is a really good resource for teaching - especially for general subjects. Great opportunity to identify topical & different examples or issues that aren't seen in our own research or used in texts.

10:07 AM · Nov 1, 2019 · Twitter Web App

1 Retweet 2 Likes

Amy Coopes @coopesdetat · 17m

Replying to @erikalangham @MelissaSweetDr and @CroakeyNews

That’s really interesting, and very positive for our work. So good to hear people get genuinely good use out of it 😊

Lesley Regan @lregan7 · 2h

It was a pleasure talking to a journalist who is so committed to promoting women's health. Thank you Amy @coopesdetat @RCObsGyn @lregan7

Amy Coopes @coopesdetat · 2h

Thank you to the formidable @lregan7, President of @RCObsGyn, for sitting down with @CroakeyNews at #RANZCOG19 to talk advocacy, SDGs, maternal mortality and the glass ceiling twitter.com/coopesdetat/st...
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We were privileged to have the opportunity to collaborate with the @croakeynews team on their #ranzco18 story about the emotional impacts of the pelvic mesh storm. Our team has worked tirelessly to support women affected by this crisis.

The @ACEM19 conference series has been a fantastic opportunity to connect with our peers and discuss important issues such as climate change. We have been inspired by the dedication of our colleagues who are working to address this global crisis.

A special thanks to @mariemcinerney for her excellent article, which highlights the need for consumer/survivor perspectives in health care. We are committed to continuing to work towards a future where all people can access equitable and quality health care.
Special projects

#AusVotesHealth
Croakey put a sustained focus on health during the Federal 2019 election including:
- 79 articles
- Twitter festival on 8 May
- widespread uptake of the hashtag
- e-publication

The #AusVotesHealth Influencers

### Top 10 by Mentions
1. @PressClubAust 85
2. @georgeinstitute 72
3. CHF 68
4. @stephenjduckett 57
5. @SandraDemaio 48
6. CroakeyNews 46
7. croakeyblog 46
8. @MotheralMark 22
9. @WePublicHealth 17
10. @AusHealthReform 13

### Top 10 by Tweets
1. @croakeyblog 27
2. @georgeinstitute 24
3. CHF 15
4. @AlanKirkland 13
5. @AusHealthReform 11
6. ACPA 9
7. @MotheralMark 8
8. @mroors50 8
9. @ian_hickie 4
10. @ARACYAustralia 4

### Top 10 by Impressions
1. @croakeyblog 611.7K
2. @georgeinstitute 227.8K
3. CHF 123.0K
4. NACCHOAustralia 90.4K
5. @PressClubAust 60.8K
6. @SabraLane 55.4K
7. @SandraDemaio 57.2K
8. @NRHA 30.5K
9. @ian_hickie 26.5K
10. @WePublicHealth 35.4K

The Numbers

- 1.618M impressions
- 234 tweets
- 83 participants
- 1 tweet from a participant

Launched the TOO MUCH of a Good Thing series
- which is investigating how to reduce overdiagnosis and overtreatment in Australia and globally. It is published as a collaboration between Wiser Healthcare and Croakey.
https://croakey.org/category/too-much-of-a-good-thing/

#Health4NSW
Croakey generated significant interest in health during the NSW election, with:
- a series of 7 articles
- the widespread uptake of the hashtag
- a Twitter festival on 11 March
Croakey was one of a handful of Australian media outlets to join a global media collaboration, Covering Climate Now, that aimed to break “the climate silence that has long prevailed within too much of the news media” and to do “justice to the defining story of our time”. The collaboration was co-founded by The Nation and the Columbia Journalism Review (CJR), in partnership with The Guardian.

Between 29 August and 1 October, Croakey.org published 29 articles as part of its #CoveringClimateNow series, and also ran a high-impact Twitter festival on 24 September, which trended nationally on Twitter.

The Symplur analytics, covering 11 September-1 October, show that nine of the ten Twitter accounts that did the most #CoveringClimateNow tweets globally were associated with Croakey and our Twitter Festival. The series is continuing into 2020, and all associated articles can be seen here:

https://croakey.org/announcing-program-for-coveringclimatenow-twitter-festival/
Our focus on climate and health generated widespread engagement. Some readers wished that mainstream media outlets were following Croakey’s lead in joining the #CoveringClimateNow collaboration.
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HEALTH EQUITY MATTERS

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CAHA Inc @healthy_climate • 32m
Wondering why @theage @smh are not part of the #CoveringClimateNow initiative? Climate change is the biggest threat to humans this century; the @WHO has described climate change as a health emergency - and so has #@ama_media Inaction is costing billions. What’s holding you back?

CJR CJR @CJR • Sep 16
"The press may at last be waking up to the defining story of our time."

More than 250 news outlets have embraced #CoveringClimateNow, a project by @CJR and @thenation aimed at strengthening the media’s focus on the climate crisis.
cjr.org/coversing_clima...

#CoveringClimateNow @WePublicHealth • 28m
About to wrap up our RT-ing this week of the #CoveringClimateNow news-feed with a few key articles and reflections cc @CroakeyNews @mariemcinerney (But please keep following the hashtag as we & others are continuing to publish articles as part of this global media collaboration)

Ginny Barbour @GinnyBarbour

Replying to @WePublicHealth @CroakeyNews and @mariemcinerney

Great coverage!

Healthy Futures @HealthyFuturez • Dec 11
Big shout out to @CroakeyNews who have been doing phenomenal journalistic work on #Climate, #Health, and #HeatwaveHealth. Keep up the great work!
croakey.org #CroakeyGo

Croakey
independent, in-depth social journalism for health
croakey.org
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HEALTH EQUITY MATTERS Report to Stakeholders – 2018/2019
Public interest journalism highlights

In 2019, Croakey disbursed $6,800 to 12 journalists and other contributors from the public interest journalism funding pool.

A special investigation: probing behind the eye

“Listing on the PBS can mean big money for pharmaceutical companies. Should consumer groups be accepting their funds and giving them a hand?”

Mark Ragg reported for a joint investigation with Inside Story.

https://croakey.org/a-special-investigation-probing-behind-the-eye/

Concerns raised about national alcohol strategy, amid shock departure of key public health advocate

“The long-awaited National Alcohol Strategy 2019-2028 was released this week, with the Federal Government immediately ruling out reform to alcohol taxation – a key policy option listed in the strategy.”

In the article, health journalist Cathy O’Leary examined Thorn’s departure and concerns about the ongoing influence of the alcohol industry.

As part of our extensive coverage of health in all policies, these graphics were widely shared.
Throughout the year, contributors and readers provided feedback on our publishing activities.

Albie Sharpe
@albsharpe

Great article from @CroakeyNews illustrating how a non-punitve primary health care approach to rehabilitation is necessary and appropriate. Much more support needed at the community level to really make it effective and sustainable though #phc #rehabilitation

Dr Tim @tmsenior  ·  Oct 12
I was really fortunate to get to visit Weigelli residential rehab service in rural NSW. I saw a wonderful example of #CommunityControl making a real difference. Here’s the story. croakey.org/supporting-peo...
(Thanks to @ahmrc support and ace editing from @coopesdetat)
Show this thread

Patrick Harris @PHarrismusings  ·  16m
Distilling 6 yrs of research into 1500 words made easy by the fabulous @MelissaSweetDr - highly recommended for anyone keen on #publichealth research dissemination!! @CroakeyNews @crehealthequity

Healthy urban planning: why is it so hard to achieve...
Introduction by Croakey: When Prime Minister Scott Morrison recently told a Business Council of ...
croakey.org

Melissa Sweet @croakeyblog  ·  Apr 30
Infected blood inquiry judge calls for more testing for hepatitis C vs @CroakeyNews

Infected blood inquiry judge calls for more testing for hepatitis C
Sir Brian Langstaff urges greater awareness of ‘terrible disease’ in opening remarks
theguardian.com

ASO President @presidentasao
Replying to @croakeyblog @CroakeyNews

🌞 Every morning I get the "Sweet media burst" from around the world. Saves me a lot of reading time!
3:31 PM  ·  20 Apr 2019
Our extensive coverage of the Productivity Commission’s draft report on mental health, via Twitter and at Croakey.org, was appreciated.
We pay our respects to the Traditional Custodians of the country where we live, work and travel upon, and to Elders, past, present and future.
Urgently needed: health equity responders to Productivity Commission on mental health

croakey.org

Reactions

Like  Comment  Share

91 views of your post in the feed

Add a comment...

Sue Murray  1st
Life Member at Suicide Prevention Australia

Thanks Melissa Sweet. Great rundown on a huge report. Hope it encourages all your followers to participate in the next round of consultations.
Advocacy for public interest journalism

Throughout the year we undertook a range of activities advocating for public interest journalism.

In February 2019, we made a formal response to the ACCC inquiry into digital platforms: https://www.accc.gov.au/system/files/Croakey%20Health%20Media%20February%202019%2029.PDF

It was cited several times in the ACCC’s final report. It was good to see the PHAA supporting our submission to the ACCC digital platforms inquiry in their submission as per the extract below:

PHAA “also joins in the concerns raised by the Croakey Health Media and other media organisations to warn of the impact on public interest journalism of the design, operation and use of digital media platforms. Specifically, PHAA has seen the submission which Croakey will [make] and we endorse its recommendations.

...Croakey notes that the ACCC’s preliminary report does not consider the development of non-profit journalism models, and warns that the current policy environment is not supportive of such models, despite their potential to contribute significantly to the public interest and to compensate for market failure in the provision of public interest journalism services. The maintenance of strong independent media to hold not only governments but also corporations to account for their messaging in the public domain is an essential public interest goal. We are pleased that ACCC has recognised that this important public interest issue lies within the scope of the ACCC’s attention. We note in particular the arguments made by Croakey relating to the impact of public interest journalism on health policy and health outcomes.”

We also wrote to and met with politicians, including Shadow Health Minister Chris Bowen and Independent MP Andrew Wilkie, as part of our advocacy work.
We made presentations, including to public health academics at the University of Sydney.

During the year, we issued a number of press releases:


*Where is the vision for sustainable public interest journalism?* (18 December, 2019). Download press release [here](#).

Doug Lynch @TheTopEnd · Dec 13

If you are not aware of Croakey Media you should check them out. They really are filling a void in the conversation around #health.
#CroakeyGO

#CroakeyGO is an innovation in public interest journalism developed by the Croakey team. It is walking journalism – where we bring people together to walk and talk in a particular place about health-related matters and to collaboratively produce social media and other editorial content.

Each #CroakeyGO has a different focus, reflecting the needs and interests of the diverse communities who walk together.

2 sponsored events, 29 stories

#HeatwaveHealth
- co-hosted by IPC Health, with funding from the Lord Mayor’s Charitable Foundation
- held 11 December
https://croakey.org/category/croakeygo/heatwavehealth/

#NavigatingHealth
- co-hosted by North Western Melbourne Primary Health Network, with a focus on mental health
- held 1 August
https://croakey.org/category/croakeygo/croakeygo-navigatinghealth/
The North Western Melbourne Primary Health Network produced many articles and videos arising from the #CroakeyGO.
This 148-page report compiles the discussions held during the 11-hour #AusVotesHealth Twitter festival on 8 May, when more than 40 health advocates profiled critical health matters ahead of the 2019 Federal election.

For the period of the Festival and its coverage at Croakey (7-14 May), Symplur Analytics report that 3,029 Twitter accounts participated in the #AusVotesHealth discussions, sending almost 13,000 tweets, and creating more than 80 million Twitter impressions.

The #AusVotesHealth Twitter Festival sought to provide an open platform for wide-ranging discussions that centred health equity concerns, with a focus on moving beyond the silos that so often plague the sector, policy and service delivery.

On World No Tobacco Day (31 May), the Aboriginal Health and Medical Research Council of NSW (AH&MRC) sponsored an innovative Twitter Festival, to profile the work being done by Aboriginal Community Controlled Health Services in tobacco control.

This report by Croakey Professional Services summarises the discussions, which were moderated by Amy McQuire, Dr Tim Senior and Hayley McQuire.

The Empower Youth Summit was held in February 2019 for young Aboriginal and Torres Strait Islander people living on the Central Coast of NSW. Summer May Finlay reported on the summit for Croakey Professional Services.
Sponsored content

In 2019, Croakey Health Media launched a new service.

Croakey Health Media offers select partners the opportunity to publish sponsored content. This is clearly badged to distinguish it from independent editorial content.

The Aboriginal Health & Medical Research Council of NSW sponsored a series profiling success stories of

#CommunityControl
- Community Control Twitter Festival on 31 May
- produced 6 stories and an e-publication

https://croakey.org/category/croakey-professional-services/communitycontrol/

The Australian Commission on Safety and Quality in Health Care sponsored the

#bettercareseries

Croakey Professional Services

This year saw growing interest in our Croakey Professional Services offerings, which include writing, reporting and design services, as well as innovative products like sponsored Twitter festivals, and #CroakeyPopUp workshops.

Croakey Professional Services provided in 2019 included:

• reporting on the Barang Youth Summit; writing and research for Indigenous Allied Health Australia 10th Anniversary Book Project
• production of a video and conference summary for the Equally Well conference
• a Twitter festival on International No Tobacco Day for the Aboriginal Health and Medical Research Council of NSW
• reporting on an AH&MRC NDIS Workshop
• development of a plan for AH&MRC social media training modules
• Twitter consulting for the UWA School of Indigenous studies
• reporting on the Gandangara NAIDOC Lecture
• reporting on a CRE on the Social Determinants of Health Equity symposium
• a writing consultancy for the Sydney West Translational Cancer Research Centre
• reporting on a Wicking Trust Symposium, and
• consultancy services provided to Dr Lauren Ball.

As well, #CroakeyPopUp workshops were presented to: the UNSW Centre for Social Impact; the Aboriginal and Torres Strait Islander Studies Unit at the University of Queensland; and Maridulu Budyari Gumal in Sydney.
2019 Impact

This section records some key Croakey milestones, and engagement and impact activities during 2019, as documented via photographs and tweets.

January

Dr Melissa Sweet and Mitchell Ward attended and reported on a Lock Hospital healing ceremony and yarning circle in Carnarvon, Western Australia, on 9-10 January. The Croakey team also designed and produced a program publication for the event. Dr Ruth Armstrong and her sister Helen also attended the yarning circle.


March

Melissa Sweet participated in a Social Determinants of Health Alliance workshop in Sydney at the invitation of Lyn Morgain.

Marie McInerney and Melissa Sweet conducted a #CroakeyPopUp writing workshop for the Centre for Social Innovation, UNSW, Sydney.

Melissa Sweet caught up with Croakey contributors at a children’s climate strike in Melbourne.
April

Croakey launched on Instagram – follow CroakeyNews.

Melissa Sweet attended and reported on the unveiling of a Lock Hospitals memorial ‘Don’t Look at the Islands’ sculpture at Carnarvon’s Heritage Precinct, near the historic One Mile Jetty, in Western Australia. The bronze sculpture is part of a wider project working towards acknowledgement and healing from the traumatic history of the lock hospitals that operated on Bernier and Dorre Islands, west of Carnarvon, between 1908 and 1919.

The sculpture of a young girl and boy clinging together, by artists Joan and Charlie Smith, portrays the grief and trauma of those left behind when loved ones were taken to the remote islands. A cultural ceremony was held before the unveiling to provide protection for the area where the two figures stand.

Minister Alannah MacTiernan, Kathleen Musulin, Shire president Karl Brandenburg, Bob Dorey and Minister Ben Wyatt
We pay our respects to the Traditional Custodians of the country where we live, work and travel upon, and to Elders, past, present and future.

HEALTH EQUITY MATTERS

Report to Stakeholders – 2018/2019

May

Melissa Sweet and Mitchell Ward attended and tweet-reported a National Reconciliation Week breakfast in nipaluna/Hobart, addressed by Dr Peter Yu.

Read more: https://croakey.org/carnarvon-a-remote-town-stepping-up-for-historical-truth-telling/
In May, Melissa Sweet made an online presentation to a Health Equity Alliance meeting hosted by the NSW Council of Social Service (NCOSS), on the Federal election implications, Croakey, and public interest journalism.

June
Melissa Sweet and Mitchell Ward attended the Progress 2019 conference in Melbourne.
On the longest night of the year, Amy McQuire and Amy Coopes moderated the #CroakeyREAD event, a Twitter festival celebrating books and writers.

Also in June, Dr Megan Williams was recognised with an award.
July

Dr Tim Senior and Dr Melissa Sweet presented a #CroakeyPopUp workshop for members of the Aboriginal Health and Wellbeing Clinical Academic Group of Maridulu Budyari Gumal, the Sydney Partnership for Health, Education, Research and Enterprise (SPHERE).

Melissa Sweet attended and reported on NAIDOC event hosted by the South East Tasmanian Aboriginal Corporation in Cygnet.
A rare chance for members of the Croakey team to catch up in person...

July also brought meetings in Sydney with Keziah Bennett-Brook from the George Institute, the Australian Commission on Safety and Quality in Health Care, HealthDirect, and Professor Jeffrey Braithwaite and colleagues at the Australian Institute of Health Innovation at Macquarie University.

**August**

Dr Megan Williams shared news from the Garma Festival on the lands of the Yolngu people.
The #NavigatingHealth CroakeyGO, sponsored by North Western Melbourne PHN, brought people together to walk and talk about mental health journeys.
In August, Melissa Sweet helped judge the finalists in the PHAA’s student Think Tank competition present on what they see as the major public health challenge in the next 50 years.

Also in August, Saffon Howden, a Google News Initiative Teaching Fellow, delivered an action-packed online workshop for members of the Croakey team on using various digital tools for journalism.

Professor Bronwyn Fredericks and colleagues at the Aboriginal & Torres Strait Islander Studies Unit at the University of Queensland hosted a #CroakeyPopUp workshop with Summer May Finlay and Dr Melissa Sweet. A highlight was a panel discussion where Professor Fredericks, Professor Anita Heiss (presenting via video conference) and Dr Chelsea Bond presented on their experiences with using Twitter and social media.

Also in August, Melissa Sweet and Mitchell Ward tweeted and broadcast from an Inaugural Annual IDWIP Lecture in Hobart, hosted by Reconciliation Tasmania. Pictured right are the presenters: Dr Patsy Cameron AO and Professor Tim McCormack, University of Tasmania.
September

Members of the Croakey team attended climate strikes across several cities, reporting via Twitter, Periscope and at Croakey.org.

Responding to a request by Corinne Podger, we contributed a brief on Croakey Health Media for consideration at a workshop in Denmark on Journalism Innovation in the Global South. The workshop was convened by an NGO, International Media Support.

In September, Melissa Sweet attended a CRE for the Determinants of Health Equity Symposium in Adelaide on behalf of Croakey Professional Services, and is pictured above with Professor Fran Baum and Professor Sharon Friel.

October

Melissa Sweet attended the NATSIHWA 10-year anniversary conference in Alice Springs, together with Dr Janine Mohamed, as a guest of the Lowitja Institute and NATSIHWA.

Dr Mohamed received a Lifetime Achievement Award from NATSIHWA.
November

Dr Megan Williams included public interest journalism in a presentation to the Academy of Social Sciences.

Dr Janine Mohamed and Melissa Sweet met with Anthony Bubalo, Chief Operating Officer of the Judith Neilson Institute in Canberra.

Melissa Sweet presented to a Climate Health Champions workshop in Hobart.

Melissa Sweet and Mitchell Ward attended and covered the launch of the documentary Against Our Oath, in Hobart.
Melissa Sweet participated in a workshop hosted by Dr Monique Lewis from Griffith University (pictured below) to support development of a health journalism and communications subject.

Also in November, Paula O’Connell attended a “Sydney Salon” on integrity in journalism, featuring Peter Greste, Lenore Taylor and Senator Sarah Hanson-Young.

December

A #CroakeyGO at Sunshine in western Melbourne on #HeatwaveHealth showcased how one local community is responding to the serious health risks of heatwaves. It was sponsored by community health service provider, IPC Health, with funding from the Lord Mayor’s Charitable Foundation.

See this vibrant photo gallery from the walk, a comprehensive, 60-page Twitter summary, and this playlist of 17 videos and read the articles:
https://croakey.org/category/croakeygo/heatwavehealth/
Other highlights to note from 2019

Croakey articles were featured in various health sector publications, including Lowitja Institute, the Australian Healthcare & Hospitals Association (AHHA), and the Climate and Health Alliance. Jennifer Doggett also appeared in the Saturday Paper and on ABC TV, while Melissa Sweet covered climate equity concerns for The Guardian.
Other media coverage

The Walkley News mentioned Croakey in an article on public interest journalism – 17 June

NiTV, (also cross-posted at Croakey) *Things I learnt about Indigenous Health at the Lowitja Conference* by Summer May Finlay – 21 June

Jennifer Doggett interviewed on ABC Radio National investigation of power, *Who runs Australia?* – 23 June

Primary Pulse, magazine of NWMPHN (Winter 2019 edition) Published an article on our joint #CroakeyGO *Hitting the Streets to Talk Mental Health:*

Columbia Journalism Review mentions Croakey Health Media, *A new commitment to covering the climate story* – 26 July
https://www.cjr.org/covering_climate_now/covering-climate-partnerships.php

Choosing Wisely featured our conference coverage on their website.

University of Melbourne featured one of our VMIAC conference clips on their website.

National Aboriginal Health News Alerts featured the #AusVotesHealth Twitter festival – 7 May

ABC Radio, Ballarat interviewed Melissa Sweet re the #AusVotesHealth Twitter Festival – 8 May

Jennifer Doggett, Lesley Russell and Peter Clarke contributed to an Inside Story podcast, Fit for purpose? – 15 April

Other activities included reviewing articles for the Medical Journal of Australia, and the Australian and New Zealand Journal of Public Health.
Flying the flag

The Croakey team presented on our work to the Australian Institute of Health Innovation at Macquarie University, and were delighted to see Croakey on display in their offices. Pictured below is Chrissy Clay.

Throughout the year, the Croakey banner provided a striking backdrop to many interviews, meetings and presentations.
Vital statistics

205,896
Total visitors
(147,658 to our croakey.org and 58,238 to our Apple News channel)

↑ 37% (from 129,198 in 2017)

330,402
Total views
(200,849 on our website and 129,553 on our Apple News channel)

↑ 15% (from 279,654 in 2017)

17 conferences covered

10,289 new Tweeter followers

525 articles published including –

162 articles on Indigenous health and

355 articles on public health

194 videos uploaded

5 Croakey Popup workshops
Twitter impact

Combined totals of:
- @CroakeyNews, @WePublicHealth & MelissaSweetDr

13,335 Tweets
9,854,500 Impressions
111,268 Visits to account profile
10,289 New followers
22,009 Mentions

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Melissa Sweet @MelissaSweetDr · Jun 1, 2018
Our final report from #Nurseforce conference has been updated w Twitter analytics: croakey.org/doctors-cant-h... Almost 12 million Twitter impressions using the hashtag, and 370 participants - Thanks all! HT @mariemcinerney cc @APANurses @CroakeyNews -

Karen Booth @KarenBooth43 · Jun 2, 2018
Replying to @MelissaSweetDr @croakeyblog and 12 others
Great work Croakey, Great work Marie McInerney.

10:00 PM · Jun 2, 2018 · Twitter Web Client
We pay our respects to the Traditional Custodians of the country where we live, work and travel upon, and to Elders, past, present and future.

HEALTH EQUITY MATTERS Report to Stakeholders – 2018/2019
We pay our respects to the Traditional Custodians of the country where we live, work and travel upon, and to Elders, past, present and future.

HEALTH EQUITY MATTERS

Report to Stakeholders – 2018/2019
We pay our respects to the Traditional Custodians of the country where we live, work and travel upon, and to Elders, past, present and future.

**HEALTH EQUITY MATTERS**

Report to Stakeholders – 2018/2019

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| Report to Stakeholders – 2018/2019 | 8,745 Tweets | 6,114,000 Impressions | 47,057 Visits to account profile | 2,099 New followers | 11,583 Mentions |

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**Top tweet for @MelissaSweetDr for January 2018**

Top tweet for @MelissaSweetDr for January 2018

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**Top media Tweet**

Could we get to Collingwood to talk #VicVotes at #CroakeyGO? We have you covered – our stories, tweets, pix and video interviews with passionate, committed community health advocates will be here: croakey.org/category/croak... HT @DeSouzaRn @DrRuthAtLarge for pix below. pic.twitter.com/oM854WBE1S

---

**Top media Tweet**

Our final report from #Nurseforce conference has been updated w/ Twitter analytics: croakey.org/doctors-cant-h... Almost 12 million Twitter impressions using the hashtag, and 570 participants - Thanks all! HT @mariemcinemey cc @APNAnurses @CroakeyNews - pic.twitter.com/c8GIQhxABf

---

**Top media Tweet**

The @CroakeyNews homepage is featuring a new video - don’t miss the stunning singers, beautiful song: “Looking Out For Country” cc @ArabenaKerry @YothuYindi@ MegBastard @OnTopCus. @DrRuthAtLarge @mariemcinemey @doctorscanthear @Jennifer/oggett @timsenior crockitdesign pic.twitter.com/vCMcaHv7

---

**Top mention for @MelissaSweetDr for November 2018**

Top mention for @MelissaSweetDr for November 2018

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**Top media Tweet**

From journalism to medicine, @croopecdevut writes about swapping her stethoscope for a stethoscope & reflects on the differences & surprising similarities between both worlds #FOAMotw #medstudent #futuredocs onthewards.org/leaving-the-n... @pryorlisa @croakeyblog pic.twitter.com/C1liHjmAYp

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**Top mention for @MelissaSweetDr for August 2018**

Top mention for @MelissaSweetDr for August 2018

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**Top media Tweet**

**Top mention for @MelissaSweetDr for November 2018**

Top mention for @MelissaSweetDr for November 2018

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Articles published

<table>
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<td>Public health and health promotion</td>
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<td>Social determinants of health</td>
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<td>Croakey Conference News</td>
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<td>Mental health</td>
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<tr>
<td>Health inequalities and health equity</td>
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<tr>
<td>Climate and health</td>
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<tr>
<td>Global health</td>
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<tr>
<td>Disability and health</td>
<td>9</td>
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</tbody>
</table>
We thank and acknowledge the following organisations and conferences for enlisting the Croakey Conference News Service in 2018:

- VicHealth
- Grand round panel event hosted by the Royal Women’s Hospital in Melbourne
- Second World Indigenous Suicide Prevention Conference
- Second National Aboriginal and Torres Strait Islander Suicide Prevention Conference
- Australasian College for Emergency Medicine conference
- National 2nd Annual NDIS & Mental Health Conference, hosted by Mental Health Victoria and Community Mental Health Australia;
- Mental Health in the Emergency Department Summit hosted by the Australasian College for Emergency Medicine in partnership with the Royal Australian and New Zealand College of Psychiatrists
- Victorian Mental Illness Council
- Royal Australian and New Zealand College of Obstetricians and Gynaecologists conference
- Annual forum of the UNSW Centre for Primary Health Care and Equity; the Inaugural Youth Health Forum convened in Canberra by the Consumers Health Forum of Australia
- Australian Health Promotion Association’s National Symposium in Canberra
- 5th Aboriginal and Torres Strait Islander Health Summit
- Choosing Wisely Australia National Meeting
- Nurseforce for the Future, the Australian Primary Health Care Nurses Association 10th Annual National
• The Lowitja Institute forum, and
• 6th Rural and Remote Scientific Symposium.

In 2018, Dr Ruth Armstrong, Amy Coopes, Jennifer Doggett, Summer May Finlay, Marie McInerney and Dr Megan Williams reported for the Croakey Conference News Service.

Great reporting by @mariemcinerney & the @crokeyblog team on ACEM’s Long Wait report ace.mv/theLo05d6c @JudkinsSimon @KymJenkins36 @RANZCP @SimonStafrace @MentalhealthVic @ozprodcom @GregHuntMP @ozprodcom #MHD18

The Long Wait: new report shows need for urgent mental health reform The Morrison Government has announced it will establish a Productivity Commission Inquiry “into the role of mental health in the Australian economy …” croakey.org
8:59 AM · Oct 8, 2018 · Twitter Web Client

A great summary of a great night in a great year in a great place to live and work. Thank you @mariemcinerney @VicHealth @LaTinoli @DrBronKing @Matt_Finnis Celebrating success in health promotion – and identifying challenges ahead

Scott Avery @ScottTheHolWrd Replying to @CroakeyNews and @mariemcinerney Great coverage here from @mariemcinerney and @CroakeyNews, always on the ground to hear what matters to the @FPDNAus community
12:27 PM · Nov 8, 2018 · Twitter for iPhone

Marita Heffler @m_heff · May 16, 2018 Great work as always from the Croakey mob!

Marie McInerney @mariemcinerney · May 16, 2018 A fantastic piece from @MegBastard on the @LowitjaInstitute #ResearchintoPolicy forum: getting across big important themes & insights with some good footy analogies (“it’s not golf”). Urge you to take the time & connect to all the links too. croakey.org/researchintopo

For background - last year the @LowitjaInstitut hosted #ResearchTranslantion with the @NHMRC lowitja.org.au/nhmrc-research ... Fantastic coverage from @CroakeyNews available at croakey.org
3:59 PM · May 14, 2018 · Twitter for iPhone

Thanks! Was a great event, wasn’t it. Been great following #ResearchintoPolicy today

We pay our respects to the Traditional Custodians of the country where we live, work and travel upon, and to Elders, past, present and future.
Public interest journalism highlights

In May, Croakey News launched a campaign calling for a cohesive and vigorous public response to the crisis in public interest journalism in Australia, using the tagline “Public Interest Journalism – it’s a health issue”.


On 21 June, we held the inaugural all-night #CroakeyREAD event, with about 14 million Twitter impressions and 265 participants. Read more: [https://croakey.org/croakeyread/](https://croakey.org/croakeyread/)
These events were mostly conducted on a probono basis, as we developed the #CroakeyGO concept. We acknowledge cohealth as the first organisation to sponsor a #CroakeyGO, profiling community health ahead of the Victorian election.

#QuantumWords
Croakey GO at Callan Park, Sydney, held in association with the Quantum Words Festival, hosted by Writing NSW

#VicVotes
Croakey GO in Melbourne, sponsored by cohealth

Albury, NSW
featuring the Yindyamarra Sculpture Walk on the River Murray, or Milawa Billa

A focus on mental health
at a Croakey Go at Callan Park, Sydney

Carnarvon, Western Australia
featuring historical truth telling
Marrickville, Sydney
Co-hosted by Dr Megan Williams and the Girra Maa Indigenous Health Discipline at UTS

Palm Island, Queensland
Previewing #IHMayDay
This report compiles a series of articles examining the implications for Indigenous people globally of the UN Political Declaration on Noncommunicable Diseases. It also includes tweets from a related #IndigenousNCDs Twitter festival.

This report by Croakey Professional Services compiles tweets, photos and other reports from a NSW Aboriginal State-wide Cancer Forum, held in May 2018. It shares stories of success, strengths and need.
2018 Impact

This chapter records some key Croakey milestones, and engagement and impact activities during 2018, as documented via photographs and tweets.

February

On Wiradjuri Country, in Albury, Croakey editor Amy Coopes hosted a #CroakeyFutures planning and development meeting that laid the groundwork for a new structure and vision for Croakey and our social journalism activities.


Coinciding with the meeting, a #CroakeyGO brought together diverse community members for the Yindyamarra Sculpture Walk against the magnificent backdrop of the River Murray, or Milawa Billa.

March

The Walkley Foundation, with the support of Google News Lab, gathered “some of the best media innovators from the region” in Sydney for a two-day hackathon to develop innovative news prototypes on the theme of “Connecting with local communities”.


Read more about the event: https://www.globaleditorsnetwork.org/programmes/editors-lab/walkley-editors-lab-2018/

April

Members of the Croakey team met with Thomson Geer, a law firm that kindly provided pro-bono legal advice to assist with our establishment as a non profit journalism organisation.
Meanwhile, the George Institute hosted the first-ever #CroakeyPopUp workshop, delivered by Summer May Finlay and Melissa Sweet, who presented on using social media for advocacy and research.

Also, this month, Melissa Sweet and Mitchell Ward worked with members of the Lock Hospitals Memorial Committee in organising a #CroakeyGO in Carnarvon, Western Australia, focused on historical truth telling.
May

On behalf of Croakey Professional Services, Melissa Sweet was MC at a Healthdirect Australia partner forum in Melbourne.

Members of the Croakey team attended a Public Health Association of Australia event in Canberra paying tribute to the work of outgoing CEO Michael Moore AM.

On behalf of Croakey Professional Services, Mitchell Ward and Melissa Sweet reported on an Aboriginal Health and Medical Research Council of NSW cancer forum held in Sydney.
#CroakeyGO events were also held at Callan Park in Sydney, profiling mental health, and on Palm Island, coinciding with the #IHMMayDay Twitter festival.
June

On behalf of Croakey Professional Services, Summer May Finlay and Melissa Sweet presented a #CroakeyPopUp workshop at Wallsend for Aboriginal health professionals from the Hunter New England Local Health District.

Mitchell Ward and Melissa Sweet conducted a workshop for University of Wollongong researchers, hosted by Marlene Longbottom.
On behalf of Croakey Professional Services, Melissa Sweet and Mitchell Ward presented a #CroakeyPopUp workshop to researchers at the Menzies Institute in Hobart.

Members of the Croakey team attended a PHAA event in Canberra where a panel facilitated by Summer May Finlay and Dr Yvonne Luxford discussed whether non-Indigenous people should have a relationship to Country.
On 24 July, Janine Mohamed hosted the first board meeting of Croakey Health Media in Canberra.

On behalf of Croakey Professional Services, Melissa Sweet reported on presentations by members of Maridulu Budyari Gumal, the Sydney Partnership for Health, Education, Research and Enterprise (SPHERE), including by Professor Lisa Jackson Pulver AM.
August

Professor Kerry Arabena presented on the #JustClimate project to the #EcoHealth2018 conference in Colombia.
Read more: [https://croakey.org/about-justclimate/](https://croakey.org/about-justclimate/)

September

Members of the Croakey team attended and live-tweeted the Ngunnawal lecture presented by Mick Gooda at the University of Canberra.
Melissa Sweet and Ruth Armstrong attended a roundtable meeting hosted by the Walkley Foundation with United States non profit journalism leader Robert Rosenthal, and also a public event at the University of Sydney.

Melissa Sweet attended a Climate and Health Alliance symposium in Melbourne, providing live tweeting and reporting (probono).
Melissa Sweet presented on behalf of the Croakey News team at the Public Health Association of Australia conference in Cairns.

Read the tabletop presentation on #CroakeyGO: https://croakey.org/category/global-health-and-climate-change/climate-change/

Dr Megan Williams and Girra Maa at UTS, the Graduate School of Health Indigenous Health Discipline, co-hosted a #CroakeyGO “searching for hidden secrets”, as we walked from Marrickville to UTS, and a #CroakeyPopUp workshop on using FOI presented by civic technologist Henare Degan.
Dr Ruth Armstrong presented on Croakey and social journalism to visiting Chinese editors and publishers at the invitation of UTS.

Melissa Sweet and Mitchell Ward attended and reported a public memorial held on 1 October near the Minnamurra River south of Sydney, to remember a massacre in that area 200 years previously.

The event was organised by Aunty Trish Levett, the Aboriginal liaison officer at Kiama Municipal Council, and addressed by the Mayor and a local councillor. Read more: https://croakey.org/historical-truth-telling-as-a-healing-intervention-an-invitation-to-the-health-sector-to-engage/
In November, the #JustJustice e-book reached a significant milestone – of more than 7,000 downloads.

A #CroakeyGO was held in Sydney in conjunction with the science writers festival, Quantum Words (open only to conference participants).

A big crowd participated in a #CroakeyGO in Melbourne, sponsored by cohealth, to profile key community health issues ahead of the Victorian election.

On behalf of Croakey Professional Services, Melissa Sweet provided social media services for a retreat at Bungendore for researchers from the Centre for Research Excellence on Health Equity.

December

Summer May Finlay and Melissa Sweet presented a workshop to public health researchers at UTS, at the invitation of Professor Liz Sullivan.
Other highlights to note from 2018

Croakey articles were featured in various health sector publications, including Lowitja Institute, the Australian Healthcare & Hospitals Association (AHHA), and the Climate and Health Alliance.

**Sharing Aboriginal & Torres Strait Islander led research**

In the weeks since the last eBulletin the Lowitja Institute team has been engaging with Aboriginal and Torres Strait Islander researchers, health professionals and key stakeholders across Australia.

On 25 October 2018 we held our first Coffee & KT webinar. With presenters Dr Tess Ryan and Dr Chris Platania-Phung from the University of Melbourne the topic was “Further strengthening research capabilities: The significance of peers and commitment overlaps to Aboriginal and Torres Strait Islander health researchers”. The pilot webinar was well attended by Lowitja Institute funded project team members from around Australia. We’ll keep you informed about our next Coffee & KT coming soon!

The NACCHO Conference was held in Brisbane on 31 October – 1 November and we were pleased to take part. Romlie, Cristina and Mary all attended and caught up with NACCHO members and stakeholders about research that matters for Aboriginal and Torres Strait Islander peoples. The conference also included the launch of the Mayi Kuwayu study, a landmark project which we’re proud to support, and which received national media coverage for the launch.

Also in Brisbane, the UQ Poche Moving Beyond the Frontline conference brought together Aboriginal and Torres Strait Islander health and research leaders to examine critical success factors for enabling Indigenous leadership across the health system. Presentations showcased research across the Aboriginal and Torres Strait Islander health and research workforce including a number of Lowitja Institute funded projects. For more information on the Moving Beyond the Frontline project take a look at our website.

Finally, we were thrilled to see Scott Avery present at the National NDIS Mental Health Conference discussing his Culture is Inclusion work. For a report of the conference, including coverage of Scott’s presentation, take a look at this Croakey article.

**Events**

**Wednesday 14 November 2018, Melbourne, Shape-shifting violence through land-based retellings: Indigenous responses to colonial gender-based violence**

A public lecture from Associate Professor Sandrina de Finney (University of Victoria, Canada), as part of the program for the Alfred Deakin Institute’s 2018 conference, ‘Youth Futures: Connection and Mobility in the Asia-Pacific’. Find out more HERE.

**Thursday 15 November 2018, Canberra, The importance of developing Indigenous health measurement tools**

This symposium seeks to answer fundamental questions about social measurement. It will bring together nationally and internationally renowned academics and students working across Indigenous wellbeing measurement including speakers Dr Alexandra King and Associate Professor Raymond Lovett. Click HERE for information.

**Friday, 16 November 2018, Melbourne, #CroakeyGO Melbourne**

A shared public act of walking journalism to explore the past, present and future of community health in inner city Melbourne, starting at the Victorian Aboriginal Community Controlled Health Organisation (VACCHO). This #CroakeyGO is co-hosted and sponsored by cohealth.
Top story
As all roads lead to COP24*, it is the children who provide leadership

*24th Conference of the Parties to the United Nations Framework Convention on Climate Change, 2–14 December 2018, Katowice, Poland

It was incredibly moving and uplifting to watch as thousands of school children took to the streets last week on a climatestrike, to argue their rights to a safe future and a healthy planet.

In time-honoured strategies of effective communication, the students showed themselves to be adept at using humour, metaphor and emotion, with placards bearing such pearls as:

- The oceans are rising and so are we.
- Every kid deserves a safe climate.
- Why should we go to school if you won’t listen to the educated?
- Schools have to be Parliament when Parliament is a schoolyard.
- If you don’t act like adults, we will.
- Civil disobedience requires no permission slip.
- Don’t be a fossil fool.
- And, a personal favourite: I’ve seen smarter cabinets at IKEA.

In response to the Government’s tone-deaf commentary decrying the children’s activism, there was also: We’ll be less activist if you’ll be less shit.

(Source: Croakey)

Dental health
The tooth hurts but Victoria’s public dental system is broken—Stephen Duckett

Our dental care system is not working for a lot of Victorians. More than half a million Victorians say that the cost of dental care stopped them from getting care when they needed it in the past 12 months.

Victorians are more likely to report cost as a barrier to dental care than people in every other state and territory except Queensland and Tasmania.

If people actually want to use the public dental system in Victoria, they had better plan ahead. The good news is that Victoria’s public dental system is meeting its stated objective, with average wait times below the statewide target. The bad news is that the target is a wait of 23 months for dental care, and the actual wait is more than 20 months.

(Source: Age)

The dental gap: tackling disparities in oral health
It’s woefully underfunded by governments and receives little attention in discussions around Closing the Gap, despite being a leading cause of preventable ill-health. In this piece for the Public Health Association of Australia’s National Public Health Student Think Tank Competition, run in conjunction with the PHAA’s recent national conference, Olivia Di Prospero from the University of Western Australia argues that oral health must be a priority in addressing disparities in Indigenous wellbeing.

This is the final installment in our UnmetNeedsInPublicHealth series, drawn from the PHAA essay contest. You can read the other entries here.

(Source: Croakey)
The rotated curated Twitter account @WePublicHealth provided coverage of local, national and global events.

The Croakey banner was prominently displayed at many conferences and events that were covered by the Croakey Conference News Service.
Meetings

Throughout the year, members of the Croakey team met with various stakeholders.
Meeting with Professor John McNeil, Melbourne

We thank everyone who has contributed to the Croakey Health Media mission during the period covered in this report, including readers, contributors, writers, tweeters, funders and colleagues.