

**Tabletop Presentation, PHAA Conference
By Melissa Sweet, on behalf of the Croakey News team
28 September 2018**

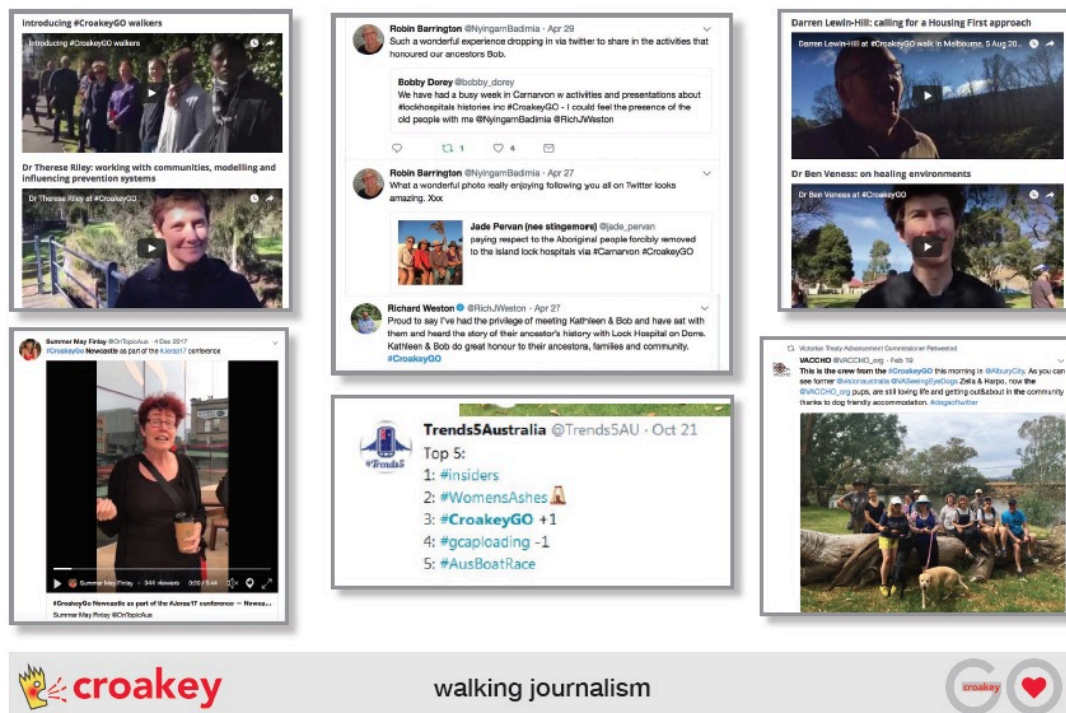
**Walking journalism – a new opportunity for public health?
#CroakeyGO**



- #CroakeyGO or walking journalism is an innovation that has much to offer public health advocates, practitioners and communities.
- It provides a platform for community members and others to walk and talk with experienced health journalists and health experts, and to collaboratively produce multi-media content, and to amplify the discussions via social media. Most have trended nationally on Twitter. #CroakeyGO seeks to respectfully connect with Aboriginal and Torres Strait Islander peoples' knowledges of Country and culture.
- These photographs are from #CroakeyGO events over the past year in Adelaide, Albury, Melbourne, Sydney, Palm Island and Carnarvon in WA. Thanks to those of you who have participated.
- To take [the Albury one](#) as an example; we worked with the local council to organise a walk along a beautiful Aboriginal sculptural trail on the banks of the River Murray. We begin with a live Periscope interview, to do acknowledgements and introductions – we had the Mayor, another councillor, community members, people working in justice and health, and were delighted

that a staff member from VACCHO in Melbourne drove up to participate. We talked about culture, about justice and health, environmental health, and just soaked up the absolutely beautiful environment and the stories behind the sculptures.

- Each #CroakeyGO has a different focus, reflecting the needs and interests of different communities. Others have focused on mental health policy, prevention, and the importance of historical truth telling and acknowledgement for healing. General news and issues of the day are also covered.

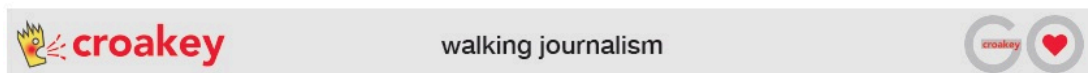
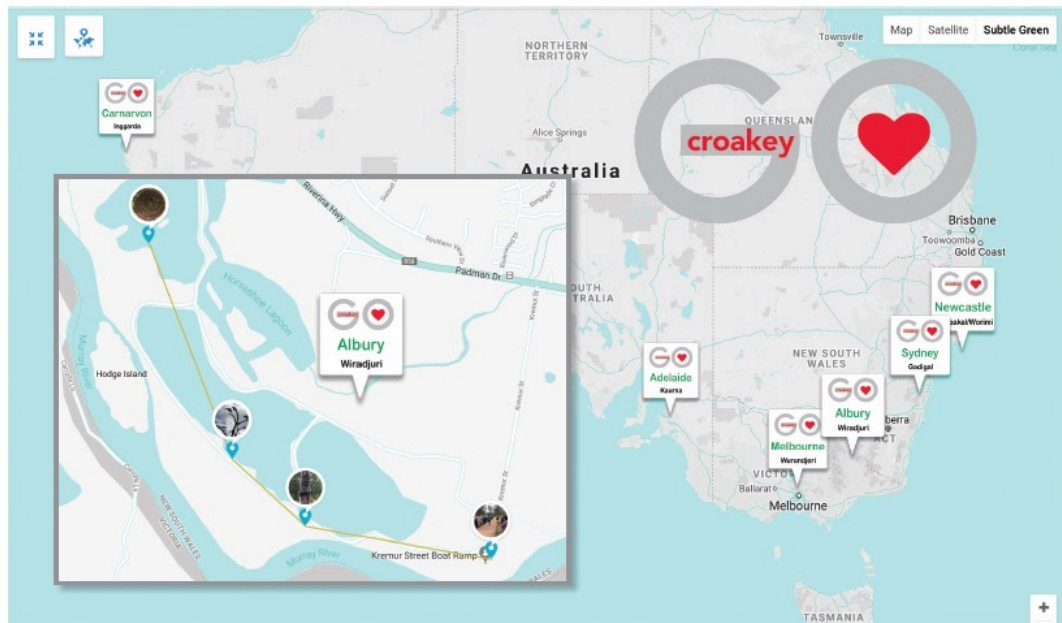


- These photographs show how we bring this place-based experience into virtual worlds – via live broadcasts on the Periscope app, with the stories then embedded at our YouTube channel and in our multi-media coverage of these events.
- We use Twitter to amplify the discussions, to collaboratively build a platform for connective action, and also to enable people to contribute who cannot attend in person.
- The tweets in the centre of the image show Dr Robin Barrington, who was in Perth, and Richard Weston from the Healing Foundation in Canberra, participating in the #CroakeyGO in Carnarvon earlier this year.



- To date, all of our #CroakeyGO events have been done on a pro bono basis. But now we are building a business model.
- And not only with the #CroakeyGO merch – which you can get on [Croakey's Redbubble platform](https://www.redbubble.com/people/croakey/works/26188605-croakeygo/).
- If you would like to have a #CroakeyGO, we'd be happy to put a proposal together.
- We would love to do #CroakeyGOs ahead of upcoming Victorian, NSW and Federal elections, to bring health and social sectors together with communities to profile health issues beyond hospitals.
- Think of us when planning your next conference or event – it is a stimulating and engaging and joyful way to start or end a conference. It also adds another dimension, exploring place and local culture. It enables connections and relationships.
- And see this T-shirt featured above – it is inviting you to join us at a #CroakeyGO in Sydney on Saturday 13 October, uncovering hidden secrets as we walk from Marrickville to UTS.
- This #CroakeyGO is co-hosted by Dr Megan Williams and the Girra Maa Indigenous Health Discipline at UTS and will lead us to a #CroakeyPopUp workshop on using FOI for public health at UTS. Read more at Croakey.org.

- And Croakey editor Dr Ruth Armstrong is organising a #CroakeyGo in conjunction with the Quantum Words science writers festival in Sydney on 3 November.



- We began working on an online mapping archive for #CroakeyGo thanks to an invitation to participate in a Global Editors Network hackathon earlier this year – attended by Dr Megan Williams, Mitchell Ward and Melissa Sweet, with other Croakey members contributing over phone.
- We have since had a Global Editors Network mentorship with civic technologist – Henare Degan who is running the FOI workshop – to further develop the concept.
- Your thoughts, suggestions? How could we make #CroakeyGo more useful?