Impact Report: December 2021

This report gives an overview of Croakey’s publishing during December 2021 and the range of individuals and organisations commenting on our articles and activities.

Social Media Impressions

We record our social media analytics using Buffer. The figures below are for total impressions across Twitter, Facebook, Instagram and LinkedIn.

757,181 impressions

See our latest readership figures [here](https://www.croakey.org/impact/).

2 December, 2021: What does it take to achieve meaningful change?

This week our bulletin profiles change-makers in a variety of settings: global, national and local.

Globally, there is progress towards a pandemic treaty, with the new coronavirus variant Omicron showing it’s well past time to address vaccine inequities.

We also hear from change-makers delivering green energy to remote communities, better lives for ex-prisoners and a more sustainable healthcare system.

From the Congress of Aboriginal and Torres Strait Islander Nurses and Midwives (CATSINaM) conference series, we hear about the power of Birthing on Country to give children the best start in life.

Meanwhile, researchers argue the need for changes to the governance of Australian universities, and there are calls for action to address the violence experienced by nurses.

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**First Nations Clean Energy Network** @FirstNationsCEN · Dec 1
Members of the @FirstNationsCEN Ruby Heard Karina Nolan Les Schultz @tommayo11 • Chris Croker talk to @CroakeyNews about our work. Schultz: We’ve land that industry wants + with good partnerships we can get a lot of social return for our people, better health, education + jobs

**CroakeyVoices** @CroakeyVoices · Nov 30
Dynamic change makers tackling energy insecurity in remote communities. @FirstNationsCEN #heatwavehealth #Lowitja
Power to the people: the First Nations Clean Energy Network via @CroakeyNews croakey.org/power-to-the-p-

**Marie McInerney** @mariemcinerney · Dec 2
Also up at @CroakeyNews from @MelissaSweetDr: beware a Big Tech inquiry that reports in a couple of months (election, anyone?), has yet to outline ToR & may not focus on toxic mis/disinformation by those in its own ranks on climate/COVID

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**IAN M. MACKAY, PHD** @MackayIM · Dec 2
Two years later, and Omicron is a reminder of how little we’ve learnt
The World Health Assembly’s special session this week to progress a global pandemic treaty could not be more timely, with

croakey.org

**CAPAD** @CAPADACT · Dec 1
Up coming #election, @PeterWT Vote as if your life depends on it. The #Climate and #integrity Election. For #goodgovernance for the #publicgood OR people and planet.
#awakendemocracy on @CroakeyNews

croakey.org

**Justice Reform Initiative** @JailingsFalling · Dec 2
"Extensive knowledge does exist about what underpins and contributes to successful outcomes for people leaving prison...What is now needed is resourcing and political will."

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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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The Croakey Conference News Service published stories arising from these conferences: #FoodGovernance2021, #BackToTheFire, #NNF2021, and #GreenHealthForum21.

The image contains tweets and responses from participants. The tweets mention various topics related to food governance, back to the fire movement, NNF2021, and green health forum. The tweeter mentions thanking someone for writing a great article and notes the ongoing acts of resistance in research and care for mothers and babies.

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As the Symplur analytics below show, 130 Twitter participants sent 775 tweets about the #GreenHealthForum21 between 22 November and 6 December, creating 6.69 million Twitter impressions.
9 December, 2021: The Omicron variant of concern has now been identified in 57 countries, according to the latest World Health Organization report.

The news highlights the urgency of our lead story this week, on the need to invest in developing and supporting Australia’s public health workforce.

Other critical workforce issues are also raised by a group of early and mid-career public health researchers.

Don’t miss our latest report from the Congress of Aboriginal and Torres Strait Islander Nurses and Midwives #BackToTheFire conference series, which reveals the story behind the award-winning Marr Mooditj organisation’s staff motto, “eat the frog”.

We bring you a variety of perspectives on the legacy of outgoing Health Minister Greg Hunt, ahead of the long-awaited launch next week of the National Preventive Health Strategy. Also make sure to follow #FoodGovernance2021 for news from an important conference next week.

We also detail a new report documenting how the Australian Government is failing to provide basic medical care for people in immigration detention.

If 2021 has got you down, take some time to enjoy the musical clips shared by Professor Kathy Eagar and Associate Professor Lesley Russell in their latest columns – COVID Snaps, and The Health Wrap respectively.

This is our penultimate bulletin for the year – though we will bring you a “best of Croakey 2021” selection for summer reading. Don’t forget our informal, end-of-year Zoom from 5pm AEDT today. To join, please register here.
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Our final Croakey Conference News Service report from the #BackToTheFire conference series:

At our end-of-year social #CroakeyCatchUp, participants reflected upon the best things from their 2021. It was a nourishing discussion.
16 December, 2021: The launch this week of the long-awaited National Preventive Health Strategy drew a large, engaged crowd and is timely as the Omicron variant of concern spreads rapidly around the world.

Clear communications, strong public health leadership and investment in prevention are required in this time of competing political and public health agendas and rapidly changing circumstances.

Meanwhile, we report this week on “extraordinary leadership” from Aotearoa New Zealand on tobacco control. We also bring news from a recent webinar that explored ways to improve the healthcare system’s sustainability. Suggestions included: tackling over-diagnosis and over-treatment, boosting climate health communications, and privileging Indigenous knowledges.

Restorative healthcare is the focus of our final report from the Congress of Aboriginal and Torres Strait Islander Nurses and Midwives (CATSINaM) #BackToTheFire conference series.
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Soundfair @soundfairaus · Dec 14
Some common barriers experienced by #deaf people in the healthcare system are discussed in this article by Sherrie Beaver (@signinwander) from @Deakin and Dr Breda Carty from @Macquarie_Link. croakey.org/viewing-the-he...

#COVID @phrjournal @CroakeyNews

croakey.org
Viewing the healthcare system through a deaf lens
Some common barriers experienced by deaf people in the healthcare system are discussed in the article below, by Sherrie Beaver

Dr Carissa Bonner @carissa_bon · Dec 9
Great article from @cornellthought for @CroakeyNews, explaining @HealthItLab findings from culturally and linguistically diverse groups in Western Sydney:

croakey.org
New research shows the need to improve COVID responses for cultura...
Introduction by Croakey: Two years into the COVID-19 global pandemic and the emergence of the Omicron variant of concern has

Mark Burdack @BurdackMark · Dec 11
Op-ed on new rural & remote health workforce measures. Policy will result in even fewer doctors in rural & remote communities & worse health outcomes.Need more than ever a new approach that builds career pathways for overseas doctors.croakey.org/new-rural-heal...
@JoannaWoodburn

croakey.org
New rural health workforce measures: welcomed by some groups, but ... Introduction by Croakey: The Federal Government has announced a package of measures that it says will give general practices in

Mental Health Australia 🎉 @AUMentalHealth · 6h
Mental health experts identify six reasons for the failures of previous mental health plans and suggest three practical actions that the new Plan can incorporate to give it the best chance of success.

croakey.org
Mental Health Plan Delayed – Six Key Bear Traps
Last week’s announcement that the National Cabinet had reached “in principle” agreement on a new mental health plan has raised

Charles Maskell-Knight @CharlesAndrewMK · Dec 15
Further steps to address abuse of antipsychotics in aged care
@AgedMasters @anneconnellyabc @MelissaDavve

croakey.org
Ivermectin decision paves the way for chemical restraint solution
Yesterday the Therapeutic Goods Administration issued a warning about buying ivermectin products from unverified online sellers after ...
Croakey Conference News Service coverage

Croakey Services @CroakeyServices - 5h
Congratulations @CATSInaM on a great and successful #BackToTheFire conference series. Here is the final story. Look out for the final report wrapping all the coverage in the next few weeks.

croakey.org
Back to the Fire: a journey of healing and belonging
Introduction by Croakey. The #BackToTheFire conference series hosted by the Congress of Aboriginal and Torres Strait Islander Nurses and...

CATSInaM @CATSInaM
Repeating to @CroakeyServices
Thank you Croakey and Melissa and team for walking along side us this past year and sharing the stories successes and voices of Aboriginal and Torres Strait Islander Nurses and Midwives 🙏🏻❤️

ACN @acn_tweer - Dec 15
Thank you to @Croakeynews for the extensive wrap of #NNF2021! Re-live all the action from the conference 😄. @JenniferDuggett

Aboriginal Health in Aboriginal Hands 🎉❤️🌟 @NACC... - 23h
@CroakeyServices coverage of the National Nursing Forum 2021.

• The future of nursing
• Why nurses deserve more than political platitudes
• Nursing on the COVID frontline
• Forum highlights
• Calls to address widespread violence against nurses

croakey.org
New report: wrapping the coverage from The National Nursing Forum
Please download, read and share this 71-page report compiling Croakey Conference News Service coverage of The National Nursing Forum ...

Climate and Health Alliance @healthy_climate - Dec 16
The recent #HealthClimateSolutions21 webinar recently explored ways to improve the healthcare system’s sustainability at a time when a growing number of health systems around the world are working towards net zero targets.

#ClimateHealth

croakey.org
How can the health sector contribute to climate action? Some ways for...
Introduction by Croakey: A webinar recently hosted by the NHMRD Partnership Centre for Health System Sustainability (PCHSS) explored...

Croakey Professional Services

The North West Melbourne PHN cross-published a Croakey article sponsored by the Australian Commission on Safety and Quality in Health Care. It appeared on their website, in Network News and on Facebook, Linkedin and Twitter.

New safety and quality standards for primary care and community health services
Primary care and community health services have been urged to engage with new National Safety and Quality Primary and Community Healthcare Standards, launched last month. In a piece for Croakey, Professor Anne Duggan has taken a close look at the advantages for patients and providers.

NWMPHN is a member of the Croakey funding consortium. We encourage you to support and subscribe to Croakey.

Read more

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https://www.croakey.org/impact/
Other matters

Congratulations to Croakey Health Media chair Professor Megan Williams on being appointed Associate Dean (Indigenous) in the Faculty of Health at UTS.

Editor-in-Chief Dr Melissa Sweet contributed to a statement by the Public Health Leadership Coalition convened by the World Federation of Public Health Associations. It calls for actions to promote equity, public health leadership and global coordination to address pressing global health challenges, including the COVID-19 pandemic and other health threats.

World Federation of Public Health Associations @WFPHA_F_... 23h Public Health Leadership Coalition have called for actions to promote #equity, public health leadership & global coordination to address pressing global health challenges, including the #COVID19 pandemic & other health threats.

#Coalition4PublicHealth

Melissa Sweet was nominated for the 2021 Results Media Leader Award.
23 December, 2021: For decades, harmful industries have used the mantra of “personal responsibility” to ward off regulations and other interventions to benefit public health. Think tobacco, alcohol, junk foods, fossil fuels and gambling, to name just a few.

As the Prime Minister and NSW Premier stress the importance of “self-regulation” and “personal responsibility” in managing COVID at such a critical time in the pandemic, it is timely that our bulletin this week has a strong focus on the commercial determinants of health.

At the recent Global Food Governance conference, many speakers addressed the unhealthy power of corporations, and there was a strong focus on the transformative power of decolonising global food governance.

Our bulletin this week also profiles Aboriginal and Torres Strait Islander leadership, in health policy, research and climate justice.

We finish our publishing schedule for 2021 at the end of this week; over the summer break, we will republish some of our highlights from this year.

Warmest thanks to you all for engaging with Croakey this year. We salute everyone who has worked so hard, across diverse spheres, to contribute to the community’s health, wellbeing and safety. We wish you all the best for the festive season, and end the year hoping that 2022 brings justice.
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