CROAKEY HEALTH MEDIA

Informed, engaged communities for health

January 2022
Impact Report: **January 2022**

This report gives an overview of Croakey’s publishing during January 2022 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.

**1,252,893 impressions**

See our latest readership figures [here](#).

**13 January, 2022:** Just before Christmas, we published an article that began: “The summer holiday shutdown; the rapid spread of the Omicron variant; the dangerous political decision making (looking at you NSW Premier Dominic Perrottet, in particular); the fatigue of the health workforce and staffing shortages; the vulnerability of many Australians, including children, who are not vaccinated at all, never mind with a third dose; the unclear and confusing messaging to the general public at a time of increased socialising. These are just some of the challenges we face at this critical time for pandemic control.”

Less than a month later, we can see the impact of this unfortunate combination of circumstances in unprecedented stress on health and aged care systems and workforces across all sectors, and the collapse of supply chains, amid soaring case numbers. As health experts have argued for so long, failing to protect the community’s health is bad for the economy too.

This week, we report wide-ranging concerns about pandemic management, including a call from the OzSAGE group for the preparation and release of a disaster plan before conditions deteriorate even more.

We also cover the latest news on climate change, and why we need a public health approach to hearing. And don’t miss the poetic reflection from Professor Megan Williams on the Gardens of Stone, on Wiradjuri Country in NSW.
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.

This article on the climate crisis and the WEF report was also shared by Maelor Himbury’s email list on 17 January 2022.
Twitter impact

This tweet shared by Alison Barrett on 12 January had intense engagement, receiving 3,682 interactions within two days. (Also see this related thread).

Croakey began the year with a massive Twitter thread to update followers on key events over the summer break.
20 January, 2022: From Tonga, the force of a massive volcanic explosion sent ripples around the world. Now the people of Tonga hope that relief efforts do not bring COVID to their islands.

Meanwhile, the ripple effects of the pandemic will be felt for decades and possibly generations to come. Our bulletin this week leads with a personal story by Marie McInerney about how her mother is suffering due to the cancellation of ‘elective’ surgery. The family has no time for political speak about “pushing through”.

Professor Raina MacIntyre details a litany of failures in pandemic management, and calls for leaders with “ambition to do the best we can, moral courage and a shared vision of what we want as a society”.

The importance of ensuring free, equitable access to Rapid Antigen Tests features across a number of articles this week.

We also report on an outpouring of support and appreciation for epidemiologist Professor Mary-Louise McLaws, after she announced on Twitter that she had been diagnosed with a brain tumour.

Add this to your list of shocking marketing stories: a football club advertised recently for the position of Hungry Jack’s Community Engagement Officer/Manager.

And don’t miss Professor Bronwyn Carlson’s essay on how Indigenous knowledges have much to contribute to efforts to reform and re-imagine the digital worlds where so many people spend so much time, and which can be so damaging. Imagine a global communications network based on Indigenous ways of knowing, doing and being, and on social justice and equity.
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**Consumers Health Forum of Australia** @CHFofAustralia - Jan 20

People on elective surgery wait lists will continue to live through prolonged delays due to covid admissions. Additional funding and more hospital staff are urgently needed to prevent avoidable pain, suffering and even deaths.

**Alison Verhoeven** @AlisonVerhoeven - Jan 11

COVID and ‘pushing through’ via @CroakeyNews @mariemcInerney who asks whether long (indefinite) delays in elective surgery were part of the #covid management ‘plan’ referred to by @ScottMorrisonMP and CMO Paul Kelly this week.

**Mr Denmore** @MrDenmore - Jan 21

Why are people so angry at the appalling mismanagement of the pandemic by politicians? Read this heart-breaking story by @mariemcInerney about what her mother has been through.

**Leanne Wells** @LeanneWells63 - 2h

A sobering and comprehensive appraisal of the #omicron situation by Professor Raina Macintyre in this @CroakeyNews piece #covid-19 #pandemicresponse

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**@CroakeyNews Retweeted**

**Alison Barrett** @AlisonSBBarrett - 10h

"Instead of surrendering because we are sick of the pandemic, we need ambition to do the best we can, moral courage and a shared vision of what we want as a society. And we need leaders to show the way." - Prof Raina Macintyre #auspol #COVID19Aus

**Jan vaccinated/boosted Davis** @Prof_IanDr - 24m

Prof Raina Macintyre: pay attention to every word she says. #auspol #PublicHealth #COVID19

**Melissa Sweet** @MelissaSweetDr - 19h

Amid cascading failures, where is the leadership? By Professor Raina MacIntyre @GlobalBioSec croakey.org/amid-cascading.. #AusPol #publichealth #COVID

**Doctors Reform Society** @drsreform - Jan 20

"Instead of surrendering because we are sick of the pandemic, we need ambition to do the best we can, moral courage and a shared vision of what we want as a society. And we need leaders to show the way." — Raina Macintyre

**Benjamin Veness** @benessb - Jan 19

"Instead of surrendering because we are sick of the pandemic, we need ambition to do the best we can, moral courage and a shared vision of what we want as a society. And we need leaders to show the way." — Prof Raina Macintyre @GlobalBioSec

**Fran Baum** @baumfran - Jan 18

Thank you Raina Macintosh for continued commentary based on basic public health principles #auspol #COVID19

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**Mark M** @MB_Morliss - Jan 19

"Amid cascading failures, where is the leadership?" Excellent article by Raina McIntyre.

The situation gets worse by the day. Rich case study material for students over coming decades.

**VHA** @vichealthassoc - Jan 22

Via @CroakeyNews: Professor Raina Macintyre, Head of the Biosecurity Research Program at the @KribyInstitute, calls for politicians and health officials to stop calling the Omicron variant “mild” and to initiate greater protections.

**Aboriginal Medical Services Alliance NT** @AMSNT - Jan 20

Indigenous groups are calling for urgent support from the military and federal government, saying the NT’s COVID-19 pandemic response has failed with the virus spreading to dozens of communities from Anhem Land to central Australia.

croakey.org/urgent-call-for-

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**Call for military help on NT outbreaks**

Amith Bunch - 10.53 PM Published: 10/01/2022 10:53 PM Updated: 10 January 2022 3:08 PM AEST

Indigenous groups are calling for federal help as COVID-19 reaches more remote NT communities. Credit: Croakey

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**Michelle Lincoln** @MichelleLinco6

Important read about the impact of reduced rehab for people during COVID

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https://www.croakey.org/impact/
On 18 January, this Twitter thread summarised the Reuters Institute's latest report, 'Journalism, Media, and Technology Trends and Predictions 2022 – looking for findings that may be of interest/use to the health sector.'
27 January, 2022: This week our bulletin profiles different types of power, and their influence on health.

At one extreme are the billionaires whose numbers and fortunes have been boosted by the pandemic, and whose political and economic power is helping to prolong the spread and impact of COVID. A new report urges all governments to address “economic violence” by taxing the gains made by the super-rich during the pandemic; such a tax could fund enough vaccines for the entire world and fill financing gaps in climate measures, universal health and social protection.

We also present some solutions to tackling the unhealthy power of the alcohol industry over policy, in Australia and globally.

The strong voices of Aboriginal and Torres Strait Islander people and organisations feature across several stories reflecting resistance and determination to achieve change and justice in the face of ongoing colonial violence.

In Western Australia, Aboriginal health services have welcomed the delayed border opening, watching COVID crises unfold in communities in the Northern Territory and elsewhere.

We also hear from the 2022 Young Australian of the Year, Dr Daniel Nour, about how he was empowered to start a charity to provide primary healthcare to people experiencing homelessness.

From inside lockdown in aged care facilities, Julie-Anne Davies shares some powerful stories from residents and staff, suggesting aged care will be a hot political issue ahead of the federal election.
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On 26 January, Dr Melissa Sweet tweeted the news from an online #InvasionDay rally in lutruwita/Tasmania, organised by the Tasmanian Aboriginal Centre. The resounding message from presenters and many of those commenting online was: it is racist and traumatising to celebrate a national day on 26 January.