

# **CROAKEY HEALTH MEDIA**

## Profiling innovation and developments in healthy journalism

**Report to Stakeholders – summary**

**2018 – 2019**

# 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.

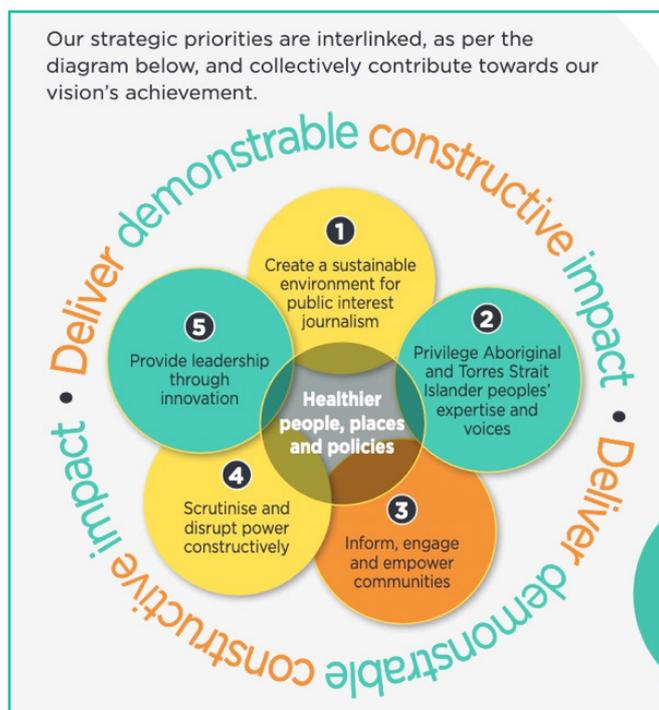
I am proud to chair the board of Croakey Health Media and to bring my long experience in governance of non-profit organisations to this role. I am also proud to be leading the development of a public interest journalism organisation that centres health equity in its work.

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](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.



Extract from Croakey Health Media Strategic Plan 2019 - 2022

# 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 devastated 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	Dr Tim Senior
Jennifer Doggett	Dr Melissa Sweet
Summer May Finlay	Mitchell Ward
Marie McInerney	Associate Professor Megan Williams
Paula O'Connell	Associate Professor Lesley Russell Wolpe.
Dr Mark Ragg	

#### Suggested citation

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Available at: [croakey.org](http://croakey.org)

# Acknowledgements of sponsors, donors and supporters for 2018 and 2019

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## Sponsors

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

### Premium Sponsor



*"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



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  
Centre for Health Policy, University of Melbourne  
Centre for Primary Health Care and Equity, UNSW  
McCusker Centre for Action on Alcohol and Youth  
School of Public Health, University of Sydney

School of Public Health, University of New South Wales  
College of Medicine & Public Health, Flinders University  
School of Population & Global Health, University of Western Australia  
School of Health Sciences, University of South Australia

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## Donors

Associate Professor Julie Leask

Associate Professor Lesley Russell

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

# Report to Stakeholders 2019

## 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

  
**13million**  
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

# Report to Stakeholders 2018

## 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

  
**194** videos uploaded

  
**525** articles  
published including -  
 **162** articles  
on Indigenous health and  
 **355** articles  
on public health

  
**5** Croakey Popup workshops