

CROAKEY HEALTH MEDIA

Strategic Plan

2019–2022

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Introduction

Croakey Health Media was incorporated in 2018 as a public interest journalism organisation. Our membership comes from people involved in the Croakey Health Media social journalism team. We provide a range of social journalism services and related activities that are important for the health and wellbeing of people, families, communities, societies and the environment. We are setting up as a non profit journalism entity. A board elected by the members provides governance oversight.

Croakey Health Media was incorporated in order for our social enterprise to become more sustainable, to develop our governance, and to increase our impact and reach. Before incorporating, we had developed as a network of committed individuals and contributors, with an 11-year history of providing innovation and service in health journalism.

This strategic plan aims to provide a broad framework to guide our development and operations under our mission statement (as outlined in our application to be a Health Charity, in the Appendix). Given our ethos of responsive innovation, it is intended as an iterative document, which will be reviewed annually, and also revised and updated as necessary.

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.

Croakey Health Media's vision, purpose and core values

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.

Our Purpose

We provide a range of social journalism and professional services to help enable communities, policy-makers and practitioners to improve health and wellbeing, with a determined focus on improving health equity. We take a local, regional, national and global focus.

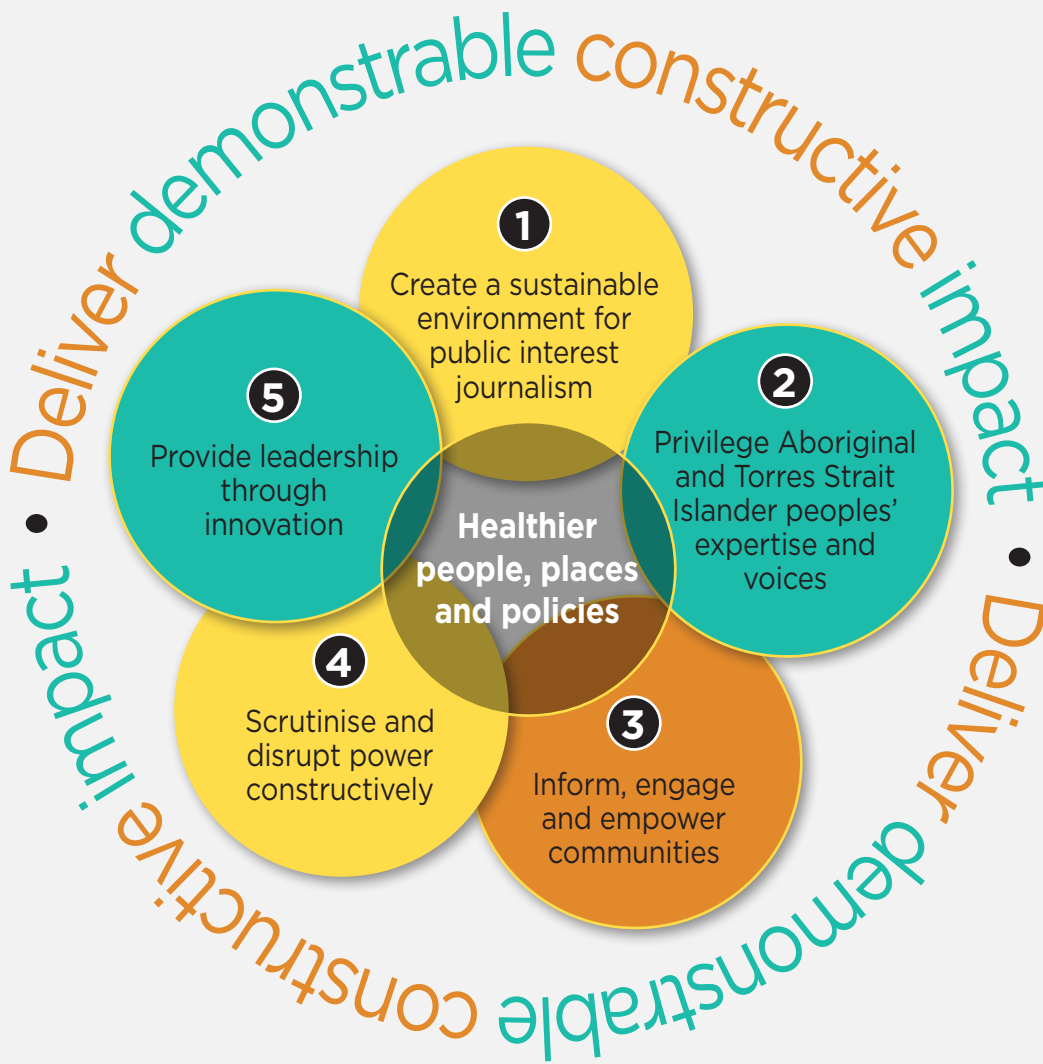
Our Core Values

- **Respect for Country**
- **Respect for First Nations Peoples ***
- **Independence**
- **Commitment**
- **An ethic of service**
- **Integrity**
- **Courage**
- **Trust**
- **Transparency**
- **Relationships**

* *First Nations Peoples refers to Indigenous Peoples globally, including Aboriginal and Torres Strait Islander Peoples.*

Strategic priorities

Our strategic priorities are interlinked, as per the diagram below, and collectively contribute towards our vision's achievement.



1 Create a sustainable environment for public interest journalism

Croakey Health Media is part of a news ecosystem. To thrive, we need to also support and contribute to the development of a more sustainable environment for public interest journalism generally. This is also in line with our mission, given the importance of public interest journalism as a determinant of health.

2 Privilege Aboriginal and Torres Strait Islander peoples' expertise and voices

Aboriginal and Torres Strait Islander people have a long history of innovation in health and media, as well as other fields. The expertise and knowledge of Aboriginal and Torres Strait Islander people is central to our vision of contributing to greater health equity.

3 Inform, engage and empower communities

Our social journalism and professional services collectively aim to inform, engage and empower communities, as a means for achieving our vision.

4 Scrutinise and disrupt power constructively

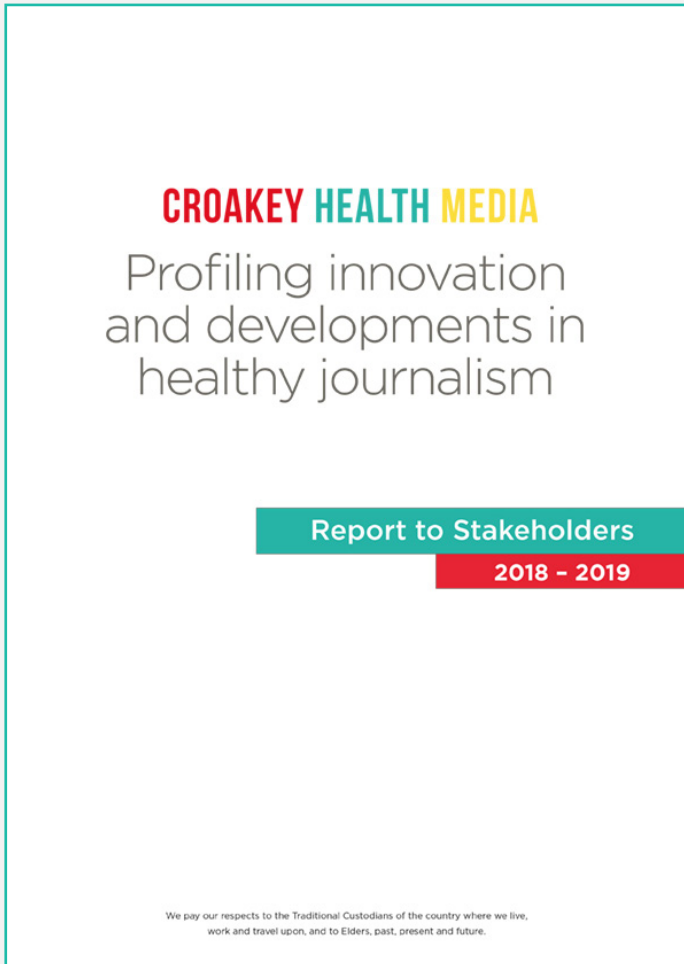
Poor health and health inequities, whether for individuals, communities, societies or the environment, inevitably are a reflection of power dynamics. Scrutinising and disrupting unhealthy and inequitable power dynamics will help to achieve our mission.

5 Demonstrate leadership through innovation

Despite our historically limited financial resources, Croakey Health Media is at the forefront of the development of non-profit journalism in Australia because of our history of providing leadership through innovation. This is also key to our future growth, impact and sustainability.

Further reading

For more information, please download the Croakey Report to Stakeholders 2018 - 2019 [from here](#).



Appendix

We are a public interest journalism organisation that performs the functions of a health charity. Our application to be registered as a health charity states:

Croakey contributes to the prevention of diseases, especially chronic diseases such as diabetes, cancer, cardiovascular disease, mental illness and respiratory conditions, through providing information to inform health and medical research and research translation, health policy, and clinical practice by doctors and other health care professionals. We have a particular focus on preventing these diseases in certain populations who experience higher prevalence rates of these diseases, including Aboriginal and Torres Strait Islander people, people in rural and remote communities, people with disability, and people experiencing socio-economic disadvantage.

We promote the prevention and control of diseases, with a particular focus on chronic diseases such as diabetes, cancer, cardiovascular disease, mental illness and respiratory conditions, by:

- Working with populations who experience higher prevalence rates of these diseases, including Aboriginal and Torres Strait Islander people, people in rural and remote communities, people with disability, and people experiencing socio-economic disadvantage;
- Disseminating information and evidence necessary for the prevention and control of these diseases to relevant stakeholders, including policy makers, clinicians, service providers, patient groups, NGO organisations and community members, especially the population groups named above;

- Providing a platform for populations at increased risk of these diseases to communicate their needs to policy makers, clinicians, service providers and other relevant stakeholders, to enable prevention strategies to be developed and implemented;
- Providing a platform for people experiencing these diseases to communicate their needs to policy makers, clinicians, service providers and other relevant stakeholders, to enable better treatment and secondary prevention strategies to be developed and implemented;
- Providing a platform for exchange of knowledge and information between stakeholders involved in the prevention and treatment of these diseases, including researchers, clinicians, service providers, policy makers and community representatives.

Our activities and services benefit:

- The development of strategies for preventing and controlling diseases, especially chronic diseases, through reporting from health and medical research conferences and publishing articles from health and medical experts on developments in research and evidence.
- Individuals and populations who are at increased risk of developing chronic and other diseases, and also individuals and populations experiencing chronic and other diseases.
- Policy makers, services providers and clinicians involved in the prevention and treatment of diseases especially chronic diseases, as well as the individuals and populations at increased risk of developing such diseases.

- Researchers, clinicians, patient advocates and others involved in the prevention and treatment of diseases, especially chronic diseases, through communications training and other professional services. By improving communications skills of key stakeholders, this activity facilitates the translation of research and evidence into practice and policy, improving prevention and treatment strategies and benefiting populations at increased risk of diseases including chronic diseases.

Acknowledgement: Croakey Health Media drew on the Congress of Aboriginal and Torres Strait Islander Nurses and Midwives (CATSINaM) *Strategic Plan 2018–2023* to inform our approach in developing this document.