



# Walking as an act of journalism to engage the public in health

**Connecting with Country**  
#CroakeyGO means respecting Indigenous peoples' connection to Country on which we walk and reflecting on intergenerational inequities and solutions offered by Indigenous knowledges.

**#CroakeyGO** brings together diverse voices from communities – people who might otherwise not connect.

**Highlighting the social determinants of health.**

**Sharing community expertise**  
Narratives of community members matter.

**Innovation in journalism**  
can have direct health benefits.

**Beyond the usual headlines**  
Communities are often excluded from media coverage of health, despite being where the experience of health is created. Contractions in journalism mean fewer opportunities to engage with communities and public forums.

**Social journalism**  
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.

**#CroakeyGO** helps to break down barriers and silos, and create connections.

## What is #CroakeyGO?

- An innovation in social journalism that brings people together to walk in place, and discuss a particular health topic
- It begins with a Welcome to Country or Acknowledgment of Country
- A platform for knowledge exchange, collaborative knowledge production, and developing relationships and networks

## Co-designed with partner organisations

- Croakey Health Media works with partner organisations to design the itinerary
- Using a yarning circle methodology, participants locate themselves in relation to the topic and place
- Participants contribute to the discussions and social media coverage.
- Participation occurs at the event and online
- Journalists produce articles, broadcast interviews and social media content
- Adapted to the pandemic by going virtual

## #CroakeyGO outcomes

- Since 2017, 12 #CroakeyGO events in metropolitan, regional and remote locations
- Topics include prevention, mental health, historical truth telling, heatwave health, and the Victorian election
- More than 50 related articles published at [Croakey.org](https://croakey.org)

## Join us

In October, follow [#GamblingHarms](https://twitter.com/GamblingHarms) for news from the first virtual #CroakeyGO. This event is sponsored by the Alliance for Gambling Reform.



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### Authors:

Associate Professor Megan Williams, University of Sydney, Croakey Health Media  
Dr Melissa Sweet, Croakey Health Media, University of Sydney  
Dr Ruth Armstrong, Croakey Health Media  
Ms Marie McInerney, Croakey Health Media  
Mr Mitchell Ward, Croakey Health Media