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Croakey Health Media was the official media partner for [VicHealth's Life and Health Reimagined series](#) (2020).

Croakey's indepth coverage of the five-week series amplified the conversation about how we can make life after coronavirus better and healthier for everyone.

Croakey's coverage included compelling articles about each week's topic and wrap-ups of the live-streamed events, live tweeting, a Twitter takeover of the @WePublicHealth account and a podcast summarising the series.

Having Croakey as our media partner enabled us to reach a more diverse public health audience and introduced new voices and experts to the discussion.

Croakey's team also generated a lively dialogue on social media about the series, driving debate and frank discussion on the important topic of how do we create a healthier, fairer, better world post-pandemic.

I would highly recommend Croakey Conference News Service to anyone seeking an innovative and collaborative media partner for a conference or event.

Rachel Murphy

VicHealth