CROAKEY HEALTH MEDIA

Informed, engaged communities for health

IMPACT REPORT

August 2022

Informed, engaged communities for health
Impact Report: **August 2022**

During August, many of our stories profiled the leadership provided by women across multiple health domains, and we continued to provide in-depth coverage of COVID-19, health reform, and health equity concerns.

We reported a firm message from the World Federation of Public Health Associations for the Albanese Government – no new fossil fuels projects – as well as an update on what state and territory governments are doing on climate and health.

As China reeled from extreme temperatures, we explored the impacts of flooding in New South Wales and Aotearoa New Zealand, and highlighted the need for Indigenous knowledge and representation in emergency preparedness and responses.

The Croakey Conference News Service brought reports from the National Nursing Forum, held on Larrakia Country in Darwin, while Croakey Professional Services continued supporting the 25-year anniversary campaign of the Congress of Aboriginal and Torres Strait Islander Nurses and Midwives.

This month we congratulated Professor Bronwyn Fredericks, who is also a director of Croakey Health Media, for receiving the National Education Award at the 2022 National NAIDOC Awards. We also celebrated a book launch by another Croakey director, Claire O’Rourke, author of ‘Together We Can’.

Croakey’s Editor-in-Chief Dr Melissa Sweet joined representatives of more than 50 other charities at a consultation with Dr Andrew Leigh, the Assistant Minister for Competition, Charities and Treasury, in Hobart, and highlighted the importance of developing a policy framework to better support non-profit journalism in Australia.

**Social Media Impressions**

We record our social media analytics using Buffer. The figures below are for total impressions across Twitter, Facebook, Instagram and LinkedIn. See our latest readership figures [here](https://www.croakey.org/impact/).

**This month:** 496,192 impressions  |  **This year:** 7,166,160 impressions
Week ending 11 August: The leadership provided by women and women’s health rights are themes threading through many of our stories this week.

The important roles of Indigenous women in preserving and sharing Indigenous knowledges were honoured as part of the International Day of the World’s Indigenous Peoples on 9 August.

We also profile women’s leadership across climate health and rural health; don’t miss the article by GP Dr Kate Wylie, who diagnoses a critical gap in the Strengthening Medicare Taskforce’s agenda, and a rousing speech by Independent MP Helen Haines.

In other reports from the 16th National Rural Health Conference, Dr Amy Coopes investigates “chilling” inequities in access to abortion services in rural, regional and remote communities.

Award winning climate journalist Lyndal Rowlands discusses the health benefits of low-emissions foods, including traditional Indigenous foods, and argues that we should discourage production of highly processed foods, which are damaging to both human and planetary health.

Dr Fei Sim, National President of the Pharmaceutical Society of Australia, summarises a new report highlighting an urgent need to address medication safety as part of disability care, while Jennifer Doggett investigates the breadth of challenges facing aged care reform.

More advice for the Strengthening Medicare Taskforce comes from a primary healthcare summit held in May, which recommended strategies such as voluntary patient registration, workforce incentive programs and integrated healthcare neighbourhoods.

Amongst other things, the ICYMI column covers the great mask-giveaway in Victoria, the latest reports on monkeypox, and climate and health, and also brings a Ministerial tribute for Olivia Newton-John, “a fierce and inspirational advocate for breast cancer research and early detection”.

Croakey Professional Services is supporting the 25-year anniversary campaign of the Congress of Aboriginal and Torres Strait Islander Nurses and Midwives; don’t miss the preview of a new exhibition, ‘In Our Own Right: Black Australian Nurses and Midwives Stories’. It charts the activist history of CATSINaM’s trailblazing women and men.

Speaking of activism, our bulletin leads with a strong call for doctors and other health professionals to do much, much more to tackle the climate health emergency.
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.

Lauren Ball @ProfLaurenBall - Sh
Key advice from health groups & experts for the Strengthening Medicare Taskforce. Some very important points raised in this article - a must read!
croakey.org/advice-for-the-
@jasmineanddavid86 @LRussellWolpe @ScottSwilis @HealthIssuesCtr
Thanks for sharing @CroakeyNews

croakey.org
Advice for the Strengthening Medicare Taskforce from health groups a...
The Federal Government’s new Strengthening Medicare Taskforce met for the first time last week, and released a commune outlining its

Sebastian Rosenberg @RosenbergSeb - Aug 4
New article on opportunity for genuine Medicare reform, including in mental health, here: Advice for the Strengthening Medicare Taskforce from health groups and experts – Croakey Health Media. More staff and more money not enough. @ian_nicola

Institute for Health Transformation @IHT_Deakin - Aug 11
Big business can influence the health of both people and our environments, IHT researchers have told @LyndaRowlands via @CroakeyNews: buff.ly/3jWv0OS

#PublicHealth @GLOBE_Deakin @DeakinHealth @deakinresearch

croakey.org
Rising food prices are a sign we need to care for the land that feeds us.

Public Health Association Australia @PHAA - Aug 11
"It is time for governments everywhere to “step up” with the stats on breastfeeding,” write Hon Assoc Prof @JulieSmith1 of @ANUPopHealth & Dr @PhilBakerNZ of @DeakinIPRN in @CroakeyNews. croakey.org/stepping-up-to...

Julie P Smith @JuliePSmith1
Time to follow the farsighted approach of Norway to food security. Count mothers milk in food supply to highlight that it is important and worth protecting supporting and promoting #auspol #breastfeeding. You don’t know what you’ve got till it’s gone @ANUPopHealth @CroakeyNews

Deskin University - Health @DeakinHealth - Aug 21
#Deakin’s Dr Phillip Baker calls for governments to ‘step up’ with stats on breastfeeding, making it more visible in food supply statistics to help secure policymaker attention and support. Read more: buff.ly/3q2P7Kv via @CroakeyNews @PhilBakerNZ @DeakinIPRN & @Deakin

Dr Fel Sim FPS @DrFelSim - Aug 11
Thank you to @CroakeyNews for publishing my op-ed on medicine safety in disability care. There is much more work to do in this space, with pharmacists playing a key role in improving quality use of medicines for Australian with disability

We need a greater focus on medicine safety to address the health and life expectancy gap for people with disability.

croakey.org
Report identifies four key steps for improving healthcare for people wit...
A new report highlights an urgent need to address medication safety as part of disability care, according to a new

AHHA @AustHealthcare - Aug 11
A recent article from @JenniferDoggart for @CroakeyNews covers the latest issue of the Australian Health Review and how featured research has identified challenges for aged care reform and the need for change:

https://www.croakey.org/impact/
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 below, published in May, is still being shared.

Croakey Conference News Services

Coverage of the 16th National Rural Health Conference continued.
In the news

Thanks to the Australian Healthcare and Hospitals Association for including Croakey articles – from the National Rural Health Conference, and on the climate health crisis – in the **12 August Healthcare in Brief bulletin**

**Climate and health**

According to senior medical leader Laureate Professor Nick Talley, doctors and other health professionals have a duty of care to escalate their efforts to tackle the health emergency of climate change. In a webinar co-hosted by the Australian Medical Association and Doctors for the Environment Australia this week, Professor Talley, Editor-in-Chief of The Medical Journal of Australia, urged colleagues to lift their voices much louder in advocating for climate action.

Read more:
- Lift your voices, do more to address the climate health crisis: senior medical leader urges colleagues
- To strengthen Medicare, the Taskforce must focus on addressing the climate crisis

**Aged care**

The latest edition of AH&As Australian Health Review focuses on aged care, highlighting the breadth of challenges facing the Government in responding to the 148 recommendations made by the Royal Commission into Aged Care Quality and Safety (ACRCC). Article highlights have been covered this week in a piece from Croakey Health Media.

Read more:
- Research identifies the immense challenges for aged care reform, as well as the pressing need for change

Meanwhile, Maelor Himbury’s daily email on climate news included three Croakey articles on 17 August.

**Rising food prices are a sign we need to care for the land that feeds us**

Lyndal Rowlands

As rising prices make healthy foods out of reach for more people, new research and policy proposals show the potential benefits of investing in growing more low-emissions healthy foods, including traditional Indigenous foods.

**To strengthen Medicare, the Taskforce must focus on addressing the climate crisis**

Kate Wylie

The Strengthening Medicare Taskforce, established to “identify the highest priority areas for primary care”, is a welcome and much needed government initiative. Our health system is close to breaking, and as a practising GP I can see the strain and the detrimental impacts on patient care.

**Lift your voices, do more to address the climate health crisis: senior medical leader urges colleagues**

Melissa Sweet

Doctors and other health professionals have a duty of care to escalate their efforts to tackle the health emergency of climate change, according to a senior medical leader.
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.
Week ending 18 August: Burnout, moral injury, trauma and critical healthcare staff shortages are some common experiences reported in this week’s bulletin.

As several hundred nurses gather on Larrakia Country in Darwin for the National Nursing Forum this week, the profession is sharing lessons and experiences from the pandemic, climate emergencies and the frontlines of care. From Central Australia, health leaders are warning of the impact of COVID on services, and calling for wide-ranging responses, including greater efforts to check COVID transmission, and investment in the Aboriginal health workforce.

Amid competing views and agendas on health reform, Jennifer Doggett and colleagues offer some ways forward, based on an appreciation of the importance of addressing health inequities, the needs of patients, and strengthening critical relationships. At a time when waits for public dental services are blowing out to well over a year in many jurisdictions, Charles Maskell-Knight shares some lessons from an examination of the “dental policy turbulence of the last twenty years”.

The Health Wrap brings updates on monkeypox, long COVID and the success of South Australia’s model to break the cycle of homelessness, while the ICYMI column puts a focus on youth justice, and change-making by Aboriginal and Torres Strait Islander people.

The World Federation of Public Health Associations has a firm message for the Albanese Government – no new fossil fuels projects – and we also have an update on what state and territory governments are doing on climate and health.

On Twitter, make sure to follow #CATSINAM25years over coming days, as the Congress of Aboriginal and Torres Strait Islander Nurses and Midwives (CATSINaM) celebrates a special anniversary, and hears a landmark apology.
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.
In the news

The Australian Healthcare & Hospitals Association newsletter profiled Croakey stories.

Aboriginal and Torres Strait Islander health

In the wake of a COVID-related workforce crisis forcing the closure of important primary healthcare clinics in central Australia, and with worrying implications for the health of Aboriginal and Torres Strait Islander people, a leading public health expert is calling for governments to do more to tackle the COVID pandemic.

Read more:
* As COVID reduces Aboriginal health services in Central Australia, health leaders call for action

Climate and health

The World Federation of Public Health Associations (WFPHA) has written to the Australian Government calling for no new coal and gas projects. The letter addressed to the Prime Minister, Minister for Climate Change and Energy Chris Bowen, Minister for Health and Aged Care Mark Butler, and Minister for the Environment and Water Tanya Plibersek – calls for the Government to commit to the Treaty of Non-Proliferation of Fossil Fuels.

Read more:
* Global health leaders warn the Australian Government against allowing any new coal or gas projects

In a recent analysis of why Medicare may not be the ‘universal health insurance scheme’ it claims to be, health policy analyst Jennifer Diggett said the lack of coverage for dental services was just one of many examples of how Medicare fails the universality test. Amid growing momentum for Medicare reform at a time when waiting times for public dental services are blown out to over a year in many jurisdictions, it is timely to consider the history of efforts to improve access to dental care.

Read more:
* The history of efforts to improve access to dental care – ‘more twists and turns than an episode of Midsomer Murders’
Week ending 25 August: Our bulletin leads with a wide-ranging profile of Kamilaroi man Dr Brad Murphy, a GP in the regional Queensland city of Bundaberg who is making an historic tilt at the Royal Australian College of General Practitioners presidency. He describes the legacy of his grandmother, and how mainstream health services can learn from models of care in Aboriginal and Torres Strait Islander communities.

On similar themes, don’t miss the article from the National Health Leadership Forum, a peak body representing the views of 12 Aboriginal and Torres Strait Islander organisations, which outlines a timely vision for the future, based upon self-determination and transformational change across all aspects of government and public policy.

Also advocating for seismic shifts in public policy is Professor Sir Michael Marmot, who urges a focus on education and lifelong learning, environmental sustainability, and tackling discrimination. Indeed, racism is a thread running through many of our stories this week – as well as efforts to address it.

In the ICYMI column, see highlights from the Congress of Aboriginal and Torres Strait Islander Nursing and Midwives (CATSINaM) 25-year conference, including an important apology from the Council of Deans of Nursing and Midwifery for harm caused by their professions to Aboriginal and Torres Strait Islander people.

Adjunct Associate Professor Lesley Russell provides a detailed report on an evaluation of the Health Care Homes trial. “It makes for fascinating reading,” she says, “and there is much to learn about how to implement future health reform initiatives.”

We also bring updates on COVID, #AusPol, climate action and heatwave health. As China reels from extreme temperatures, we explore the impacts of flooding in New South Wales and Aotearoa New Zealand, and highlight the need for Indigenous knowledge and representation in emergency preparedness and responses. Meanwhile, a new book on critical disaster studies stresses the importance of supporting women’s leadership and creating space for young people to contribute to planning and preparedness.

The Croakey Conference News Service has compiled a massive Twitter wrap from the recent National Nursing Forum. Make sure to follow @WePublicHealth this week where Claire O’Rourke is tweeting about her new book, Together We Can.
More than six years after a “revolutionary” health reform was announced, what have we learnt? Much to consider in this comprehensive analysis from @LRussellWolpe Given current crisis in GP, a pity this trial wasn’t better supported croakey.org/more-than-six-...
In the news

Croakey editor Dr Amy Coopes talked about health reform issues on ABC TV’s The Drum.

Announcement by Croakey contributing editor Dr Summer May Finlay

Croakey Professional Services

An article sponsored by the Australian Commission on Safety and Quality in Health Care – ‘New standard tackles the toll from inappropriate prescribing of opioids’ – was circulated in the Twitter stream of #ACE22TAS, an anaesthesia conference.
Week ending 1 September: As a climate change-fuelled “monsoon on steroids” engulfs Pakistan, claiming more than 1,100 lives and affecting more than 33 million people, our bulletin this week makes the case for big-picture thinking at the Jobs and Skills Summit.

Dr Miriam Vandenberg presents a vision for health equity at the Summit, highlighting the need to future proof Australia for the impacts of climate change, disease pandemics and natural disasters, while other contributors focus on the gathering’s import for pressing health and aged care workforce issues.

As health leaders call for transparency on National Cabinet decision-making on COVID, Dr Jennifer Lacy-Nicholls argues that political transparency and integrity reforms are core business for health advocates, and we bring you Thomas Mayor’s Vincent Lingiari Memorial Lecture.

The Lowitja Institute reports on a new discussion paper, ‘Indigenous Nation Building and the Political Determinants of Health and Wellbeing’, and The Health Wrap is another must-read.

We publish our final Croakey Conference News Service stories from the National Nursing Forum, including insights from an award-winning mobile outreach health service for people experiencing homelessness.

And don’t miss Croakey editor Dr Amy Coopes in conversation with Dr Lisa Pryor and Dr Norman Swan on journalism, medicine and ‘A Higher Calling’ at the Sydney Opera House on 11 September as part of the 2022 Antidote Festival.
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.

On 30 August, these were the most-read articles at Croakey.org.

**Croakey popular posts**

- More than six years after a “revolutionary” health reform was announced, what have we learnt?
- Profiling Dr Brad Murphy and a vision for more equitable healthcare
- Can we build back fairer? Health promotion panel calls for more action to reduce inequalities
- Aboriginal communities across South Australia to be impacted by significant funding losses
- As a new Government sets to work, Aboriginal and Torres Strait Islander health leaders call for transformational change
- Advice for Health Ministers on freedom of information provisions in aged care
Coverage continued of the Australian College of Nursing’s National Nursing Forum.

Croakey’s Editor-in-Chief Dr Melissa Sweet joined representatives of more than 50 other charities at a consultation with Dr Andrew Leigh, the Assistant Minister for Competition, Charities and Treasury, in Hobart on 29 August. She highlighted the importance of developing a policy framework to better support non-profit journalism in Australia.

Croakey director Claire O’Rourke has been on the writers’ festival circuit.