Informed, engaged communities for health
Impact Report: **May 2023**

We published 68 articles during the month, covering the health implications of the Federal Budget, news from the World Health Assembly, the *Wiyi Yani U Thangani Summit*, and more.

As well, a survey of leaders in the health and social service sectors delivered their verdicts on the first year of the Albanese Government, and we launched a special report, ‘Looking for fresh leadership in health and aged care’.

The Croakey Conference News Service covered the Health and Democracy Forum and the need for reforms to reduce the political influence of harmful industries, as well as a webinar profiling pathways to working with Médecins Sans Frontières.

We also published this 61-page report compiling our coverage of the Australian Society of Medical Imaging and Radiation Therapy (ASMIRT) conference. A TweetBinder analysis found 1,977 tweets were sent by 235 contributors using the conference hashtag, creating an estimated value for the hashtag of $34,738.

Managing Editor Alison Barrett attended the 2023 Lowitja O’Donoghue Oration on Kaurna Country in Adelaide, and also reported from a public protest against South Australian laws increasing penalties upon protesters.

Croakey Health Media is a member of the Local and Independent News Association (LINA); we were pleased that LINA encouraged members to reflect upon the issues raised in our article about racism in the media and wider societal structures and institutions, ‘Some reflections for the health sector on media and racism’. The article concerned the racism experienced by senior journalist, broadcaster and author Stan Grant and other Aboriginal and Torres Islander people.
During May, members of the Croakey team were interviewed by ABC Radio Melbourne, and our articles were cited or cross-published by the Australian Healthcare & Hospitals Association (AHHA), the Australian Prevention Partnership Centre, a public health publication in Germany, and other organisations.

During May, 233 MPs (or their staffers) opened our weekly news bulletins at least once; this is about 30 percent of the MPs from across all jurisdictions who receive the bulletin each week.

Our warm thanks to everyone who contributed to Croakey this month.

1 Jan – 31 May, 2023: 100,720 visitors to the website + 8,637 visitors to Croakey stories at Apple News. Total: 109,357 visitors.


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.

This month: 570,621 impressions  |  This year: 2,246,383 impressions
A big win for public health but more to do

**Week ending 4 May:** The influence of powerful companies and the commercial determinants of health are strong themes across our bulletin this week – whether it be the decision to support fracking in the Beetaloo Basin or an AFL stadium in Hobart.

We also document the capacity of regulatory and policy action, backed by political will, to reduce the impact of harmful companies, as with landmark tobacco control and vaping reforms announced this week.

Setting the scene for the 2023-2024 budget, policy analyst Charles Maskell-Knight identifies some priorities for the Federal Government in spending the estimated $3.3 billion that will be raised through increasing the tax on tobacco.

We also report on many lessons from the COVID-19 pandemic. Researchers from the University of Queensland highlight potential touchpoints for health and policy interventions to help develop a Public Health Emergency Response Framework for First Nations people.

You will also find more COVID news in the latest edition of The Health Wrap as well as the ICYMI column. ICYMI also brings news from the World Congress on Public Health in Rome, as well as surgical and preventive health conferences in Adelaide this week.

Our coverage of the Australian Society of Medical Imaging and Radiation Therapy continues with a focus on the implications of Artificial Intelligence for healthcare.

And check the hashtag **#NSPC23** on Twitter for discussions from the National Suicide Prevention Conference.

We also bring news on justice reinvestment, the NDIS and a thoughtful presentation on equality for the aged.

Next week, the Croakey team will be compiling Budget analysis and reaction – please send us your statements and comments, and on Twitter use the hashtag, **#HealthBudget2023**.
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.

Making news

We were delighted to see Croakey Health Media acknowledged at national and global conferences this week. Thanks to all those at the Prevention2023 conference who referenced Croakey – there were a few of you, and we appreciate it.
Croakey Health Media was acknowledged by the World Congress on Public Health for our contributions, via the #WorldinTurmoil series and @WePublicHealth.

Dr Summer May Finlay, a contributing editor at Croakey Health Media, also participated in Congress presentations and workshops.
On justice, budget and community-led initiatives

Week ending 11 May: While our focus has been on Federal politics and the Budget this week, our bulletin also reflects the ongoing grassroots efforts to improve healthcare and social justice for priority populations.

We discuss how the Budget delivers a substantial boost for healthcare but misses the opportunity to significantly address social determinants of health including housing and poverty. Don’t miss detailed analyses by Croakey editor Jennifer Doggett and policy analyst Charles Maskell-Knight, as well as our rolling wrap of reactions.

In highlighting the importance of community led, culturally appropriate programs we cover the Wiyi Yani U Thangani National Summit where First Nations’ female leaders are calling for restorative and culturally safe approaches to youth justice; as well as celebrating their diversity and powerful history.

Also in the spotlight are a community-led oral healthcare service in Victoria, initiatives to reduce smoking rates in Indigenous communities and the role of social media in suicide prevention.

Our coverage of the Australian Society of Medical Imaging and Radiation Therapy Conference continues with strong calls for the Australian health and medical to support ongoing cancer care in Ukraine.

We also report on the World Health Organization’s declaration of the end of COVID-19 as a public health emergency of international concern; while cautioning the pandemic is not over yet.

See our full Federal Budget coverage here and follow #HealthBudget2023 on Twitter for more discussions.
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Health and democracy

Week ending 18 May: As Australians head to Canada to join fire-fighting efforts, our bulletin this week highlights critical climate and health concerns that were neglected in the recent federal budget.

On related matters, we also report from a Health and Democracy Forum where health leaders urged reforms to reduce the political influence and impact of harmful industries.

A strong theme weaves through many stories about the importance of meaningful consumer involvement, whether the focus is mental healthcare or contested health reforms.

Don’t miss the latest edition of The Health Wrap, where Dr Lesley Russell brings insightful analysis of some other gaps in the federal budget. The ICYMI column puts a spotlight on threats to human health and even existence from the use of artificial intelligence (AI).

Our final report from the Australian Society of Medical Imaging and Radiation Therapy’s recent conference puts a focus on workforce matters.

We also report on pathways to working with Médecins Sans Frontières, as well as calls for the global health community to challenge racism, xenophobia and discrimination in health systems.

Check out the article on health-promoting universities, as well as yet another lesson from the pandemic – this time on the importance of addressing inequities in education.

We thank our supporters and contributors, especially everyone who contributed to #HealthBudget2023 coverage, and also those who support our donor-funded journalism and the Croakey Conference News Service.
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croakey.org

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Curious about working with MSF? Here is your chance to ask us anything! Introduction by Croakey: What does it take to be qualified and suitable for an international assignment with a group like...

croakey.org

Now up in Germany: my recent @CroakeyNews @PHAA_SYPH ThinkTank piece on zero-alcohol brand advertising. Many thanks for posting...

AlcoholPolitik @AlcoholPolitik1 · May 15
Auch Werbung für alkoholfreies Bier fördert den #Alkoholkonsum. Wenn die Bundesregierung #Alkoholwerbung regulieren will, sollte sie sich an #halton.

#Alkoholwerbeveteran @nathan_harrison @CroakeyNews @BdB_SO_Biemert @Karl_Lauterbach @linda_lobster

Penelope Jay @LopeyPen · May 17
Great article & twitter thread Alison croakey.org/action-needed... This quote was a standout for me.

Love a newsletter which makes sure I find the things I've missed in a busy week/month/year.

Alison Barrett @AlisonSBarnett · Apr 27
Despite increasing multicultural and diversity of the health workforce, "Anglophone chauvinism" is still prevalent.

Culture is very slow to change, Lemoh says.

Show this thread

https://www.croakey.org/impact-and-readership/
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Croakey popular posts

- The Health Wrap: Federal Budget, looking for wellbeing and equity, COVID-19 funding, public service reform – and a hiking holiday

- Review of Australia’s alcohol marketing code slammed as superficial and ineffective

- Budget 2023 and mental health – wanna be starting something

- Transforming mental healthcare through lived experience and community engagement

- Welcome Budget measures for Indigenous health on cancer, mental health, but more needed for justice, families

- What do you need to know about working overseas with MSF?

https://www.croakey.org/impact-and-readership/
Listen up

Week ending 1 June: As momentum grows for the referendum to constitutionally enshrine an Indigenous Voice to Parliament, several stories in our bulletin this week highlight the importance of listening.

It’s clear that many important community concerns and health issues are not being heard, whether by governments, service providers or Big Tech companies.

As one example – in cracking down on protests, the South Australian Government has shown itself to be tone deaf to legitimate concerns about the climate crisis and other issues affecting communities. Alison Barrett speaks with health and community leaders who call on colleagues to continue the fight to #protectprotest.

On a more positive note, the Margaret Tobin Oration provides a powerful example of how clinicians and researchers who listen carefully to consumers can make great gains for care.

Our stories also urge increased support for Stolen Generations survivors, and for overburdened Aboriginal and Torres Strait Islander health services in Queensland. Will governments listen to these calls in National Reconciliation Week?

This week’s bulletin puts the spotlight on climate colonialism, and important recommendations for addressing inequities in sexual and reproductive healthcare. COVID-19 concerns are ongoing, with reports of low vaccination rates among aged care residents and an outbreak in a major hospital.

Following the 76th World Health Assembly, Lucy Westerman reports on the expanded list of best buys for tackling non-communicable diseases. We expect many Croakey readers will be busy in the weeks ahead reviewing proposed legislative reforms for tobacco control, released to mark World No Tobacco Day.

Don’t miss the report from the Australian Society of Medical Imaging and Radiation conference, showcasing Croakey Conference News Service coverage.
Managing Editor Alison Barrett attended the 2023 Lowitja O’Donoghue Oration on Kaurna Country in Adelaide, and also reported from a public protest against South Australian laws increasing penalties upon protesters.
On 29 May, Croakey Health Media director **James Blackwell** appeared on Q&A, discussing a wide range of topics, including the referendum for a constitutionally enshrined Voice to Parliament.