What we do

Croakey Health Media is an innovative not-for-profit public interest journalism organisation with a focus on public health, health equity, and the social and cultural determinants of health. We are widely read by politicians and other policy makers, practitioners, researchers and civil society opinion leaders. We also contribute to scholarship through our publications in journals, books and conference presentations. See more details at our Impact and Readership page.

In this publication we invite researchers, research organisations and associated entities to engage with our journalism and professional services.

Our services fall under two categories:

- Independent public interest journalism

- Croakey Professional Services, our commercial arm

Our services assist researchers and research organisations with:

1. Demonstrating leadership
2. Research dissemination and impact
3. Skills development
4. Developing collaborations and partnerships
5. Creating change.

Read more about these over the page, with examples.

Keywords: First Nations, decolonising, knowledge translation, impact, engagement, social responsibility, extending networks, skills development, equity matters, transdisciplinary, public interest journalism, accountability, innovation, creativity, opportunities, partnerships, creative, influential, ethical, experienced, multidisciplinary, communities, strengths, solutions, communications, leadership, accountability, planetary health, primary healthcare, transformative.

For more information, contact: Chief Operating Officer, David Morgan.
How we can help

1. Demonstrating your leadership

Embedded public interest journalism

This innovative concept involves a public interest journalism team being embedded into research projects as an independent discipline, preferably from the grant-writing stage. Outcomes include independent journalism about the research and related contexts. Read more

Researchers and organisations that engage with this concept demonstrate interdisciplinary leadership.

Building influence

Regular engagement with Croakey’s journalism operations – through contributing articles – guest tweeting for @WePublicHealth and participating in Croakey events – helps to build the profile and influence of researchers and research teams.

Join the Croakey funding consortium

Members of the funding consortium are leaders in the health and research sectors. By demonstrating their support for public interest journalism with a focus on health equity, they are making a statement about the importance of accountability, equity and the public interest.

A range of high-impact benefits are offered to funding consortium members. Find out more.

More about Croakey’s funding here.

This report, Caring for our future, was published in collaboration with cohealth as part of their Health Equity Champion membership of the Croakey Health Media funding consortium.
2. Research dissemination and impact

Croakey Conference News Service

Conferences are important for research dissemination and impact. The Croakey Conference News Service provides independent reporting of conferences and other events through live tweeting, articles, podcasts and e-publications. This also contributes to network and skills development for researchers.

https://www.croakey.org/conference-reporting/

Advertising

Advertise on the Croakey website and in the weekly news bulletin to reach influential and engaged audiences. Advertise your knowledge translation events, to promote your research and organisation, and to support recruitment for your projects.

Advertising rates card

Sponsored content articles

This is an effective way of reaching Croakey’s influential readership. This option enables the research team to maintain editorial control. Sponsored content is a way of translating research, reaching new audiences, refining ideas and making connections.

See these articles on Indigenous knowledge translation, sponsored by the Lowitja Institute.

This report was produced by Croakey Professional Services for the Lowitja Institute.

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.
@WePublicHealth

This rotated, curated Twitter account provides an effective platform for researchers and organisations to reach opinion leaders at local, national and global levels. Followers include health and medical leaders, policy makers, researchers and practitioners. Guest tweeters have this account for a week, and Croakey also compiles an article based upon these tweets. There is no charge for this service.

See examples of impact for guest tweeters at @WePublicHealth:
https://www.croakey.org/category/croakey-projects/wepublichealth2022/

Guest tweeters may use the account to discuss and share links to related resources and research, for example. Or they might convene Twitter chats or interviews around particular topics, events or hashtags.

Writing and editing services

Croakey’s experienced, multidisciplinary team members are skilled at writing for diverse audiences – from the general public to academics – and across varied formats, including books, reports, websites, information for the general public. High-level editing services are also available.

MINUM BARRENG: The story of the Indigenous Eye Health Unit

Croakey Professional Services team members Dr Tess Ryan, Dr Tim Senior and Linda Doherty wrote and edited this book, which was produced for the Indigenous Eye Health Unit at the University of Melbourne, and published by Melbourne University Press. Read more.
3. Skills development

Writing news articles for Croakey

Publishing news and opinion articles at Croakey can bring research matters to the attention of our influential audiences in Australia and globally. There is no charge for this journalism service.

Writing for impact

The Croakey Professional Services team is experienced helping researchers and research teams develop their skills in writing for diverse audiences, including policymakers, funders, practitioners, and the general public. Croakey Professional Services offers tailored workshops, as well as one-on-one mentoring.

Twitter matters

Twitter can be an effective and useful platform for researchers and research organisations. It is important for dissemination, impact, relationships and networks building and professional development. Tailored workshops are available from Croakey Professional Services.

Croakey can provide in-depth analytics reports for specific Twitter campaigns. The summary (left) is from the 2023 ASMIRT conference.
4. Developing collaborations and partnerships

Croakey events
Croakey organises and hosts events that provide an opportunity for developing collaborations and relationships while also disseminating knowledge and generating impact.

Examples include Twitter festivals, #CroakeyLIVE webinars and #CroakeyGO events, which can take place virtually or in a specific setting.

These events can be undertaken either as works of journalism, or as a Croakey Professional Service.

Collaborative writing
Croakey is an ideal platform for researchers to publish articles in collaboration with key partners, such as community organisations or members, funders, practitioners or policymakers. The experienced team of Croakey editors is available to provide feedback and suggestions.

Student supervision and engagement
Croakey offers placement and supervision for students undertaking projects hosted by Croakey. Students have undertaken projects on housing, climate change and health, leading to publications at Croakey and elsewhere.
5. Creating change

**Special projects**
Croakey creates special projects around identified areas of need, such as #JusticeCOVID, investigating the issues for prisoners during the pandemic, and #JustJustice profiling solutions to the over-incarceration of Aboriginal and Torres Strait Islander people. Croakey can work with researchers and research organisations in developing such projects.

**Campaigns**
Croakey Professional Services develops and hosts campaigns that align with our mission. For the Congress of Aboriginal and Torres Strait Islander Nurses and Midwives, we helped develop and host the #CATSINAM25years campaign, which involved a sustained social media presence over 25 weeks, a series of sponsored content articles, and design services.

*Counting down to*

**#CATSINAM25Years**

25 Weeks to go

Celebrating 25 acts of collective and individual Aboriginal and Torres Strait Islander nursing and midwifery activism.

The Congress of Aboriginal and Torres Strait Islander Nurses and Midwives (CATSINaM) launched a campaign to celebrate its 25-year anniversary and its powerful history of collective and individual activism.

**Graphics and design**
Croakey offers a range of graphic and design services, including infographics, flyers and logos.

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.
Next steps

“Researchers and research organisations can increase their real-world impact by engaging with public debate and public interest organisations like Croakey Health Media. Being involved with Croakey has helped me become a better writer and communicator, with benefits for my research and students.”

*Croakey Health Media Chair Professor Megan Williams*

“The research sector has much to contribute to public debate and policy, including through support for a diverse, sustainable media landscape.”

*Editor-In-Chief Dr Melissa Sweet*

“When writing grant applications and budgets, please consider including Croakey Health Media in your plans.”

*Managing Editor Alison Barrett*

**For more information, contact:** [Chief Operating Officer, David Morgan](mailto:).