Increasing your research impact
How Croakey Health Media can help

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 non-editorial arm**

Our services assist researchers and research organisations with:
1. research dissemination and impact
2. skills development
3. developing collaborations and partnerships
4. demonstrating leadership
5. creating change

**Keywords:** First Nations, 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: info@croakey.org.

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.
How we can help

1. Research dissemination and impact

Croakey Conference News Service

The Croakey Conference News Service provides independent reporting of conferences and other events through live tweeting, articles, podcasts and e-publications. This contributes to knowledge dissemination and impact, networks and skills development.

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

Advertising

Advertise on the Croakey website and in the weekly news bulletin to reach influential and engaged audiences.

Advertising rates card

Sponsored content articles

This is an effective way of reaching Croakey’s influential readership. This option enables the sponsor to maintain editorial control.

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

New report on First Nations knowledge translation. Download your free copy

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

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@WePublicHealth

This rotated, curated Twitter account provides an effective platform for reaching opinion leaders at local, national and global levels. Followers include leaders of health and medical organisations, policy makers 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 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.
2. Skills development

Writing for impact

The Croakey team is experienced in writing for diverse audiences, including policy makers, 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. Croakey Professional Services offers tailored workshops, as well as one-on-one mentoring.

<table>
<thead>
<tr>
<th>Total tweets</th>
<th>1,977</th>
</tr>
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<tbody>
<tr>
<td>Economic value</td>
<td>34,386.08</td>
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<tr>
<td>Sentiment score</td>
<td>87.03</td>
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<tr>
<td>Tweets</td>
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<tr>
<td>Replies</td>
<td>439</td>
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<tr>
<td>Retweets</td>
<td>1,197</td>
</tr>
<tr>
<td>Links and images</td>
<td>565</td>
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</tbody>
</table>

Croakey can provide in-depth analytics reports for specific Twitter campaigns.

Writing news articles for Croakey

The experienced team of Croakey editors works with contributors, helping to finesse their pitch, writing and to clarify their calls for action. There is no charge for this service.
3. 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.

As much of Australia sweltered in record-breaking heat, a #CroakeyGO at Sunshine in Melbourne’s western suburbs showcased how one local community is responding to the serious health risks of heatwaves.

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**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.

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**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.
4. Demonstrating 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, 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 sector. 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 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.
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

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.

For more information, contact: info@croakey.org.

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