Impact Report: **May 2024**

May is always huge for the Croakey team, as we put a strong focus on the Federal Budget’s implications for health and wellbeing.

On Budget night, 14 May, Croakey began a *rolling wrap of general reaction* from across the health, medical and humanitarian aid sectors. By the time the post was updated for the last time, it contained more than 24,000 words from 48 organisations.

We also published separate posts compiling reaction from the *Aboriginal and Torres Strait Islander health sector*, from organisations focused on the *social determinants of health*, and the *concerns of climate health advocates*.

We also highlighted concerns about the Budget’s lack of investment in two critical public health initiatives: the *National Health and Climate Strategy*, and the *Australian Centre for Disease Control*.

During May, we published a total of 69 articles; of these, 17 were specifically on the budget and health.

We also curated a large volume of related content across social media using the hashtag, #HealthBudget2024. Our thanks to the 140-odd contributors who joined us in using the hashtag on X/Twitter.

This *Tweetbinder analysis* gives an overview of the reach of the discussions.

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**Tweetbinder analysis**

- **Total posts**: 635
- **Economic value**: 31,120.74
- **Sentiment score**: 74.69%
- **Potential impressions**: 11,518,167
- **Potential reach**: 3,362,238
- **Total contributors**: 141
- **Posts per contributor**: 4.5
- **Followers per contributor**: 23,845.66
- **Original posts**: 264
- **Original contributors**: 28
- **Original posts per contributor**: 9.43
- **Likes**: 397
- **Likes per contributor**: 14.18
- **Retweets**: 371
- **Retweets per contributor**: 13.25

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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.

Other highlights during May included:

- Marie McInerney reported from the Australian Society of Medical Imaging and Radiation Therapy conference, on Larrakia Country in Darwin, with stories on greening healthcare, the work of the Australian Medical Assistance Team (AUSMAT), and improving cancer care for Aboriginal and Torres Strait Islander people.

- A #CroakeyLIVE webinar highlighted recommendations for improving the safety and quality of healthcare for First Nations people in prisons. The webinar was sponsored by Girra Maa, the UTS Faculty of Health’s Indigenous Health Discipline, and moderated by Croakey director and contributing editor Professor Megan Williams. The event is one of a series of Croakey webinars to mark the 40th anniversary of Medicare.

During May, the weekly Croakey News bulletin was opened each week by between 177 and 235 MPs (or their staff).

Our warm thanks to everyone who contributed to Croakey during May, including contributors, funders, readers and supporters, and a special shout out to everyone who shares our content with their networks.

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: 397,648 impressions | This year: 1,543,694 impressions
Ahead of the Federal Budget, five words

Week ending 9 May: Among the thousands of words published by The Guardian this week about its survey of climate scientists, five words stand out.

“Fight for a fairer world.”

That call to action from a French scientist reflects the views of many experts, who see the chasm between the world’s rich and poor as a massive barrier to climate action.

Other barriers identified by the scientists, as reported in this week’s ICYMI column, include lack of political will, vested corporate interests and the capture of media and politicians by fossil fuel industries.

The survey, coinciding with the Albanese Government’s announcement of plans to support gas industry expansion, underscores the urgency of health sector calls for Federal Budget investment in climate health initiatives and the Australian Centre for Disease Control.

Meanwhile, in his budget preview, Charles Maskell-Knight warns that if we do not hear of significant new investments in health in the Budget, then many important health programs – including for Aboriginal and Torres Strait Islander people – will be significantly under-funded.

As always, The Zap is a must-read for the latest news on health and aged care policy.

On other Budget matters, we examine the Active Transport Fund and road safety, NDIS reforms and cost of living pressures for people with coeliac disease.

Dr Shalinie King makes a powerful argument for oral healthcare reform as part of comprehensive responses to violence against women.

We bring a range of perspectives on the health impacts of the Victorian budget handed down this week, including concerns about ineffective, costly electronic monitoring of a small group of young people. Some tens of millions of dollars that could be much better spent.

As Israel blocks the delivery of fuel and aid through the Rafah crossing into Gaza amid military operations, health and humanitarian agencies are expressing extreme concern for more than 1.4 million people who remain in Rafah, including 600,000 children.

Lyn Morgain, Chief Executive of Oxfam Australia, calls for the Australian Government to immediately end the export of weapons and weapons-parts where the Israel Defence Forces is the end user of the export.

Dr Sue Wareham, President of the Medical Association for the Prevention of War Australia, urges an end to the “terrible silence” from so many health and medical professionals and organisations on this conflict.

Bookmark this link to follow our coverage of #ASMIRT2024, where Marie McInerney is reporting from Larrakia Country for Croakey Conference News Service.

Thanks to the South Australian branch of the Australian Health Promotion Association for featuring our budget coverage in your bulletin to members.
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[Text from the images is not provided.]
Bumper Budget edition

Week ending 16 May: This week we bring wide-ranging analysis of the Federal Budget’s implications for health and wellbeing. We suggest beginning with this overview.

Our articles include commentary from more than 40 organisations, a selection of quotable quotes, responses from the Aboriginal and Torres Strait Islander health sector, and a game of ‘Budget Bingo’ with the Treasurer.

Bookmark this link to follow our ongoing coverage; there will be plenty more to say.

A highlight this week is the #LongRead from Members of the Aboriginal Kidney Care Together – Improving outcomes Now (AKCTION) program at the University of Adelaide. They generously share their stories about the importance of spirituality and the cultural determinants of health, and the benefits of decolonising healthcare and research.

The ICYMI column covers the fossil fuels health crisis, and also brings updates on COVID-19, the H5N1 strain of avian influenza, bias against women in research and healthcare, and recommendations from the United Kingdom to advance public health, reduce inequalities and boost economic productivity.

Marie McInerney reports from the recent Australian Society of Medical Imaging and Radiation Therapy (ASMIRT) conference, bringing a rare opportunity to hear from the experts who respond to disasters and public health emergencies.

In The Zap, Charles Maskell-Knight shares some personal reflections from the frontlines of rural healthcare, about the kindness and care he has witnessed, as well as the intense demands upon a system that “is only just coping”.

“While finding a way to deliver $26 billion in tax cuts, including $4,500 extra a year to people on $200,000, the Government hasn’t meaningfully raised the living standards of those most in need.”

Adjunct Professor Cassandra Goldie

Source
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**Leanne Wells** (She/Her) - 1st
Strategic Consultant | Non-Executive Director | Chair | Mentor | Former C... Yr - 10

Brilliant to have this rolling, publicly accessible compilation of health and community sector stakeholder reactions to the Federal Budget from the team at Croakey Health Media.

#Budget24

**Planetary Health Equity Hothouse**
@PHEHothouse

You can find our Budget statement in this @CroakeyNews piece (as well as through our website), alongside many other critical perspectives.

Croakey News @CroakeyNews - May 15
Now, updated, with responses from more than 30 organisations, canvassing #publichealth, #healthreform, #mentalhealth, #womenshealth, #cheapermedicines, #budgetgaps & more... x.com/CroakeyNews/st...

7:14 PM - May 15, 2024 - 694 Views

**Doctors for the Environment Australia** @DocsEnvAus - May 17

What is the point of having a National Health and Climate Strategy if you are not going to fund it?

Not one cent of the $145.1 billion for health to be spent on climate

@healthy.climate @HealthyFuturez @amapresident @RACGPPresident @Mark_Butler_MP

From croakey.org

**Sophie Scott** @sophiescott2 - May 16
When the ambition for mental health reform exceeds the Federal Budget’s funding allocation, how to respond? via @CroakeyNews

When the ambition for mental health reform exceeds the Federal Budget's fund...

**Implement RC/ADIC Sally Fitzpatrick** @blenkandumissme - May 15
A wrap of responses to #auspol budget 2024

Wrapping reactions to the Federal Budget on the social determinants of health

**Lesley Russell Wolfe** @LRussellWolf - May 14
All the news and views at @CroakeyNews rolling coverage of the Federal Budget and Aboriginal and Torres Strait Islander peoples’ health and wellbeing.

#Healthbudget2024

**Sebastian Rosenberg** @RosenbergSeb - May 16
My take on mental health outcomes from Budget 2024 here: croakey.org/when-the-ambit... Key opportunities in community mental health care emerging, without sufficient funding. How can we organise to make the most of this? @AUMentalHealth @Ian_hickie @PatMcGorry @BrainMind_Ulvad @uc_hvi

Rolling coverage of the Federal Budget and Aboriginal and Torres Strait Islander...

**Charles Maskell-Knight** @CharlesAndrewMK - 33m
A 60 minute webinar will only ever support performative transparency, not allow real accountability.

Croakey News @CroakeyNews - 1h
Health portfolio ministers face (some) questions on the budget croakey.org/health-portfolio... #publichealth

From croakey.org

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During Budget week, @WePublicHealth shared links to Croakey’s coverage of previous Federal Budgets, including the disaster budget handed down in 2014, when so many health agencies were abolished.
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Warm thanks to @CancerAustralia for advertising with @CroakeyNews. Sharing your news – and also supporting public interest journalism and #IndependentMedia #WinWin
Join us for a #CroakeyLIVE

Week ending 23 May: Governments are set up to operate in silos, and also silos within silos. In many ways this sets them up to fail, because many of the problems they face, and cause, are interconnected.

Read the top three stories in our bulletin this week to see connections between the ongoing legacy of colonisation for the Stolen Generations and their families, tough on crime policies, and the poor health of people in prisons and youth detention facilities.

Join us for a #CroakeyLIVE webinar on Tuesday 28 May, from 5-6pm AEST, to discuss a national push to improve healthcare for First Nations people in prisons. We will hear from people with long experience of working in this space.

Our bulletin this week also highlights the importance of advocacy by the health sector, whether on the climate crisis, the humanitarian crisis in Gaza, or in pushing for a Wellbeing Economy.

Don’t miss Marie McInerney’s stories from the recent Australian Society of Medical Imaging and Radiation Therapy (ASMI) conference, on greening healthcare, and improving cancer care for Aboriginal and Torres Strait Islander people.

Two of our columns this week – The Health Wrap and ICYMI – underscore widespread dismay about the lack of Federal Government investment in the Australian Centre for Disease Control and the National Health and Climate Strategy, especially at a time of so many infectious diseases concerns.

As always, don’t miss The Zap. Charles Maskell-Knight reports that the Department of Health and Ageing is calling for nominations from people interested in serving on a new First Nations Health Governance Group.

We recently shared our impact report for April; check it out!
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Safiyyah Abbas @safmuffin · 9h
"One of the essential qualities of the clinician is interest in humanity" - Dr Francis W Peabody.

Aus med bodies must demand real political and military pressure from Australia to end Israel’s assaults on civilians and healthcare in Palestine.

My piece in @CroakeyNews:

Croakey News @CroakeyNews · 18h
On Gaza, the silences, and the inadequacy of words croakey.org/ongaza-the-sl... #publichealth

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Directory Indi Media Aus. (DIMA) @DirIndiMediaAus · 12h
Support Independent Media Australia #IndiMediaAus

@CroakeyNews The Zap reports @healthgovau’s called for nominations from people interested in serving on a new First Nations Health Governance Group.

Ed. @MelissaSweetDr Auth. @CharlesAndrewMK

Alison Verhooven @AlisonVerhooven · 6:27 PM · May 21, 2024 · 97 Views
Proud to be on the board of @CroakeyNews - Australia’s premier independent health media outlet. Thanks for sharing our work.

Directory Indi Media Aus. (DIMA) @DirIndiMediaAus · May 23
Support Independent Media Australia

@CroakeyNews Will the weakening of our new fuel efficiency standard encourage "car obesity"?
#IndiMediaAus #PublicHealth

croakey.org/will-the-weake...

Melissa Sweet @MelissaSweetDr · May 29
The quotable quote now featured at @CroakeyNews homepage comes from the latest edition of #TheHealthWrap

croakey.org/the-health-wra...
HT @LRussellWolpe

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"Ageism is arguably the last acceptable prejudice. While other forms of discrimination are considered reprehensible, it is normalised."

The Health Wrap

Source

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IMPACT REPORT

https://www.croakey.org/impact-and-readership/
Other activities

Dr Summer May Finlay, a contributing editor and member of Croakey Health Media delivered a keynote address at UTS, marking National Reconciliation Week.

Croakey Conference News Service

It is fantastic to see that our report compiling coverage of the Third World Indigenous Cancer Conference is being shared. Get yourself a free copy here!
Recommended viewing

Don’t miss our archives of recommended viewing.

Croakey Professional Services

Warm thanks to University of Canberra for advertising your Public Health Advocacy Course with us. Advertising at Croakey and using Croakey Professional Services is also a way of supporting independent media and public interest journalism.

News from Croakey Health Media

Professor Bronwyn Fredericks, who volunteers her time to Croakey as a director and our Co-Chair, is an advocate for volunteering.

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https://www.croakey.org/impact-and-readership/
**Now more than ever**

*** Aboriginal and Torres Strait Islander readers are advised that this bulletin contains images and details of people who have passed ***

**Week ending 30 May:** Our warm thanks to panel members and participants at this week’s #CroakeyLIVE on improving healthcare for First Nations people in prisons, and the sponsor, Girra Maa, the UTS Faculty of Health’s Indigenous Health Discipline.

Read Marie McInerney’s [report](https://www.croakey.org/impact-and-readership/) of the discussions, and also watch the webinar on replay. It was held as part of our #Medicare40Years project; the next one will focus on scope of practice. More details to come.

Delivering the Lowitja O’Donoghue Oration this week, Professor Tom Calma said the theme of National Reconciliation Week, *Now More Than Ever*, is “a clarion call to all Australians that the fight for Aboriginal and Torres Strait Islander rights, recognition and justice must continue”.

Watch these videos to share in a landmark event for public health globally, the inaugural speech by the new president of the World Federation of Public Health Associations, Emma Rawson Te-Patu, the first Indigenous woman to hold the position.

This week, we bring two reports on the Gaza crisis: from the [Medical Association for the Prevention of War](https://www.croakey.org/impact-and-readership/); and [Alison Verhoeven at the National Press Club](https://www.croakey.org/impact-and-readership/).

ICYMI has reports from the 77th World Health Assembly and a focus on global health. As the World Health Organization declares climate and health a strategic priority, Alison Barrett investigates where next for Australian public health advocacy.

Dr Michael Moore also provides some practical advice for those advocating for an independent and well-funded Centre for Disease Control, while Dr Lesley Russell investigates the disturbing state of research funding in the latest Federal Budget.

Don’t miss our mini-series on inequality. Meanwhile, Marie McInerney shares some powerful personal stories from health professionals at the #ASMIRT2024 conference.

Charles Maskell-Knight brings another comprehensive edition of The Zap, and also raises some critical questions for Aged Care Minister Anika Wells and her advisers.

Next week, Croakey is participating in a landmark fundraising campaign for local and independent media organisations; more details will be revealed on Monday.
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**Croakey Conference News Service**

Marie McInerney’s coverage of #ASMIRT2024 continued.

**Croakey Professional Services**

Warm thanks to Canberra University for supporting independent media through your advertising.

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