



Walking as an act of journalism to engage the public in health

What is #CroakeyGO?

- An innovation in social journalism that brings people together to walk in place, and discuss a particular health topic
- It begins with a Welcome to Country or Acknowledgment of Country
- A platform for knowledge exchange, collaborative knowledge production, and developing relationships and networks

Co-designed with partner organisations

- Croakey Health Media works with partner organisations to design the itinerary
- Using a yarning circle methodology, participants locate themselves in relation to the topic and place
- Participants contribute to the discussions and social media coverage.
- Participation occurs at the event and online
- Journalists produce articles, broadcast interviews and social media content
- Adapted to the pandemic by going virtual

Connecting with Country

#CroakeyGO means respecting Indigenous peoples' connection to Country on which we walk and reflecting on intergenerational inequities and solutions offered by Indigenous knowledges.

#CroakeyGO brings together diverse voices from communities – people who might otherwise not connect.

Highlighting the social determinants of health.

Sharing community expertise
Narratives of community members matter.

Beyond the usual headlines

Communities are often excluded from media coverage of health, despite being where the experience of health is created. Contractions in journalism mean fewer opportunities to engage with communities and public forums.

Innovation in journalism can have direct health benefits.

Social journalism

A collaborative form of public interest journalism that seeks to provide services to help meet community needs. It can encompass services beyond traditional journalistic content production, including community organising and education.

#CroakeyGO helps to break down barriers and silos, and create connections.

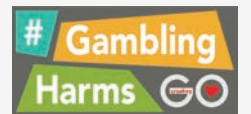


#CroakeyGO outcomes

- Since 2017, 12 #CroakeyGO events in metropolitan, regional and remote locations
- Topics include prevention, mental health, historical truth telling, heatwave health, and the Victorian election
- More than 50 related articles published at Croakey.org

Join us

In October, follow #GamblingHarms for news from the first virtual #CroakeyGO. This event is sponsored by the Alliance for Gambling Reform.



Poster Presentation to 16th World Congress on Public Health, October 2020 #WCPh2020

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