

# #JustJustice: rewriting the roles of journalism in Indigenous health

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## **Abstract**

*#JustJustice was developed as a crowd-funded, cross-disciplinary social journalism project to engage critically and respectfully with Aboriginal and Torres Strait Islander peoples about solutions to the public health crisis of rising incarceration rates. The project was led by Aboriginal public health professionals and non-Indigenous health journalists and designers, and was informed by a decolonising methodology that privileged the perspectives of Aboriginal and Torres Strait Islander organisations and people. This paper presents #JustJustice as a case study, with analysis using an Aboriginal methodology, the Ngaa-bi-nya evaluation framework. It highlights how professional and personal roles can be transformed through sharing journalism practices with community members and public health professionals, providing unique insights for journalism education, research and practice.*

## **Introduction**

This article describes the processes, outcomes and impacts of #JustJustice, a collaborative, cross-disciplinary social journalism project developed to provide a sustained focus on the public health crisis of over-incarceration of Aboriginal and Torres Strait Islander people. In the past decade, rates of incarceration of Aboriginal and Torres Strait Islander people have more than doubled. They now make up 27 per cent of the Australian prison population (Australian Bureau of Statistics [ABS], 2017a) despite being 3 per cent of the general population (ABS, 2017b). #JustJustice was crowd-funded and led by Aboriginal public health professionals in partnership with journalism and creative production practitioners. #JustJustice sought to shift from the usual deficit reporting on over-incarceration to investigating and providing a platform for Aboriginal and Torres Strait Islander peoples' recommendations for reducing incarceration rates. This article analyses #JustJustice as a case study, following qualitative guidelines by Patton (2015) and an Aboriginal evaluation framework, Ngaa-bi-nya (a Wiradjuri verb, pronounced naa-bi-nya) (Williams, 2016a). The case study shows how social journalism and a decolonising methodology (Nakata, 2004; Rigney, 1999) can shift the dynamic of Aboriginal and Torres Strait Islander people being interpreted as "unhealthy", to having solutions which may improve health, reduce incarceration and contribute to the development of journalism.

## **Background**

### ***Media stereotypes and Indigenous justice issues***

#JustJustice was motivated by a commitment to transformative journalism practices, to counter negative reporting about Aboriginal and Torres Strait Islander people, communicate the experiences and strengths of Aboriginal and Torres Strait Islander people and develop the practice of social journalism in a public health context. Underlying these motivations was a long-standing concern over ill-informed and inflammatory reporting by mainstream Australian media about Aboriginal and Torres Strait Islander people and criminal justice issues, as well as systemic failure to report on recommendations and solutions proposed by scholars, practitioners, community organisations and Indigenous leaders (Stoneham, Goodman & Daube, 2014). As a source of information and news, the mainstream media in Australia is biased toward a dominant Anglo audience (Due, 2008), with a workforce reflecting that demographic. In overlooking the long, rich history of Aboriginal and Torres Strait Islander cultures, the media has instead promulgated negative stereotypes, blame and a deficit paradigm (McCallum & Holland, 2010). Where coverage is positive, it can appear contrived or condescending, including “rags to riches” stories or a focus on sporting rather than scientific or academic achievements (Evans, Wilson, Dalton & Georgakis, 2015). These polarised framings have narrowed the range of Aboriginal and Torres Strait people who are given a voice in mainstream media (McCallum & Reid, 2012).

### ***Media influence on criminal justice***

Negative media portrayal of prisoners has also been reported (McCallum & Reid, 2012); its victim-blaming, individualistic framing obscures the historic and ongoing role of incarceration as a strategy and an outcome of colonisation for Aboriginal and Torres Strait Islander people, with dire consequences for health and wellbeing. In a 24/7 news cycle not conducive to informed consideration of complex issues, media coverage tends to reinforce populist positions rather than providing an evidence-informed approach to “what works”. Politicians have become increasingly prone to “tough on crime” policies, rejecting crime prevention and rehabilitation alternatives, in reaction to headlines, talk-back radio and social media interjections (McCallum & Waller, 2013). The Northern Territory Emergency Response has been described as the ultimate example of media-driven policy making (McCallum & Waller, 2013), with harmful consequences including concerns it contravenes human rights law (Aboriginal and Torres Strait Islander Social Justice Commissioner, 2007). Media reporting often overlooks evidence-based solutions to health problems (McCallum, 2011), such as Aboriginal Community Controlled Health Services which deliver greater gains and returns on investment than mainstream care (Alford, 2014).

### ***Disruption/the need for change***

It is little wonder then that Aboriginal and Torres Strait Islander people often have an inherent distrust in the media, reflecting a “widespread inability of journalists to engage with communities other than those that appear to be very much the same as themselves” (Meadows, 2014, p. 117). Aboriginal and Torres Strait Islander people are using blogs, citizen journalism and social media to disrupt and challenge traditional media practices (Latimore, Nolan, Simons & Khan, 2017). This includes strengthening community participation in innovative media projects to promote health and wellbeing (Forde, Foxwell & Meadows, 2009; Meadows & Foxwell, 2011; Ramirez, 2007). At the same time, digital disruption is undermining the capacity of mainstream media organisations to provide informed coverage, particularly around complex and unpopular topics such as how engagement in the criminal justice system negatively impacts health, and how some health issues such as psychosis and drug addiction contribute to risks for incarceration. These are not easy topics for increasingly resource-constrained journalists to cover, and are also unlikely to align with the corporate imperatives of news managers to meet readership metrics in a highly

competitive digital environment. In this environment, there is opportunity and need for journalistic innovation.

The #JustJustice project sought to engage Aboriginal leadership in social journalism and highlight the transformative potential of a decolonising framework for journalism practice. Decolonising frameworks have been increasingly well-described in health, social work and research domains, but only more recently in relation to journalism (Sweet, 2017). Decolonising frameworks for journalism are vital for both preventing and addressing the actions of journalists and journalism (Sweet, 2017) that reinforce generalised Anglo-centric norms, exclude Aboriginal people’s experiences and direct representation of these, and perpetuate stereotypes and racism (Fredericks, 2007; Rigney, 1999; Smith, 1999). These colonising actions (Fanon, 1967) result in Aboriginal and Torres Strait Islander people feeling “uncomfortable, mak[ing] them despair, get[ting] them angry, render[ing] them silent” (Nakata, 2004, p. 2).

Faced with the reality of small numbers of Aboriginal and Torres Strait Islander journalists in Australia, as Nakata (2004) also noted in the tertiary education sector, there is the need for decolonising journalism practice to avoid perpetuating difficulties of the past, to identify a meaningful role for non-Indigenous journalists of the future and to generate opportunities for Indigenous practitioners and workforce development. With the relevant literature and context for a decolonising framework explored in another article in this *AJR* edition (Sweet et al., 2017), the experience of #JustJustice described here provides insights into social journalism and a decolonising framework in practice, including through cross-disciplinary action; challenging assumptions; reciprocity between journalists, researchers and community members; and privileging content and key messages about reducing over-incarceration from Aboriginal and Torres Strait Islander perspectives.

## Method

A case study method was used to examine the #JustJustice project, combining guidelines by Patton (2015) with the Ngaa-bi-nya evaluation framework (Williams, 2016a). Patton’s guidelines informed the purpose of the case study, its scope, research questions and sources of data. The Ngaa-bi-nya framework provided an analysis and reporting structure and opportunity to identify critical success factors relevant to the lives of Aboriginal and Torres Strait Islander peoples. Ngaa-bi-nya clusters Aboriginal and Torres Strait Islander critical success factors into four domains, and has an overarching prompt question for each (see Box 1). It also has a list of sub-questions to stimulate further data collection and analysis within each of the domains: the full list of sub-questions is too lengthy to include here (see Williams, 2016a).

**Box 1:** Ngaa-bi-nya Aboriginal evaluation framework domains

(1) Landscape domain
<i>What are the broad “landscape” factors that influence programs such as history and policy including the role of Aboriginal and Torres Strait Islander people in program development?</i>
(2) Ways of working
<i>To what extent do processes of the program represent Aboriginal and Torres Strait Islander peoples’ values, priorities, needs and practices?</i>
(3) Resources
<i>What were the range of financial, human and material resources drawn on, including informal supports and in-kind contributions?</i>
(4) Learnings
<i>What outcomes and impacts were notable, as well as critical insights and progress achieved towards goals?</i>

Given that much could be explored in a case study about #JustJustice, research questions were limited to (1) recording the general scope and activities of the project; (2) understanding #JustJustice's contributions to the development of social journalism for health; and also (3) decolonising journalism practice; and (4) identifying key messages from the many #JustJustice articles about incarceration and its impacts on health and wellbeing of Aboriginal and Torres Strait Islander people. Data for the case study included records of online activities and engagements, articles contributed and published online, feedback provided to #JustJustice and written critical reflections by each team member. Ngaa-bi-nya questions were considered initially by author MW, with ongoing dialogue occurring between team members.

## **The case study**

### ***The broad 'landscape' of #JustJustice***

#### **Social journalism**

In using the Ngaa-bi-nya framework and thinking about the broad contextual landscape within which #JustJustice is located, this project makes a unique contribution, being one of the few social journalism projects with Aboriginal leadership and conveying Aboriginal and Torres Strait Islander experiences and strengths. As an emerging field of practice, social journalism involves working closely with identified communities, and broadening understandings of journalism to include activities other than the production of content (Jarvis, 2014). This aligns well with a decolonising methodology, which takes a systematic approach in seeking to address the ongoing impacts of colonisation, through such strategies as privileging the voices of Aboriginal and Torres Strait Islander people, strengths-based approaches, deconstructing white privilege and developing respectful, reciprocal relationships in working together (Sweet, 2017). Social journalists, journalism academics and those in independent media have an important role to “enable Indigenous people to deliberate together, to develop their own counter-discourses, and to interpret their own identities and experiences which can then interact with the wider public sphere” (Waller, 2010, p. 21). Additionally, journalists outside mainstream media organisations “are especially well placed to collaborate with Indigenous people to develop new ways of conducting research and telling stories that privilege their perspectives” (Waller, 2010, p. 19). As well as uncovering, documenting and sharing stories on issues of importance, social journalism can “enable resistance, cultivate participation and collaboration and develop and encourage a wide variety of public conversations” (Adams, 2016, p. 110). Much needed in the process of social journalism are “peripheral voices [that] work to inform the larger ideology of a field, from within and from without” journalism (Kenix, 2016, p. 20).

#### **Locating #JustJustice**

The #JustJustice project developed from listening to Aboriginal and Torres Strait Islander people during interviews being undertaken as part of a research project about the ongoing impacts of colonisation, where policing and justice issues were repeatedly identified as critical health and wellbeing concerns (Sweet, 2017). The #JustJustice project was then further developed by Croakey.org, an independent, in-depth social journalism for health project that operates as a connective network (Sweet et al., 2017). This was done in consultation with Professor Tom Calma, Kungarakan Elder and member of the Iwaidja peoples and Chancellor of the University of Canberra, and Ms Summer May Finlay, a Yorta Yorta woman, health researcher and consultant, and co-convenor of the Public Health of Australia Association's Aboriginal and Torres Strait Islander Special Interest Group. This led to meetings with the then Aboriginal and Torres Strait Islander Social Justice Commissioner, Mr Mick Gooda, and others to develop the project concept further before a crowd-funding campaign launched in April 2015. In early 2016, Dr Megan Wil-

liams joined the #JustJustice team at Croakey, reflecting the linkages with her research (Williams, 2015), as well as the project's fluidity and responsiveness.

## **Ways of working**

### **Generating content for #JustJustice**

The intention of #JustJustice was to share perspectives on “what works” to reduce over-incarceration of Aboriginal and Torres Strait Islander peoples through collaborative, cross-disciplinary efforts using Croakey.org and other media platforms and by privileging diverse Aboriginal and Torres Strait Islander voices. Across an 18-month period, the #JustJustice team published over 90 articles at Croakey.org from more than 70 contributors. These were also republished elsewhere, as outlined below. Articles were written by the #JustJustice team, Aboriginal and Torres Strait Islander community members, service providers and researchers. Others came from community-controlled health organisation perspectives and mainstream health and community service providers, policymakers and advocates. #JustJustice team members collectively reviewed each article before publication.

Some articles describe and critique initiatives considered successful in reducing incarceration rates or identify political and policy barriers. Others provide rare insights from lived experiences of criminal justice system engagement. #JustJustice also sought to provide timely insights on key events, such as reporting coronial findings about Ms Dhu, a Yamatji woman who died of pneumonia and septicaemia in police custody in Western Australia, with police and hospital staff determining she was faking her symptoms (Wahlquist, 2016). #JustJustice also reported on the torture of young people in the Don Dale juvenile detention centre in the Northern Territory and establishment of the Royal Commission into the Protection and Detention of Children in the Northern Territory.

#JustJustice was multimedia. As well as text articles, podcasts and online broadcasts, video interviews and clips were made, featuring interviews with senior politicians, Aboriginal and Torres Strait Islander leaders, service providers and community members. Infographics, internet memes and photographs provided visual appeal and representation. Wider engagement and advocacy efforts also contributed to the development of content, including interviews with other media outlets by #JustJustice team members (Finlay, Williams, Sweet, McInerney & Ward, 2016).

### **Use of social media**

Social media platforms, particularly Twitter and Facebook, were used to increase the reach of the online material, contribute to discussions, build relationships and assist the development and connection of a community of concerned people. The #JustJustice hashtag was also used to promote related news items, reports, campaigns and press releases about Aboriginal and Torres Strait Islander justice issues. As well as each team member's personal Twitter accounts, a number of professional accounts were used, including @CroakeyNews, and two rotated, curated Twitter accounts, @IndigenousX and @WePublicHealth (Sweet, Pearson & Dudgeon, 2013). On Facebook, the team used their own accounts to promote #JustJustice, as well as Croakey's and a dedicated #JustJustice handle.

### **Publishing for impact**

The initial crowd-funding commitment to make #JustJustice content accessible as a freely available e-book was later expanded to publishing a hard-copy book, to maximise the potential for impact (Finlay et al., 2016). The cover featured the work of Aboriginal artist Paul Dutton, and there was an introductory statement from Aboriginal woman Karen Wyld, an independent editor, and a foreword from Professor Calma. The #JustJustice book was launched by Professor Calma in November 2016 at independent retailer GleeBooks in Sydney. The book launch provided an

additional opportunity for advocacy and engagement as well as further coverage, including a panel discussion with Aboriginal people experienced in healthcare and research in the criminal justice system and an article reporting on this. All 50 printed copies of the book sold at the launch. Western Sydney University then provided a grant to print 100 copies of a second edition, and a print-on-demand version was also created. Book sales have contributed to costs associated with further #JustJustice activities, including articles and conference presentations. By October 5, 2017, 5510 copies of the free e-book had been downloaded, demonstrating a strong demand for such a publication.

### ***Resources used in #JustJustice***

The #JustJustice project drew on a range of social, financial, material and cultural resources. The crowd-funding was an immersive and demanding exercise, but contributed far more than the dollars raised. It helped to generate wide engagement with the campaign and related issues, including by those who participated by donating or sharing links on social media. The crowd-funding campaign also drew upon and contributed to the connective capital of team members, who all were active on Twitter and had developed significant social networks. This connective engagement also contributed to the development of relationships within the #JustJustice team and community, and more widely. The development of relationships was both an important process and outcome of the project, with some of these extending beyond the terms of the project and informing further journalism work. The decolonising methodology, which emphasised the importance of respecting Aboriginal and Torres Strait Islander cultures, strengths and knowledges, resulted in the project being enriched by the sharing of cultural expertise. The methodology also served to highlight the depth and breadth of social and cultural capital among Aboriginal and Torres Strait Islander peoples and communities, something that is not often acknowledged (Brough et al., 2006).

### ***'Learnings' in the form of outcomes and connections made***

Over 18 months, almost 5000 participants engaged with #JustJustice on Twitter, creating more than 118.5 million Twitter impressions (Finlay et al., 2016). Participants included Aboriginal and Torres Strait Islander people, organisations and institutions, and non-Indigenous people from areas such as politics, research, health, advocacy, journalism, criminal justice and social justice. Politicians and senior policy makers across jurisdictions engaged throughout the project, including by donating to the campaign and sharing links on social media. Publication of the book facilitated an interview with the Federal Minister for Indigenous Health and Minister for Aged Care, Ken Wyatt, on the day he was sworn into Parliament in January 2017. Two articles from that interview were widely shared, including by the Minister himself. #JustJustice was presented at conferences on Aboriginal health and wellbeing, medicine, rural health, justice and social media. #JustJustice also worked to extend the reach of other campaigns addressing justice issues, including "Change the Record" and "Just Reinvest NSW".

Also, in line with the project's collaborative ethos, the project worked with other media, recognising the importance of widespread dissemination to influence policy, practice and wider public discourse, as well as to encourage wider engagement by the influential health sector in related advocacy. *Guardian Australia* re-published four #JustJustice articles as part of its "Breaking the Cycle" series (Williams, 2017a; 2017b; 2017c; McInerney, 2017) and the Council to Homeless People in Victoria re-published two in a special justice edition of its journal *Parity* (Williams, 2017d). The National Aboriginal Community Controlled Health Organisation (NACCHO) re-published two articles (Williams, 2016b; 2016c) in its newsletter inserted into the *Koori Mail*, a national newspaper with wide Aboriginal and Torres Strait Islander community readership. All of these were further promoted by the #JustJustice team and followers across multiple platforms.

While focused on strategies to reduce over-incarceration, the #JustJustice articles and other materials were themselves diverse. A process of identifying key themes among the articles occurred at several points throughout #JustJustice, including to identify gaps and opportunities for inviting more participants, in clustering material into chapters for the book, for conference presentations and in answering the case study questions. The key themes emerging are presented in Box 2. They do not reflect social journalism, but provide concise directives by Aboriginal and Torres Strait Islander peoples for reducing over-incarceration. Box 2 also signifies, however, the important role of social journalism: enabling broad coverage of issues through community inclusion, generating deeper understandings of justice issues at individual, family, community and policy levels, conveying messages widely and honouring lived experience, strengths and leadership of contributors.

**Box 2:** Key #JustJustice messages for reducing over-incarceration

- Re-frame the over-incarceration of Aboriginal and Torres Strait Islander people as a “public health catastrophe” (Gooda, 2015) requiring urgent policy action.
- Promote coordinated action across government, recognising the role of health in reducing risks for recidivism, especially to address drug and alcohol issues and healing from trauma.
- Include justice targets in the *Closing the Gap* initiative.
- Support communities to address minor crimes, and a focus on prevention through strengthening communities and families via measures such as justice reinvestment.
- Develop a better evidence base about “what works” from Aboriginal and Torres Strait Islander people’s perspectives.
- Address racism and the lack of cultural safety in policing, justice and media systems.
- Implement the recommendations of the *Redfern Statement*, the *Royal Commission into Aboriginal Deaths in Custody*, and the *Bringing Them Home* report.
- Provide healing centres and culturally-based residential drug and alcohol rehabilitation services.

## Discussion

Building on the thematic analysis of material generated through #JustJustice, and through using the Ngaa-bi-nya framework to understand the contextual landscape, ways of working, resources and learnings of #JustJustice, several insights into reducing over-incarceration have been synthesised, as well as about social journalism and decolonising journalism practice. The sections below focus on the latter two issues, which are themselves related, and in essence demonstrate how #JustJustice progressed with the support of cross-disciplinary connections, reciprocity and commitment to direct representation of issues, strengths and solutions by Aboriginal and Torres Strait Islander peoples.

### **Contribution to social journalism**

#JustJustice demonstrated the impact of an innovative social journalism project of considerable size, scope and reach. It was led by a team of trained, experienced journalists, researchers, service providers and advocates, two out of five of whom identified as Aboriginal. #JustJustice represented a range of voices in both governance and outcomes, connected a wide range of Aboriginal and Torres Strait Islander community members, and created a rare opportunity to hear about personal and professional experiences of the criminal justice system. Alongside the content, a sustained social media presence developed fluid connective networks to build influence and momentum (Hermida, 2015).

Given that this campaign evolved organically without formal structures and processes, inevitably a number of gaps and lessons were identified along the way. Issues for future projects to consider include the time-consuming nature of the process from even before the crowd-funding;

the need for immersion in order to deeply engage with and understand issues and solutions; time required for immersion, reflection, planning and addressing cross-disciplinary differences; and the need to develop networks and create opportunities to take account of the cultural, social and geographical diversity of Aboriginal and Torres Strait Islander peoples. #JustJustice lacked risk management strategies, largely due to Croakey.org's limited financial resources and related constraints and the general lack of additional funding opportunities.

### ***Cross-disciplinary action***

Working across the disciplines of Aboriginal and Torres Strait Islander health, public health, criminal justice and journalism brought opportunities for developing cross-sectoral relationships and shared learnings. Information about strategies for reducing over-incarceration were able to be conveyed further than any one discipline might usually achieve. For example, #JustJustice became an important mechanism for public health professionals to translate research findings into real-world messages, producing timely, focused articles in an accessible online format to expand their reach and potentially influence their uptake into practice, policy and an ongoing research agenda.

While #JustJustice drew on Croakey.org's existing networks and capacity, it also built the capacities of all involved. Working with other disciplines strengthened the team, providing opportunities to learn from other forms of expertise and world-views as part of collaborative, collegial, respectful and reflexive processes. The non-Indigenous journalists encouraged and supported other disciplines to convey messages clearly to promote understanding and to provide evidence, rationales and examples. In turn, the journalists were challenged to reflect upon their world-views, whiteness and professional ideologies and practices, and how these might be disrupted. In this way, #JustJustice incorporated a sense of reciprocity within the team, as well as with participants (Crowe, 2015). These reciprocal, collaborative elements of social journalism challenge normative practices of journalism.

### ***Decolonising practice***

The #JustJustice project demonstrated that a decolonising framework for journalism practice, supported by values and attitudes aligned with Aboriginal and Torres Strait Islander ways and self-determining strategies and partnerships, could be implemented within a social journalism project, while acknowledging that decolonising is an ongoing and iterative process. Informed by the theorising and experience of Indigenous scholars Nakata (2004), Rigney (1999), Smith (1999) and Fredericks (2007), #JustJustice was led by and included direct representation by Aboriginal people about Aboriginal people's knowledge and experiences, privileging the issues they/we prioritised. Dialogue and interaction between the team occurred about each potential contribution and draft article and action; through dialogue we clarified intentions and meanings, challenged assumptions and deepened our understanding about the impacts of invasion and incarceration as a strategy of colonisation.

Further, #JustJustice sought to confront stereotypes, consciously taking a strengths-based approach highlighting Aboriginal and Torres Strait Islander cultural values and knowledges about health, and emotional, cultural and spiritual wellbeing. It demonstrated the roles of Aboriginal and Torres Strait Islander people as connectors – connecting people to information, resources, practical and instrumental support, follow-up care and to each other. Connection is both a value of Aboriginal and Torres Strait Islander peoples (Williams, 2015) and a recognised feature of a decolonising methodology in journalism (Sweet, 2017). Articles explored the formal and less visible informal supports Aboriginal and Torres Strait Islander people provide, which are beneficial to assist all people and which challenge usual service delivery practices in the criminal justice system.



Reciprocity is another key element of decolonising (Sweet, 2017) and, as already indicated above, was enacted by the #JustJustice team in multiple ways, including through advocacy, skills development and capacity building. Most #JustJustice funds were distributed to pay experts in the field, who were a range of community members, service providers and writers. While this challenges traditional journalism, where the payment of sources is discouraged (Media, Entertainment and Arts Alliance, 1999), payments are routinely made in other sectors to participants who contribute to program planning or contribute their perspectives in research (Richards, Snow & Schroter, 2016).

An important decolonising strategy is to actively create space for Aboriginal and Torres Strait Islander people with lived experience of the issues at hand to convey their realities and recommendations. Ultimately the extent to which this truth-telling can happen is based on trust (Bulman & Hayes, 2011). The process of trust building is common across any decolonising methodology or practice, whether in public health, research or criminology. It is also important to all forms of authentic journalism. It relies on developing strong relationships with mutual respect. This is premised on adequacy in critical self-reflection, including of privilege, discipline-based bias, the multiple roles and relationships a person might have to an issue, and the influence of past experiences. Reflexivity does not mean these are resolved, but that the individual understands their influence and has strategies to acknowledge and balance them (Allan, Briskman & Pease, 2009).

## **Conclusion**

Since the #JustJustice book was launched, rates of incarcerated Aboriginal and Torres Strait Islander people have risen (ABS, 2017a). So too have deaths in custody (Productivity Commission, 2016; 2017). Initiatives such as #JustJustice generate significant opportunities to collect and convey in-depth and diverse perspectives, including among individuals and communities who are often voiceless and disenfranchised in the mainstream. However, in the context of worsening rates of incarceration, far greater action is required. The opportunity and need for journalistic innovation is also obvious, particularly from disruptions to traditional media practices by digital technologies and greater community participation in blogs, citizen journalism and social media. The #JustJustice case study described here, guided by an Indigenous methodology, the Ngaa-bi-nya evaluation framework, provided specific insights into opportunities afforded by social journalism and decolonising practices. Working collaboratively across journalism, Aboriginal public health and criminal justice, critical success factors of #JustJustice included developing broad connections and strong relationships of reciprocity and mutual respect, including diverse professional and community voices, extending the work of others and reflecting critically. In addressing an issue as multi-layered as over-incarceration of Aboriginal and Torres Strait Islander peoples, #JustJustice worked across multiple communication platforms and produced a timely, sustained project, promoting individual, community, service delivery and policy-level solutions from Aboriginal and Torres Strait Islander perspectives. As the #JustJustice project has demonstrated, these strategies offer opportunities for transformations in journalism practice, as well as education and theory.

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