



# WHO CARES

A NURSE'S FIGHT FOR EQUITY

 **SHIFT** FILMS

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FOR IMMEDIATE RELEASE

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## NURSE CHANGE-MAKER TACKLES HEALTH EQUITY IN GROUNDBREAKING DOCUMENTARY

Film examines the health, social and cultural challenges nurses face in America's diverse communities

PRINCETON, NJ—***Who Cares: A Nurse's Fight for Equity***, is a landmark documentary illustrating the life-changing role nurses play in supporting the health and well-being of their communities, far beyond providing care at the bedside. Funded by the Robert Wood Johnson Foundation (RWJF)—the country's largest philanthropy focused solely on health—the documentary highlights how important it is that nurses factor patients' social, cultural and spiritual backgrounds into their care.

***Who Cares***, which premieres on YouTube on April 22, 2022, centers around psychiatric nurse practitioner Whitney Fear, who practices at a federally qualified health center in Fargo, ND. She's a Lakota nurse who grew up on South Dakota's Pine Ridge Reservation. For the past decade, Fear has drawn from her personal background to elevate awareness about the unique needs and experiences of patients in her community. The film aims to capture the dramatic and difficult nature of nursing through the passionate and often dry-humored lens through which nurses like Fear view the profession.

"Nurses have unique insights into the challenges that patients, families and communities face, far beyond their medical conditions," said Beth Toner, RN, MJ, MSN, senior communications officer at RWJF. "As the COVID pandemic has made clear, nursing doesn't just happen in hospitals and physicians' offices. Nurses often provide care to communities and populations who have been marginalized and left behind. The people we care for need us to meet them with support wherever they are. Healthcare leaders should consider how to support nurses with the training, resources, and systemic structures that allow us to deliver the best possible care to everyone."

The conditions in which people are born, grow, live, work and age all affect their health, Fear says. The documentary highlights these complex, yet addressable challenges in the Fargo community. According to Fear, achieving health equity means that everyone has a fair and just opportunity to be as healthy as possible. In her role as a nurse, she routinely sees how poverty, race/ethnicity, discrimination, access to health care

and education — otherwise known as the social determinants of health — affect longevity, vulnerability to chronic conditions and more.

"The needs in rural, underrepresented communities can feel overwhelming, especially in the face of issues like COVID, but a little compassion goes a long way in caring for people in need," said Fear. "Nurses can have a positive impact on the health and overall wellness of our patients. That impacts lives for generations."

The documentary is the latest offering from *SHIFT Nursing*, an online community for nurses that first launched in 2020 with *SHIFT Talk*, a podcast 'for nurses, by nurses'— where nurses 'get real' about the challenges they and their patients face. As part of its 50-year commitment to nurses and the leading role they play in achieving health equity for their patients, the documentary and podcast are supported by RWJF. Directed by Jordan Fein and produced by Alkemy X, the film captures the difference Fear makes with personalized, empathetic, and holistic care.

The documentary focuses on different aspects of caring for vulnerable people and the challenges that result when it seems like no one cares about a community. It illustrates how Fear and her colleagues care for people with substance use disorders, provide culturally competent care to Native communities, and identify and address sex trafficking.

Since launching during the Year of the Nurse and Midwife in August 2020, *SHIFT* has given voice to America's nearly 4 million nurses during a global pandemic that's taken an incalculable toll on the profession.

***Who Cares: A Nurse's Fight for Health Equity***, *SHIFT Talk* and related resources can be found at [SHIFTNursing.com](http://SHIFTNursing.com) and are available on all major podcast platforms. Follow conversations about the film on social media at the following hashtags: #WhoCaresNursesCare #WhoCaresAboutHealthEquity #WhatNursesCareAbout #NursesCareAboutHealthEquity.

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### ABOUT THE ROBERT WOOD JOHNSON FOUNDATION

The Robert Wood Johnson Foundation (RWJF) is committed to improving health and health equity in the United States. In partnership with others, we are working to develop a Culture of Health rooted in equity that provides every individual with a fair and just opportunity to thrive, no matter who they are, where they live or how much money they have. For more information, visit [www.rwjf.org](http://www.rwjf.org). Follow the Foundation on Twitter at [www.rwjf.org/twitter](https://twitter.com/rwjf) or on Facebook at [www.rwjf.org/facebook](https://www.rwjf.org/facebook).

# WHO CARES

A NURSE'S FIGHT FOR EQUITY

## ABOUT THE FILM

As a psychiatric nurse practitioner, Whitney Fear extends the compassion, empathy and respect at the foundation of her Lakota culture to the many vulnerable populations she comes across at [Family HealthCare](#), a federally qualified health center in Fargo, North Dakota.

Having grown up on the Pine Ridge Reservation in South Dakota, Whitney's firsthand knowledge of the many barriers Indigenous people face to good health helps her provide care that factors in the cultural, historical, and social determinants of their past — and present. This trauma-informed approach provides a step up to a more equitable and healthy future. Because that's the future of nursing. Daily acts of justice that answer the call for help from our society's most vulnerable: Does anybody care? Nurses like Whitney are the answer.

Beyond the clinic, Whitney advocates for equity for Indigenous people and other underserved populations as a founding board member of the City of [Fargo Native American Commission](#), a steering committee member of the Culture of Health North Dakota, and a leadership team member for the [North Dakota Center for Nursing](#).

Her story is one of adversity, compassion, and the difference it can make when one person cares. Especially when that person is a nurse.





## ABOUT SHIFT

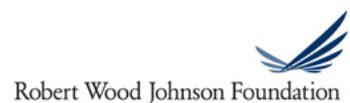
SHIFT is a community for nurses to listen, read, laugh, cry, think and talk about big issues — together. We believe in the power of community because we know that you (yes, YOU) can shape the future of nursing. But none of us can do it alone.

We started this community around a podcast. In [Season 2 of SHIFT Talk](#), we turned our focus to health equity. That's when [we discovered Whitney Fear](#) and knew we had to take our storytelling to the next level.

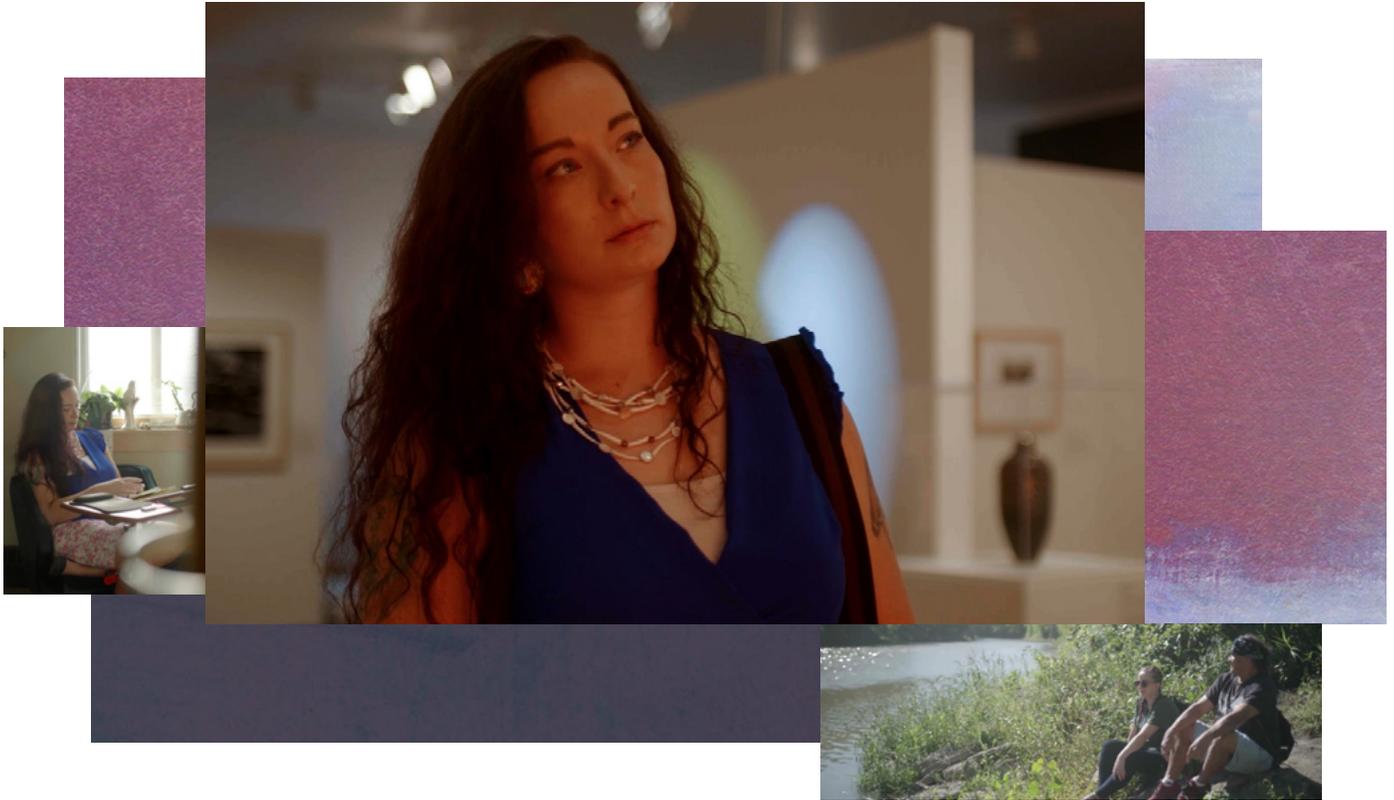
“Who Cares” is our first film. We hope it encourages, motivates, and inspires this generation of nurses to be advocates for health equity — and see their potential as leaders in the community.

We're constantly sharing resources to support nurses on our website. Please let us know if you'd like to become more involved in elevating nurses, together.

SHIFT — and the production of this film — is supported by the [Robert Wood Johnson Foundation](#).



IN THE FIGHT  
FOR EQUITY,  
IT'S NOT ABOUT  
WHAT WILL MAKE  
A DIFFERENCE,  
BUT WHO.

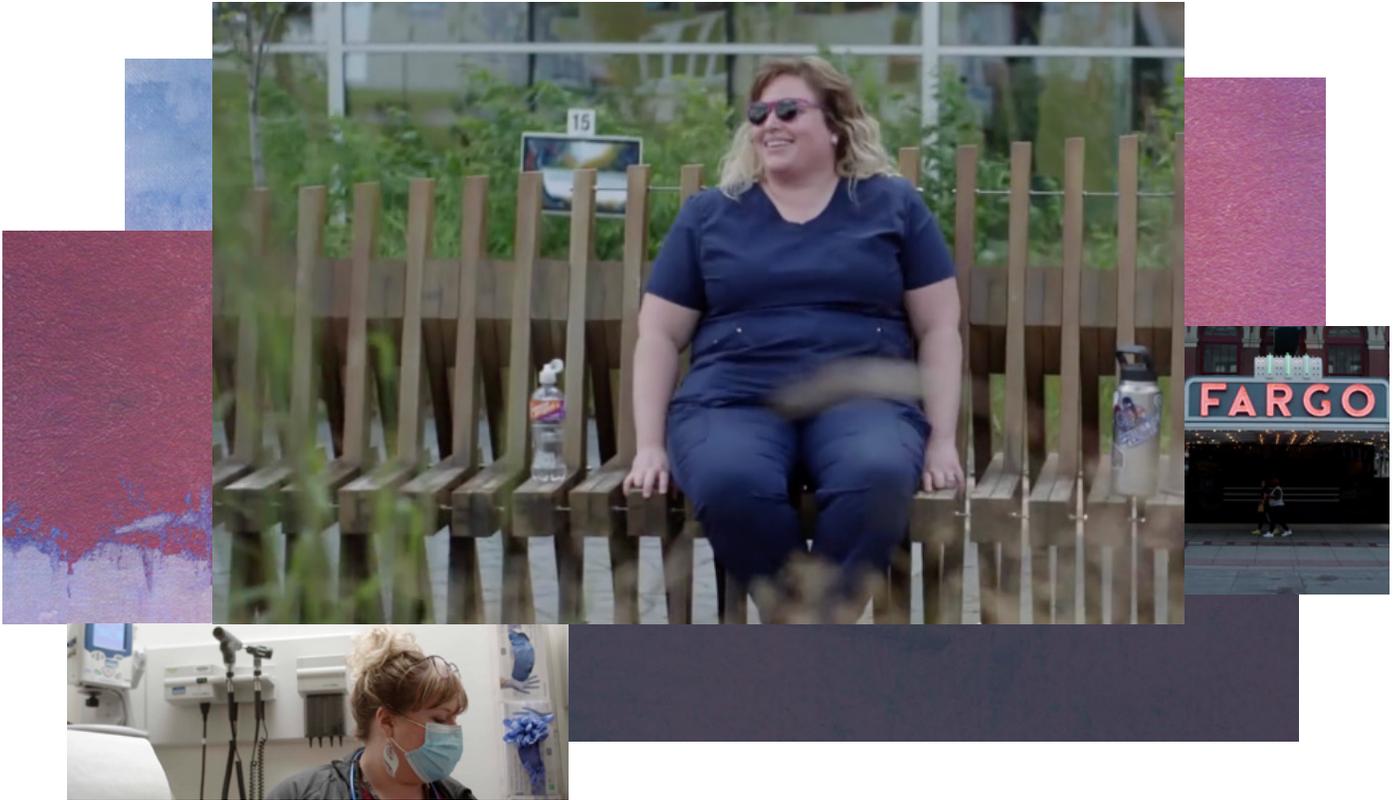


## WHITNEY FEAR

MSN, Psychiatric Mental Health Nurse Practitioner

Whitney has spent most of her nursing career working at [Family HealthCare](#), a federally qualified health center in Fargo, North Dakota. For her first six years, she exclusively treated patients experiencing homelessness. Her psychiatric practice takes a holistic and trauma-informed approach to treating behavioral health and substance use disorders. A member of the Ojibwe Lakota Nation, her firsthand knowledge of the barriers Native Americans face to good health informs the care she provides that factors in social determinants of health.

**WHAT SHE CARES ABOUT:** social determinants of health, health equity, Lakota culture, beadwork, her family, her new puppy — a corgi named Toast. Oh, and [TikTok](#).

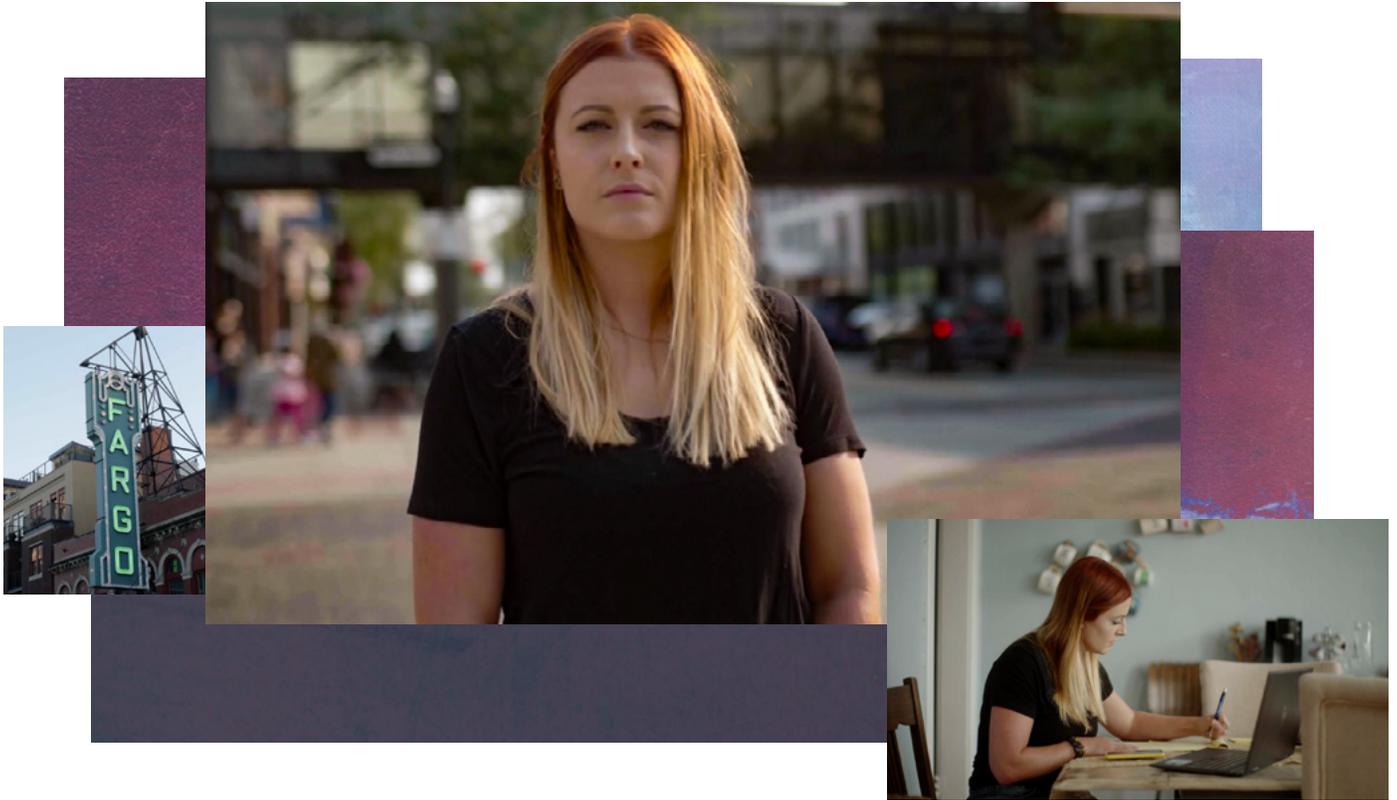


## STACEY HONE

RN, Clinical Service Manager

Stacey and Whitney’s long-time friendship from college brought Stacey to work at Family Healthcare six years ago. In her role as a clinical services manager, Stacey supervises nurses taking care of people experiencing homelessness, which can range from site visits to coordinating social services for patients and managing a triage line for patients. A self-described member of the “Overshare Club,” Stacey places a high value on personal connection as part of her nursing philosophy.

**WHAT SHE CARES ABOUT:** nurse burnout, new nurse graduates, people experiencing homelessness, refugees, going on adventures with her husband and daughter, and keeping their six pets happy and healthy.

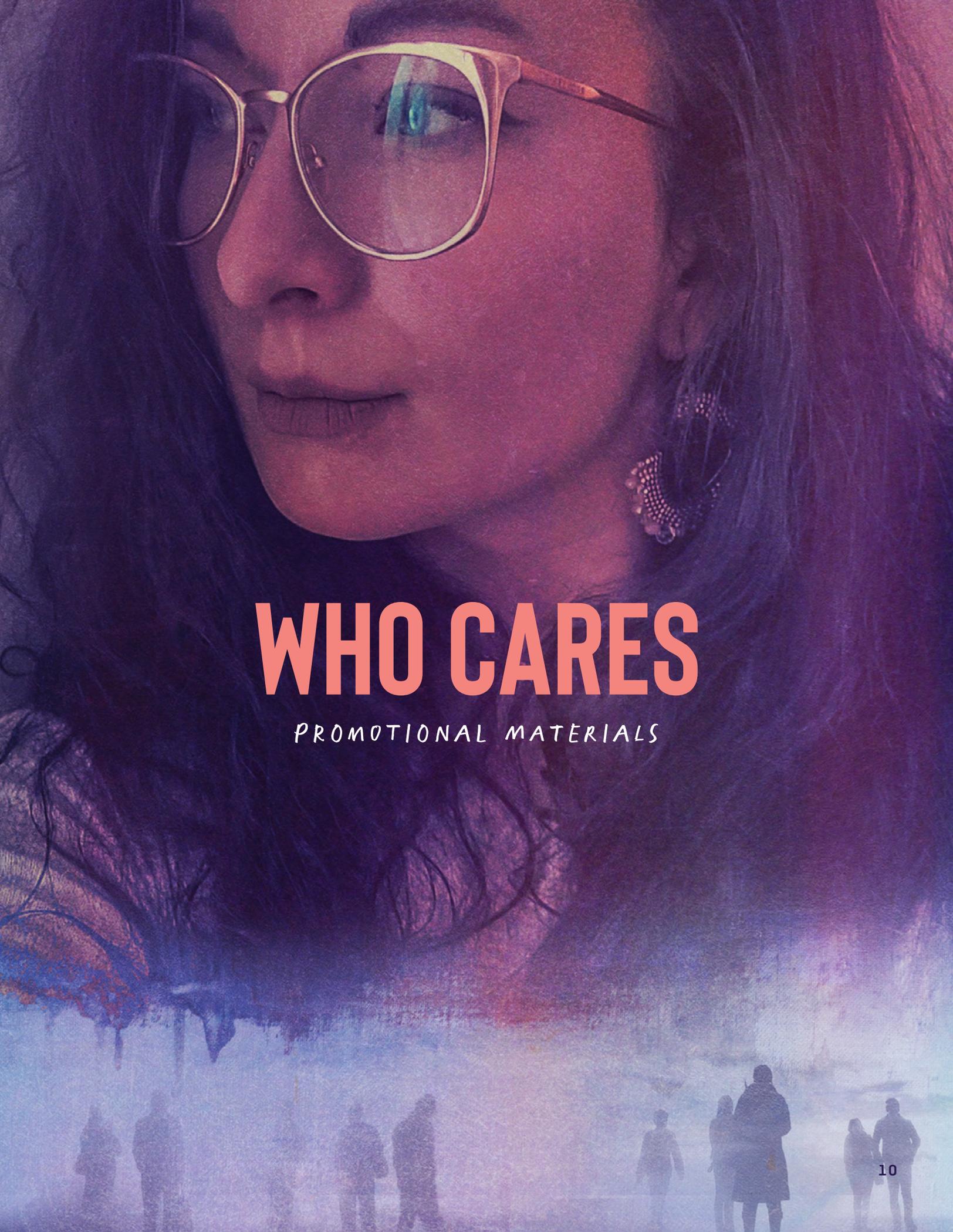


## MELISSA KAISER

LBSW, Human Trafficking Navigator

Melissa is an [independent consultant](#) in the anti-human trafficking field and was the first human trafficking navigator in Eastern North Dakota for the North Dakota Human Trafficking Task Force, where she developed protocols for the state and helped develop a victim-witness program. With her specialization, Melissa trains local and national groups on person-centered, trauma-informed case management of victims. To help herself and others cope with the heaviness surrounding their work, Melissa maintains a space for supporting and encouraging other social workers [on her blog](#) and dedicates time outside of work to service projects for children in her community.

**WHAT SHE CARES ABOUT:** trauma-informed care, human trafficking and soaking up the sun in her new home in Florida.



# WHO CARES

PROMOTIONAL MATERIALS



## FILM TEASE

[96 words, 543 characters]

Whitney Fear is someone who cares. But growing up on the Pine Ridge Reservation in South Dakota, one of the poorest areas in the United States, it could sometimes feel like no one did.

On the reservation, her family and other members of the Oglala Lakota Nation struggle to survive. Limited resources contribute to the lowest life expectancy nationwide.

But it was in her community that Whitney found the care and support she needed to discover a new path. A path to become a nurse.

Now, Whitney fights to help others find their path, to health.

Landing Page:

<https://www.shiftnursing.com/WhoCares>

Trailer on YouTube:

<https://www.youtube.com/watch?v=UTczlmtM2eI>

## DOCUMENTARY SOCIAL POSTS

In the fight for health equity, it's not about what will make a difference, but who. Here's how one nurse's journey led to an alternative approach to care for Indigenous people and other underserved populations in North Dakota. <https://www.ShiftNursing.com/WhoCares>

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Whitney Fear is someone who cares. Watch how one nurse's path to her profession led to her fight to help others find their path, to health. <https://www.ShiftNursing.com/WhoCares>

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SHIFT – an online platform for nurses – has debuted a short documentary on a nurse's fight for health equity. Learn more and watch the film here: <https://www.ShiftNursing.com/WhoCares>

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In the fight for health equity, it's not about what will make a difference, but who. This Fargo nurse is making a difference. Watch her story: <https://www.shiftnursing.com/whocares>

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“Who Cares” is a story of adversity, compassion and the difference it can make when one person cares. Especially when that person is a nurse. Watch the new documentary from SHIFT: <https://www.shiftnursing.com/whocares>

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Do you care about health equity? Whitney Fear does. Watch a nurse's journey blossom from struggling to survive to fighting for others. <https://www.ShiftNursing.com/WhoCares>

### HASHTAGS:

#WhoCaresNursesCare  
#WhatNursesCareAbout  
#WhoCaresAboutHealthEquity  
#NursesCareAboutHealthEquity

POSTER



## LOCKUPS

# WHO CARES

*A NURSE'S FIGHT FOR EQUITY*

Primary Logo:  
Use on a dark background  
or imagery.

# WHO CARES

*A NURSE'S FIGHT FOR EQUITY*

Secondary Logo:  
Use on imagery or a white/  
light background.

# WHO CARES

*A NURSE'S FIGHT FOR EQUITY*

Reversed Logo:  
Use on a dark background  
or imagery.

# WHO CARES

*A NURSE'S FIGHT FOR EQUITY*

1 Color Logo:  
Use on imagery or a white/  
light background.



[SHIFTNURSING.COM](https://SHIFTNURSING.COM)