

BIPOC Nurse Podcast: Black Care Matters



AT A GLANCE

The Alliance of Black Nurses Association of Oregon (ABNAO) produced Black Care Matters, a 12-episode podcast amplifying the voices of BIPOC nurses to address racism, burnout, and isolation in healthcare. The series provided a trauma-informed space for reflection and advocacy. While engagement and reach exceeded expectations—with over 1,500 international listeners—quantitative goals around full participation were only partially achieved due to scheduling and contractor challenges.

CHALLENGES

Black nurses in Oregon face ongoing racial trauma in the workplace, often being misidentified, marginalized, or tasked with caring for openly racist patients. The impact of systemic racism—especially during COVID-19—led to feelings of grief, hopelessness, and isolation, demanding innovative support mechanisms beyond traditional wellness models.

SOLUTIONS

ABNAO launched Black Care Matters, a trauma-informed storytelling and advocacy platform featuring the lived experiences of 12 Black nurses. The podcast centered on resilience, allyship, and community healing.



12 Podcast
Episodes



Multi-
Platform
Access



Feedback for
Future
Content

Workplace Well-Being and Safety Infrastructure

Key Outcomes

The podcast received over 1,500 downloads across 11 countries, with 60% of listeners located in Oregon and SW Washington. Key topics were identified for future seasons, including Black nurse leadership, healthcare equity, imposter syndrome, and allyship.



100%

Completion of 12 professionally produced episodes



83.3%

Guests completed post-episode surveys

LESSONS LEARNED

Setting a 100% guest-survey participation goal proved too ambitious. Production required more structural capacity than anticipated. Contractor turnover, scheduling logistics, and evolving survey tools extended the timeline and underscored the need for contingency planning. The project scope ultimately exceeded available bandwidth, suggesting that a narrower focus would be more feasible for future efforts. Even so, participant engagement was consistently strong, and the structured storytelling process created a safe, affirming space for nurses to reflect and be heard. Many contributors reported feeling more connected, empowered, and less isolated in their roles, reinforcing the value of dedicated platforms that amplify underrepresented voices.

Hearing the experiences and stories of other Black nurses helped me feel less alone.