



HERO FORUM²⁰²³
Doing Well by Doing Good:
How Responsible Organizations are
Addressing Societal Challenges

Bey-Ling Sha, PhD, APR, California State University, Fullerton



Meet **Bey-Ling Sha, PhD, APR**, from California State University, Fullerton, who will be participating in a General Session Panel: ***Mind the Gap: Putting Science to Work in Health Promotion*** along with Leslie B. Hammer, PhD, Oregon Health & Science University; Krystal Sexton, PhD, Shell; and David W. Ballard, PsyD, MBA, Health Enhancement Research Organization on Wednesday, September 27th at 1:30 pm MT. This fast-paced, highly interactive panel session will explore the challenge of balancing the need for rigor with practical demands and limitations, reliance on scientific evidence with the desire for innovation, and the academic

views of occupational and public health with the market-driven approaches of the fitness and lifestyle industries.

Can you provide an overview of your HERO Forum23 presentation? What do you hope attendees will glean from it?

I'm excited to be part of a panel that will essentially ask the audience to think critically about their own consumption and production of research-related communications.

What do you view as the key societal challenges as they relate to worker well-being and how they have evolved over time?

Two key challenges we face right now are conceptual and political. Conceptually, there is disagreement about what exactly constitutes "health" or "well-being." And politically, it's a free-for-all about who does or does not get to define those terms.

What drew you to your profession overall and your current role in particular?

The mission of the academic unit that I lead, the College of Communications at Cal State Fullerton, is to prepare communicators to advance democracy in our

pluralistic society. I can think of no more-important or more-urgent duty in these current times of our nation's continued trajectory toward a more-just society.

What superHERO do you identify with and why?

If the mythical gods and goddesses of ancient times could be considered the superheroes of their day, I'd identify most with Themis, the Greek goddess of justice and wisdom, because those are outcomes toward which I continually aspire, both for the world at large and for my own professional and personal growth.