

Center for Communication, Health, and the Public Good (CCHPG)

Newsletter

Director's Message

As I begin my fourth year as Director, I'm proud of the incredible partnerships and events that we've made happen over the last three years and am even more excited about what's ahead. This semester we're partnering with our active and enthusiastic Health Communication Student Organization to host events for enriching the lives of our students and community. In the Spring we'll partner with b-Present, a non-profit focused on building communities of support around young adults with cancer, and with faculty at the University of Tampa, for an engaging and productive panel and workshop.

I'm also happy to announce that the CCHPG Mini-Grant Program is open and accepting applicants. These mini-grants will fund faculty and student projects that focus on health, communication, and the public good. Last year we supported a project for Dr. Rebecca DeSouza's Health and Cultural Communities course, wherein students conducted in-depth interviews with community members about their experiences with hunger and food access. **Click [here](#) for more info or check out our flyer (p. 4).**

Finally, I want to introduce and welcome the Center's new Graduate Research Assistant, Isabel Villegas-Glang, an SDSU alum and current graduate student in Communication. I'm lucky to have Isabel's compassion, creativity, and vision to help usher the Center through another great year. Thank you Isabel and thank you all for reading!

Dr. Katrina Pariera



SDSU

College of
Professional
Studies and
Fine Arts

Upcoming Events!

**Co-sponsored by the CCHPG
and the Health
Communication Student
Organization (HCSO)**

*Resume and LinkedIn
Workshop for Health
Communication Students*

Friday, Nov. 14th, 2:30-3:30
State Suite, Aztec Student
Union

*Public Good Picnic: Building
Community Through a
Commitment to Wellness*

Friday, Dec. 5th, 12:00-2:00
Scripps Cottage

Save the Date!

Thursday, Feb. 26, 2026

*Social Support in the Cancer
Context*

In partnership with CCHPG, b-
Present, and the University of
Tampa.

Stay tuned for more details!

Looking Back on the Bill Silberg Colloquium and the Code Red Film Screening

In December of 2024 we welcomed Bill Silberg, communication professional, for a student colloquium centered around leveraging a communication degree in the professional world. Silberg discussed ways to bridge gaps between academic research and public understanding. With over 40 years of experience working in various fields, Silberg emphasized the need for strategic communication as an essential tool for organizations. Silberg's experience in publishing, research, non-profit work, consulting, and government highlighted the many ways in which a communication degree is vital for the professional world.

In April of 2025, the CCHPG sponsored the Code Red film screening. This short film, directed by SDSU's Jess McGaugh, highlighted the widely stigmatized issue of menstruation. Following, a panel discussion about period taboos was moderated by Kishauna Soljour and featured the film director, Dr. Katrina Pariera, Christine Garde-Denning, and Jasmine Garcia.



Clockwise from top left: Code Red screening flyer; film director Jess McGaugh; Bill Silberg flyer; an advertisement for the Code Red screening on the I-8 billboard, Code Red panelists.

Health Literacy Awareness Month

October is Health Literacy Awareness Month, which highlights the importance and challenges associated with health information and healthcare systems. Health literacy can improve health outcomes and help individuals and communities make the best health-related decisions.

On campus, the Center for Well-Being and Health Promotion offers health literacy presentations for student groups. Requests can be made by faculty or students and can be found [here](#).

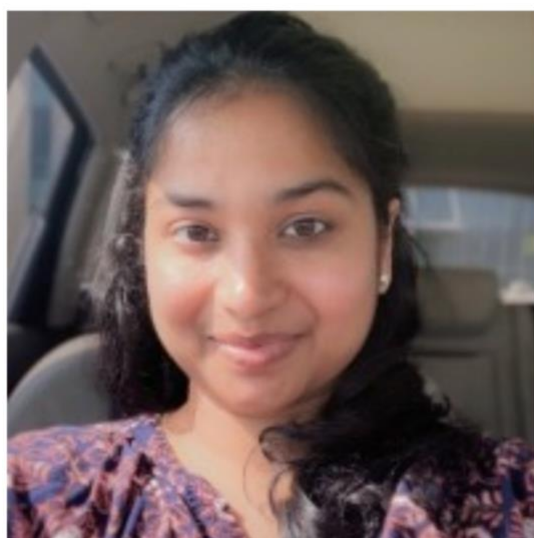
Selected Health Literacy Related Research from Our Core and Affiliate Faculty:

Canary, H. E., Wellman, N., & **Martinez, L. S.** (2023). COVID-19, genetics, and risk: Content analysis of Facebook posts early in the Coronavirus pandemic. *Health Communication*, 38(8), 1654–1665. <https://doi.org/10.1080/10410236.2022.2027639>

de Souza, R., Villegas-Glang, I., & Pham, B. (2025). Meanings of health and healthcare in a U.S. border region: a culture-centered approach to health disparities. *Frontiers in Communication*, 10. <https://doi.org/10.3389/fcomm.2025.1500791>

Guidry, J. P. D., Miller, C. A., Perrin, P. B., Laestadius, L. I., Zurlo, G., **Savage, M. W.**, Stevens, M., Fuemmeler, B. F., Burton, C. W., Gültzow, T., & Carlyle, K. E. (2022). Between healthcare practitioners and clergy: Evangelicals and COVID-19 vaccine hesitancy. *International Journal of Environmental Research and Public Health*, 19(17), 11120. <https://doi.org/10.3390/ijerph191711120>

Core Faculty Spotlight



Dr. Rati Kumar

Assistant Professor of Communication

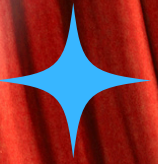
Dr. Kumar, a critical health communication scholar, focuses her research on health inequalities and culturally positioned health interventions. Her work also focuses on “health in displacement,” refugees and migrant-workers, and communities affected by mass incarceration. Dr. Kumar presented the October 2025 Colloquium, discussing her recent research on doing race and gender through investigating intersectional negotiations of Vietnamese identity.

Dr. Kumar earned her Ph.D. at Purdue University in Health Communication. Before joining the SDSU School of Communication in 2022, Kumar held an Associate Professor position at Central Connecticut State University.

Thank you for reading our newsletter! To learn more about the CCHPG, visit our [website](#).

If you have an announcement or event you would like featured in this newsletter, please email our graduate research assistant, Isabel Villegas-Glang at ivillegasglang2346@sdsu.edu

THE CCHPG PRESENTS...



MINI-Grants

Available to CCHPG core and affiliate faculty and students at the School of Communication!

For scholarly and creative endeavors that promote communication, health, and the public good!

- health-related presentations
- community events
- interventions
- research and more!
- participatory compensation
- policy advocacy



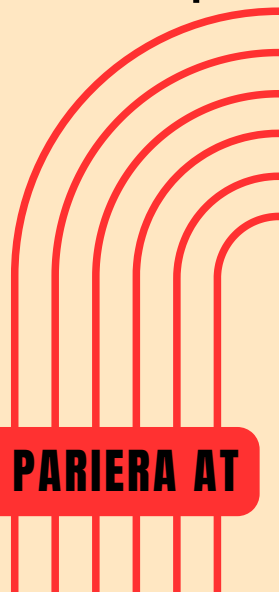
Grant support (up to \$2,000) available for projects that align with the mission of the center.

scan to learn more and apply!
or click here! 



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QUESTIONS OR CONCERNS? EMAIL THE CENTER DIRECTOR, KATRINA PARIERA AT kpar@sdsu.edu