MINISTRY OF HEALTH MALAYSIA
INSTITUTE FOR HEALTH BEHAVIOURAL RESEARCH

Programme Book

1st National Conference on Behavioural Sciences in Health 2026

Mainstreaming Behavioural Sciences for Better Health

6 -7 May 2026 | **National Institutes of Health**
Setia Alam, 40170 Shah Alam, Selangor

IN COLLABORATION WITH: PENYELIDIK PERSATUAN PENYELIDIK KKM, MAHEO, MPC

CONTACT US: unitbi@moh.gov.my

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PREFACE

Welcome to the 1st National Conference on Behavioural Sciences in Health 2026 (BSC26). This inaugural event represents a momentous journey toward placing behavioural sciences at the heart of Malaysia's health landscape. BSC26 provides a unique platform for us to connect, share knowledge, exchange innovative ideas, and learn from the diverse experiences of our peers.

We received a total of 114 submissions, comprising 45 oral presentations and 69 E-posters. The distribution across themes shows that 38% of submissions focus on behavioural sciences in public health and policy; 36% explore people, culture, and context in behaviour change; and 26% highlight behavioural approaches in clinical care and service delivery.

These figures reflect a multiple community of researchers, practitioners, and policymakers committed to understanding human behaviour. This conference serves as a testament to our collective potential to translate insights into action and evidence into impact thus shaping a health system that is more responsive, people-centered and effective.

Our mission at IHBR is to champion behavioural sciences in alignment with WHA Resolution, "Behavioural Sciences for Better Health," which was sponsored by Malaysia at the 76th World Health Assembly. This conference is a direct reflection of that global and national commitment.

May this gathering spark new ideas, foster lasting collaborations, and strengthen the vital role of behavioural sciences in health.

BSC26 Committee



KEYNOTE ADDRESS

People at the Centre of Health Design

6th May 2026 | 0900 - 0920

The success of a health system is measured not only by services delivered, but by lives improved. Behavioural sciences provide us with a powerful lens to understand this reality. It helps us move beyond assumptions and examine how people actually perceive, think, decide, and act in their everyday lives.

YBhg. Datuk Dr. Mahathar Abd Wahab
Director General of Health

Plenary 1

Charting Malaysia's Future Health System:

The Role of Behavioural Science in Policy, Planning and Service Transformation

6th May 2026 | **0920 - 0940**



Behavioural science is not a separate field. It is a lens through which we can understand human health, anticipate how people make decisions, and create meaningful, lasting change.

YBhg. Datuk Dr. Nor Fariza Ngah

Deputy Director General of Health
(Research & Technical Support)



Plenary 2

From Behaviour to Better Health:

Integrating Insights into Public Health

6th May 2026 | 0940 - 1000

Integrating behavioural sciences into policy design enhances the predictability and effectiveness of interventions. It allows policymakers to anticipate responses, align complementary policy tools, and improve organisational culture within institutions.

YBrs. Dr. Ismuni Bohari
Deputy Director General of Health (Public Health)

Forum Session

Forum 1: Behavioral Science for Better Health: What's Next for Malaysia?



DR. MANIMARAN KRISHNAN

MINISTRY OF HEALTH MALAYSIA

Director
Institute for Health Behavioural Research,
National Institutes of Health

MR. MOHAMMED ALAMIN REHAN

PERBADANAN PRODUKTIVITI MALAYSIA

Director
National Competitiveness Section
Malaysia Productivity Corporation (MPC)





DR. VANITHA SUBRAMANIAM

MINISTRY OF HEALTH MALAYSIA

Senior Principal Assistant Director
Health Education Division,

Forum Session

Forum 2: Behavioural Insights as a National Health Asset: Where Should We Lead Next?



ASSOC. PROF. DR. CARYN CHAN MEI HSIEN

Senior Lecturer
Community Research Centre,
National University of Malaysia
(Member of Technical Advisory Group on Behavioural Sciences for Better Health, WHO)

DATO' DR. FEISUL IDZWAN DATO' MUSTAPHA

MINISTRY OF HEALTH MALAYSIA

Director
Perak State Health Department





DR. SAIFUL ADLI SUHAIMI

MINISTRY OF HEALTH MALAYSIA

Head of Behavioural Insights Unit
Institute for Health Behavioural Research,
National Institutes of Health

Symposium Session

Symposium 1: Integrating Behavioural Sciences into Public Health Policy and Practice



PROF. DR. NORAN NAQIAH MOHD HAIRI

UNIVERSITY OF MALAYA

Professor
Department of Social and Preventive Medicine,
Faculty of Medicine,
Universiti Malaya



DR. AFFENDI ISA

MINISTRY OF HEALTH MALAYSIA

Senior Principal Assistant Director
Health Education Division



MS. ELIZABETH WONG

unicef

Social and Behaviour Change Officer
UNICEF Malaysia

Symposium 2: Behavioural Applications in Clinical Care and Service Delivery



DR. AHMAD TAJUDDIN MOHAMAD NOR

MINISTRY OF HEALTH MALAYSIA

Emergency Medicine Consultant
Hospital Tengku Ampuan Rahimah , Klang



PROF. DR. MURALLITHARAN MUNISAMY

National Cancer Society Malaysia

Managing Director
National Cancer Society Malaysia



PROF. DR. CHEW KENG SHENG

UNIMAS

Deputy Dean
Graduate Studies, Research and Commercialization
Faculty of Medicine and Health Sciences
Universiti Malaysia Sarawak (UNIMAS)

Symposium 3: Digital Nudges, AI and Behavioural Tech in Health Systems



ASSOC. PROF. DR. VICTOR GOH WENG YEW

HELP University

Acting Dean, Associate Professor
Department of Psychology,
Faculty of Behavioural Sciences, Education, and Languages
HELP University, Malaysia



MR. TAN SHE YONG

BiiB

Co-Founder
Chief Executive Officer
BiiB Malaysia



DR. FONG YEAT MIN

PMCare

General Manager
Healthcare Solutions
PMCare Sdn Bhd

Symposium Session

Symposium 4: Behavioural Data, Analytics and Population Insights



DR. MAHESHWARA RAO APPANNAN

Director
Digital Health Division



MR. YUSUKE TAKAGI

Behavioural Scientist
Godot Inc, Japan



DR. CHANG LI CHENG

Consultant Family Medicine Specialist
Klinik Kesihatan Rawang, Selangor

Symposium 5: Designing Behaviourally Informed Health Promotion Systems & Structures



MR. MOHD SHAHIDI ISMAIL

Chief Executive Officer
Tell & Search Sdn Bhd



DR. MOHD. RAZIF ZAKARIA

Principal Assistant Director
Health Education Division



GS. LILY HAMADDAH RAMLE

Senior Principal Assistant Director
Research and Development Division Department of Town and Country Planning (PLANMalaysia)

Symposium 6: Behavioural Insights for Effective Health Communication and Engagement



DR. DIYANA KASIMON

Senior Lecturer
School of Media and Communication (SOMAC), Faculty of Social Sciences & Leisure Management, Taylor's University



MR. EDMUND CHEONG PECK HUANG

Deputy Chief Executive (Strategy & Corporate), Social Security Organisation



DR. MD SABTUAH MOHD ROYALI

Senior Principal Assistant Director
Health Education Division

Symposium Session

Symposium 7: Public Trust, Misinformation and Behavioural Risk Management



MR. VARUN KUMAR CHAUDHARY

Communications Officer
World Health Organization (WHO) Country Office for Malaysia, Brunei Darussalam, and Singapore



MR. MOHAMMAD ABDUL HAMID

Founder
Behavioural Insights Consultancy



MR. WAN AZRIN IZANI WAN MOHD ZAIN

Principal Assistant Director
Health Education Division

Symposium 8: People, Culture and Context in Behavioural Change Strategies



GRACE TAN POH LIAN

Senior Principal Assistant Director,
Quality Use of Medicines Branch,
Pharmacy Practice & Development Division



DR. MUHAMMAD FAIRUZ ABDULLAH

Head of Health Advocacy Department
ProtectHealth Corporation Sdn. Bhd.



ASSOC. PROF. DR. EMMA MIRZA WATI MOHAMAD

Deputy Dean (Research & Innovation)
Faculty of Social Sciences and Humanities,
National University Malaysia

Symposium 9: Building Institutional Capacity and Workforce for Behavioural Science in Health



MR. LIEW SAI MING

Senior Advisor
Behavioural Insights Team (BIT) Singapore



NORHASIMAH IBRAHIM

Deputy Director
Productivity & Competitiveness Development
Malaysia Productivity Corporation (MPC)



DR. MARIANA MOHD YUSOFF

Senior Principle Assistant Director
Health Transformation Office (HTO)

Conference Schedule

6th May 2026 (Wednesday)

Day 1	Activity
0800 - 0900	Registration ***Auditorium Lobby***
0900 - 0920	**Keynote Address** ***Auditorium Perdana*** ***People at the Centre of Health Design*** **YBhg. Datuk Dr. Mahathar Abd Wahab** *Director General of Health*
0920 - 0940	**Plenary 1** ***Auditorium Perdana*** ***Charting Malaysia's Future Health System:*** ***The Role of Behavioural Sciences in Policy, Planning & Service Transformation*** **YBhg. Datuk Dr. Nor Fariza Ngah** *Deputy Director General of Health (Research & Technical Support)*
0940 - 1000	**Plenary 2** ***Auditorium Perdana*** ***From Behaviour to Better Health:*** ***Integrating Insights into Public Health, Clinical Care & Community Engagement*** **YBrs. Dr. Ismuni Bohari** *Deputy Director General of Health (Public Health)*
1000 - 1030	**The Insights Interlude**
1030 - 1130	Tea Break/ Exhibition/ Networking Session ***Ballroom***
1130 - 1230	**Forum 1** ***Auditorium Perdana*** ***Behavioral Sciences for Better Health: What's Next for Malaysia?***
1200 - 1300	**Rapid Fire Session for E-Poster Presentation *(Concurrent)***
1230 - 1400	**Lunch Break** ***Ballroom***

Conference Schedule

6th May 2026 (Wednesday)

Day 1	Activity		
1400 -1500	**Oral Presentation 1** ***Auditorium Perdana***	**Oral Presentation 2** ***Auditorium 1***	**Oral Presentation 3** ***Auditorium 2***
1500 - 1615	**Symposium 1** ***Auditorium Perdana*** **Theme:** ***Integrating Behavioural Sciences into Public Health Policy & Practice***	**Symposium 2** ***Auditorium 1*** **Theme:** ***Behavioural Applications in Clinical Care & Service Delivery***	**Symposium 3** ***Auditorium 2*** **Theme:** ***Digital Nudges, AI & Behavioural Tech in Health Systems***
1615	Adjourn		

7th May 2026 (Thursday)

Day 2	Activity		
0800 - 0830	Registration ***Auditorium Lobby***		
0830 - 0930	**Oral Presentation 4** ***Auditorium Perdana***	**Oral Presentation 5** ***Auditorium 1***	**Oral Presentation 6** ***Auditorium 2***
0930 - 1000	Tea Break/ Exhibition ***Ballroom***		
1000 - 1030	**Plenary 3:** ***Auditorium Perdana*** ***From Consumer Preferences to Healthier Choices: An Industry Perspective on Behavioural Sciences*** **Venon Tian** *Chief Operating Officer, ZUS Malaysia*		
1030 - 1145	**Symposium 4** ***Auditorium Perdana*** **Theme:** ***Behavioural Data, Analytics & Population Insight***	**Symposium 5** ***Auditorium 1*** **Theme:** ***Designing Behaviourally Informed Health Promotion Systems & Structures***	**Symposium 6** ***Auditorium 2*** **Theme:** ***Behavioural Insights for Effective Health Communication & Engagement***

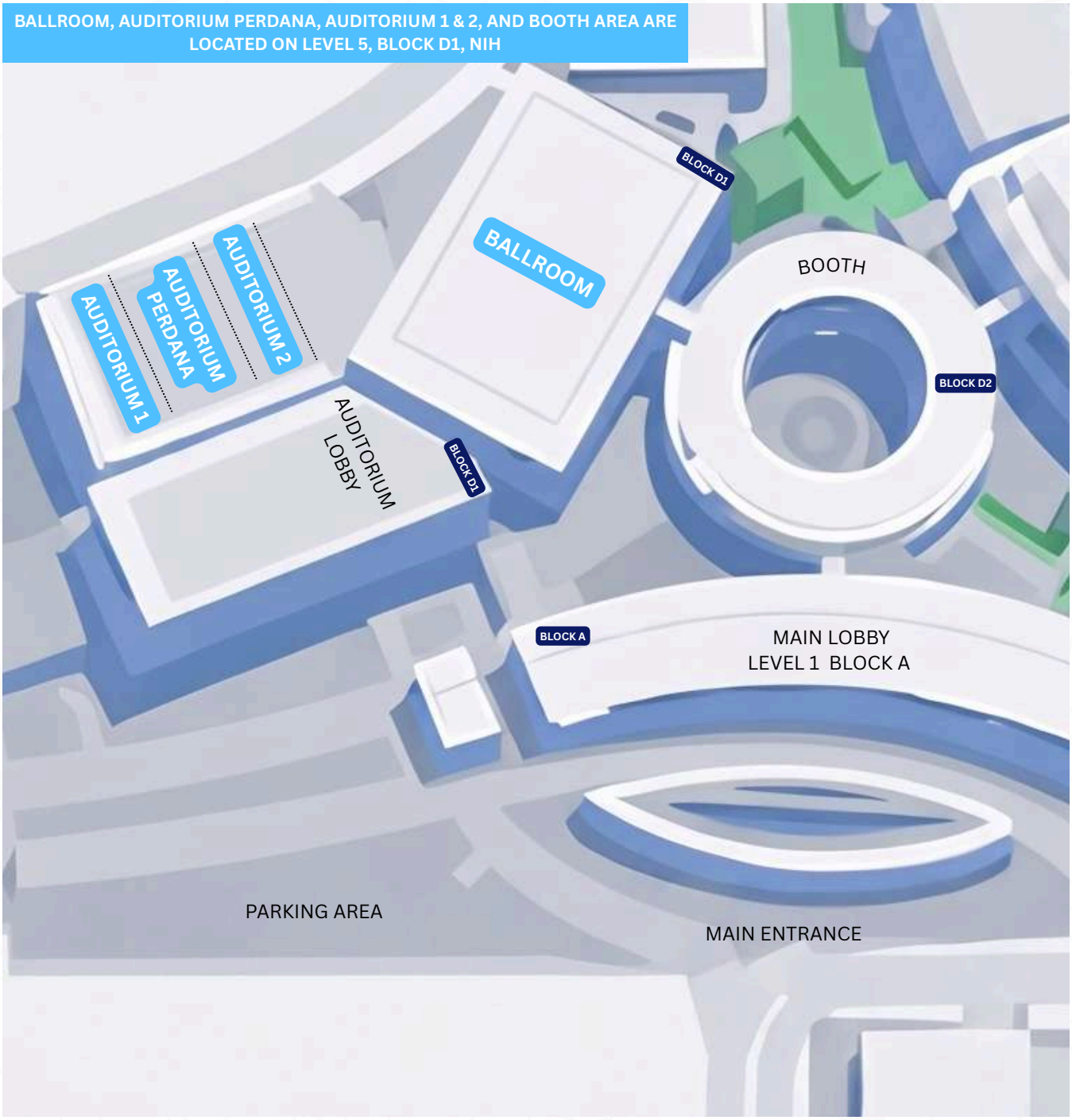
Conference Schedule

7th May 2026 (Thursday)

Day 2	Activity		
1145 - 1300	**Symposium 7** ***Auditorium Perdana*** **Theme: *Public Trust, Misinformation & Behavioural Risk Management***	**Symposium 8** ***Auditorium 1*** **Theme: *People, Culture & Context in Behavioural Change Strategies***	**Symposium 9** ***Auditorium 2*** **Theme: *Building Institutional Capacity & Workforce for Behavioural Science in Health***
1300 - 1400	Lunch Break ***Ballroom***		
1400 - 1500	**Forum 2** ***Auditorium Perdana*** ***Behavioural Insights as a National Health Asset: Where Should We Lead Next?***		
1500-1505	**Welcoming Remarks** ***Auditorium Perdana***		
1505 - 1600	**Official Launching** ***Auditorium Perdana*** **YB Datuk Seri Dr. Dzulkefly Ahmad** *Minister of Health*		
	Closing & Award Presentation ***Auditorium Perdana***		

Note: The current programme is provisional and subject to updates.

Conference Venue



Please be informed that all events will take place at
Level 5, Block D1 ,
National Institutes of Health (NIH)
Jalan Setia Murni U13/52,
Seksyen U13 Setia Alam,
40170 Shah Alam, Selangor.

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Oral Presentation Schedule

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Oral Presentation (Day 1)

6th May 2026 (Wednesday)

Auditorium Perdana

Time	Presenter Name	Paper Title
1400 - 1405	Sai Ming Liew	A Behaviourally Informed Chatbot Increases Vaccination Rates in Argentina
1407 - 1412	Khairil Idham Bin Ismail	Sleep As A Behavioural Buffer For Nurses' Commuting Safety: A Multilevel Diary Study
1414 - 1419	Ahmad Shahrul Nizam Isha	The Behavioural Impact of Job Demands and Workplace Relationships in Employee Mental Health
1421 - 1426	Noor'ain Mohamad Yunus	Junior Organ Donation Advocates (Joda): A School-Based Educational Intervention On Organ Donation Awareness In Malaysia
1428 - 1433	Devi Shantini Rata Mohan	Behavioural Insights on the Implementation of a Community-Baseed Oral Health Programme
1435 - 1440	Noranina Azwin Mohd Ghazali	The Prevalence of Vaccine Hesitancy and the Attitudes towards Childhood Vaccination Among Parents in Perak
1442 - 1447	Yusuke Takagi	Behaviourally-Informed Public Organizations: Integrating AI-Enabled Personalised Nudges with System-Level Transformation for Sustained Health Behaviour
1449 - 1454	Siti Mariam Ramli	Determinants of Severe Perineal Tears During Vaginal Delivery: A Retrospective Hospital-Based Study Title

Oral Presentation (Day 1)

6th May 2026 (Wednesday)

Auditorium 1

Time	Presenter Name	Paper Title
1400 - 1405	Seow Pui Ee	Perceived Knowledge, Perception and Readiness of University Students Regarding Sustainability Education and Practice
1407 - 1412	Siti Nor Aqilah Mohd Noor	Traditional Islamic Healing Practices in Epilepsy Care: The Perspectives from Malay Muslim Practitioners in Malaysia
1414 - 1419	Nicholas Hing Yee Liang	Who Delivers Matters: Perceived Reliability of Health Information Sources in Multi-Ethnic Malaysia during COVID-19
1421 - 1426	Abdul Muntaqim Abu Bakar	Confirmatory Factor Analysis and Reliability of a Questionnaire Assessing Occupational Hazards Among Malaysian E-Waste Workers
1428 - 1433	Dr. Mohd Fahmin Kamarul Zaman	When Resilience Meets Happiness at Work: Behavioural Insights From Primary Healthcare
1435 - 1440	Dr. Mary Melissa Sarimuthu	Driving Behaviour Change: A Pilot Evaluation of a Betel Quid Cessation Program in Malaysia
1442 - 1447	Iezza Nathassya Yuhana	An Examination of Working Memory During Encoding and Re-Encoding Phases: An EEG-Based Experimental Study

Oral Presentation (Day 1)

6th May 2026 (Wednesday)

Auditorium 2

Time	Presenter Name	Paper Title
1400 - 1405	Aminatulmunawwarah Mustaffa Kamal	Community Pharmacists' Perceptions, Acceptance and Readiness Toward a Halal-Centric Community Pharmacy Practice
1407 - 1412	Muhammad Azim Izzani Mohd Azzam	Bridging the Intention-Action Gap in Weight Management: A Behavioral Enablement Strategy Through the "*Janji Sihatku*" Intervention
1414 - 1419	Norsuhana Emilinadiah Husin	A Theory-Driven Structural Model of Psychosocial Predictors of COVID-19 Booster Vaccination Intention Among Malaysian Adults
1421 - 1426	Hairullida Suhaili	Radiotaiso PERKASA Project: Enhancing Students' Fitness, Concentration and Well-Being Through Structured Light Exercise
1428 - 1433	Khairiah Santa	A Needs Analysis of Drug and Substance Abuse Prevention From Experts' Perspectives Based on HBM
1435 - 1440	Dr. S Maartandan Suppiah	Applying Idea Model to Non-Communicable Diseases' Risk and Crisis Communication
1442 - 1447	Norhidayah Hamsah	From Individual to Interagency: A Behavioural Insights Approach to Workplace Physical Activity in Malaysia
1449 - 1454	Draman bin Nen	Kembara Sihat Sejahtera (KSS) Hepili Bersama Didi & Friends: An Edutainment Strategy In Promoting Healthy Lifestyle

Oral Presentation (Day 2)

7th May 2026 (Thursday)

Auditorium Perdana

Time	Presenter Name	Paper Title
0830 - 0835	Muhammad Irsyad Zainal Bahrin	Active But Sedentary? A Behavioural Paradox in Workplace Health Among Putrajaya Civil Servants
0837 - 0842	Cheah Huey Miin	Development of a Conceptual Framework for Primary Cardiovascular Disease Prevention in Low-Income Communities: A Mixed-Methods Study
0844 - 0849	Dr. Yang Rashidi Abdullah	*Faktor-Faktor yang Mempengaruhi Penolakan Vaksin* Measles-Rubella Supplementary Immunisation Activity (MRSIA) *di Daerah Seremban*
0851 - 0856	Mohd Faizal Rosli	Improving Physical Activity Participation Among Office Workers Using Behavioural Science. A Lesson Learned in JKN Perlis
08:58 - 0903	Vanitha Mariappan	Mind the Gap: Assessing Sexuality Transmitted Diseases Knowledge and Preventive Practices Among Malaysian Undergraduates.
0905 - 0910	Muhammad Nazmi Abdul Majid	Sea, Salt And Smiles: Cultural Influences on Oral Health Behaviour in Stateless Bajau Laut Community
0912 - 0917	Dr. Noor Azura Mat Said	Development of a Trans-Disciplinary Teaching Module Integrating Behavioural Science and Professional Development for Medical Students

Oral Presentation (Day 2)

7th May 2026 (Thursday)

Auditorium 1

Time	Presenter Name	Paper Title
0830 - 0835	Rosnah Sutan	Youth Integrated Community Health Volunteer Training in Enhancing Self-Motivation and Health Literacy Framework Analysis
0837 - 0842	Aimi Nadiah binti Mohamad Norzlen	Nudging the Non-Urgent: Changing the 'ED-First' Mindset among Non-Urgent Patients through Educational Intervention
0844 - 0849	Norhasniza Yaacob	Web-Based 'Copt Nutri Trail' to Improve Parental Knowledge and Practices in Preventing Childhood Obesity
0851 - 0856	Dr. Noor Khairul Md Nadzir	Health Literacy as a Behavioural Moderator of Health Belief Model Constructs in Colorectal Cancer Screening Participation: Evidence from a Mixed-Methods Study in Malaysian Primary Care
0858 - 0903	Soon Li, Lee	Challenging the Continuum Assumption: A MASEM Suppression Analysis of Social Media Use Intensity, Social Media Addiction, and Depression
0905 - 0910	Dr. Suriya Kumareswaran Vallasamy	Cross-Cultural Adaptation and Fuzzy Delphi Content Validation of the Malay Burnout Assessment Tool (BAT-23)
0912 - 0917	Zulkhairul Naim bin Sidek Ahmad	Beyond Posters: Behaviourally Informed Health Communication for Emerging Public Health Threats
0919 - 0924	Dr. Maiyazurah Abdul Aziz	Behavioural Module Development for Adolescent Oral Health

Oral Presentation (Day 2)

7th May 2026 (Thursday)

Auditorium 2

Time	Presenter Name	Paper Title
0830 - 0835	Zuriati Ibrahim	Beyond the Scale: Psychological Readiness Predicts Weight Loss Intent Better Than BMI
0837 - 0842	Mohd Azemir Mustafa	Behavioural Science–Driven Weight Management Intervention Among Firefighters in Malaysia
0844 - 0849	Delarina Frimawati Othman Andu	Learning Ethical Reflexivity on the Ground: A Novice Reseacher's Experience with Rural Indian Women in Malaysia
0851 - 0856	Pamilia Lourdunathan	Mental Health Literacy Intervention Among Secondary School Students: A Behavioural Science Approach Through the Sehat School Outreach Program
08:58 - 0903	Chai Soo See	AI-Assisted Mapping of Parent-Reported Child Development Concerns to Behavioural Domains for Early Support Planning
0905 - 0910	Shahidul Islam	Behavioural Determinants of E-Cigarette Use Among University Students in Malaysia: Implications for Public Health Policy
0912 - 0917	Dr. Jamilah Hanum Binti Abdul Khaiyom	i-Act For Life: Mobile Application for Prevention and Management of Psychological Distress

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Rapid Fire E-Poster Presentation Schedule

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Rapid Fire E-Poster Presentation Schedule

6th May 2026 (Wednesday)

Theme 1: Behavioural Science In Public Health & Policy

ID	Title	Presenter	Time
EP-018	Mental Health Help-Seeking Intention in Vocational Education:	Fatimah Ahmad Fauzi	12.00 - 12.05
EP-012	Weight Status Misperception Among Adolescents in Malaysia: Socio-Demographic, Lifestyle and Mental Health Correlates	Chan Ying Ying	12.07 - 12.12
EP-020	From User To Respondent Personas: Embedding Behavioural Science To Strengthen National Mental Health Survey Participation	Masitah binti Ahmad	12.14 - 12.19
EP-068	Children's Exposure to Unhealthy Food Marketing and Parents' Attitudes Towards Such Exposure	Wan Sarifah Ainin Wan Jusoh	12.21 - 12.26
EP-019	Barriers Of Home Injury Prevention Practice Among Parents Of Under-Five Children	Nurul Iman Abdul Rahim	12.28 - 12.33

Rapid Fire E-Poster Presentation Schedule

6th May 2026 (Wednesday)

Theme 2: People, Culture & Context in Behavioural Change; and Behavioural Approaches in Clinical Care & Service Delivery

ID	Title	Presenter	Time
EP-016	Attitudinal, Behavioral, And Trust Disparities: A Comparison Between Vaccine-Hesitant And Non-Hesitant Mothers In Malaysia	S Maria Awaluddin	12.35 - 12.40
EP-027	Silent Struggles, Invisile Barriers: Behavioural Insights in Medication Management for Deaf and Blind Populations	Haslinda binti Rustam Afandi	12.42 - 12.47
EP-040	Exploring Barriers and Facilitators to Healthy Lifestyle: A Qualitative Perspectives among Multiethnic Malaysians	Komathi Perialathan	12.49 - 12.54
EP-006	Explaining Leprosy Stigma and Delayed Detection in Pahang: An Explanatory Mixed-Methods Study	Ehmad Hamdi bin Naem	12.56 - 01.01
EP-032	What Types Of Nudges Are Used In Quality Improvement Projects? A Grey Literature Review Using A Behavioural Framework	Dr Ainunnadiah binti Darus	01.03 - 01.08

Rapid Fire E-Poster Presentation Schedule

6th May 2026 (Wednesday)

Theme 3: Digital Innovation, AI, & Behavioural Technology Health Communication, Engagement & Risk Management; and Other

ID	Title	Presenter	Time
EP-009	Play, learn and decide: A gamified approach to sexual and reproductive health education for malaysian boys.	Nazrie bin Saini	01.10 - 01.15
EP-038	“Gamification, Accountability And Digital Nudges: A Behavioral Approach To Improve Adherence In A Workplace Weight Loss Program”	Dr Nor Wahidah Abd Aziz	01.17 - 01.22
EP-017	Health Literacy To Adherence: Mediating Role Of Self Efficacy Among Diabetic Patients In Terengganu	Muhammad Solehuddin Ishak	01.24 - 01.29
EP-058	“Santau Garam”: Metafora Budaya sebagai Nudge dalam Komunikasi Kesihatan Pengurangan Garam	Nurul Nadia binti Hamdan	01.31 - 01.36
EP-073	Understanding Adoption and Sustained Use of BruHealth in Brunei Darussalam: A Qualitative User and Stakeholder Perspectives	Ummi Salmah Arrif	01.38 - 01.43



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