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Masitah Ahmad is a Health Education Officer at the Institute for Health Behavioral Research, National Institutes of Health Malaysia. She holds a Master of Health Sciences in Health Education and specializes in health literacy and the development of validated behavioral research instruments. Masitah has contributed to major national initiatives, including the Malaysia Health Literacy Survey (MHLS) in 2019 and 2023, and currently leads the Malaysia Mental Health Literacy Survey 2025 (MyMHL). She has published research and presented at conferences. As Principal Investigator for adolescent health literacy studies, she has extensive experience in qualitative and quantitative research. Her work focuses on health promotion, health literacy, adolescent health, and public health communication, with particular emphasis on determinants and interventions for healthy lifestyles.