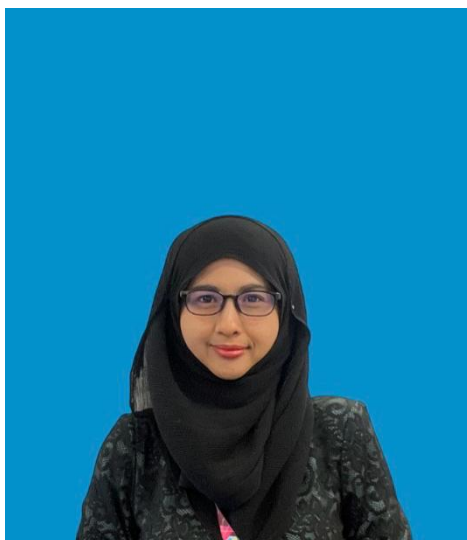


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Norbaidurah binti Ithnain is a Health Education Officer and dedicated researcher with over 11 years of service at the Institute for Health Behavioural Research, National Institutes of Health, Ministry of Health Malaysia. She holds a Master of Health Science in Health Education from Universiti Kebangsaan Malaysia (2017) and a Bachelor of Communication (Hons) from Universiti Teknologi Mara (2011). A key highlight of her career is her pivotal role in the Behavioural Insights Unit since 2022, where she provides expert consultancy in health behavioural research matters and serves as a trainer in Behavioural Insights. She has served as a Principal/Co-Investigator on numerous qualitative and quantitative projects. This includes a key initiative with UNICEF Malaysia focusing on mental health stigma and help seeking behaviours among adolescents. Her professional contributions are well-documented through national and international journal articles and conference presentations, focusing on health behaviour changes during the COVID-19 pandemic, diabetes patient perceptions, healthcare utilization and mental health.