



PROF MAY OO LWIN

Wee Kim Wee School of Communication and
Information

 tmaylwin@ntu.edu.sg

Food, Nutrition and Health Communication; Metabolic Health (MetS); Behavioural Insights; Data-Driven Digital Health Interventions; Food Consumer Environment and Policy

I lead research on food, nutrition, and health communication, examining how behavioural insights, digital media, and AI-driven approaches influence dietary behaviours and metabolic health. Through the Asian Centre for Health Behavioural Insights and Interventions (HABITS), my work addresses health concerns such as metabolic syndrome (MetS) by developing and evaluating scalable communication, digital, and policy interventions that promote healthier food environments and strengthen nutrition literacy. My research aims to inform evidence-based strategies for improving and sustaining population health.

Potential Areas for Collaboration

- Interdisciplinary Collaborations Across Communication Science, AI/Data Science, Nutrition, Medicine and Public Health
 - Behavioural and Communication Strategies for Dietary Behaviour Change and Nutrition Literacy
 - Data-driven and Digital Interventions for Food, Nutrition and Metabolic Health (MetS)
 - Research on Food Consumers, Environments, Marketing and Regulatory Policy
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