



# EMPOWERING MINDS THROUGH INTERACTIVE PHARMACY BOOTH *at the* FOI@PENANG 2025

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The Festival of Ideas (FOI)@Penang 2025, organised by the Ministry of Higher Education and hosted by Universiti Sains Malaysia, was held on 24-25 October 2025 at the Penang Waterfront Convention Centre. The festival served as a vibrant platform uniting policymakers, industry leaders, academics, and the public to exchange transformative ideas and explore solutions for a sustainable future. Over two inspiring days, visitors experienced a rich array of activities, including innovation showcases, interactive STEM exhibitions, career fairs, and thought-provoking forums that sparked curiosity and creativity among participants from all walks of life.

The Faculty of Pharmacy, Universiti Teknologi MARA (UiTM) Bertam Campus, proudly participated as one of the STEM exhibitors. The team presented an engaging SmartMed360 booth aimed at empowering the community with practical strategies for managing common chronic diseases such as type 2 diabetes mellitus and hypertension. Through interactive demonstrations and discussions, participants learned about the correct interpretation and use of prescription medicine labels, an essential component of safe medication practices. Led by Dr. Wong Yuet Yen, the initiative also gathered valuable public feedback on current medication label designs, supporting an ongoing research project on Smart Prescription Medicine Labels to enhance medication safety, particularly among older adults.



In addition, the team showcased MyPharmaRoute (<https://sites.google.com/view/rxpedia/diploma-farmasi>), an innovative digital platform developed as a one-stop hub for prospective students and the public to explore the UiTM Diploma in Pharmacy programme. Visitors also enjoyed a customised “Pharmacy Jigsaw Puzzle Challenge”, designed to promote public understanding of the pharmacy field in a fun, engaging, and accessible way.

The FOI@Penang experience was truly rewarding and successfully embodied its mission of fostering collaboration, innovation and knowledge sharing across sectors. The participation of the Faculty of Pharmacy, through the SmartMed360 booth, has strengthened community engagement, enhanced health literacy, and reaffirmed the faculty’s commitment to advancing pharmacy education. Through meaningful, interactive learning, the initiative continues to foster a safer and better-informed society regarding medication use.