

Bridging Academia and the Public with 'Ubat atau Tabu' Podcast

By: Ms. Nik Aisyah Najwa Nik Mustaffa Shapri

On May 31, 2024, the Faculty of Pharmacy, Universiti Teknologi MARA (UiTM) Puncak Alam launched its podcast series, 'Ubat atau Tabu'. Across 9 episodes, the podcast has garnered 2600 views, indicating a positive response from the public. It also signals the growing interest in evidence-based information in the realm of healthcare and pharmacy. This podcast shows faculty dedication to connecting academia and the public.

The fortnightly podcast covers diverse pharmaceutical, healthcare, and research topics. Since its launch, the series has discussed various topics, from cutting-edge developments in pharmacy to public health initiatives, demonstrating the breadth of pharmacy's field. The podcast features interviews with experts in the field, providing valuable insights and perspectives on a variety of interesting subjects. The podcast not only highlights current advancements and issues but also provides clarity on complex ones for a general audience.

The podcast aims to educate the public and disseminate knowledge beyond the faculty's wall. The podcast seeks to foster evidence-based public discourse on contemporary topics in the pharmacy field. In a 15-minute episode, the podcast strives to initiate intellectual conversation within the community. Additionally, the podcast serves as a platform for academicians to amplify their research interests and impact on the listeners.

The podcast serves as an effective medium for knowledge empowerment. It is a valuable resource for the public to gain evidence-based knowledge from the experts. Moving forward, the faculty plans to continue producing 'Ubat atau Tabu' to educate and inspire listeners about the world of pharmacy. We hope that the podcast will continue to ignite the audience's curiosity and interest in the field of pharmacy. The faculty extends its gratitude to the speakers and listeners for their continuous support in this endeavor.

The podcast is accessible through the Faculty of Pharmacy YouTube channel:
<https://www.youtube.com/@fakultifarmasiuitm2572>



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