


<p>Name : MING SHINN LEE</p>	
<p>Current Position: Professor, Department of Education and Human Potentials Development, National Dong Hwa University, Taiwan Director, Taiwan Center for Safe School Promotion</p> <p>E-mail: health100@gmail.com</p>	
<p>Brief Introduction</p>	
<p>Professor Ming-Shinn Lee specializes in betel quid cessation and oral cancer prevention. He developed the evidence-based TNB 4-hour and 8-hour cessation programs and the 3A3R clinical counseling model, and authored key cessation materials used nationwide. Since 2010, he has led the Taiwan Oral Cancer Prevention Capacity Survey and promoted betel-quid-free schools, communities, and workplaces.</p>	
<p>Education</p>	
<ul style="list-style-type: none"> ● Ph.D., National Taiwan Normal University, Department of Health Education ● Ph.D., Tropical Medicine Institute, Guangzhou University of Traditional Chinese Medicine, Guangzhou 	
<p>Professional Experiences</p>	
<ul style="list-style-type: none"> ● Developer of TNB 4-hr & 8-hr Betel Quid Cessation Programs. Created evidence-based group cessation curricula widely used in Taiwan’s public health system. ● Creator of the 3A3R Clinical Counseling Model. Designed a structured model for individual betel quid cessation counseling in clinical settings. ● Principal Investigator, Taiwan Oral Cancer Prevention Capacity Survey (2010–2025). -Led annual nationwide assessments influencing oral cancer policy and public awareness. ● Policy Advocate for Betel Quid Harm Prevention. Actively promoted the Betel Quid Health Hazards Prevention Act and related national strategies. ● Promoter of Betel-Quid-Free Environments. Supported long-term development of betel-quid-free schools, workplaces, and communities. 	

Research Interests and Areas of Expertise

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Human potentials development, psychosomatic integration training, nudge-based health behavior change, brain-based learning approaches, health education and promotion, and AI-assisted learning and behavior change systems.