

**Fast food ads ban in kiddies' TV shows**  
**Malaysiakini.com**  
**March 6, 2007**

The health minister has called for a ban on fast-food commercials during children's television programmes to control rising obesity.

Health Minister Chua Soi Lek said fast-food restaurants would also be required to detail the calorie content of their products under the recommendations to be sent to the cabinet.

Calling fast food a "silent killer", Chua said the proposal was part of the ministry's plan to control rising cases of obesity, diabetes and heart-related diseases.

Chua has said 37 percent of Malaysia's almost 27 million people are obese, a rise from only 20 percent a decade ago.

**Opposition from ad industry**

He announced the proposal after meeting representatives from McDonald's, KFC and Burger King.

But Vincent Lee, president of a regulatory body for Malaysian advertising agencies, said that outright banning of fast food advertising has not been effective elsewhere.

"It's proven that in the three countries where they are banned, in Canada, Sweden and Norway, a total ban is not effective. Self-regulation is still more effective," Lee said.

Chua has said fast food should be treated like cigarettes and liquor, whose advertising is already forbidden in Malaysia.

Copyright © 1999-2007 Mkini Dotcom Sdn. Bhd.  
Source : <http://www.malaysiakini.com/news/64118>