

## Turn off TV for a week to enhance family values and ties


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 KUALA LUMPUR: Try keeping the television switched off for a week - that is the challenge from a consumer group to Malaysians in a bid to enhance family values and ties.

The Federation of Malaysian Consumer Associations (Fomca) has organised a one-week campaign themed ♦Turn Off the TV♦, encouraging parents to switch off their TV sets and spend time with their children by doing more beneficial activities.

The campaign, which began yesterday and will continue until next Monday, suggests that the public should instead take up more wholesome activities like reading, exercising, or visiting a museum or art gallery.

♦By turning off the TV, it gives us a chance to think, read, connect with our families, and engage our communities,♦ said Fomca consumer youth educator Liew Siew Hui at a press conference to launch the campaign. It is organised under Fomca's National Concumer Campaign.

According to Liew, an AC Nielsen survey showed that children and young people in many countries spend at least four to six hours a day in front of the TV,

♦This may lead to a sedentary and solitary lifestyle. TV time also cuts into family time, and is a leading cause of obesity for both adults and children,♦ she said.

♦Turn Off the TV♦ is an annual international campaign that has been running since 1995 to raise awareness that TV time should be limited.

This is the first time Malaysia is participating.

For more details or feedback on the campaign, visit NCC's website at [www.kkk.org.my/](http://www.kkk.org.my/).

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