

What are the Myths and Facts?

Here are some of the misconceptions young people have about energy drinks



Myth - helps sports performance

Fact - dehydration

Myth - makes you look cool

Fact - tooth decay



Myth - helps your confidence

Fact - can give you anxiety

Myth - helps you stay awake

Fact - Irritable & tired during day



It's a **Myth** that they are harmless

the **FACT** is



they may cause health problems like headaches, stomach aches and palpitations

What if I want more information or advice?

If you would like to know more about the HYPER! study, take a look at our website:

www.dur.ac.uk/public.health/projects/current/hyper/

If you would like further information please speak to your:

Local School nurse,

G.P.

or

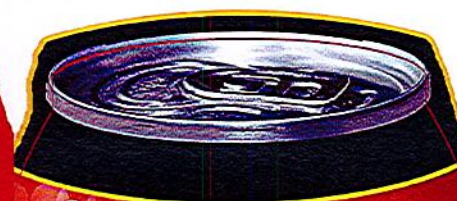
County Durham, drug and alcohol recovery services.

☎ 03000 266 666



REMEMBER

The best drink for general well-being and anyone taking part in sport is **water**



WARNING

Not recommended for children, pregnant or breastfeeding women and persons sensitive to caffeine.



Bishop Auckland & Shildon Area Action Partnership



Hearing Young People's Views on Energy Drinks Research (HYPER) study
County Durham Drug and Alcohol Recovery Services

INFORMATION FOR PARENTS



HYPER

ENERGY DRINKS

WARNING
High in Caffeine and Sugar

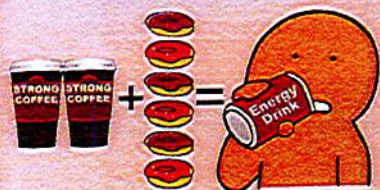
What are ENERGY drinks?

Energy drinks are fizzy drinks that are high in caffeine, as well as generally being high in sugar and ingredients like guarana and ginseng, which also have stimulant properties.

Some of the larger cans contain as much caffeine as two strong cups of coffee and as much sugar as six donuts. There are some low or no sugar versions but they still contain caffeine and other stimulants.

Energy drinks are often confused with sports or isotonic drinks, which tend not to contain as much caffeine **but are still generally high in sugar.**

The best drink for anyone taking part in sport is **water.**



One energy drink can = two strong coffees' worth of caffeine and six donuts' worth of sugar.

What do we Know about them?

The UK has the **second highest** energy drink sales per head in the world

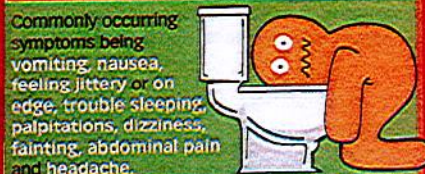
A survey across 16 countries (including the UK) found that consumption was highest amongst adolescents aged between 10 and 18 years

Adolescents in the UK consume more energy drinks on average than their counterparts in other EU countries



Youth energy drink consumers are more likely to have **unhealthy diets**, and **experience hyperactivity** and a range of **other health effects**

Links have been found between children's consumption of energy drinks and health complaints such as headaches, stomach aches, tooth decay and sleeping problems.



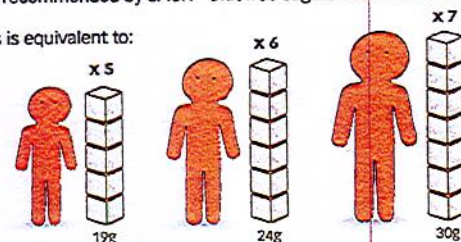
Commonly occurring symptoms being vomiting, nausea, feeling jittery or on edge, trouble sleeping, palpitations, dizziness, fainting, abdominal pain and headache.

Energy drinks = hyperactivity
poor attention
Energy drinks can = poor academic performance

Too much Sugar is harmful to your Health!

It is recommended by SACN* that free sugars account for no more than 5% of your daily energy intake.

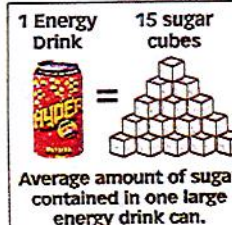
This is equivalent to:



children aged 4 to 6

children aged 7 to 10

11 years and over



*Scientific Advisory Committee on Nutrition.

Children should NOT exceed the recommended maximum intake of sugar

What is Caffeine?

Caffeine is a plant product that is most commonly found in coffee beans, tea, soft drinks, cocoa, chocolate and energy drinks.



A stimulant drug that is addictive and has side effects

Heavy daily caffeine use may cause side effects such as:

- Insomnia
- Nervousness
- Restlessness
- Irritability
- Stomach upset
- Diarrhoea
- Dizziness
- Nausea
- Fast heartbeat
- Muscle tremors



One of the most widely used drugs in the world...