




RE-THINK YOUR DRINK!

You don't need to get your kicks from an **energy drink** fix



Energy Drinks and Young People (Schools Session)

LEARNING OUTCOME:


TIME: 50 minutes

To explore young people's views / knowledge around the use of promotion of energy drinks.


RESOURCES:

- Powerpoint – Energy Drinks and Young People (Provided)
- Re-Think Your Drink performance poetry film clip (Provided)
- Marketing Activity Sheet (Provided)

ICE BREAKER: AGREE / DISAGREE CONTINUUM (5 minutes)



Tutor to read out a statement relating to energy drinks from the PowerPoint then ask young people to stand at a point on the continuum that reflects their opinion. Tutor to invite feedback from members of the group to promote discussion and debate. Tutor may wish to allow the students to change places following the discussions. Repeat with remaining statements





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MAIN ACTIVITY: (40 minutes)

Tutor to go through the PowerPoint slides showing the performance poetry film clip.

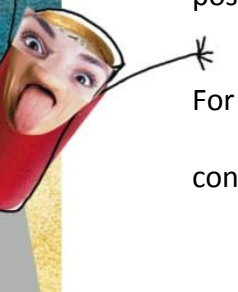
There is an activity to look at and discuss the marketing of energy drinks.

PLENARY: (5 minutes)

Tutor to summarise some of the key points that have arisen during the session.

Extension Activity:

Your school may feel that it would like get involved in further activity around the responsible retailing of energy drinks. Included in the resources is a template letter that school may want to adapt and send out to local shops asking them to make a pledge to not sell energy drinks to under 16's. You will also find a Responsible Retailing Pledge poster for shops which you can print and enclose with your letter.



For further research activity there is also a survey that your school may wish to consider.