Dear ***(insert name of local shop)***

**RESPONSIBLE RETAILING OF ENERGY DRINKS (RRED)**

On behalf of***(insert name of local school /youth council)*** we are asking you to support the Responsible Retailing of Energy Drinks campaign (RRED). We would like you to show your commitment and make a positive contribution to our local community by choosing not to sell energy drinks to children under 16. We strongly feel that energy drinks are not suitable for children under 16.

* Each can has a warning, **'not recommended for children'**.
* The NHS has stated that because of the high levels of caffeine, sugar and acidity in energy drinks, they are '**unnecessary'** and **'unsuitable' for children under 16.**
* The British Soft Drinks Association (BSDA) has a voluntary code of practice that states that ***'energy drinks may not be promoted or marketed to persons under 16'*.**
* The Association of Convenience Stores provides best practice advice on selling energy drinks.

***'You may decide to impose a restricted sale policy on your own initiative, or you may be asked to do so by a local school or parents group. You should listen to such requests constructively and accommodate them if you can'***

Young people from Lancashire County Council's Health and Wellbeing board (PULSE) and Youth Councilshave been working closely with Lancashire Trading Standards around these issues. Lancashire Trading Standards state that **over half of 2,000** young people surveyed say that they drink energy drinks.To make young people and parents aware of some of the issues around energy drinks, young people have:

* Developed sessions for use in schools and youth clubs to promote responsible use and consumption of energy drinks amongst young people.
* Developed information to raise awareness amongst parents around the negative effects of young people drinking energy drinks.

To make your contribution to the RRED campaign we would like you to adopt the following actions;

1. Include energy drinks as part of the Lancashire Trading Standards Check 25 County scheme
2. Do not sell energy drinks to young people under 16
3. Make your pledge by displaying the enclosed poster

Please email a photo of your poster on display to [RRed@lancashire.gov.uk](mailto:RRed@lancashire.gov.uk) and Trading Standards will post it on their Facebook page!

**( Insert name of school / youth zone here)**