



RE-THINK YOUR DRINK!

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






INTRODUCTION

The sessions within this resource have been devised by young people from Lancashire Youth Councils and Lancashire's Young People's Health and Wellbeing Board (PULSE). The project has been supported by Lancashire Trading Standards Alcohol and Tobacco Team.

The resource contains open access sessions for use in informal settings and a session for use within schools. The activities may be delivered as part of a wider PSHE programme of study covering substance use, risk taking behaviour, healthy lifestyles or as standalone activities.

The intention for the open access sessions is that they may be delivered by both professionals and peer mentors. A number of Youth Councils are committed to encouraging delivery of this resource pack to educate young people about energy drinks. The aim is to improve the knowledge, attitudes, behaviours and health literacy of children and young people around energy drinks.


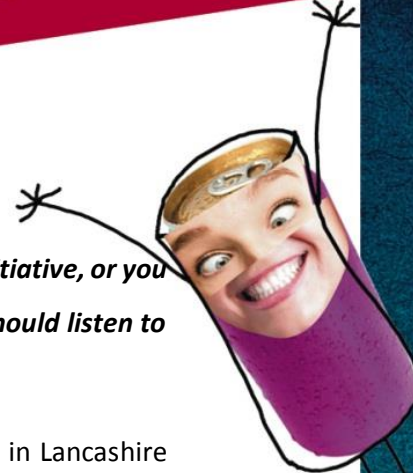
There is also a focus on how the energy drink companies market them to young people. A template letter is included to assist youth zones and schools who may choose to write to local shops asking them to make a voluntary pledge to not sell energy drinks to under 16s. Trading Standards are keen to support any campaign for responsible retailing as: -

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- Energy drinks cans are labelled with 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) voluntary code of practice states that '**energy drinks may not be promoted or marketed to persons under 16**'.
 - The Association of Convenience Stores provides best practice advice for shops selling energy drinks.
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- *'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'*

Evidence from Trading Standards surveys shows that nearly half of young people in Lancashire drink energy drinks with an increasing number also mixing them with alcohol. Professionals across Lancashire have highlighted behavioural and health impacts in youth centres and schools as a concern. Young Addaction, young people's treatment service, have noticed an emerging trend with over half of young people in treatment reporting ill effects after consuming the drinks.

On behalf of all the young people involved in the development of these resources we would like to encourage you to use these activities and sessions to raise awareness with young people around some of the issues caused by their consumption of energy drinks.

The pack contains:-

- DVD: Re-think Your Drink Performance Poetry
 - CD: Electronic versions of all session plans and resources e.g. PowerPoints, sample letter for retailers, posters for retailers, Mentor Adepis - Guidance for Schools
 - A3 poster for display in your setting
 - Set of A4 laminated postcards with key messages concerning energy drinks and young people
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