

ENERGY DRINKS – ARE THEY FOR KIDS?

It's the latest craze but should our children be consuming these drinks!? They are high in caffeine and sugar and even though, on their labelling, they are not recommended for children, they are definitely promoted to that age group. We see them on counters at dairies and service stations at children's eye level and their bright packaging and funky names definitely attract the younger buyers.

READ THE LABELLING CAREFULLY!

Here is some wording from cans of Energy Drinks that is especially designed to appeal to children.

Oh yeah, it's R16 so if you're under age don't consume as you'll be up all night and then your parents will ring us and have a cry and we can't be bothered dealing with that!

Warning! High caffeine content...ok, we know that's why you're drinking it but our lame legal guys made us warn you not to feed this to kids, up the duff women or the weak who just can't tolerate it.

WHAT IS IN THESE LARGE CANS OF ENERGY DRINKS?

- Caffeine which is a stimulant and a diuretic - about the amount of 2 ½ cups of coffee
- Around 11tsp sugar (almost 1000kj) – this would take an average child 1 ½ hours of walking to work off.
- Citric Acid – contributes to tooth decay
- Guarana – which is a small fruit about the size of a coffee bean but has 3 times as much caffeine
- Some claim to be high in nutrients such as taurine and Vitamin B which we have plenty of in our diets

And now smaller, more concentrated versions are available as shots which have almost the same amount of caffeine!

SCHOOL AGED CHILDREN CAN STAY HEALTHY AND ALERT BY EATING A VARIETY OF NUTRITIOUS FOODS AND DRINKING MOSTLY WATER AND REDUCED-FAT MILKS

Healthy Nibbles

Nutrition Updates for Primary Schools

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For more information visit: www.cph.co.nz

Canterbury

District Health Board

Te Poari Hauora o Waitaha