

11.20 Energy Drinks

Resolution passed 2009

Whereas, caffeine is an addictive drug. Consumption is dangerous to young brains and can cause insomnia, restlessness, high blood pressure, and increased heart rate, heart palpitations, anxiety, headaches, and adrenal exhaustion; and

Whereas, many energy drinks are marketed as “dietary supplements.” As a dietary supplement, the Food and Drug Administration limits on caffeine content for soft drinks (71 mg per 12 oz. can) does not apply to energy drinks. Caffeine content can be as high as 500 mg per 20 oz. serving; and

Whereas, marketing for energy drinks is an estimated 6.5 billion in the United States and is expanding at a rate of 55 percent annually. Marketing campaigns are targeting children sending them the message that kids need these drinks to get a buzz to get through the day, to feel differently, or get a boost; and

Whereas, energy drink sales grow substantially every year. Sales were 3.7 billion in 2006 and 4.7 billion in 2007.

Therefore, be it

Resolved, that Washington State PTA lobby for legislation to regulate marketing and labeling of energy drinks for children ages 18 and under, and to urge its constituent organizations to work collaboratively together; and be it further

Resolved, that Washington State PTA work with health organizations to provide resources and educational programs for parents and schools; and be it further

Resolved, that Washington State PTA councils and local PTAs are encouraged to work with their districts and schools to educate them about the negative aspect of energy drinks and urge them to prohibit the sale or consider the restriction of their use on school campuses.