

Energy Drinks Marketing

- WHEREAS,** The American Medical Association supported a ban on marketing energy drink beverages to people under the age of 18; and
- WHEREAS,** the Food and Drug Administration disclosed reports that questioned the role energy drink beverages had in 18 deaths; and
- WHEREAS,** in 2012 total sales of energy drinks reached \$6.9 billion reflecting a 19% increase over the previous year; and
- WHEREAS,** the American Academy of Pediatrics recommended that children and adolescents not consume energy drinks; therefore be it
- RESOLVED** That the Tennessee PTA and its constituent organizations recommend that the State of Tennessee consider options to ban the marketing of energy drinks to people under the age of 18; and be it further
- RESOLVED** That the Tennessee PTA and its constituent organizations work with the public health community to increase awareness among young people and their parents about the potential risks related to energy drink beverages; and be it further
- RESOLVED** That the Tennessee PTA and its constituent organizations call upon all K-12 schools to ban the sale of energy drinks on school campuses and to promote public health awareness among students and their parents.