



**Jamie  
Oliver**

**#NotForChildren**

## Energy Drinks - Why should they be banned to under 16's?

- The label on almost every energy drink can says '**not recommended for children**' but 69% of adolescents of UK adolescents and 24% of under 10s drink them.
- A recent study also found that 55.4% of people reported experiencing at least 1 adverse health effect as a result of drinking energy drinks.
- The most famous brands contain 160mg of caffeine (equivalent of 2.7 espresso shots) in a 475-500ml can. Caffeine has numerous adverse effects when consumed in excess. An 11 year old should not consume more than 105 mg a day.
- The most famous brands also contain about 55g (14 teaspoons) of sugar in a 475-500ml can. Excess sugar consumption is linked to a host of health problems, from obesity to Type 2 diabetes

Our efforts to put age energy drinks to under 16 year olds kicked off on the 5th Jan with a heavy weight PR, campaigning and social campaign.

TV went first with Friday Night Feast on Channel 4 featured a very powerful segment on this issue. Jamie spoke to a doctor, students and teachers, including one particular teacher who has to have a back up lesson plan depending on whether the kids are on a sugar 'high' or a sugar 'low'.



We kept the pressure on by partnering with The Mirror as our campaigning paper...



**M** Science ▶ Heart disease

**Just one energy drink can make "profound changes" to your heart, study claims**

**M** News ▶ UK News ▶ Red Bull

**Teacher quits profession after kids 'pumped up and high on energy drinks' ruin her lessons**

**M** News ▶ UK News ▶ Waitrose Ltd.

**Waitrose bans under 16s from buying energy drinks after warnings from health chiefs and teachers**

**M** News ▶ UK News ▶ Jamie Oliver

**'The drinks turning our kids into addicts': Jamie Oliver sees 'horrific' effect of energy drinks on children and urges Government ban**

And Jamie took part in a [Radio 5 Live Afternoon Edition](#) interview which was also picked up by key press.

**Most schools have banned energy drinks because of the health impacts and disruption in class. But bans in schools aren't enough. A recent report commissioned by the Scottish government found that 41% of children buy a sugary drink including energy drinks at lunchtime.**

**Matthew Burton**, Deputy Headteacher at Thornhill Community Academy who starred in Educating Yorkshire said: 'we absolutely had to ban energy drinks because of the clearly harmful effect they have on children's health and their learning. Unfortunately we can't control how available they are on the high street before and after students leave our care. When they're so readily available – for just 25p in the local shops and supermarkets – it shows that we urgently need government action to regulate their sale.'



**Vic Goddard**, Headteacher of Passmores Academy and star of Educating Essex, says: "Energy drinks give our young people artificial spikes in energy which means they find it impossible to focus in class, followed by massive dips where they look like they haven't slept all week. We banned them from Passmores years ago, but the kids still buy and drink them on the way to and from school. They gain nothing from consuming this 'liquid sugar' and caffeine hit but we can all see the negatives. A ban for under 16s is urgently needed."

## Support of teachers

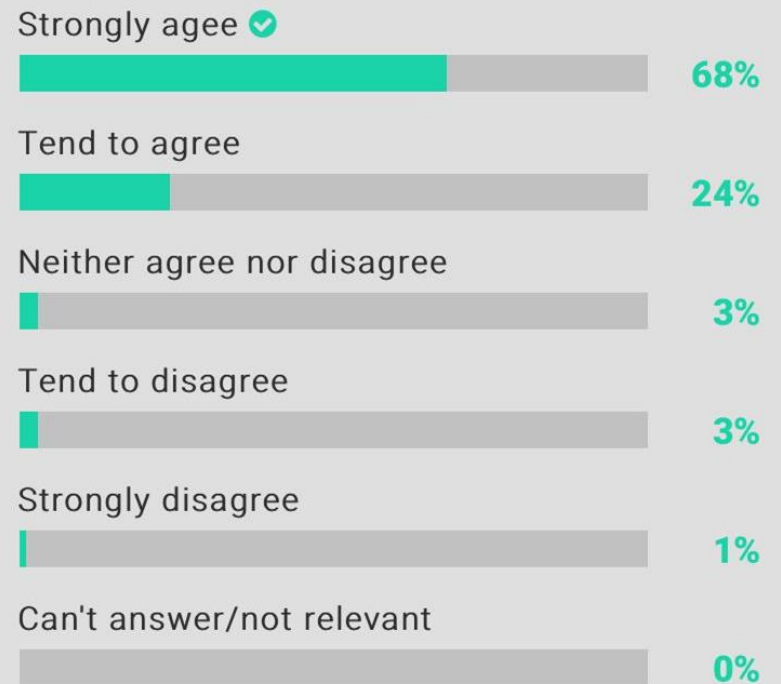
The biggest education union also came out in support of the campaign.

Kevin Courtney, Joint General Secretary, National Education Union, says: 'Schools do all they can to provide an environment conducive to learning, but they can't control what's on sale beyond the school gates.'



Total responses: 1,427

Jamie Oliver wants the government to ban the sale of energy drinks to under 16s. Do you agree?

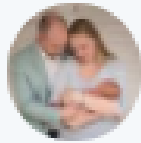


## The support on social media was overwhelming...



**Mr Holland** @MrHollandTHS · Jan 5

In full support of the campaign **#NotforChildren** after an overnight residential intervention trip where so many students confessed to substituting breakfast for energy drinks. Energy drinks are a huge problem for schools. @Number10gov



**Ciaran Hannington** @HanningtonC · Jan 5

Every morning I see children walking to school drinking energy drinks....it is wrong, it is also damaging to their health and education! **#NotForChildren**



**Extraordinary Chaos** @sarahjchristie · Jan 5

As an ex teacher I totally agree there should be legislation around energy drinks, I have seen teenagers not able to focus after energy drinks **#NotForChildren**  
@jamieoliver



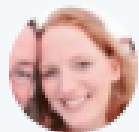
**Chard Newsagent** @Chard\_News · Jan 5

**#NotForChildren** ... We have always had a 16+ age restriction on energy drinks and believe it should be law! @jamieoliver @MarcusFysh



**Flamingo Pool** @poolflamingo · Jan 5

@jamieoliver we are a small swimming **pool** serving the local community but we are supporting your campaign and stopping the sale of energy drinks in our vending machines **#NotForChildren** #FridayNightFeast



**Nicki**

I've been a school matron and seen the daily and nightly consumption of these drinks and the effect it has on sleep. And without gov legislation it's almost impossible to control. **#NotForChildren**

# Twitter Engagement

Tweets #NotforChildren:  
**13,751**

Impressions: 2,149,790

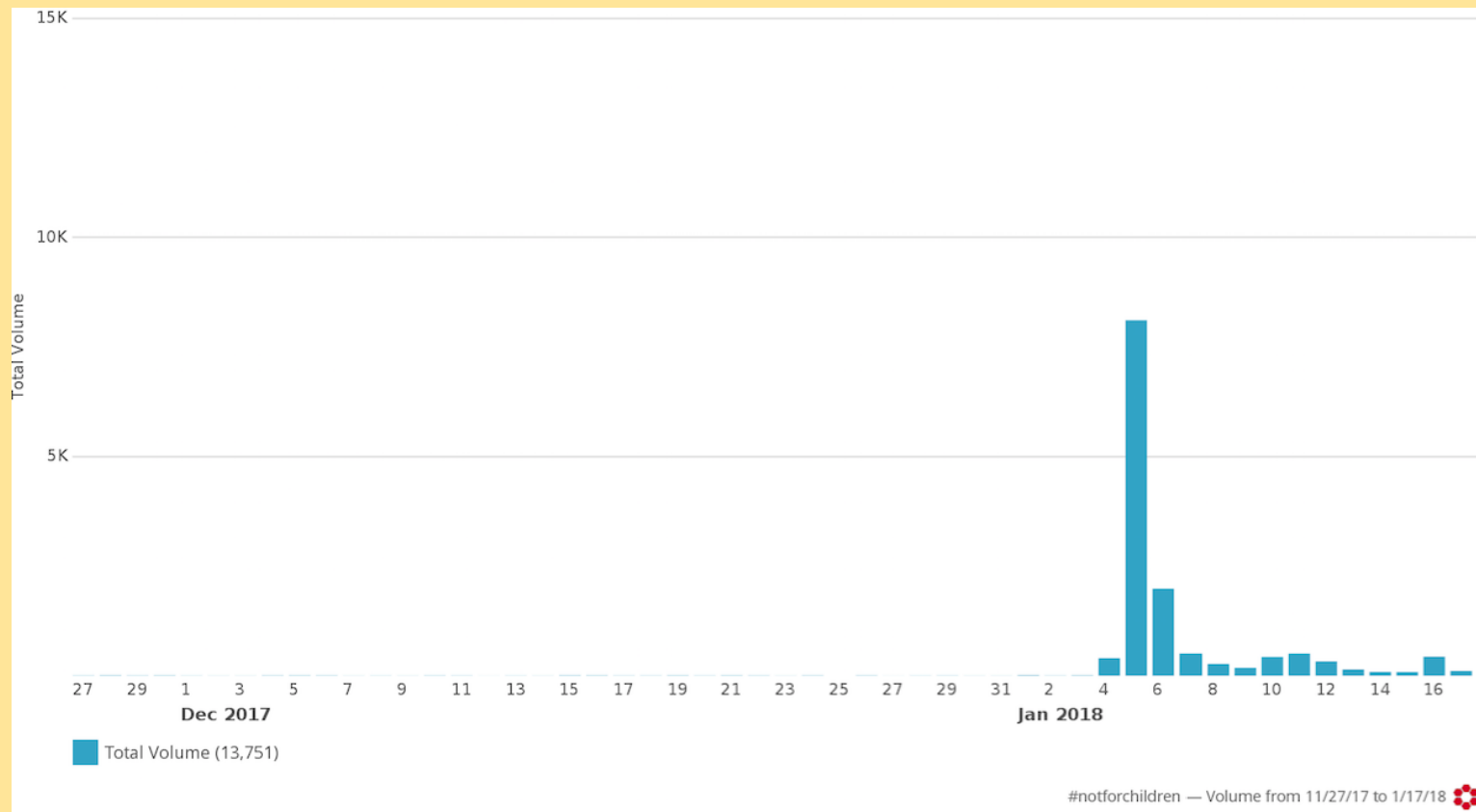
Likes: 13,094

RTs: 5,857



Jamie Oliver   
@jamieoliver

TONIGHT on [#FridayNightFeast](#) @Channel4  
8pm - ENERGY DRINKS! We've been hearing  
it from the front line - teachers, parents -  
energy drinks are [#NotForChildren](#)! Tweet &  
tell the Health Secretary, [@Jeremy\\_Hunt](#), that  
he needs to ban the sale of energy drinks to  
children under 16!





The Instagram poll was pretty unanimous...

158,368 voted no

9,346 voted yes



Instagram post had 178,564 likes.



# Insta stories proved very engaging to the audience

## Story 1: Waitrose & Asda

- 253,858 Impressions
- 231,930 Reach
- 179,723 Taps forward
- 3,833 Taps back

## Story 2: Poll

- 13,958 votes for Sainsbury (51%)
- 13,520 votes for Tesco (49%)
- 231,801 Impressions
- 207,081 Reach
- 174,110 Taps forward
- 9,989 Taps back

## Story 3: The Sun Article

- 220,513 Impressions
- 191,499 Reach
- 138,384 Taps forward
- 5,560 Taps back



# Media Coverage

The mainstream media was very supportive. Jamie appeared on [Good Morning Britain](#) and [LBC](#) talking about the problem.

[The Mirror](#) joined forces with us and ran the campaign with us, which included a front page splash and a double-page spread with strong call to action. They ran various pieces including a piece examining [what's actually in energy drinks](#)

Other coverage included [The Sunday Times](#), [BBC](#), [Mumsnet](#), [The Daily Mail](#), [BBC](#) and [CBBC Newsround](#), [Huffington Post](#), [The Independent](#), [LADBible](#), [Daily Record](#), [Birmingham Mail](#), [Food Manufacture](#)

**mumsnet**  
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## MP calls for ban on high-caffeine energy drinks

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**POLITICS** 10/01/2018 13:44 GMT | Updated 10/01/2018 14:34 GMT

## Theresa May Does Not Rule Out Banning Sale Of Energy Drinks To Under-16s

14 days ago – 23K Shares

**LAD BIBLE**

## Jamie Oliver Wants To Ban Selling Energy Drinks To Kids

The image shows three screenshots of media coverage. The top screenshot is from Mumsnet News, featuring a red header with the 'mumsnet' logo and a navigation menu. The main headline reads 'MP calls for ban on high-caffeine energy drinks'. The middle screenshot is from HuffPost, with a black header and a navigation menu. It includes a promotional banner for 'THE SUNDAY TIMES' and a headline: 'Theresa May Does Not Rule Out Banning Sale Of Energy Drinks To Under-16s'. The bottom screenshot is from LAD BIBLE, showing a photo of Jamie Oliver and a headline: 'Jamie Oliver Wants To Ban Selling Energy Drinks To Kids'. The LAD BIBLE logo is visible in the bottom right corner of this screenshot.

# Prime Ministers Questions

After the media and social media momentum, Maria Caulfield, MP for Lewes to asked a question to Theresa May.

You can watch it [here](#) from 12.40.



## **Maria said:**

'My constituent Justin Bartholomew was just 25 when he committed suicide late last year. His family are convinced that his intake of high energy drinks, over 15 cans a day, increased his anxiety and contributed to his death. Given the increased safety concern around the high energy drink market and the actions of people like Jamie Oliver and Waitrose, would the Prime Minister consider introducing a national ban on the sale of these energy drinks for kids.

## **Theresa May replied:**

'My honourable friend has raised a tragic case and I know that the thoughts of the whole house are with Justin's family and friends. Of course we have introduced the soft drinks levy and we do recognise the issues around drinks which are high in sugar and we know that energy drinks high in sugar can be damaging to children's health. We're supporting schools and parents to make healthier choices and to identify those through clearer labelling and campaigns, but this is an issue that the Department for Health and Social Care will continue to look at and they'll continue to look at the scientific evidence in relation to these drinks.

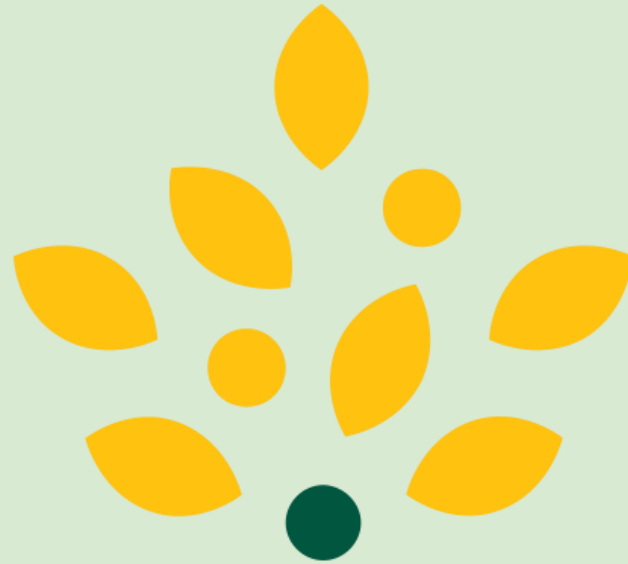
# Retailers response - Waitrose, ASDA and ALDI ban the sale of energy drinks to kids.....



And then Sainsburys follow!



And now Morrisons...



**Morrisons**

**Since 1899**

Retailers are enforcing the ban by asking customers for ID

#NOTFORCHILDREN



ENERGY

500ML

12 TEASPOONS OF SUGAR + 2 SHOTS OF ESPRESSO

The infographic features a red energy drink can on the left with the word 'ENERGY' written vertically in white. Below the can is the text '500ML'. To the right of the can is a large blue equals sign. Further right, there is an illustration of a spoon with white sugar granules above the text '12 TEASPOONS OF SUGAR' and '2 SHOTS OF ESPRESSO'. Below this text is an illustration of a white coffee cup on a saucer.





The campaign remains **'live'** and ongoing. Our sights are set on the UK Government legislating immediately to make sure that all national and independent retailers are banned from selling energy drinks to under 16's

**How can you help?**