



Figure 4. Risk reasons for the combined intake of ED and alcohol for the examined population.

The survey shows that 72% of respondents know that it is not preferable to drink ED with alcohol, 13% they only indulge in it on weekends, while 15% think it should be done when it happens, regardless of the day of the week. On the other hand, 14% of respondents do not believe it is risky to take ED together with alcohol, and 40% do not know if it is risky or not. On the contrary, 46% know that it can be risky; however, a large part of this category does not know how to justify the answer, another good part expresses itself by saying that it is bad for health in general, and finally a small minority knows only part of the deleterious effects that derive from it (Figure 4). It would therefore be necessary to increase the knowledge of ED, especially if associated with alcohol, through primary and secondary prevention, with information campaigns planned especially in schools, in consideration of the lowering of the age of consume children.

Conclusions

From the data we obtained, it is clear that the size of the problem cannot be underestimated: both the habitual consumption of only ED, and that associated with alcoholic beverages, are in fact a widespread reality in a large segment of the population; among other things, these issues take on even greater importance when we consider that they can affect already intrinsically fragile subjects such as adolescents.

The consumption of ED should therefore be limited, especially if associated with alcohol, through primary and secondary prevention plans that provide for information campaigns set up mainly in middle and high schools. In fact, we recall the lowering of the age of children who approach the energizing drinks: they are driven by

curiosity or the desire to integrate into groups. This is why it is necessary to convey to them reasons and useful information about the real risks they run from an excessive use of these drinks.

In Italy, among the various measures undertaken by the Ministry of Youth, it is recalled the creation of a website (www.infoenergydrink.it), where information relating to such drinks are provided. Some companies producing ED belonging to Assobibe, the Italian Association of Non-Alcoholic Beverage Manufactures, also took part in this project, which recognizes the importance of the public debate on the marketing of ED and their appropriate consumption.¹²

References

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