

Re: HL18.1 and HL18.2

# Caffeinated Energy Drinks

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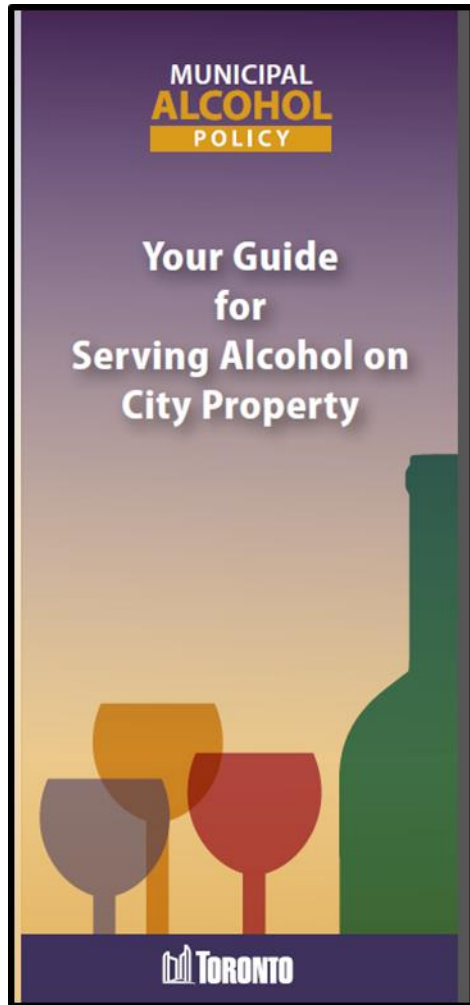
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Acting Medical Officer of Health

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- In **August 2014**, the updated MAP was adopted by the Board of Health and approved by City Council with an amendment to remove the policy statement that **restricted the sale of energy drinks** where alcohol is served, **consult stakeholders** and report back
- In **November 2014**, the MOH was requested to assess and report on different **means of preventing marketing and access to energy drinks by children and youth** under the age of majority

# What are Caffeinated Energy Drinks (CED)?

- Pre-packaged, ready-to-consume beverages containing caffeine and typically sugar and herbal stimulants
- Regulated by Health Canada in a separate food category (i.e. CEDs are not soft-drinks)
- Caffeine content must be between 200-400mg/L
- A typical CED contains 80mg of caffeine per 250mL can



The MAP promotes health and safety and reduces the City's liability risk at events on certain City properties

City properties include:

- civic centres
- recreation centres
- parks
- stadiums
- public squares
- public right-of-ways

- A number of health agencies identify concerns, especially with mixing CEDs and alcohol
- Emerging evidence indicates reports of some adverse health events after consuming CEDs
- Evidence supports a precautionary public health approach



## Health Canada

- Requires precautionary statements on product labels:
  - *Do not mix with alcohol*
  - *Not recommended for children*
- Does not permit marketing of CEDs to children or for hydration purposes during sports



- Online survey and in-depth interviews with event organizers and other stakeholders
- Mixing CEDs with alcohol is not common at events held on City property
- Some are concerned about serving alcohol mixed with CEDs, others not



- Require event organizers to raise awareness of Health Canada's caution statement with bartenders
- Request event organizers to consider not selling and/or not distributing CEDs with alcohol
- Request the AGCO and Smart Serve Ontario to consider updating the Smart Serve® training program to raise awareness of Health Canada's caution statements



- Ontario municipalities do not have authority to prevent sales of CEDs to youth or to require health warning signage in retail stores
- Several policies on marketing are already in place
- TPH will continue to increase public awareness of health concerns with consumption of sugar-sweetened and caffeinated beverages (including CEDs)
- City Divisions should support compliance with Health Canada's marketing restrictions

## Recommendations

- City Council request City agencies to support marketing restrictions and consider not selling CEDs to youth

- TPH will continue to monitor emerging evidence related to CEDs
- Any new health evidence on risks from consuming CEDs with alcohol will inform future updates to the MAP
- TPH will provide input to Health Canada as it develops a Final Regulatory Framework for CEDs