Energy drink risk

Increase in ER Visits

Emergency room visits due to consumption of high-caffeine level energy drinks more than doubled from 2007 to 2011.

"Consumption of energy drinks is a rising public health problem because medical and behavioral consequences can result from excessive caffeine intake."

Substance Abuse & Mental Health Services Administration

Basic Level Cause Map - Start with simple Why questions.

<table>
<thead>
<tr>
<th>Safety Goal</th>
<th>Impact</th>
<th>Health concern requiring medical attention</th>
<th>Consumed energy drinks</th>
</tr>
</thead>
</table>

More Detailed Cause Map - Add detail as information becomes available.

<table>
<thead>
<tr>
<th>Safety Goal Impacted</th>
<th>Customer Service Goal Impacted</th>
<th>Production Goal Impacted</th>
<th>Labor Goal Impacted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media attention</td>
<td>Increased ER visits</td>
<td>Increased alcohol, drugs</td>
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<td>Health concern</td>
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<td>requiring medical</td>
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<tr>
<td>attention</td>
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</tbody>
</table>

Basic Cause-and-Effect

Consuming high levels of caffeine can lead to various health concerns that may require emergency medical attention. Energy drinks can contain extremely high levels of caffeine, which are not required to be listed on the label.

<table>
<thead>
<tr>
<th>Cause Mapping</th>
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<tbody>
<tr>
<td>Problem</td>
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<tr>
<td>Analysis</td>
</tr>
<tr>
<td>Solutions</td>
</tr>
</tbody>
</table>

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Energy drinks contain large amounts of caffeine

Including: One energy drink can be equivalent to several cups of coffee

AND

Unaware of possible effects

Including: Dehydration, insomnia, headaches, and seizures

AND

Consumed energy drinks

Including: 58% of ER visits related to energy drinks combined with alcohol, drugs

AND

Increased popularity of energy drinks

Including: 58% of ER visits related to energy drinks combined with alcohol, drugs

AND

Marketing of positive health effects

Including: 58% of ER visits related to energy drinks combined with alcohol, drugs

AND

Limited regulation

Including: 58% of ER visits related to energy drinks combined with alcohol, drugs

AND

Possible Solutions: Higher regulation of beverages

Effect -> Cause

Evidence:

No. | Action Item | Cause |
--- |-------------|-------|
1  | Require disclosure of caffeine levels | Not required to list amount of caffeine |
2  | Higher regulation of energy drinks | Limited requirements for beverages |

For a free copy of our Root Cause Analysis Template in Microsoft Excel, used to create this page, visit our web site.