



المدرسة الهندية - مسقط INDIAN SCHOOL MUSCAT

(Affiliated to the Central Board of Secondary Education, New Delhi. Affiliation No. 6130001)

ص.ب: ٢٤٧٠، روي. الرمز البريدي: ١١٢، سلطنة عمان. هاتف: ٢٤٧٠٢٥٦٧، ٢٤٧٨٤٠٥٥، ٢٤٧٨٤٠٦٩، ٢٤٧٨٤٠٩٧ - فاكس: ٢٤٧٩٤٩١٩
P.O. Box: 2470, Ruwi, Postal Code: 112, Sultanate of Oman - Tel.: 24784097, 24784055, 24702567 - Fax: 24794919
Email: ismoman@omantel.net.om Website: www.ismoman.com



ISM/PRN/134/2023-24

October 30, 2023

CIRCULAR TO PARENTS OF CLASSES IX-XII Energy Drink Consumption by Students

Dear Parents,

This circular is part of a schoolwide awareness campaign about the Effects of the Consumption of Energy Drinks on Students. Teenagers consume them for various reasons, including social influences and personal needs. Advertising and marketing tactics, often supported by celebrities and athletes, claim that energy drinks can enhance performance, concentration, and that energy levels are very persuasive. Teenagers may also consume them to improve their mood, fight tiredness, or stay alert during late-night study sessions or throughout the day.

Overuse of energy drinks, especially among teenagers, can lead to health complications due to excessive caffeine, sugar, and other stimulants. Teenagers are more susceptible to caffeine's effects and may experience heart palpitations, anxiety, insomnia, and obesity. Limiting energy drink consumption and choosing healthier alternatives is crucial for a safer and healthier lifestyle.

Collaboration of parents along with the school community is essential to raise awareness about the risks of energy drinks and promote healthier beverage options. Here are some ways in which parents can have a positive impact on children's choices regarding energy drinks:

- Try to have an open, non-judgmental conversation with children to help them understand the reasons behind their choices.
- Set clear rules regarding energy drink consumption within the family.
- Encourage children to assess advertising and marketing messages related to energy drinks critically.
- Have regular conversations with your children to check their well-being and whether they are experiencing any issues that leads them to turn to energy drinks for a quick fix.
- If your child is struggling with excessive energy drink consumption or facing health issues related to it, seek guidance from a professional.

Let's all work together as always to help and support our children for their best.

Kind regards,

Rakesh Joshi
Principal

