

**AWARENESS AND PRACTICE OF
ENERGY DRINKS CONSUMPTION AMONG
HIGH SCHOOL STUDENTS IN SAGAING
TOWNSHIP, SAGAING REGION**

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ABSTRACT

Globally, market and consumption of energy drink is increasing year by year although only few people have knowledge of detrimental physiological and psychological effects. Easily accessibility in grocery stores, convenience stores, supermarkets, canteens and over advertising of these drinks has made them not only acceptable but also readily available for all age groups within population. Studies regarding awareness and practice about energy drinks consumption are still scanty in Myanmar. Therefore, this study aims to find out awareness and practice of energy drinks consumption among high school students. A cross-sectional study was done among 216 students in Sagaing Township. The pretested, self-administered questionnaire was carried out during September to December 2019. The (72.2%) of the study population was taking energy drinks within one month. Most of the students (71.3%) did not notice that caffeine was one of the ingredients of energy drinks. The (41.7%) of students were having good awareness level. Over half of the students (55.1%) were first consumed energy drinks before 10 years of age. Similarly, (54.2%) of the students were taking 1-2 cans of energy of drinks per week. Majority of the participants' family members (80.1%) took energy drinks. Nearly two-third of the participants (64.4%) perceived that frequent consumption of energy drinks can lead to deterioration of health. The students became aware that energy drinks consumption and diabetes type II are somewhat associated. The main reasons for energy drinks consumption were for sports, staying awake, energy boost and studying. Moreover, Taste had considerable influence on their choice of energy drinks. Most of the students (78.7%) had manner of reading labeling before buying energy drinks. Statistically significant association between taking energy drinks by family and energy drinks consumption was found in this study ($P = 0.007$). Also significant association was found between pocket money and energy drinks consumption at ($P < 0.001$). Additionally, there were significant association between viewing screen and energy drinks consumption ($P = 0.033$); playing games and energy drinks consumption in high school students of this study ($P = 0.015$). According to these study findings, awareness raising and law and regulations regarding energy drinks consumption for children should be implemented. Sin tax, restriction of their sales and use in school compound should be established.