

# 1 Problem

<b>What</b>	Problem(s)	Health concerns
<b>When</b>	Date	2007-2011
	Different, unusual, unique	More dangerous in combination with alcohol, drugs
<b>Where</b>	State, city	US
	Facility, site	Emergency room (ER) visit
	Task being performed	Energy drink consumption

## Impact to the Goals

<b>Safety</b>	Health concern requiring medical attention
<b>Customer Service</b>	Media attention
<b>Production-Schedule</b>	Increased ER visits
<b>Labor, Time</b>	Increased ER visits

Frequency	10,000 ER visits in 2007 to >20,000 in 2011
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# 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

### Cause Map

Cause Mapping is a Root Cause Analysis method that captures basic cause-and-effect relationships supported with evidence.

## CAUSE MAPPING

Problem Solving • Incident Investigation • Root Cause Analysis

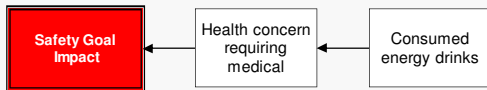
- Step 1 Problem** - What's the Problem?
- Step 2 Analysis** - Why did it happen?
- Step 3 Solutions** - What will be done?

# 2 Analysis

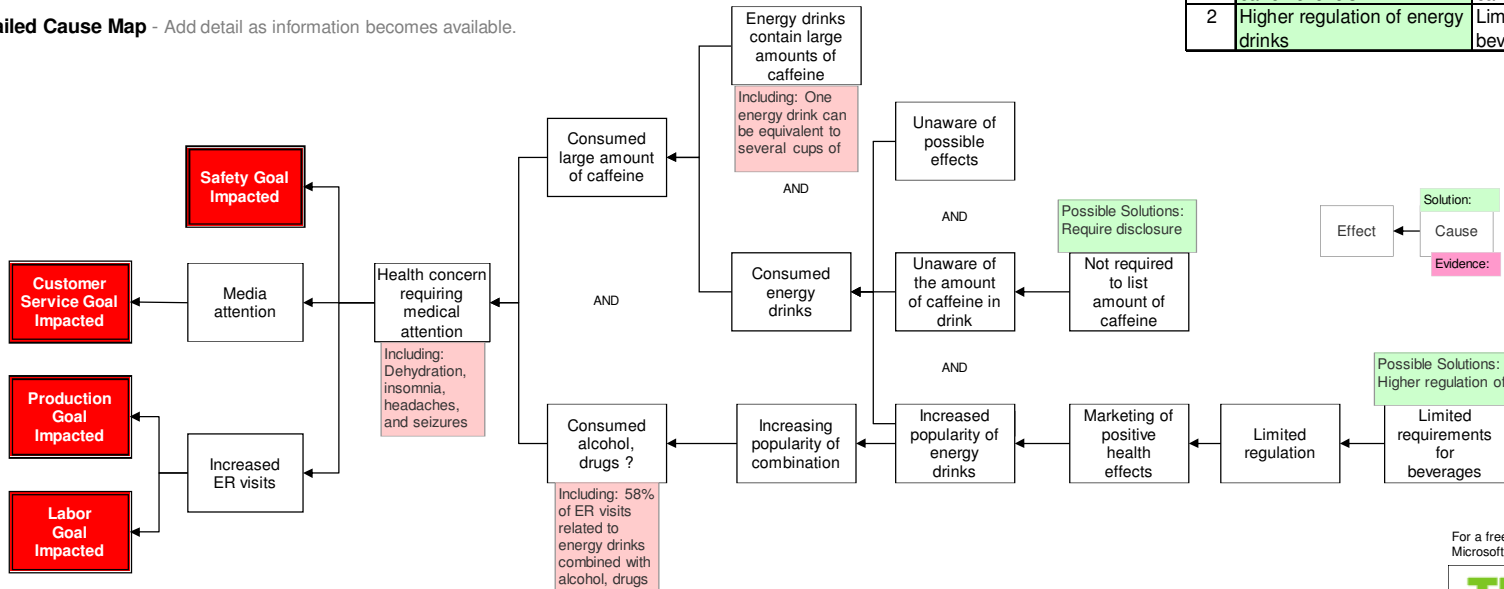
**Basic Level Cause Map** - Start with simple Why questions.

### 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.



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



# 3 Solutions

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.

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