

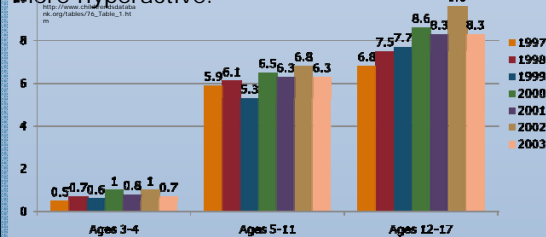
Hyperactivity and Tasty Snacks

A Poster by Ian Corcoran, Chris Fiore & Juan Gomez

The Problem with Snacks

Many recent studies show a very strong connection between the amounts of food coloring and preservatives children consume and the level of hyperactivity and ability to concentrate they show. These studies show that many of the most common additives make children between

the ages of three and nine less attentive and more hyperactive.



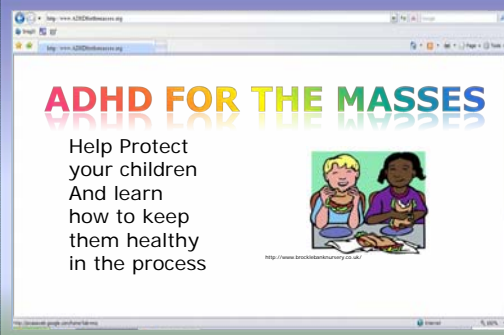
The Culprits

The food colorings that seem to have the greatest effect are very common; they are present in ice cream, cereal, soda, candy and other foods children love. The main suspects are:

- Sunset Yellow
- Tartrazine
- Carmoisine
- Ponceau
- Sodium Benzoate

A Modest Proposal

This is a very serious issue and it is very important that parents know and understand how these additives affect their children. If they know, they can buy products that don't have these additives and discourage the food industry from using them through changes in sales.



To educate parents, we have designed a website (seen on the right) that tells parents which foods contain these additives and what they can use as substitutes for the more harmful snacks and sodas. We would also distribute pamphlets containing some of this information in schools, medical centers, churches and ADHD support groups.

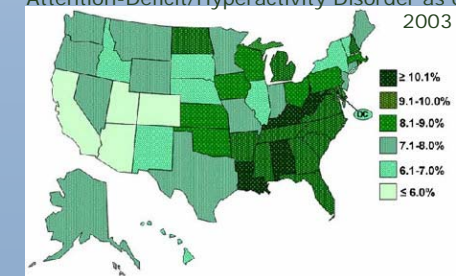
Success?

To measure the effects of our solution, we will monitor the annual sales reports of any publicly traded company that produces food that contains the harmful additives. We would also poll the people who visit our website, asking the about the helpfulness of our information and how they have changed their family's diet



Picture of cookies courtesy of www.bfeedme.com

Percent of Youth 4-17 ever diagnosed with Attention-Deficit/Hyperactivity Disorder as of 2003



http://www.cdc.gov/nchsdata/adhd/images/adhd_chart1.jpg