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Case Study Facts

Article Title

A survey of sports drinks consumption among adolescents

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Published

British Dental Journal, June 2016

DOI

10.1038/sj.bdj.2016.449

Pubmed ID

27338907



Altmetrics monitors online attention and measures social impact. Altmetric shows that papers in the *British Dental Journal* consistently receive the highest number of mentions of any dental journal in the world. **It is the one that gets most people talking about its content.** The Altmetric Attention Score represents the amount of attention an article picked up.

197

tweets reaching over 365,000 followers

Posts on

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public Facebook pages

Appeared in over

37

international news outlets and blog posts

In the News!

Sports drinks may have adverse effects on teens' dental health

(*NHS Choices*)



High sport drink use among young teens 'risk to health'

(*BBC NEWS*)



Children consuming sports drinks unnecessarily

(*AlphaGalileo*)



Resulting in
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What the authors said...

Publication in the *BDJ*, *BDJ Bites* and a multidisciplinary press release all worked together to get this important (dental) public health message out to an audience which was so much wider than the usual suspects.

The submission process was made so much easier with the personal touch from the editorial team.

Maria Morgan,

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