

## Case Study #1

Harpreet is a 13 year old girl who's just moved into a new neighbourhood and is going to a new school. She has no friends and really misses the ones she had to leave behind. She notices the other kids at her school playing and having fun and really wants to join in. Sometimes the kids drink alcohol in the bathroom during recess. She knows that drinking alcohol is against her religion and cultural beliefs. Plus, her parents would be really upset if they ever found out she was drinking.

What is influencing Harpreet's decision to drink alcohol?



## Case Study #2

Corey is a 16 year old boy. His parents keep asking him what university he wants to attend and what he wants to study. His grades haven't been the greatest and he's worried that he won't be accepted into a university if they don't improve. Some of his friends are having a party on the weekend and are planning to sneak in some alcohol. He has seen beer commercials on TV showing guys having fun at a party and wonders what this party will be like. His friends really want him to go.

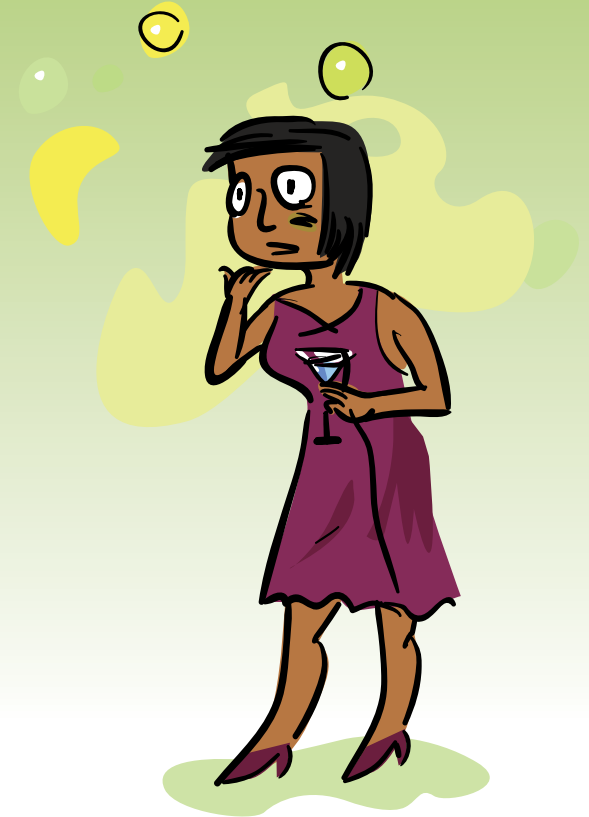
What's influencing Corey's decision to drink alcohol?



## Case Study #3

Jackie is a 35 year old single mom of three children. She works three jobs in order to support her children and send them to school. Her divorce was stressful for her and her family. She is doing all she can but feels overwhelmed at times especially since she doesn't have any family in the area to help her with her kids. Jackie's friends sometimes drink alcohol when they get together. She sees how it seems to make them more relaxed and at ease.

What's influencing Jackie's decision to drink alcohol?



## Case Study #4

Jim is a 50 year old man who is well-known and respected in his community. He works for a successful company and puts in a lot of long hours. As part of his job, he often has to take out clients to restaurants and bars. His boss always wants him to do more work with short deadlines. When Jim gets home, all he wants to do is relax and put his work behind him. He finds himself drinking alcohol anytime he's not at work. His family thinks it's turning into a habit.

What is influencing Jim's decision to drink alcohol?



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