

Case Study #1

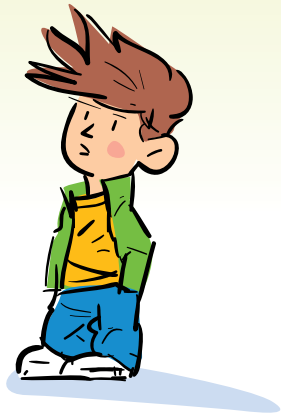
Harpreet is a 13-year-old student who has just moved into a new neighbourhood and is starting at a new school. Harpreet has not yet made any friends. One day, some classmates invite Harpreet to hang out after school at the park. Harpreet decides to join, not knowing that they have brought beer to drink. Harpreet knows that drinking alcohol is against their religion and cultural beliefs, and Harpreet's parents would be very upset if they ever found out.

What is influencing Harpreet's decision to drink alcohol?



Case Study #2

Corey, who is 16 years old, will be graduating this year. Corey's parents have been nagging Corey about university/college applications. Corey's grades have not been the greatest and may not meet the cutoff for the program Corey is applying for. This weekend, some of Corey's friends are hosting a party and they really want Corey to attend. They assure Corey it will be a great time and mention plans to bring alcohol. Corey has seen beer commercials on TV showing people having fun at a party and wonders what this party will be like.



What is influencing Corey's decision to drink alcohol?

Case Study #3

Jackie is a 35-year-old, recently divorced, single parent of three children. Jackie doesn't have family who lives close by who can help. Jackie works three jobs to support the family and often feels overwhelmed with trying to manage everything. Jackie's friends sometimes drink alcohol when they get together. Jackie sees how it seems to make them more relaxed and at ease.

What is influencing Jackie's decision to drink alcohol?



Case Study #4

Jim is a 50-year-old who works for a successful company and puts in long hours to meet expectations. Jim's demanding boss often asks Jim to complete additional tasks within tight timelines. Part of Jim's job involves taking clients out to restaurants and bars. Lately, Jim has been drinking alcohol to unwind after a stressful day at work. Jim's family is concerned that it may be turning into a habit.

What is influencing Jim's decision to drink alcohol?

