

**Strong**

(Level of influence)



**Weak**

(Level of influence)

**Internal**

Self-generated  
influence from  
thoughts and  
feelings

(Type of influence)

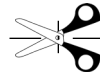


**External**

Influence from  
others or the  
environment  
(Type of influence)

<b>Peer group</b>	<b>Desire to fit in</b>	<b>Media, including advertising</b>	<b>Religion</b>
<b>Personal values and goals</b>	<b>Self-worth</b>	<b>Family</b>	<b>Celebrities</b>
<b>Political opinions</b>	<b>Social media</b>	<b>School ethos</b>	<b>Mental health or wellbeing</b>

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**STAGE 1**

Max has just finished his GCSEs and is getting ready to go to a weekend music festival to celebrate. Lots of his friends are going, as well as people he knows from other schools. As he is packing, he sees messages in the group chat about what everyone should bring, including what alcohol and other drugs they could take with them.

**Influences?**

Example: Friends

**Internal or external?**

External

**STAGE 2**

They arrive at the campsite and start setting up their tents. A group nearby are playing music, chatting and drinking. Another group seem to be smoking something together. Everyone seems very friendly, and several people introduce themselves as they set up their camp.

**Influences?****Internal or external?****STAGE 3**

The group go to watch a band. It's very busy but there's a great atmosphere. Max's friend CJ drinks lots of beers quickly, some given to them by strangers, and now seems quite drunk. Max has been drinking soft drinks but he feels a bit drunk, so wonders if someone has put something in his. He also starts to become worried about CJ's behaviour, but everyone's having a good time and nobody else seems worried about CJ acting out of character.

**Influences?****Internal or external?****STAGE 4**

Max has lost CJ. He saw a group doing something with balloons earlier and now his friends are dancing with them. No-one else seems worried about what is going on and Max doesn't want to be accused of bringing down the mood. Eventually the last band finish up. Some of the group go off with their new friends and the rest head back to their own tents. A few hours later, Max finds CJ by the toilets, very dazed and confused and looking really unwell.

**Influences?****Internal or external?**

**STAGE 1**

- Max is going to a weekend music festival
- Max is going with his friends
- Max's friends are messaging about buying alcohol and other drugs

**Influences?**

Example: Friends

**Internal or external?**

External

**STAGE 2**

- Max and his friends set up their tent
- They meet some new people who are camping nearby
- Some people are smoking
- Everyone seems happy and friendly
- Max is excited and wants to join in

**Influences?****Internal or external?****STAGE 3**

- Max and his friends go to watch a band
- Everyone is having fun
- Max's friend, CJ, drinks a lot of alcohol and seems to be drunk
- Max thinks someone might have put something in his soft drink because he feels a bit drunk
- Max is the only one worried about CJ's drunken behaviour

**Influences?****Internal or external?****STAGE 4**

- Max has lost CJ
- The rest of Max's friends are dancing and are not worried about CJ
- Max and some of his friends go back to their tent
- A few hours later, Max finds CJ looking really unwell

**Influences?****Internal or external?**