**Applying the Social Sciences to Life: Case # 1**

LONDON, Ont. - Greg Goodale remembers lying on the sidewalk, people walking past. What he doesn't know for certain is how long he was lying outside the Loblaws store on Wonderland Rd. S. last Saturday before someone called police, not an ambulance, to pick up the "drunk."

Goodale, who's diabetic, was suffering from an insulin reaction (low blood sugar) and drifted into unconsciousness.

What's bothering him today is how so many people could walk by and not stop to help.

"It just blows my mind," said the 39-year-old plumber and father of two children who went to Loblaws to pick up several items, including a birthday cake at the bakery, about noon. Goodale says he was lying on the sidewalk for at least an hour and possibly longer.

"Not one person stopped. How many hundreds of people are going into that store every hour? They went in, came out and I was still lying there. With all the cellphones out there, couldn't someone have called for an ambulance?"

Goodale remembers finishing a job at a coffee shop nearby and going into the store shortly after noon. He remembers picking up the cake and a few other items. The last thing on his list was beef bouillon.

"I remember knowing I had to pick up bouillon and walking around the store not knowing where to look. I was probably walking around aimlessly, but for how long I don't know."

Goodale and his wife, Stacie, said they are shocked no one called to get him help until a store manager called police about a drunk lying outside the store.

An ambulance is regularly dispatched to these kinds of incidents and was sent at 2:08 p.m., arriving seven minutes later.

The paramedics ignored a store manager, who said the person was drunk and police were coming, quickly diagnosed Goodale and took him to Victoria Hospital.

When contacted by QMI Agency, Julija Hunter, vice-president of public relations at Loblaws head office in Brampton, said it was an "unfortunate" incident.

"We are very sorry for how it was handled."

She said the company has apologized to the Goodale family.

"We are examining the situation including reviewing our relevant policies and procedures with our colleagues at that store. We apologize for the concern this may have caused our customers and we are committed to improving the way we manage these types of incidents."

Goodale said he has had a few such reactions in the past. They are caused by insulin intake, strenuous activity or illness.

"Usually, I can tell when it's coming on, but this one hit me like a ton of bricks."

Sue Taylor, regional director for the Canadian Diabetes Association at London's Banting House National Historic Site on Adelaide St. N., said she hasn't heard of a similar incident in 18 years at the association.

"People with diabetes (who are having a reaction) will act strangely and not act like themselves."

The reaction can vary from person to person, depending on a number of factors, Taylor said.

"So, I can understand why the store manager may have dismissed him as a drunk. It's not always easy to detect."

Goodale said his goal in telling his story is to inform the public and make people think twice about stepping around or over someone passed out on a sidewalk.

"The way I look at it, if I was that intoxicated that I passed out, someone would have smelled the alcohol on me," he said.

"Why would they leave me in front of the store's door for so long? Even if I saw someone who was that drunk and passed out I'd call for help. What's wrong with people? I don't care if a person is drunk. If you don't know what's wrong you should call for help."

Source:

Belanger, J. (2010, October 30). Diabetic in Coma Mistaken for Drunk. *Canoe.Com*. Retrieved from

<http://cnews.canoe.com/CNEWS/Canada/2010/10/30/15888311.html?&pic=0>