

Be Aware Before You Dare / Une Personne Avertie En Vaut Deux

The information contained in this brochure was viewed very positively by most respondents. People mainly felt the fact that you could be charged by simply being with someone suspected of a crime as the most important piece of information. The limitations of consular assistance and the fact that alcohol is prohibited in most Muslim countries were also viewed as being very important. The information on prescription medication was also viewed as being critical as most participants had never considered potential problems with medication.

Although all participants liked the brochure and found it very informative, they still wanted information on those Canadians incarcerated in foreign prisons for drug-related offences. Furthermore, the most negative comments about the brochure related to the picture of the hand-print on the cover page. People clearly did not like the visual and felt it did not go well with the title, especially in Montreal. Some stated that the visual on the poster was even better than that one. Most felt that a shocking image would be more appropriate and some suggested the picture of a firing squad. Although a few additions were suggested in terms of information, the only major change people would like to see to it is the visual image.

Although most people clearly liked the brochure, they all preferred the *No Exit / Aller-Retour* one. This second brochure (shown first in half the groups) was unanimously preferred by all participants including the older group in both Montreal and Toronto.

No Exit / Aller-Retour

All participants loved this brochure. "Better than everything we've seen so far; very catchy; reads very easily; very informative; more direct than the others; nice visual and great colours; good for all age groups". The fact that this brochure was laid out on a single page was appreciated and people liked the flow of the information. The "Do's and Don't's" were to the point and very clear and people were happy to see some facts on Canadians in foreign prisons on drug-related charges. However, they generally felt that 324 cases were not many and suggested that information on fines and other sentences be included. People still