



Dept. of Foreign Affairs
Min. des Affaires étrangères

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Executive Summary

- This research shows that the ADIP message is effective in providing Canadian travellers with a greater understanding of the risks involved with being involved with drugs abroad. Approximately one-half of all Canadian travellers have seen, read or heard an **communications product** on the risks of drug involvement while abroad.
- Most Canadian and young Canadian travellers reveal an intuitive understanding of the risks of drug-involvement. However, a substantial number of young travellers believe their Canadian status provides them with varying degrees of influence and protection. For example, if arrested in a foreign country on drug-related charges,
 - one in six young Canadian travellers believe that embassy officials would provide them with a lawyer;
 - one in four young Canadian travellers believe they would face the same type of punishment administered in Canada;
 - one in five young Canadian travellers believe that they would be sent home to Canada.
- ADIP communications products have a positive affect in addressing some of the myths of being involved with drugs while abroad. Those who saw an ADIP communications product were more likely to disbelieve common myths.
- Most respondents felt all three communications products were effective in transmitting information about the risks and consequences of becoming involved in illegal drugs outside Canada.
- Respondents were not very helpful in providing suggestions for the ADIP. Approximately four out of 10 respondents had no suggestions, 23% suggested more advertising especially on TV and at airports, 7% suggested more real-life experience in ads and 7% suggested more education especially at a younger age.

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