

Anti-Drug Information Program

When asked if they had seen, heard or read anything or any materials aimed at discouraging people from taking the risk of transporting drugs across borders, people identified broadcast announcements in airports, reading materials in aeroplanes, the Customs' form "I Declare", some radio ads and some general materials found in travel agencies. One participant in Toronto recalled a radio ad from ADIP whereas one young female participant had recently seen the *Gambit* video at the cinema.

Posters

Toronto participants were shown the poster "*Room With A View*" whereas Montreal participants were shown its French version "*Dans L'eau Chaude*". Of all materials shown to participants, the poster was clearly rated the poorest. Participants questioned the visual and felt it offered a very pleasant and relaxing view. Some had not noticed the prison bars and many felt that it looked like a regular tourism advertisement. It was felt that the visual would not capture anyone's attention as many assumed it would be an ad for a Club Med or Greenpeace or something of that nature.

The main criticism of the poster was that it was not shocking enough. In fact, such a nice view from prison insinuated that the prison conditions were very pleasant. People felt a much colder image would be more effective. As one woman said, the picture should have been taken looking into the prison instead of onto the beach. The image projected by the poster was difficult to relate to drug use and many simply felt that it gave them the urge to take a vacation. If placed at travel agencies or in airports, the ad would simply blend in with various travel ads.

People felt the most effective image would need to shock viewers. Interestingly, people in all groups commented that the ad should have some red in it as it is usually associated with either "stop" or "danger". The ad needs to be more affirmative and shocking. Many participants suggested a picture of armed custom agents with a gun to someone's head. It was felt that the picture should scare people and in itself should remind people of the dangers of using and transporting drugs. Some also felt that it should focus on the small user and could have a picture of a joint stating "a single joint is smuggling - have you checked your pockets lately". The intent is to remind those that could have forgotten they had a joint on them or in their luggage. It was felt the visual alone should be a sufficient reminder as most people would not bother to read the ad.