

instances of what might be called "policy borrowing in reverse." The smaller country, Canada, may serve at least partially as a model for policy formulation in the larger country, the United States, in contrast to normal expectations. What conditions influence this phenomenon? This paper examines the nature of international communications networks on the question of tobacco control and smoking regulation, especially those between Canada and the United States, and what effects they have had on public policy in both countries. From this study, as well as a subsequent examination of lesson drawing on comprehensive health care, more general conditions for the reversal of the usual direction of policy borrowing will be developed, for possible application to other policies in advanced industrial democracies.

Theoretical Literature and Methodology

Periodically social scientists extensively examine the question of why countries have similar or different public policies. This has been especially true for studies of industrialized countries, which are less bound by the constraints of economic scarcity and the search for economic development (Kerr, 1983). Until recently, the question of why countries adopted similar policies in certain areas was called policy diffusion, focusing on the existence of policies rather than closely examining