

Perceptions/Misconceptions	Recommended Messages/Responses
<p>People feel relatively safe transporting, buying and using drugs in countries where the drug laws are lenient. People assume that all drug-related activities are fully legal and acceptable in certain countries such as Holland and Jamaica.</p>	<p>Certain communication materials should stress the risks and consequences of transporting, buying and using drugs in countries where drug laws are perceived to be very lenient. People are generally aware of the fact that you are not allowed to enter or leave the country with drugs but feel all drug-related activities within the country are fully legal.</p>
<p>People generally feel that the most effective way to discourage potential smugglers from taking risks is through shocking messages. Most of the aids presented to them were see as being too soft, particularly all visual executions.</p> <p>People want objective information and facts. Any exaggerated message puts into question the credibility of the communications.</p>	<p>Communication materials must reflect a balance between "shock value" and "credibility of the messages". The message has to be direct, to the point, scary, yet realistic and believable. More effective visuals could be developed by making them a little more shocking.</p> <p>Communications should present more facts. The personal accounts of Canadians held in foreign prisons on drug-related charges should be communicated as they are likely to be interesting, emotional and potentially shocking. People can relate better to factual information and feel that the level of recall would also be higher.</p>
<p>People are only partially sympathetic to those being charged for offenses committed by victimization or association. It is felt that these people are very naive and foolish.</p>	<p>Continue with communications aimed at increasing the level of awareness of the various ways an "innocent" person can become involved in drug-related offenses. The more the "victim" appears intelligent and informed, the more impact the message is bound to have. People must relate to the person being victimized.</p>