

hitchhiker in a foreign country was viewed as doing something ridiculous. People felt that plenty of information warning people not to do this already existed. Messages at airports continuously remind people to keep their luggage in sight at all times.

Although many participants felt it would be like telling an adult not to get in a car with a stranger or not to accept candies from a stranger, more communication was viewed as potentially necessary. Information was also needed for countries where drug laws are considered lenient as people do not think of the risks of smoking drugs in Jamaica or Amsterdam for instance. The consequences of smoking, buying or transporting small quantities of soft drugs in the United States was particularly viewed as being necessary.

When discussing the type of information that should be communicated, people therefore felt that it should be geared to the small user and to those who would "foolishly" accept doing things with others or for others (i.e. victimization and association). It was felt that the government should not waste time and resources trying to convince smugglers of the risks and consequences of smuggling drugs as this was viewed as a calculated risk and people generally felt that smugglers were quite aware of all drug-related regulations. Some participants felt that the government had no business trying to convince people not to take risks for something that was already illegal here in Canada. However, the majority did feel that information was necessary but also felt that travel agencies and airlines should share some responsibility in informing their clients about the dangers of dealing with drugs. It was also suggested that the government look at what other countries are communicating to their citizens.

Any information campaign should target travellers. Participants did not want a general campaign addressed to everyone as this was deemed somewhat useless and very expensive. People suggested pamphlets or brochures that would warn and remind travellers of the risks of using drugs in foreign countries. It was suggested that these be included with airline tickets, with information provided by travel agencies and with Passport documentation.