

or not do to avoid difficulties. The main purpose of the program, which has now become a continuing feature of the Consular Services Program, was to reduce the incidence of Canadians getting into serious trouble abroad.

One of the principal means used to deliver the message to Canadians has been the booklet "Bon Voyage, but..." which is enclosed with each new passport. In 1980, 700,000 copies were printed at a cost of \$72,000.

Other methods employed have included posters, TV public service announcements, radio mini-documentaries, advertisements in the printed media, speeches by departmental officers to service clubs and other groups, and a 1975 27-minute documentary film about our consular service called "In Distress". This film is being replaced by a new film in two distinct English and French versions. More recently, the Department has issued a pamphlet entitled "Tips on Terrorism".

In 1979, the Department for the first time hosted a conference for the travel industry and the media at which our consular awareness message was delivered. There are plans to hold a similar conference in 1981.

There is reason for thinking that the consular awareness program has had a measure of success. The total number of difficulty-and-distress cases--those in financial difficulties, severe destitution, detentions, hospitalizations and deaths--fell from 5,528 in 1976 to 4,071 in 1980, a decline of over 26%. Preliminary figures indicate that the number of people who travelled to destinations other than the USA was about the same in 1980 as in 1976, while the number travelling to the USA increased by about 2½%.

It can similarly be argued that another facet of the success of the consular awareness program has been the increased use made of the routine services at consular posts abroad. These increased from 494,472 in 1976 to 602,991 in 1980--a rise of nearly 22%.

Problems

As a kind of preventive medicine, the consular awareness program is well conceived and should be maintained and, if possible, improved. The emphasis might be put more heavily upon encouraging the private sector to take a more active role in providing services to the travelling public, particularly by way of insurance policies which provide help and services for the traveller who encounters accident or mishap as well as compensation for financial losses. Advice to the public might also stress that insurance companies and