

- It was felt that any campaign should be targeted to potential victims and youth. Focusing on younger people is viewed as prevention and many participants suggested getting the school boards and schools involved in a campaign. In fact, schools, colleges and CEGEPs, universities and youth hostels were viewed as very good places for an information campaign.
- People felt that personal accounts of Canadians in foreign prisons on drug-related charges represent the best objective information to use in a campaign. The stories would be a compelling read, would provide important information and would enhance awareness of the risks and consequences of drugs.
- It was also suggested that films like "Midnight Express" be subsidized if necessary and be aired more frequently. It was recommended that such films also be played as in-flight videos.
- Information campaigns should also focus on the element of risk. It was felt that if statistics could be provided on the total estimated number of smugglers or people transporting drugs compared to the number of people getting caught, people would have a better idea of the risk they would be taking.
- People also felt that information campaigns clearly showing how much a person has to lose would be more effective. Instead of showing people in difficult financial situations accepting to smuggle drugs for money, they could show regular people getting caught with small amounts and the impact criminal charges would have on their job, family and reputation.
- Others also felt that communications should focus on the length and conditions of potential sentences. Again, they referred to the 300 incarcerated offenders and felt that their real life stories should be communicated. Exaggeration must be avoided and objective facts and cases would have the most credibility and the most impact.