

outside Canada, and outlines realistic expectations of our consular services and an appreciation of their own responsibilities while travelling abroad."

The department is working with private sector representatives directly associated with the travel industry. To date, the Medical Services Association of British Columbia, Canadian Airlines International, Alberta and Ontario Blue Cross, NationAir, and American Express Canada are involved in efforts to reach the wide and varied audience of Canadian travellers.

Last year Canada's missions extended over 600,000 separate services to Canadian citizens ranging from routine enquiries to appeals for help. The Consular Awareness Program focuses on informing Canadians about the numerous services offered by Canada's missions, providing them with a better understanding of a mission's abilities and functions, and describing their responsibilities in ensuring safe and pleasurable travel.

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