



respondents were asked for suggestions for the ADIP, 23% suggested more advertising especially on TV and at airports. Taken together, this suggests that future information strategies should emphasize the importance and use of film and video.

5. Three advertisements were tested for recall on travellers. More than 80% of respondents did not recognize any of the advertisements. Advertisement 1 (*Room with a View*) received the highest recall rating with one in six travellers recognizing it, while advertisement 2 (*See the Sights and Come Home Free*) and advertisement 3 (*Two Ways Folks Back Home Can Read about Your Trip*) were recognized by less than one in 20 respondents. These results suggest that the critical role played by airlines and airport authorities in the success of ADIP information programs should be reinforced. Conclusion 4 and 5, taken together, suggest that a video shown continuously at airport departure lounges may prove effective. However, it is recommended that it be pre-tested for effectiveness.
6. Most respondents felt that all three advertisements were effective in transmitting information about the risks and consequences of becoming involved in illegal drugs outside Canada. This suggests that the message being given through the communication products is effective, but the venues for transmitting that message to Canadian travellers should be reviewed.