

## INTRODUCTION AND METHODOLOGY

The Anti-Drug Information Program (ADIP) is an information campaign of the federal government's drug strategy whose purpose is to sensitize Canadian travellers to the risks and consequences of becoming involved with illegal drugs in other countries. In accordance with its objectives, the ADIP has produced a wide range of communication tools including public-service announcements on radio, airlines, television, and in theatres, posters in airports, elevators, travel agencies and schools, as well as a widespread distribution of videos entitled *The Long Way Home* and *Gambit*.

The three target groups of the Anti-Drug Information Program are:

- 1) Mules / Drug Smugglers:** Travellers who are convinced by drug smugglers to carry drugs. These travellers are not normally in the "business" of drug-trafficking and are usually recruited in Canada to carry drugs for smugglers solely for financial gain.
- 2) Victims:** The Anti-Drug Information Program attempts to advise Canadian travellers of the dangers of getting into potentially risky situations (such as carrying packages for strangers or crossing international boundaries in the company of strangers). This target group consists of virtually all international travellers.
- 3) Drug Smugglers:** Travellers who underestimate the risks of smuggling drugs.

The Department of Foreign Affairs held focus groups in 1993 with Canadians travellers to assess the levels of awareness and concern about issues pertaining to drug-related activities abroad and to detect any misconceptions.

The Angus Reid Group had been asked to conduct focus groups with persons who might be susceptible to becoming involved in drug-related activities while abroad. Such persons are likely to have liberal attitudes toward the use of drugs.