



7.0 Conclusion and Recommendations

1. This research shows that the ADIP message is effective in providing Canadian travellers with a greater understanding of the risks involved with being involved with drugs abroad.

Approximately one-half of all Canadian travellers have seen, read or heard a communications product dealing with the risks of being involved with drugs while abroad. This suggests the program has been effective in raising awareness levels among all Canadians of what Canadian embassy officials are actually able to do for them in the event that they are arrested for drug involvement while abroad. However, the ADIP should continue to seek venues where young Canadian travellers can most effectively be reached, including domestic and foreign schools as well as youth-oriented travel agencies.

2. Most Canadian and young Canadian travellers reveal an intuitive understanding of the risks of being involved in illegal drugs while travelling in foreign countries. At the same time, a substantial number of young travelling Canadians reveal beliefs in myths of invincibility and protection resulting from being Canadian. For example, upon arrest in a foreign country for an illegal drug-related offense,

- one in six young Canadian travellers believe that Canadian embassy officials would provide them with a lawyer;
- one in four young Canadian travellers believe they would face the same form of punishment as they would receive in Canada;
- one in five young Canadian travellers believe they would be sent back to Canada.

3. ADIP communications products have a positive affect in addressing some of the myths of being involved with drugs while abroad. Those who saw an ADIP communications product were more likely to disbelieve common myths.

4. More than one in four young Canadians mentioned seeing a television advertisement dealing with the consequences of being involved in drugs while abroad. In comparison, other information mediums had very low recall. When