

- Communications should also stress the fact that transportation of small amounts of soft drugs is considered to be drug smuggling in certain countries and that harsh penalties may result for such behaviour.
- People feel relatively safe transporting, buying and using drugs in countries where the drug laws appear lenient. People assume that all soft drug-related activities are fully legal and acceptable in certain countries such as Holland and Jamaica. Certain communication materials should stress the risks and consequences of transporting, buying and using drugs in these countries.
- People charged for drug-related offenses because of victimization or association do not receive a great amount of sympathy. They are generally viewed as being rather naïve and foolish. People do feel however, that the government must continue informing them of the dangers associated with certain behaviours when travelling. Any portrayal of the "innocent" offender should attempt to paint a picture of an average and intelligent "victim" so that people can more easily relate to it.
- By reviewing a number of communication aids, it became clear that participants prefer very direct and "hard" messages and visuals. They feel that the most effective way to discourage potential smugglers from taking risks is through shocking messages. It was also felt however, that messages had to be realistic and that too much exaggeration could jeopardize its credibility. Communication materials should reflect a balance between the potential "shock value" and the credibility of the messages.
- People also want more facts and more objective information. The personal accounts of Canadians held in foreign prisons on drug-related charges should be communicated as they are likely to be interesting, emotional and potentially shocking. People feel they would relate better to factual information and also feel that the impact and the level of recall would be greater.