

**BACKGROUND:**

As part of the National Defense Authorization Act (NDAA), the Bureau of Consular Affairs is instructed to “develop messaging and informational guidance to be delivered at all United States international airports and on relevant United States Government websites warning United States nationals of the risks of wrongful or unlawful detention or hostage-taking in covered [D or K indicator] countries.”

This toolkit is provided by the Bureau of Consular Affairs within the U.S. Department of State. It contains digital and print content for travel industry partners and others to use to warn Americans about the risk of traveling to countries for which the State Department has assigned a Level 4 Travel Advisory, meaning **Do Not Travel**. It also contains content warning against travel to countries for which the State Department Travel Advisory includes a K or D indicator because U.S. nationals face a higher risk of wrongful detention, kidnapping or hostage-taking.

The materials in this toolkit can be used on partners’ owned media channels including website, social media, e-mail and direct mail; as well as in physical locations such as checkpoints, facility entrances, and waiting rooms. We invite partners to proactively inform Americans about the real risk of traveling to Level 4 and K, D indicator countries.

Requests for additional file formats can be submitted by e-mail to [CA-P-Outreach@state.gov](mailto:CA-P-Outreach@state.gov).

**Print Materials**

The toolkit provides signage that can be printed or distributed electronically by government and industry partners.

**Digital Media Toolkit**

The toolkit offers digital media content that can be leveraged to drive awareness and action for preventing travel to countries with Level 4 Do Not Travel advisories, as well as those with K and D indicators indicating a higher risk of wrongful detention, kidnapping or hostage-taking. The toolkit includes banner ads that can be used on partner websites and in customer e-mails.

Some of the example graphics are below:







