



Improvements to Consular Safety and Security Messaging

December 28, 2017

Why are we making changes?



**The public
doesn't
understand
the
differences in
our messages**



**The public
doesn't
understand what
to do in
response to
messages**



What is our goal?



What will improve?



Updated Messaging Products



Improved **Access** to Safety & Security Info

Old: Travel Warnings and Travel Alerts
New: **Travel Advisory**

Old: travel.state.gov & embassy websites
New: **One Country Page**

Old: Security & Emergency Messages
New: **Alert**

Old: Desktop view
New: **Mobile-friendly**

Old: Lengthy, not specific
New: **Simplified language**

Old: Not consistent
New: **Standard format worldwide**



How will it look?

One-stop country page on *travel.state.gov*



TRAVEL
ADVISORY FOR
EACH COUNTRY
AT LEVELS 1-4

- Level 1 – Exercise Normal Precautions
- Level 2 – Exercise Increased Caution
- Level 3 – Reconsider Travel
- Level 4 – Do Not Travel



ALERTS

- Specific safety/security concerns, like demonstrations and weather events
- Streamlined format allows quicker release to public, easier to find and understand



WHAT CHANGED?

- Country page – Consolidates general country info, Travel Advisories, and Alerts
- Travel Advisories, Levels 1-4 – Replace Travel Warnings and Travel Alerts
- Alerts – Replace Security Messages and Emergency Messages



Country Page with Travel Advisory and risk indicators



Travel.State.Gov

U.S. DEPARTMENT OF STATE — BUREAU OF CONSULAR AFFAIRS

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Life Events

Travel Advisory Levels:

Level 1 – Exercise Normal Precautions

Level 2 – Exercise Increased Caution

Level 3 – Reconsider Travel

Level 4 – Do Not Travel

Travel.State.Gov > International Travel > Country Information > Bosnia and Herzegovina

Country Information



Republic of X

Travel Advisory

September 21, 2017

Republic of X Travel Advisory: Exercise Increased Caution

C T U H N E O

Exercise increased caution in the Republic of X due to **terrorism** and **crime**.

Do not travel to:

- The Q/X border area due to **crime**.

Terrorist groups continue plotting possible attacks in X. Terrorists may conduct attacks with little or no warning at markets/shopping malls, and local government facilities.

If you decide to travel to X:

- Be aware of your surroundings when traveling to tourist locations and crowded public venues.
- Monitor local media for breaking events and adjust your plans based on new information.
- Enroll in the [Smart Traveler Enrollment Program \(STEP\)](#) to receive security messages and make it easier to locate you in an emergency.
- Follow the Department of State on [Facebook](#) and [Twitter](#).
- Review the [Crime and Safety Report](#) for X.
- U.S. citizens who travel abroad should always have a contingency plan for emergency situations. Review the [Travel Tips](#) for more information.

Risk Indicators:

- C – Crime
- T – Terrorism
- U – Civil Unrest
- H – Health
- N – Natural Disaster
- E – Time-limited Event
- O – Other

Assistance for U.S. Citizens

U.S. Embassy

1 Robert C. Frasure

Telephone

Emergency

embassy duty center

Fax

Email

Website

Interactive map shows Travel Advisory levels

Republic of X Country Map



The **Alert** will replace Security Messages and Emergency Messages

What are the changes?



Mobile-friendly



Improved format



Standard language

Example:

Republic of X: X City: Possible Demonstrations on April 21, 2018

Location: XYZ area in W Governate

Demonstrations are expected to take place in the XYZ area in the W Governorate beginning Friday morning, April 21, 2018.

Actions to Take:

Avoid demonstration areas.

Assistance:

U.S. Embassy in Republic of X: +123 456-789
123 W Street.

State Department:

1-888-407-4747 (within the U.S. & Canada)

1-202-501-4444 (outside the U.S. & Canada)

[Republic of X Country page](#) (Dept. of State)

[Travel Advisories](#) (Dept. of State)

[Sign up in STEP](#) to receive security updates

Sign up – ***STEP.state.gov***





More Information:
travel.state.gov/travelsafely

Follow us on:   [@TravelGov](https://twitter.com/TravelGov)

STEP.state.gov