

TSA Cares Access: Creative Toolkit

This toolkit can be used by TSA, domestic airlines, and disability advocacy groups to promote and raise awareness of the TSA Cares program to passengers. It includes text and image assets that the TSA can use to create print and digital ads.



1.) Sample Print Ad

Contacting the Transportation Security Administration (TSA)

The TSA has launched TSA Cares, a toll-free helpline to provide information and assistance to passengers with disabilities and medical conditions and their families before they fly.

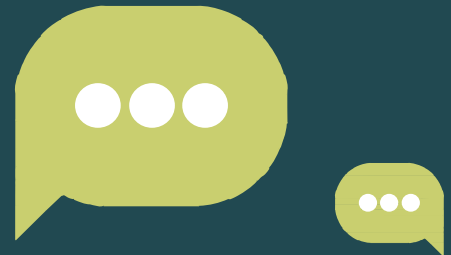
You may call TSA Cares toll free at 1-855-787-2227 prior to traveling with questions about screening policies, procedures and what to expect at the security checkpoint. Travelers who are deaf or hard of hearing can use a relay service to contact TSA Cares or can e-mail TSA-ContactCenter@dhs.gov.

The hours of operation for the TSA Cares helpline are Monday through Friday 9:00 a.m. - 9:00 p.m. EST, excluding federal holidays. After hours, you can find information about traveling with disabilities and medical needs at: [tsa.gov](https://www.tsa.gov)

2.) Sample Text Message Notification

TSA Cares is a helpline that provides information and assistance to travelers with questions about disabilities, medical conditions, and what to expect at security checkpoints.

[Request now.](#)



3.) Sample Website Blurb

TSA Cares is a helpline that provides information and assistance to travelers with questions about disabilities, medical conditions, and other questions about security screening.

Call or make an online request 72 hours prior to traveling with questions about screening policies, procedures and what to expect at the security checkpoint.

[Make an online request now](#), or call (855) 787-2227.

4.) Sample Information Card

Did you know . . .

TSA Cares provides help during the security checkpoint process to anyone who has...

- Difficulty standing or waiting in line
- Difficulty understanding and communicating in English
- Mobility limitations including difficulty standing, walking or lifting your arms
- Transporting medically necessary liquids, gels, aerosols over 3.4oz
- Traveling with a service animal
- Difficulty following instructions
- And more...



Call (855) 787-2227 or visit <https://www.tsa.gov/travel/passenger-support> for more information.

SAMPLE RADIO SCRIPTS



30 SECOND VERSION

TSA Cares is a helpline that provides information and assistance to travelers with questions about disabilities, medical conditions, and other questions about security screening.

Call or make an online request 72 hours prior to traveling with questions about screening policies and procedures, and what to expect at the security checkpoint.

Learn more and enroll now at [tsa.gov](https://www.tsa.gov).

15 SECOND VERSION

TSA Cares is a helpline that provides information and assistance to travelers with questions about disabilities, medical conditions, and what to expect at security checkpoints.

Learn more and enroll now at [tsa.gov](https://www.tsa.gov).



10 SECOND VERSION

TSA Cares helps all disabled travelers have a stress-free airport security screening experience.

Learn more and enroll now at [tsa.gov](https://www.tsa.gov).



SAMPLE VIDEO ASSETS



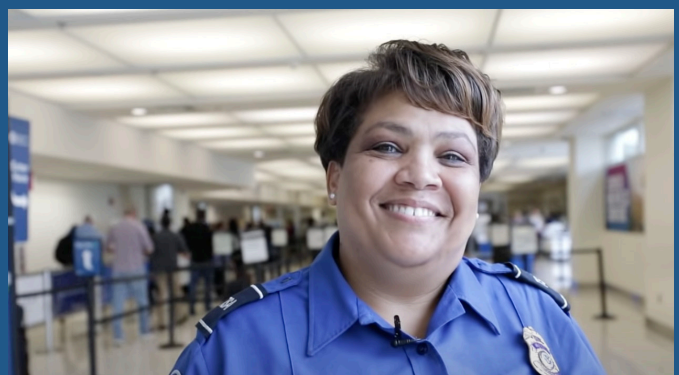
TSA Cares: For what to expect when traveling with a mobility aid, please visit <https://youtu.be/mHo8BMAHx00>

TSA Cares: For information about Wounded Warriors screening assistance, please visit <https://youtu.be/uVwxrv8z2r0>



TSA Cares: For information about traveling with a guide dog, please visit <https://youtu.be/ceDIBIQMUOg>

TSA Cares: To see how TSA Passenger Support Specialists assist passengers with special circumstances through the security screening process, please visit <https://youtu.be/lqYHtL6AUYM>

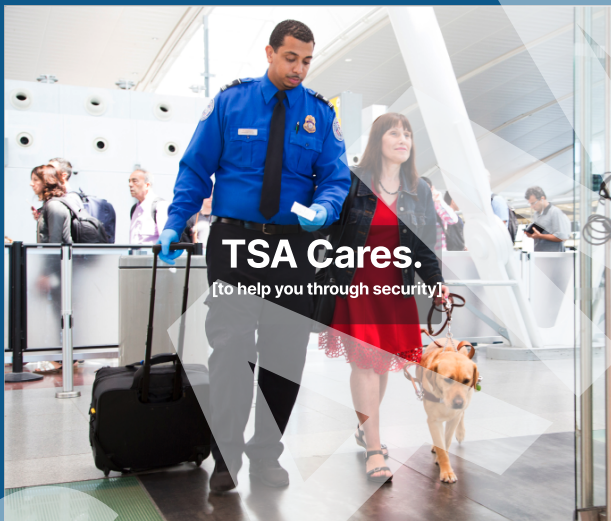


SAMPLE VISUAL ASSETS

SAMPLE DIGITAL OR PRINT AD

Travelers requiring special accommodations or concerned about the security screening process at the airport may ask a TSA officer or supervisor for a passenger support specialist who can provide on-the-spot assistance.

Please request assistance at [tsa.gov](https://www.tsa.gov)



SAMPLE DIGITAL OR PRINT AD

TSA Cares is a helpline that provides travelers with disabilities, medical conditions, and other special circumstances additional assistance during the security screening process.

Please request assistance at [tsa.gov](https://www.tsa.gov)

OTHER SAMPLE DIGITAL OR PRINT ADS

