



Relationship between perceived effectiveness and trustworthiness of authorities

There are, generally, strong relationships between the perceived effectiveness and the felt trustworthiness of a specific authority, i.e. if participating citizens perceived, e.g., the effectiveness of the fire brigade to be high, they would also indicate a high level of trust in the fire brigade. Likewise, a lower level of perceived effectiveness of the local police is strongly related to a lower level of trust in the local police. However, there are no strong links regarding trust and/or perceived effectiveness between the different authorities.

Applicable to:

Stakeholders: [Attitudes toward authorities](#)

Disaster Phases: [Prevention](#), [Preparedness](#), [Response](#)

Types of Actors Concerned: [National civil protection body](#), [Local authorities](#), [Government](#), [Red Cross](#), [NGOs](#), [Military](#), [Law enforcement agencies](#), [Healthcare and emergency services](#)

Hazards: [Natural hazards](#), [Man-made non-intentional hazards or emergency situations](#), [Man-made intentional hazards](#)

Recommendations:

- [Engage in activities and develop strategies aiming to improve trust between citizens and authorities](#)
- [Social media can be a useful alternative communication channel in all stages of disaster management](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

Source

[Deliverable D5.5 "Report on citizens' reactions and opinions: Citizen Summit 3 \(Italy\)" \(page 18\)](#)

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