



Trust and communication

It has been acknowledged that culture affects trust in not only the content, but also the source of disaster communication information. Citizens tend not to trust the unfamiliar in disaster situations, with regards to risk communication. They are most likely to trust, and therefore to listen to, those who care about the community. For example, a study in India found that citizens tend to trust sources or agencies that care about the community's interests. As such, DMAs need to carefully consider how information is relayed, paying attention to popularly trusted sources and communication methods.

Note: See source document for full reference.

Applicable to:

Stakeholders: [Norms/values](#), [Customs/traditions/rituals](#), [Communication](#), [Attitudes toward authorities](#), [Attitudes toward the media](#)

Disaster Phases: [Response](#)

Types of Actors Concerned: [National civil protection body](#), [Local authorities](#), [Non-active citizens](#), [Media](#), [Government](#), [Red Cross](#), [NGOs](#), [Military](#), [Law enforcement agencies](#), [Healthcare and emergency services](#), [European Civil Protection Mechanism](#), [UN and other international organisations](#)

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](#)
- [Inform citizens about the risk they may face and about possible actions and measures they can take to reduce vulnerability and better prepare themselves](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

Source

[Deliverable D7.3 "Report on cultural factors and citizen empowerment" \(page 31\)](#)

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