



Engaging community leaders to foster trust in authorities

Many projects show the value of engaging community leaders (e.g. long-term residents, faith leaders, local council members) in fostering trust between DMAs and communities. For example; “these leaders can help identify activities in which the community is already interested and involved as people might be more receptive to preparedness campaigns and more likely to understand the relevancy of emergency management to their lives”.

Note: See source document for full reference.

Applicable to:

Stakeholders: [Norms/values](#), [Customs/traditions/rituals](#), [Local knowledge](#), [Communication](#)

Disaster Phases: [Preparedness](#)

Types of Actors Concerned: [National civil protection body](#), [Local authorities](#), [Non-active citizens](#), [Active citizens](#)

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](#)
- [Use trustworthy, widespread, multi-lingual, culturally appropriate and inclusive means of alerting the target population in case of disasters](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

Source

[Deliverable D7.3 "Report on cultural factors and citizen empowerment" \(page 33\)](#)

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