Building trust in early warning systems

Trust in the end-to-end early warning system was found to be critical to how people responded. Citizens will only trust the system if they are fully aware and informed of its role and how it works, and they see the technology and the abilities of the DMAs as credible. With regard to the functionality of the system, the authors found that the content of the warning messages "requires adjustment to local conditions in terms of wording and language". They also recommended clear, open and continuous awareness-raising about the usefulness of the system, warning that "overstating what InaTEWS can do, or understating what it cannot do, will decrease trust in and credibility of the system in the long run". This included being open about false alarm warnings.

Note: See source document for full reference.

Applicable to:

Stakeholders: Norms/values, Customs/traditions/rituals, Languages, Communication, Attitudes toward the media
Disaster Phases: Response
Types of Actors Concerned: National civil protection body, Local authorities, Non-active citizens, 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
- Use trustworthy, widespread, multi-lingual, culturally appropriate and inclusive means of alerting the target population in case of disasters

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Source

Deliverable D7.3 "Report on cultural factors and citizen empowerment" (page 34)

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