



## Trust issues in risk communication

Trust relates to risk communication between key decision makers and the victims, mitigating and containing further damage. In particular, trust is essential to enable effective mutual sharing of information about the disaster, and to enable evacuation, other safety measures and timely decisions. Research shows that risk communication relies heavily on trust, as Gultom (for literature reference see original source document) suggests: “disaster communication strongly requires trust for rapid decision making during critical times”. Even using a CBDM (community-based disaster management) approach, with limited intervention from external DMAs, communication within communities requires internal trust. Trust also comes into play with regard to meeting fundamental socio-cultural needs; citizens need to trust their rescuers to make rapid, but also ethical and sensitive decisions to protect their dignity and human rights.

Note: See source document for full reference.

### Applicable to:

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

Disaster Phases: [Prevention](#), [Preparedness](#), [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](#)
- [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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<https://culturalmap.carismand.eu/a/7-3-25-trust-issues-in-risk-communication>