



## Cultural adaptations in communication

There are times when citizens and communities are justified in their decision not to trust external authorities. However, sometimes there are ways in which this distrust can be avoided and the field of disaster management has already taken steps to address some of these aspects. International disaster management approaches have shifted from providing generic information to homogenous populations using traditional means, to paying more attention to socio-cultural differences among citizens, who require a variety of risk communication strategies.

### Applicable to:

Stakeholders: [Norms/values](#), [Customs/traditions/rituals](#), [Communication](#), [Social control](#)

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](#)
- [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" \(page 33\)](#)

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