



Social capital can help building trust

Some studies suggest that strong social capital can help build trust: “social capital embedded in the personal relationships of an affected community actually has critical roles in encouraging trust”. Gultom (for literature reference see original source document) also maintains that “culture-embedded communication” that incorporates cultural values can also encourage trust.

Note: See source document for full reference.

Applicable to:

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

Disaster Phases: [Prevention](#), [Preparedness](#), [Response](#), [Recovery](#), [All disaster phases](#)

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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