



Engage in activities and develop strategies aiming to improve trust between citizens and authorities

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Trust between citizens and authorities is not only needed for effective disaster and disaster risk communication, but citizens' trust also plays an important role when rescuers take rapid decisions respecting human dignity and fundamental rights. Governments, public institutions, Disaster Management Authorities and companies involved in hazardous activities should engage in activities and develop strategies that aim to win, improve, and maintain citizens' trust. It is very easy to lose sight of the importance of trust in day-to-day practice. It is important to implement guidelines which address this topic explicitly and prominently (Deliverable 7.3, Deliverable 5.12).

Applicable to:

Stakeholders: [Policy Makers](#), [Disaster Managers](#)

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

Types of Actors Concerned: [Non-active citizens](#), [Active citizens](#), [Local authorities](#), [National research bodies](#), [Media](#), [National civil protection bodies](#), [Healthcare and emergency services](#)

Hazards: [Natural hazards](#), [Man-made non-intentional hazards or emergency situations](#), [Man-made intentional hazards](#)

Cultural Map Entries:

- [A high level of trust in authorities might result in people believing that preparedness for disaster is exclusively the former's responsibility](#)
- [Loss of confidence in civil authorities after man-made disasters](#)
- [Lack of trust regarding the public's relation to the authorities and science experts](#)
- [Decreasing trust in industry and political systems and influence on risk perception and behavioural responses to adverse events](#)
- [Trust in authorities and experts as a shortcut for making judgements by relying on experts' opinions](#)
- [Trust in authorities becomes particularly important when it comes to risk preparedness](#)
- [Social involvement makes local communities more proactive in developing risk management strategies](#)
- [The perception of authorities as more trustworthy is a predictor of lower levels of perceived nuclear risk](#)
- [Varying level of trust in authorities. with regards to nuclear risk in the UK, Spain, France and Sweden](#)
- [The relationship between trust and perceived nuclear risk is not universal: lower in the UK and higher in Sweden](#)
- [Race and gender as significant predictors of trust in authorities](#)
- [Education is a significant predictor of risk perception and attitudes towards those phenomena](#)
- [In the aftermath of a disaster, levels of trust in authorities tend to decline significantly](#)
- [People with higher levels of education and higher incomes have a lower levels of trust in governments and higher levels of trust in scientific institutions](#)
- [Institutional preparedness raises levels of citizen concern](#)
- [Link between trust in local authorities and lower levels of perceived risk](#)
- [Importance of knowledge with regards to perception of risk and trust in authorities](#)
- [Links between trust in authorities and disaster behaviours](#)
- [Impact of distrust of authorities and non-governmental organisations providing an adequate response in a disaster](#)
- [Institutional and familial roles in educating children on how to respond in a disaster](#)
- [Distrust in authorities undermine the latter's' efforts at responding effectively in a disaster](#)
- [Use of social media and crowdsourcing in disaster situations](#)
- [Relationship between perceived effectiveness and trustworthiness of authorities](#)
- [Differences in trust in mass media vs social media](#)
- [Citizen trust in authorities is a two way street](#)
- [Positive experiences of first responder action in the recovery phase of a disaster outweighs negative ones](#)
- [Impact of experience with smaller-scale or personal emergencies in building trust in first responders during major](#)



disasters

- [Visibility of how authorities work during disaster situations can instil trust in same](#)
- [The role of smartphone apps in disasters](#)
- [Citizen perceived effectiveness of different responders](#)
- [Trust in authorities during a disaster is linked to perceptions of how well they are prepared for a disaster](#)
- [The role of perceived dedication to a cause in influencing trust in voluntary aid organisations](#)
- [Prior positive experiences with authorities increase trust levels in a disaster](#)
- [Trust levels in authorities amongst people with a migration background](#)
- [Citizen perception of effectiveness of authorities in natural vs man-made disasters](#)
- [Perceived trustworthiness of media in disaster situations](#)
- [Varying levels of trust in public institutions vs private media channels](#)
- [Trustworthiness of official messages sent via social media](#)
- [Participation in preparedness activities increases social cohesion and trust in fellow citizens and authorities measures](#)
- [Differing reactions to the reporting of local vs international first responder activity](#)
- [National and regional backgrounds influence levels of trust in authorities](#)
- [Social media police sites are highly appreciated and trusted](#)
- [Trust is strongly linked to the visibility of institutions during a disaster](#)
- [Perceptions of the symbol of the uniform and how it affects trust](#)
- [The importance of using multiple communication channels in disaster environments](#)
- [Citizens' expectations during a disaster is often related to their trust in authorities](#)
- [The importance of empathy and other soft skills in first responders when dealing with a disaster situation](#)
- [Trust in practitioners related to trust in how their institutions are managed](#)
- [Tapping into the potential of citizens who share a passion to give help during disasters](#)
- [Social/mutual trust inside communities](#)
- [Trust in disaster situations](#)
- [Distrust in disaster situations](#)
- [Trust issues in risk communication](#)
- [Trust and communication](#)
- [Lack of trust hampering risk-adapted behaviour](#)
- [Cultural adaptations in communication](#)
- [Social capital can help building trust](#)
- [Engaging community leaders to foster trust in authorities](#)
- [Measures to ensure collaborative partnerships between communities and DMAs](#)
- [Building trust in early warning systems](#)
- [Building effective communication mechanism between communities and DMAs](#)
- [Reducing children vulnerabilities through education](#)
- [Community-based disaster management and risk reduction](#)
- [Voluntary capacity building in disaster contexts](#)
- [Empowering communities and individuals in planning, coordinating and re-building during disasters](#)
- [Lack of trust in authorities](#)
- [NGO roles in disaster management](#)
- [Teaching communities to understand technologies in India](#)
- [Changing trust in authorities](#)
- [Trust in authorities in disaster settings](#)

General association with cultural factors: [Attitudes toward authorities](#)

Recommendations:

Recommendation 1.A for implementation related to different levels of citizens' trust

Try to establish (e.g., from feedback, research carried out by local authorities, research organizations, or the media) whether there are substantially large groups in the community that have different levels of trust in authorities. In case of a disaster, communities with a medium level of trust are likely to follow instructions. Communities with very high or very low levels of trust are less likely to follow instructions. Develop guidelines and procedures for disaster practitioners which take these different reactions by citizens into account.



Related cultural factors: [Attitudes toward authorities](#)



[Deliverable 4.2: Report on “risk cultures” in the context of disasters](#) - CARISMAND
(pdf, 1.8 MB)

Recommendation 1.B for implementation related to different levels of citizens’ trust

Manage the trust levels of the different cultural groups prior to disaster. If trust levels are low, implement educational measures for preparedness. High trust levels may result in a failure to take precautionary measures; in such cases, specify outcomes that are not the responsibility of the authorities but require citizens’ actions.

Related cultural factors: [Attitudes toward authorities](#)



[Deliverable 4.2: Report on “risk cultures” in the context of disasters](#) - CARISMAND
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Recommendation 1.C for implementation related to different levels of citizens’ trust

Make use of high levels of trust that migrants or expatriates (who are settled and strongly identify themselves with their new home) put in authorities by identifying such persons and encouraging them to help as informal liaison persons who can mediate between citizens and disaster managers.

Related cultural factors: [Attitudes toward authorities](#), [Ethnicity](#)



[Deliverable 5.6: Report on citizens’ reactions and opinions: Citizen Summit 4 \(Germany\)](#) - CARISMAND
(pdf, 2 MB)

Recommendation 2.A for implementation related to media cooperation

The way in which the media report on disasters can have a powerful effect on the trust that citizens have in authorities. To improve citizens’ trust, make sure to investigate the causes of a disaster and present your actions during the disaster truthfully and openly and inform the media in a timely manner.

Related cultural factors: [Attitudes toward authorities](#), [Attitudes toward the media](#)



[Deliverable 7.3: Report on cultural factors and citizen empowerment](#) - CARISMAND
(pdf, 2.4 MB)

[Deliverable 8.1: Report on risk communication models and best-practices in disaster management](#) - CARISMAND



(pdf, 2.5 MB)

Recommendation 2.B for implementation related to media cooperation

Create and upkeep trustworthy social media profiles for information dissemination, so that target groups know where to search for adequate information in times of disaster.

Related cultural factors: [Communication](#), [Attitudes toward the media](#)



[Deliverable 3.2: Report on best and emerging practices of technologies for disaster risk management and their adaptation to different cultural groups](#) - CARISMAND

(pdf, 3.4 MB)

Recommendation 2.C for implementation related to media cooperation

Promote citizens' trust in emergency services by making their training efforts more public, e.g. through promoting emergency drills via traditional and social media.

Related cultural factors: [Attitudes toward authorities](#)



[Deliverable 5.5: Report on citizens' reactions and opinions: Citizen Summit 3 \(Italy\)](#) - CARISMAND

(pdf, 1.8 MB)



[Deliverable 5.6: Report on citizens' reactions and opinions: Citizen Summit 4 \(Germany\)](#) - CARISMAND

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Recommendation 2.D for implementation related to media cooperation

To improve citizens' trust through instilling collective identification and pride, increase the “visibility” of disaster authorities, e.g., through media coverage of disaster scenario exercises or successful participation in disaster situations abroad.

Related cultural factors: [Attitudes toward authorities](#)



[Deliverable 5.5: Report on citizens' reactions and opinions: Citizen Summit 3 \(Italy\)](#) - CARISMAND

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[Deliverable 5.6: Report on citizens' reactions and opinions: Citizen Summit 4 \(Germany\)](#) - CARISMAND

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Recommendation 2.E for implementation related to media cooperation

Use social media to regain citizens' trust by taking up the role of a trustworthy information provider, at times where both private and public media channels are increasingly distrusted.

Related cultural factors: [Attitudes toward authorities](#)



[Deliverable 5.5: Report on citizens' reactions and opinions: Citizen Summit 3 \(Italy\)](#) - CARISMAND
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[Deliverable 5.6: Report on citizens' reactions and opinions: Citizen Summit 4 \(Germany\)](#) - CARISMAND
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Other recommendations for implementation to improve citizens' trust - Recommendation 3.A

To improve trust in authorities, information materials and practical disasters / emergency exercises should highlight the fact that disaster practitioners do not only provide physical but also emotional help.

Related cultural factors: [Attitudes toward authorities](#)



[Deliverable 5.5: Report on citizens' reactions and opinions: Citizen Summit 3 \(Italy\)](#) - CARISMAND
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[Deliverable 5.6: Report on citizens' reactions and opinions: Citizen Summit 4 \(Germany\)](#) - CARISMAND
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Other recommendations for implementation to improve citizens' trust - Recommendation 3.B

Whilst there is extensive knowledge about citizens' trust in different authorities during the disaster response and recovery phase, there is still little known about the role of trust in the disaster preparedness phase, which should be investigated further in cooperation between practitioners and researchers.

Related cultural factors: [Attitudes toward authorities](#)



[Deliverable 5.11: Report on Stakeholder Assembly 2 \(Italy\)](#) - CARISMAND
(pdf, 2.5 MB)

Further reading:



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- <http://www.govtech.com/em/training/Technology-Increasing-Role-Emergency-Management.html>

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<https://toolkit.carismand.eu/a/recommendation-engage>



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Culture And RiSk management in
Man-made And Natural Disasters

