

Community Trust Index

An evidence-based tool for measuring and fostering trust in humanitarian action

Trust is the foundation of the Red Cross and Red Crescent (RCRC) Movement. Nepal Red Cross Society (NRCS) applied Community trust index (CTI) as an evidence-based tool for measuring and fostering trust in humanitarian action. The Community Trust Index, developed by IFRC, measures trust along two dimensions:

- **Competencies:** Measures perceptions of NRCS's capability, timeliness, accessibility, awareness of community needs, responsiveness to feedback, openness to dialogue, and effectiveness in delivering assistance.
- **Values/Ethics:** Measures perceptions of NRCS's transparency, neutrality, fairness, integrity, respect, inclusiveness, kindness, and community participation.

NRCS had implemented CTI using qualitative and quantitative techniques with the support from IFRC and British Red Cross using two modules:

Sampling and data collection

Random stratified sampling techniques was applied to ensure the representation of each subgroup. In total, the survey reached 3,538 respondents across selected districts

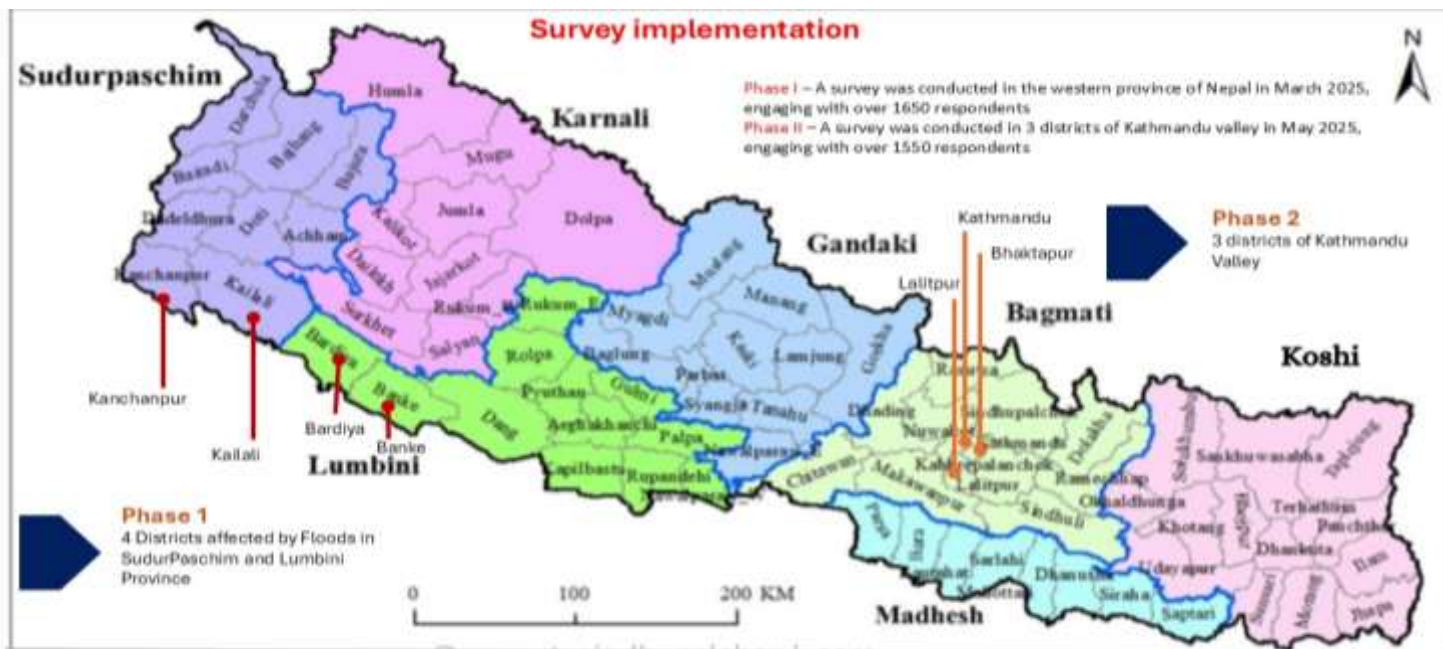
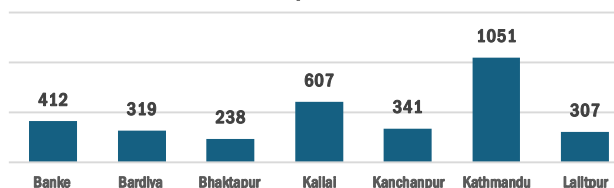
Institutional trust

Community Trust towards humanitarian institutions or organization

Early Warning and anticipation

trust in forecast and risk information, early warning systems and actors.

District wise respondent



Trust by Population Profile

Direct engagement strongly correlates with higher trust. NRCS volunteers report the highest trust followed by individuals receiving support



Key Highlights on Community Trust

Institutional Trust: A Strong Foundation with Structural Gaps

NRCS achieved an **overall trust** score of **7.1/10**, underpinned by decades of visible humanitarian action – from the 2015 earthquake response to the COVID-19 pandemic and ongoing blood services.

- **Competencies** scored 7.2/10, with Capability (7.64), Accessibility (7.37), and Responsiveness (7.33) all rating strongly.
- **Values and ethics** scored 6.9/10, led by Inclusiveness (7.74), Fairness (7.62), and Respectfulness (7.55).
- **Transparency** scored just 5.02/10 – the lowest of all measured dimensions
- **Integrity** scored 5.69/10 a particularly acute concern in urban areas

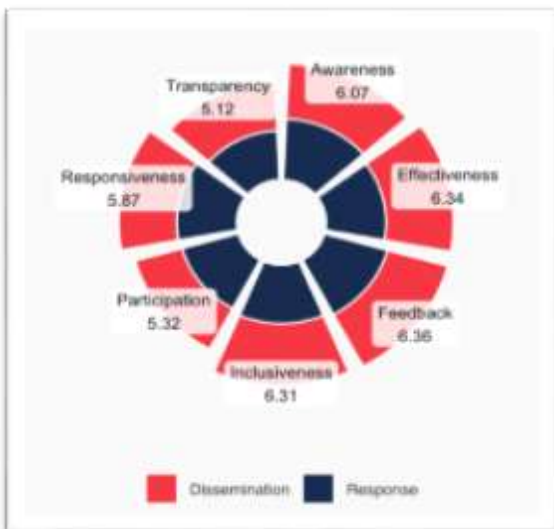


Accountability infrastructure is nearly invisible to communities: 71.7% of respondents are unaware that an NRCS feedback mechanism exists. Among those who are aware, only 10.7% have ever used it – though 79.7% of users were satisfied with how their feedback was handled, pointing to a quality mechanism that lacks reach rather than a broken system.

Early Warning Systems: Effective Delivery, Weak Participation

The EWS module was applied across Pillars 3 and 4 (warning dissemination & communication and preparedness & response). Across combined scores, Effectiveness (6.34), Feedback (6.36), and Inclusiveness (6.31) are strongest; Participation (5.32) and Transparency (5.12) are weakest.

Warning reach remains uneven: 45.8% of respondents received NRCS warnings, while 43.9% did not. Official channels dominate – local authorities (84.7%) and the Red Cross (81.2%) are the most widely used – while social media (35.6%) ranks lowest. Critically, receiving a warning has a demonstrable trust-building effect



Priority Areas for Action

Building trust in community required targeted investment in following areas:

- Strengthening transparency and accountability mechanisms with greater community visibility
- Expanding the reach and awareness of feedback channels, particularly in urban and underserved areas;
- Investing in last-mile warning dissemination among older and lower-educated populations;
- Systematically converting community goodwill into sustained engagement through drills, volunteer mobilization, and repeated touchpoints.

