



Building Trust & Credibility in Public Communication

By Frederico Links
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PUBLIC TRUST & CREDIBILITY



Frederico Links

Research Associate

Governance

Researcher:

Institute for Public

Policy Research (IPPR)





Trust Equation

**– Former
Namibian
President Hage
Geingob**

**TRANSPARENCY
PLUS
ACCOUNTABILITY
=
TRUST**



The Trust Challenge

**NAMIBIANS
DON'T TRUST
THEIR
GOVERNMENT**

AFRO
BAROMETER



Trust Levels in 2012

Namibia stood out for **high institutional trust** compared to other African countries surveyed for Round 5 of Afrobarometer.

Institution	Trust Level
President (Pohamba)	81%
National Assembly	74%
National Council	61%
Regional Council	66%
Local Authority Council	61%
Police	75%
Courts	75%
Traditional Leaders	65%



Trends Since Round 5

Later rounds (especially Round 9 and 10) show **declining trust**, particularly in legislative bodies:

▼ Recent Findings (2024 – Round 10)

- **Trust in the National Assembly** has **sunk to a new low**, alongside declining performance ratings.
- Citizens express **frustration with service delivery**, especially in health care and job creation.
- **Corruption perceptions** have worsened, with many believing the government is not doing enough to fight it.



Trust Deficit

Round 10 of
Afrobarometer
found that ...

62%
of Namibians
feel
the country is
going in
THE WRONG
DIRECTION.



The Credibility Gap

Round 8 of Afrobarometer found that:

- **More than 1 in 2 Namibians (54%)** of Namibians felt that government officials sometimes or often knowingly spread false information
- **More than 1 in 2 Namibians (59%)** strongly believed that information held by government should be shared with the public



Concerns About Governance

- The data suggests a **disconnect between democratic ideals and institutional performance.**
- Citizens want democracy, but they **don't trust the institutions meant to uphold it.**



Why Is Trust Declining?

- **Perceived inefficiency, corruption, and lack of responsiveness** are key drivers.
- Citizens feel **disconnected** from national leaders and institutions.



Building Trust in Government Communication

Building trust in government communication requires more than just delivering information ... it demands **transparency, empathy, responsiveness, and clarity.**



Key Element

Of
transparency,
accountability
and trust is ...

RESPONSIVENESS



Responsiveness

Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)



responsiveness

/rɪˈspɒnsɪvniːs/

noun

the quality of reacting quickly and positively.

"a bank's **responsiveness** to customer problems engenders trust"



Core Principle of Trustworthy Government Communication

Engage in two-way communication.
Respond to inquiries and feedback promptly.

RESPONSIVENESS

Enhancing Responsiveness

The Access To Information Act of 2022





Responsiveness to Information Requests

Responsiveness is a legal duty, not a discretionary courtesy.



Remember!

High Trust
=
High Credibility



Contact me





Thank You!

Any questions or comments?