# HOW CAN GOVERNMENT GAIN THE TRUST OF ITS CITIZENS?

**How to Build a New View of Their Needs**

Sarah’s story illustrates the ways in which government agencies can gain the trust of their citizens by addressing their needs in a personalized and community-focused manner.

## Meet Sarah

Sarah is a 62-year-old resident of a small town in rural America. She has lived in the same community all her life and has close relationships with many of her neighbors. Sarah is retired and relies on Social Security benefits to make ends meet.

Sarah faces many challenges, including increased medical expenses and a rising cost of living. She is concerned about the future and wants to ensure that her extended family is well taken care of.

### With Her Appointments

When Sarah arrived at her community’s health center, she was met with a personalized welcome and directed to the appropriate services. The receptionist took the time to understand Sarah’s needs and offered her a variety of options to meet them.

Sarah was then directed to the office of a primary care physician who engaged her in a conversation about her health and asked questions about her immediate concerns. The doctor listened carefully and provided clear, easy-to-understand answers.

Sarah was then referred to a financial advisor who helped her understand her Social Security benefits and explore options for supplemental insurance. The advisor listened carefully to Sarah’s concerns and provided her with a personalized plan.

Sarah was then directed to a community center where she participated in a support group for caregivers. The group offered her a sense of community and support and helped her navigate the challenges of caring for her extended family.

### How?

**Government:**

- **Government:** Built a strong relationship with Sarah through the following:
  - **Public Engagement:** Periodically held town hall meetings.
  - **Government:** Workshops and seminars focused on community needs.

## Digital reinvention can make this happen

- **Digitalization:** Government services are now available online.
- **Digitalization:** Government processes are digitized and streamlined.
- **Digitalization:** Government services are now available on smartphones.

## How did they do this?

- **Improving access to services:** Services that were previously available only in person are now available online.
- **Improving communication:** Government officials are now available via email, phone, and social media.
- **Improving transparency:** Government services are now more transparent and easier to understand.

## Conclusion

By implementing these changes, government agencies can gain the trust of their citizens and build a more engaged and informed community.