

MEDIA AND INFORMATION LITERACY FORUM

From 27 to 28 May 2025
In Yaoundé

KEY TERMS

I- CONTEXT AND DEFINITION

The advent of the digital age has totally turned our societies upside down, while changing our modes of communication, our access to information and our different interactions with the world. In Cameroon, as well as in many other African countries, the mediatic environment is marked by an expansion of information sources which tend to be false and questionable. Social media in particular, have become privileged platforms for sharing information, and also misinformation and hate speeches.

In addition, the sociopolitical context of Cameroon caused by tensions and conflicts increases the need for the development of a well-established and organized mediatic culture. Faced with this situation, it has become crucial to develop competences in media and information literacy (MIL) to enable citizens, especially the youths, to navigate critically and responsibly in this stream of information sharing. MIL can contribute to the promotion of peace and dialogue while training individuals to be able to analyse information objectively speaking and to express themselves in a respectful manner in the digital public space.

However, MIL is still a developing field in Cameroon. So, if there are existing initiatives, they usually remain fragmented or they lack coherence. This situation is preoccupying given that citizens, especially the youths are exposed to a number of risks including : the inability to analyse information critically to separate the truth from the false, the identification of bias and propaganda, and the evaluation of the reliability of information ; the vulnerability of manipulation, misinformation, hate speeches ; the addiction to screens and cyber-dependence which have harmful consequences on mental health, social life and educational developments of the youths.

It is to give a global and more structured answer to those problems that the Cameroonian Association for media and information literacy (EDUK-MEDIA) organizes a Forum with and for the educational authorities in charge of the youths, civil society organizations, academics and educational associations.

The FEMI has a double objective: share the experiences of actors from other countries in institutionalizing MIL, and suggest a follow up guide in order to develop a public MIL policy in Cameroon. Experience-sharing will be made possible with experts from countries where

MIL has already been introduced in educational programs and also in national actions which fight to promote MIL.

EDUK-MEDIA who is co-organizing this forum with UNESCO and the support of CFI, is an organization born in Cameroon in 2016 and present in 5 countries (Cameroon, France, Burundi, Chad, CAR). It acts for the development of critical thinking in the consumption and production of information and media content. But it also pleads for the insertion of media and information literacy (MIL) in school and training programs. Thanks to its international partners (UNESCO, EU, CFI, OIF, CLEMI, IAME...), it could facilitate the initiation of over 80 organizations to MIL in many African countries. Also, it produced MIL resources and guides, and contributed in the production of MIL Curricula for trainers and learners with UNESCO.

II- OBJECTIVES OF THE CONFERENCE

The general objective: Sensitize Cameroonian educational authorities on the importance of inserting media and information literacy (MIL) in school and training programs, in order to skill learners with the required critical skills to navigate in the complex media landscape and become responsible citizens in the digital age.

The specific objectives:

- Inform participants on the key concepts of MIL and its importance in education today.
- Present the challenges and opportunities linked to the insertion of MIL in school and training programs.
- Share concrete examples of effective MIL programs and practices.
- Discuss strategies to overcome the obstacles in the insertion of MIL.
- Define concrete actions and recommendations for educational authorities.

III- THE TARGETS

- **Political decision makers** at the ministry and national levels, educational policies and program.
- **Heads of educational institutions**
- **Educators and teachers**, involved in teaching different disciplines and grade levels.
- **MIL professionals**, such as trainers, researchers and educational research developers.
- **Representatives of non-governmental (NGO) and civil society organizations** who are active in the domain of digital citizenship education.

IV- DELIVERABLES

- Concrete propositions and recommendations
- A follow up guide

V- INTERNATIONAL GUESTS

- Adeline Hulin, MIL Section Manager at UNESCO (France)
- Bertrand Levant, fight against misinformation project manager (OIF)
- Serge Barbet, CLEMI Director (France)
- Patrick Verniers, Chairman of Conseil Supérieur d'Education aux Médias (Belgium)
- Alexandre Levoci Sayad (Brazil)
- Assiédou Alexis, Volunteer of MIL (Ivory Coast)
- Yonty Friesem, Media Education Lab (USA)
- Dr Ryma Roubi, Journalist, teacher and MIL specialist (Algeria)
- Ousseynou (Polaris Asso, Senegal)
- Thierry Vallat, PDG CFI (France)
- Gichunge Wallace, Media and information literacy centre (Kenya)

VI- DATE AND PLACE

The conference will take place from the 27 to 28 may 2025 in Yaoundé from 9am to 4pm

VII- PROVISIONAL PROGRAM

DAY 1 (27 May 2025)

- Opening of FEMI (speech by ministers, and organizers)
- Opening Conference
- Interventions of national and international experts
- Round tables

DAY 2 (28 May 2025)

- Exxperts' intervension
- Workshops
- Masterclass
- Development of the follow up guide
- End of FEMI

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