

**PRESS RELEASE****#AFFCameroon Wins Prestigious Excellence Award for Advancing Media Literacy and Fact-Checking in Africa  
Yaounde, Cameroon, May 6, 2025**

The Africa Fact-checking Fellowship Cameroon (#AFFCameroon), a program under the #defyhatenow initiative implemented by Association Civic Watch, has been awarded the **Rives Sud MIL Prize** for its outstanding contributions to media and information literacy as well as fact-checking in Cameroon and across Africa. The highly competitive MIL Award, held in Marseille, France, from April 28-30, 2025, recognizes the best global initiatives fostering critical media engagement and combating misinformation. #AFFCameroon secured first place among nine nominees after a compelling three-minute pitch before an expert jury. Held during the *Assises du Journalisme*, the MIL Awards honor projects and individuals advancing media literacy, fact-checking, and responsible digital citizenship. Winning initiatives demonstrate impact in areas such as countering fake news, media criticism, and digital rights advocacy.

For the past five years, #AFFCameroon, has worked to prevent misinformation and hate speech particularly in conflict affected communities where social media fueled tensions. Key components of this flagship program include:

**Media literacy campaigns raising awareness on digital safety;**

**Fact-checking and data journalism training for journalists;**

**Advocacy with community and religious leaders to foster #SafeDigitalSpace and bridge divides.**

To date, ten cohorts comprising over 250 professionals have been trained across the South-West, North-West, Centre, Littoral, Adamawa, East, North, Far North, and West regions of Cameroon, along with three participants from Chad. By 2024, 50 media professionals were equipped with essential skills, many of whom now serve as community relays, actively promoting media and information literacy (MIL), fact-checking, and responsible e-citizenship in their regions. These efforts align with the #ThinkB4UClick and #HateFreeCameroon initiatives, empowering digital citizens to combat misinformation, foster online safety, and counter hate speech through critical engagement and ethical digital practices.

**The President,  
Dr Ngala Desmond Ngala.**

