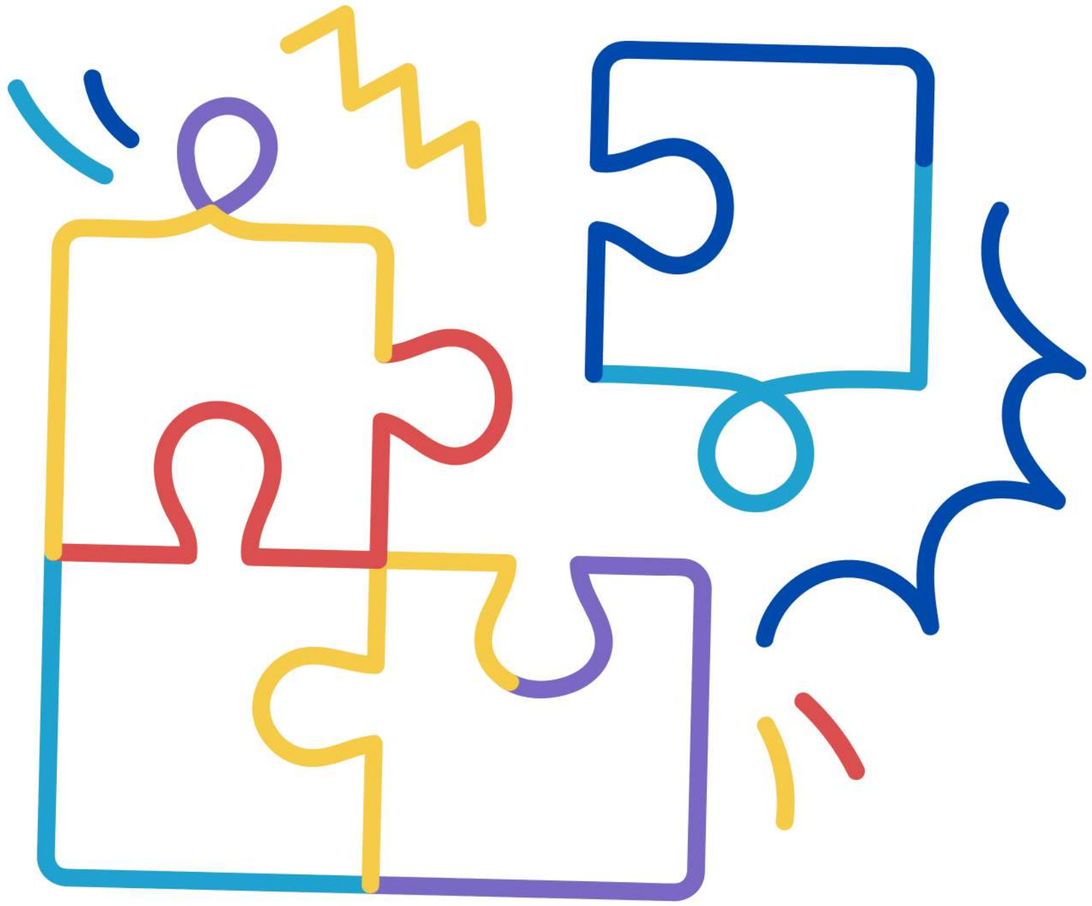
ECHO-LOCAL

COMBATING MISINFORMATION IN CAMEROON

Youth Hackathon MIL2025

MEDIA & INFORMATION LITERACY

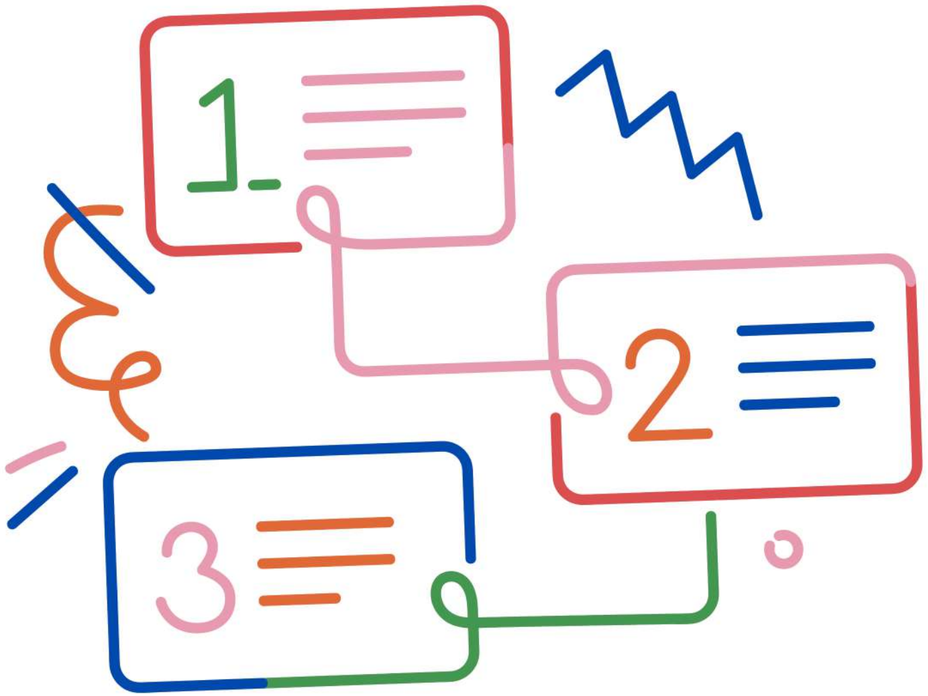
Reliable Information Sharing



Empowering Communities with truth, unity, and trust

Problem

Misinformation is Everywhere



1. Socio-political misinformation
2. Health misinformation
3. Ethnic & hate speech
4. Economic scams
5. Fake jobs
6. Rumors & Gossip
7. etc.

Misinformation spreads division, fear, dubts among citizens.

Engagement Innovation Impact

Daily Impact

HOW IT AFFECTS US EVERY DAY

1

HATE SPEECH & TRIBALISM

On social media, misinformation along with hateful speech have become common. False info spread rapidly, inflaming old ethnic and fueling resentment and mistrust between communities

2

VIOLENCE, DISTRUST, DIVISION

Rumors yield to clashes, erode trust in neighbors, leaders, and institutions, creating fragile social cohesion

3

FINANCIAL LOSS

Fake job offers, scams, and fraud drain household incomes, hurt small traders and businesses, and discourage entrepreneurship

4

WEAK DEMOCRACY & PUBLIC HEALTH

Manipulated info undetermines free choice during elections, leading to weak accountability and governance. Regarding health, the spread rumors delay medical treatment and endangering lives.

Why Existing Solutions Fail

THE GAP IN CURRENT APPROACHES

Social Media spreads faster than correction

Solutions often come from elites or authorities, seen as biasd, not community-driven. More, many people lack digital literacy, so fact-checks do not reach them.

People rely on Media

people trust word-of-mouth, community leaders, diverse kind of social media more than official media and online sources

Rural areas & local language speakers are left out

National campaigns rarely adapt messages into local languages or cultural contexts.

OUR SOLUTION ECHO-LOCAL

- Mobile/social media tool to check if info is true or false
- Works with text and voice/audio messages.
- Gives recommendations on how to behave responsibly
- Collects daily/ weekly reports that will be shared with journalists & radios

1 VERIFIED NEWS

INNOVATION

User forwards message to Echo-Local

Artificial Intelligence then checks & verifies

SIMPLE AND ADAPTABLE

User receives a feedback telling if the information is good or bad.

In addition, user will receive more explanation and advice.

2 INNOVATION

3 INTEGRATION

NEW PATH

The reports will be aggregated daily/weekly, also profit journalists & radios

Local radios broadcast verified info in local languages

Impact Before vs After

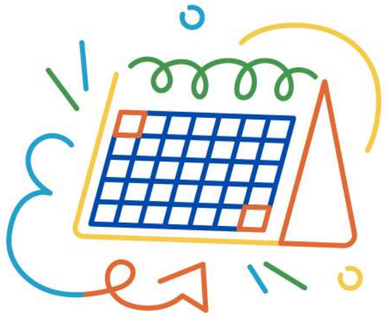
Before

Division, fake news, tribalism, Scams, fight, mistrust

After

Peace, trust, truth, people smiling, radios spreading unity

Benefits



Strategy

Trust in elections and governance

Strategy

Stronger public health response

Strategy

Unity across ethnic groups

Strategy

Safer financial interactions

Strategy

Inclusion of all Cameroonians, regarding social status, education, geographical areas, or lanuage understanding

Target Audience & Reach

Social Media Users Youth,urban workers, students,

Heavy phone users, quick to share info, the key change agents; high exposure to rumors in daily interactions.

Local Journalists & Radio Presenters

Media and Local NGOs are strong Partners to scale Echo-Local solutions.

Rural Communities without internet

Elders and leaders through influential voices in villages, markets, and religious spaces

FUTURE GROWTH

Echo-Local

1

DAILY INFO SUMMARIES → LIVE UPDATES

Sophisticated AI tools for for real-time fact checking , and local language adaptation

2

PARTENERSHIP WITH JOURNALISTS, LOCAL RADIO, ECONOMIC OPERATORS.

Integration via paternership pollicymakers, NGOs, Schools, radio, transport agencies, etc. to speard verified info

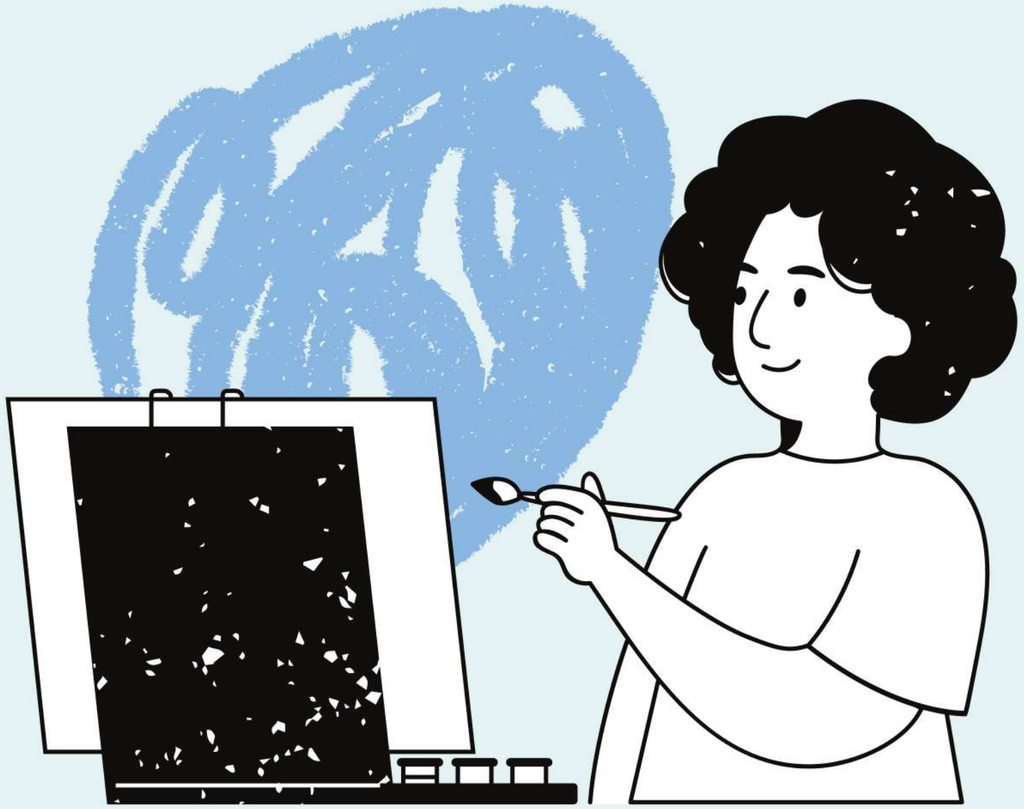
3

EXPAND TO OTHER AFRICAN COUNTRIES

From pilot communities to broader scale. Scaling model to other African countries facing similar challenges

Call to Action

Let’s Build a Cameroon Where Truth Wins



Echo-Local is not just an integrated bot, it is a movement for peace, trust and inclusion

Echo-Local

THANK YOU !!