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# CAMEROON PEACE PROMOTION PROJECT

## Promoting unity to resist violent extremism

The Cameroon Peace Promotion Project is a two-year, \$2.5 million initiative to strengthen community cohesion in the conflict-affected North and Far North regions of the country. The project will utilize radio programming and community engagement to improve access to factual information, reinforce community values of peace and tolerance, support moderate voices to mitigate extremist rhetoric, and promote dialogue in vulnerable communities on themes that can lead to conflict.

The Cameroon Peace Promotion Project is an element of USAID's support to the Trans-Sahara Counterterrorism Partnership. Together with other countering violent extremism programming and broader development efforts, the project contributes to the U.S. Government's goal of reducing vulnerability to violent extremism in West Africa. This project supports this effort by training community members and radio producers on conflict reduction and tolerance practices to promote social cohesion. Activities will also support local religious, community, and political leaders, youth, and women to identify grievances and highlight community needs vis-a-vis their local governments.

## PROGRAM OBJECTIVES

- Build the capacity of media outlets in the North and Far North Regions through radio programming production, management training and mentoring, on-site facility rehabilitation, staff capacity building, and equipment support.
- Improve access to quality and credible information by teaching local producers how to create radio shows structured around community engagement and dialogue. These weekly shows will focus on

peacebuilding themes and will be supported by community-based listening and discussion groups, community reporters, and a dedicated content advisory group.

- Support positive dialogue in communities through listening group sessions, interactive feedback platforms feeding into radio production, and community events. Audiences will engage in radio programming through SMS messaging, an interactive voice response system (automated telephone menus), and social media outreach. Community events will be organized by the youth groups, women leaders, and listening groups.
- Expand the peacebuilding capacity of youth, women, and community and religious leaders by training them in non-violent practices, conflict resolution, and decision-making skills.
- Promote dialogue within communities and increase media engagement by strengthening the ability of local leaders to conduct public fora and town-hall discussions.

## PROJECT ACHIEVEMENTS

- Researched and identified key themes in collaboration with target communities.
- Identified and began assisting ten partner community radio stations in the north with material and programming training.
- Began developing and recording radio programming scripts which highlight the key themes.
- Established a content advisory group to provide guidance of radio programming content.
- Trained community reporters and listening discussion groups which interact and highlight the interests and concerns of their respective communities.

## PROGRAM INFORMATION

### GOAL

Improve community resistance to violent extremist influence in the northern regions of Cameroon

### LIFE OF PROGRAM

December 2015 – December 2017

### TOTAL USAID FUNDING

U.S. \$2.5 million

### GEOGRAPHIC FOCUS

North and Far North regions of Cameroon

### IMPLEMENTING PARTNER

Equal Access International

