

INTERNATIONAL RESOURCES

Tearfund is committed to sharing learning among our peers, partners and the wider relief and development sector. One way we do this is by producing publications which cover a range of topics and aim to build the capacity of those working to see change at the frontline of poverty alleviation. All our publications are available to download free of charge online from our Tearfund International Learning Zone (TILZ) website in English, French, Spanish and Portuguese.

International publications

Our key publications are:

- **Footsteps** – A magazine sharing information, ideas, contacts and experience in a Christian context at grassroots level. It is currently produced in English, French, Spanish, Portuguese and Hindi and has 20,000 subscribers worldwide

- **ROOTS** – A series of capacity-building guides for Christian development organisations
- **Umoja** – A practical manual to help the local church inspire and equip communities through church and community mobilisation
- **Pillars** – A series of practical, discussion-based, community development tools for use in small groups

Readership survey

As part of our commitment to gathering evidence of change, this year we completed a major readership survey to assess the impact of our *Footsteps* magazine. With just over 1,000 responses from nearly 100 countries, we have gathered valuable quantitative and qualitative data which is helping us to shape future strategy and increase our impact.

Major insights include:

- Only 15 per cent of readers surveyed wanted to switch from a hard copy version of the magazine to an online version. Lack of internet access, ease of use in training sessions and ability to share with remote communities were all cited as reasons for this preference.
- 77 per cent of readers surveyed reported 'often' or 'sometimes' telling others about *Footsteps*. 50 per cent had heard about *Footsteps* from a friend. This indicates the value readers place on the magazine

and also highlights the key role *Footsteps* readers play in promoting the magazine and recruiting new readers.

- Water and sanitation, health, agriculture, business and children were the top five topics of interest chosen by readers surveyed, alongside a wide range of other suggestions, from beekeeping to migration. This information will help guide our topic selection over the next few years.

Stories of impact

Our *Footsteps* readers often write to us explaining how they have used the magazine or the impact it has had on them individually or their community. Here are some examples:

***Footsteps* is encouraging communities to use their own resources for positive change**

'Thanks to the participatory approach we learned from Footsteps, grassroots communities have been suggesting more and more initiatives themselves. In the past, our actions were based on the funding we could get for our work. Nowadays, more and more people take decisions and act without expecting help from us.'

Christian, Madagascar



Footsteps is encouraging discussion and learning among people living with HIV

'We were introduced to Footsteps about 20 years ago when we first started the HIV/AIDS project. It has been a wonderful source of information and new ideas for our training sessions and income-generating projects. We have a support group for men and women living positively with HIV. They have started some small income-generating activities such as Maasai bead crafts, soap making and a communal garden. Footsteps provides us with ideas for projects, an exchange of information with other groups and teaching material for our classes. It has been a valuable part of our teaching material for many years.'

Mary, Kenya

Readers appreciate the practical and relevant content which Footsteps offers

'We have used several recipes we have found related to agriculture activities. We have implemented fly traps, etc. We have ordered materials that you have referenced or promoted. We have visited many websites found in articles. At the end of the year, my wife compiles them and places them in the staff office at our project site.'

Tim, Cambodia

The Tearfund International Learning Zone (TILZ)

Another way we share learning and resources is through TILZ – an online hub where all of our publications are available online free of charge across the world. The site also contains resources, case studies and advice for grassroots development workers, development professionals and in-depth analysis for policy-makers. Our resources are available in French, Spanish and Portuguese and, as is illustrated below, only 30 per cent of our users read the resources in English, indicating the importance of these translations.

The following statistics indicate the scope and reach of TILZ, as well as the impact of the site in terms of knowledge sharing across the world.

In the year to March 2015:

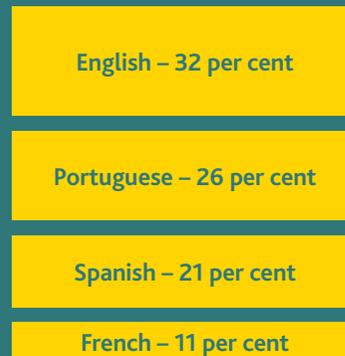


We have seen an increase in site visits from 6,000 to 15,000, a significant growth in popularity.

The number of site visits accessed by mobile devices (mobile phones and tablets) has more than doubled, which indicates that more people are accessing the internet on mobile phones. In March 2015, the TILZ website became 'mobile friendly' to accommodate this trend.



As of March 2015, readers are accessing resources in these languages, in order of popularity:



Articles giving practical advice are among the most popular accessed on the site:

- Migration (*Footsteps* 78)
- Grafting mangoes and avocados (*Footsteps* 8)
- Insect-borne diseases (*Footsteps* 33)
- Fish farming (*Footsteps* 25)
- Natural resources (*Footsteps* 41)