

Session 3

47th Meeting of IRAC International, Indianapolis
March 27-30th 2012

Communication & Education WG

Alan Porter (Leader)

- Nigel Armes (Deputy)
- Ralf Nauen
- Jonathan Henen
- Shuvash Bhattarai
- Dan Vincent
- Tom Sparks
- Russell Slater (*ad hoc*)
- Alejandro Arevalo

More C&E team members needed – proposal for an *ad hoc* member from each WG, preferably the leader or deputy

Meetings/Calls 2011/12: F2F in Brussels plus calls in June, Aug, Dec, Feb.



Plan Provides Road Map for C&E Activities

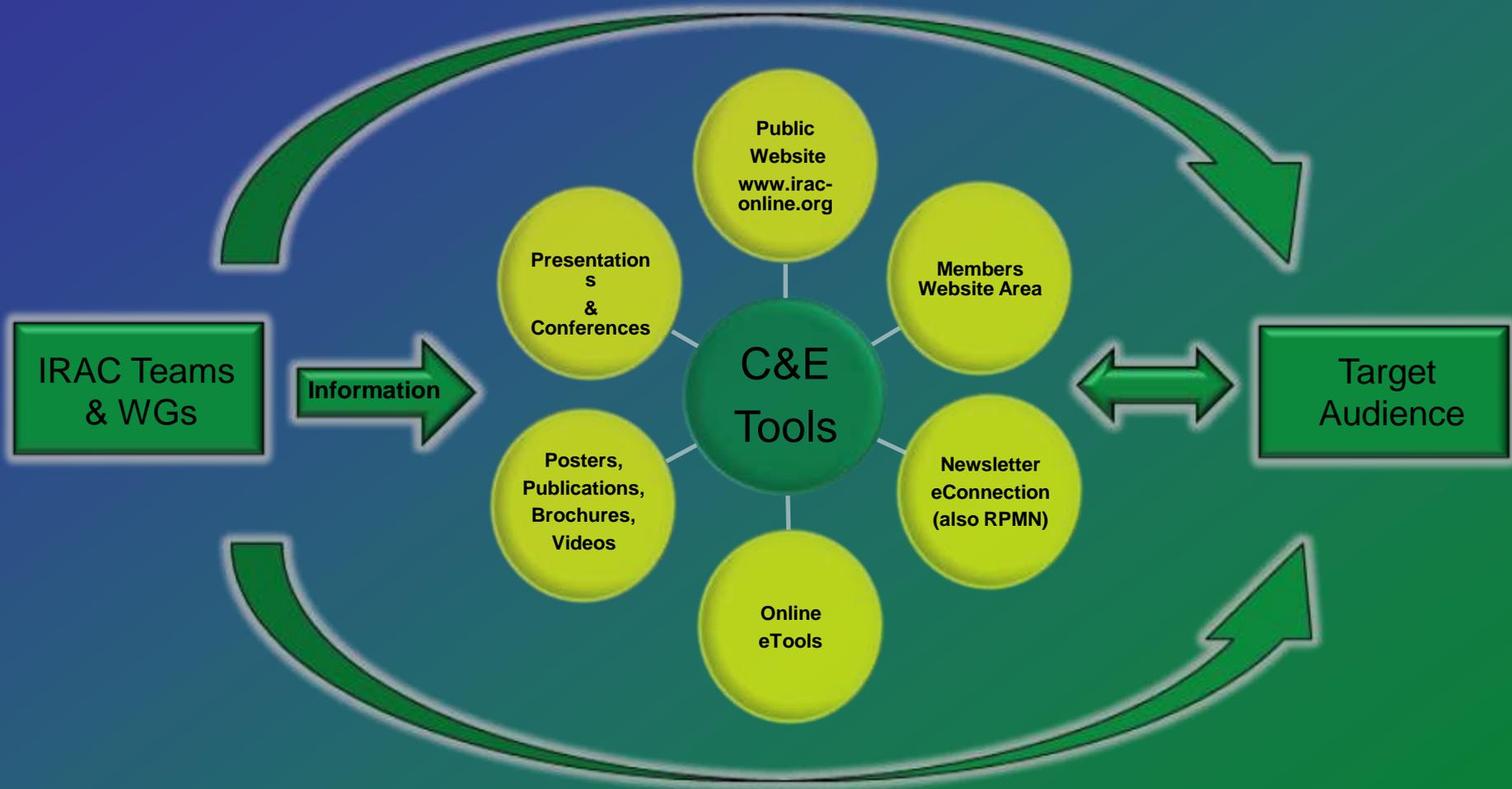
- List of top 10 objectives
- Target Audiences
- Key Messages
- Communication Activities
- Resources Overview Table



(Available online under C&E Team - Publications & Articles)

Development of C&E goals, objectives and budget requirements

- Achieved through coordination and cooperation with IRAC Teams & WGs
- Inputs from APA (Coordinator/C&E Leader) and Intraspin (Web Design)



IRAC Website

Key Improvements:

- Site moved to a new server
 - improved performance & speed
- Redesign of the home page
 - More up to date look
 - More engaging
 - More intuitive links to documents

New Homepage launched for 2012

IRAC
Resistance Management for Sustainable Agriculture and Improved Public Health

HOME ABOUT NEWS EVENTS TEAMS COUNTRIES TOOLS RESOURCES

WELCOME TO THE INSECTICIDE RESISTANCE ACTION COMMITTEE WEBSITE

LATEST NEWS:

IRAC Myzua persicae Resistance Alert!

Agrial monitoring surveys at peach orchards conducted by Bayer CropScience have revealed that some populations of the green peach ached (*Myzua persicae*) in Southern France and Northern Spain have developed high levels of resistance to insecticide insecticides.

For further details and recommendations on resistance management in the affected areas please refer to the recent IRAC eConnection article published on the website.

IRAC is an international group of 150+ members of the Crop Protection Industry organised by sector and region to advise on the prevention and management of insecticide resistance.

Learn more about IRAC

- > View the IRAC Organizational Chart
- > Download the IRAC Constitution
- > Check-out the Executive Members
- > Start a new IRAC Country Group!

IRAC Mode of Action

- > Download the MoA Poster
- > Try the interactive eClassification
- > Download the MoA Classification
- > Visit the MoA Team webpage

IRAC Test Methods

- > Try our interactive eMethods tool
- > Learn about the IRAC Methods
- > Visit the Methods Team webpage

To access the old site for reference, please visit <http://old.irac-online.org>.

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Resistance Management for Sustainable Agriculture and Improved Public Health

HOME ABOUT NEWS EVENTS TEAMS COUNTRIES TOOLS RESOURCES

WELCOME TO THE INSECTICIDE RESISTANCE ACTION COMMITTEE WEBSITE

SAVING LIVES FROM MALARIA

Providing educational resources on the effective control of disease vectors to minimize the spread of malaria.

ABOUT IRAC

IRAC is an international group of more than 150 members of the Crop Protection Industry organised by sector and region to advise on the prevention and management of insecticide resistance.

Launch Presentation

CROP PROTECTION

BIOTECHNOLOGY

PUBLIC HEALTH

RESISTANCE MANAGEMENT RESOURCES

Resistance is "a heritable change in the sensitivity of a pest population, reflected in the repeated failure of a product to achieve the expected level of control when used as instructed for that pest species".

Learn more about resistance

IRAC POSTERS

IRAC-PUBLICATIONS

IRAC PRESENTATIONS

LATEST NEWS

NEW IRAC TUTA ABSOLUTA IRM BOOKLET

A great new booklet from IRAC giving some background on the biology of Tuta absoluta and outlining IRM guidelines to help manage this pest.

SUBSCRIBE HERE

Subscribe to the IRAC eConnection to receive our latest news in your inbox.

Your Name...

Your Email...

EVENTS

MAR 27 7TH INT'L IPM SYMPOSIUM

Addressing Integrated Pest Management (IPM) across disciplines, internationally, in the market place, urban settings, greenhouses and more.

To access the old site for reference, please visit <http://old.irac-online.org>.

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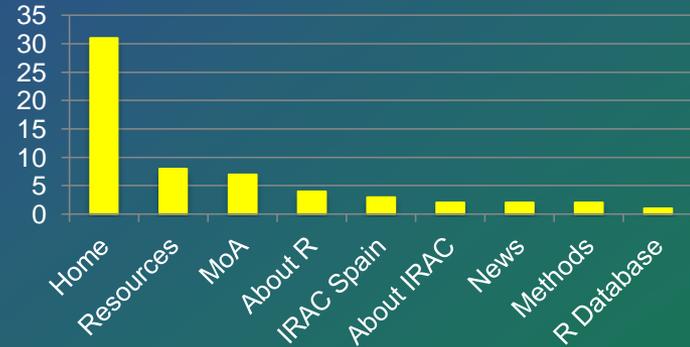
Edit page | Home | Disclaimer | Contact | Site Map

web design by intraspin.com

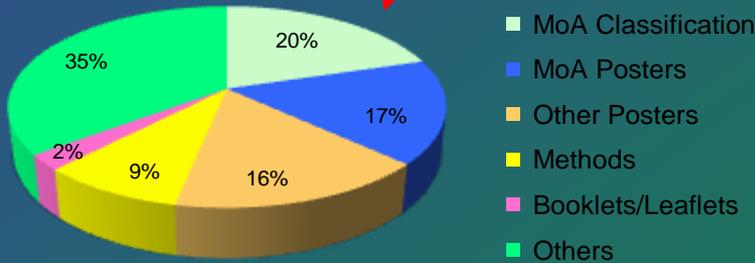
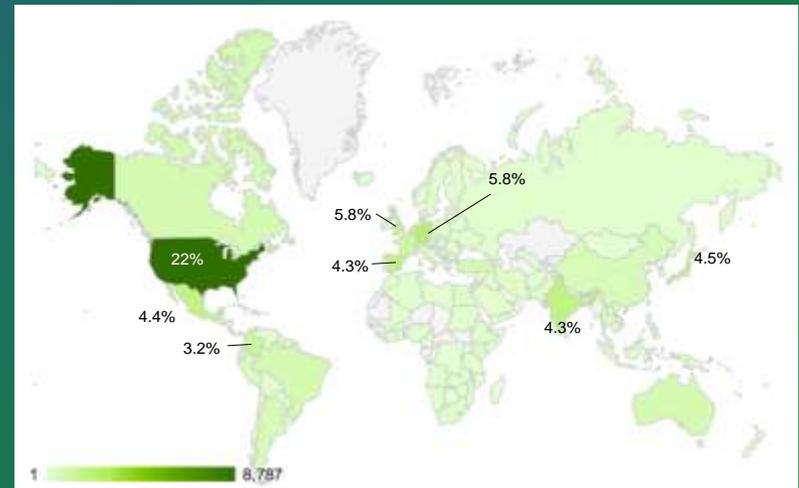
Visitor Statistics 2008 – 2011 (x1000)



% Page Views 2011



Geographical Spread of Visits 2011
(Linked to user server location)

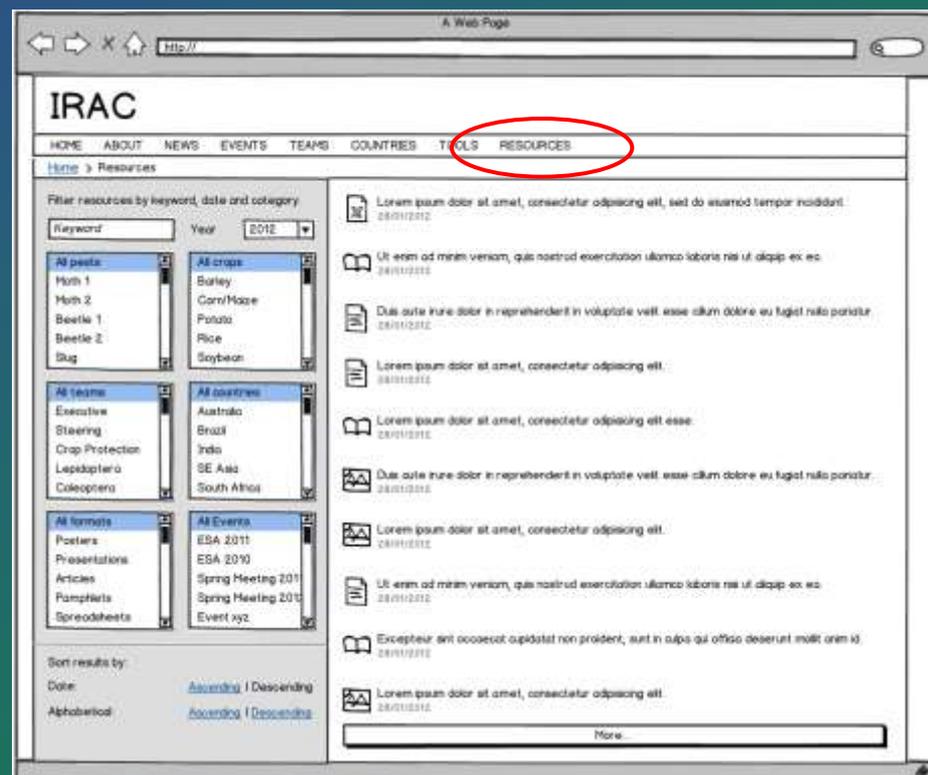


20K File Downloads During 2011

Accessibility of Information

- **STEP 1: Update database and tag all documents on the server e.g. team, country, pest, event, crop, document type (around 250 documents excl. minutes)**
- **STEP 2: Redesign Resources Page**
 - ✓ Interactive advanced search
 - ✓ Drill down to specific information
 - ✓ Filter on keyword
 - ✓ Sort by date or alphanumeric

Proposed New Resources Page – Wire Frame



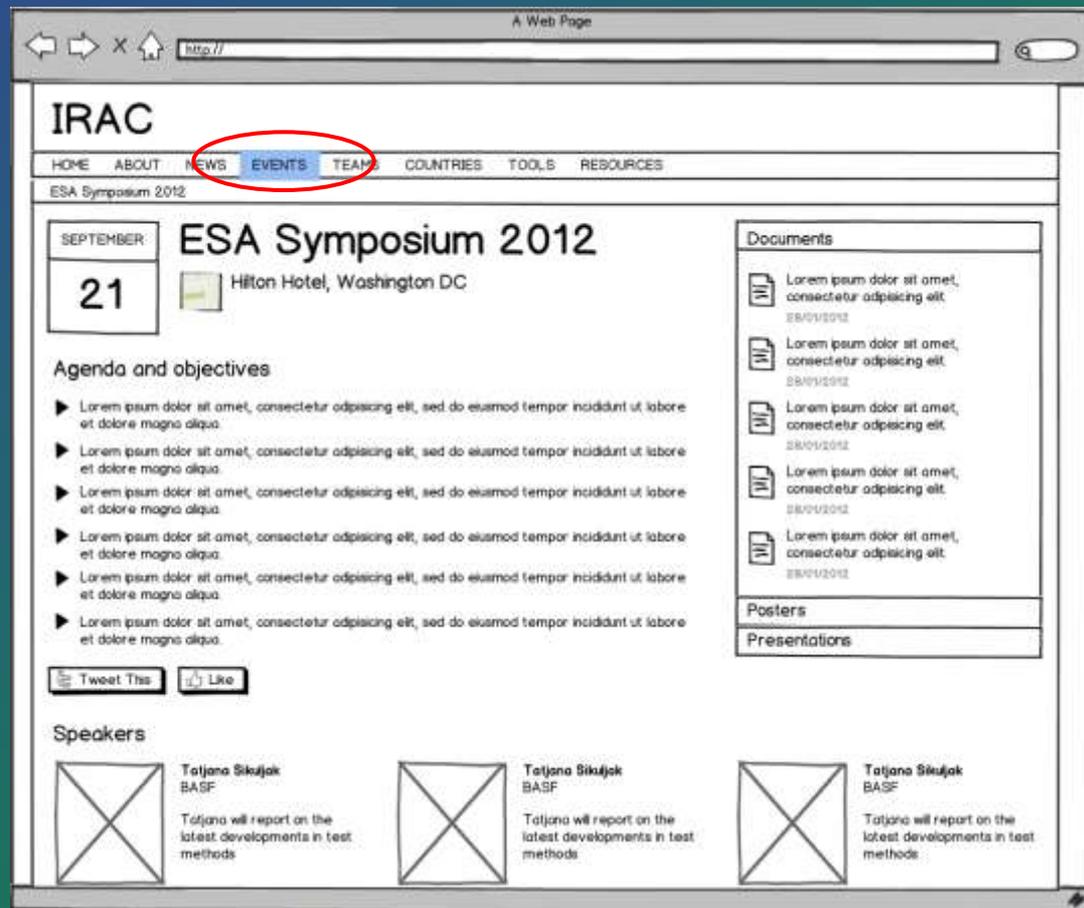
Website – What’s Next?

e.g. New Events Page – First draft

Re-design/re-development other pages where needed

Events Page

- ✓ Promote the event in advance
- ✓ Provide plan / agenda if available
- ✓ Key details e.g. Speakers/Posters
- ✓ Provide the event output if available
- ✓ Visitors can promote the event to their social networks

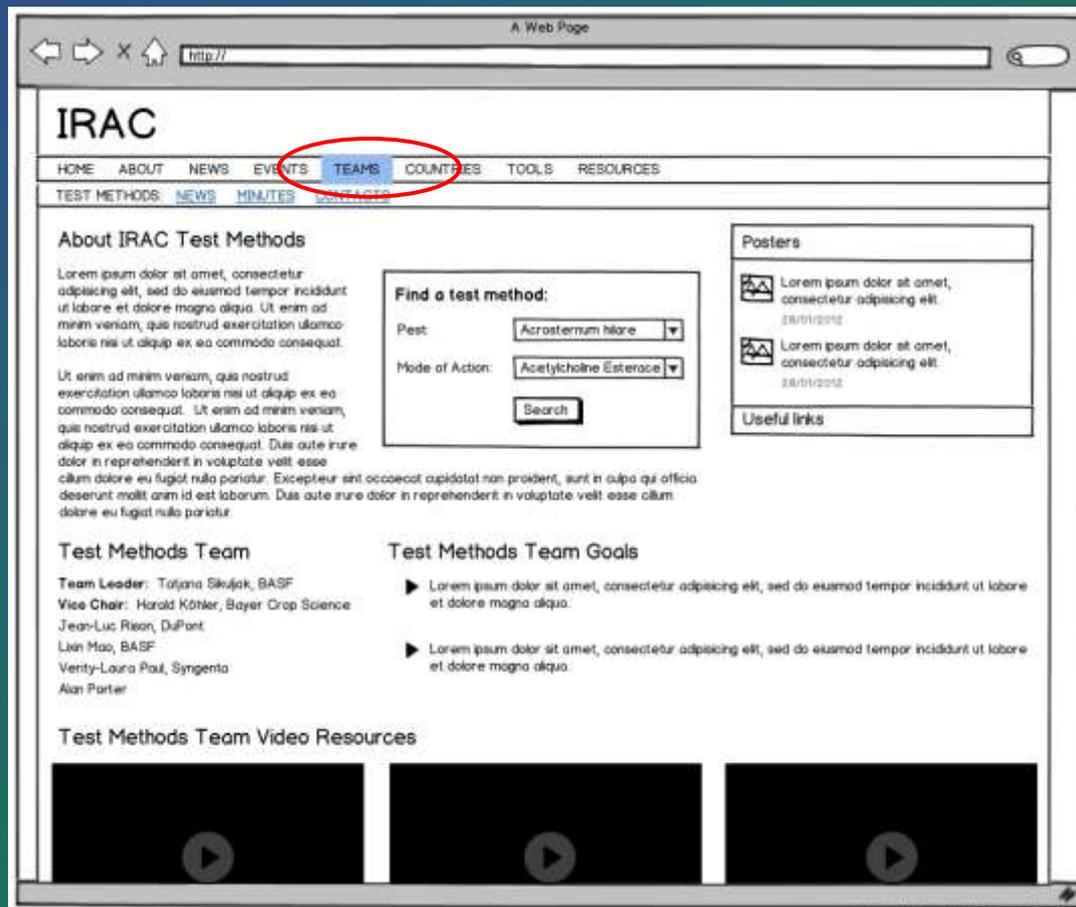


e.g. New Methods Page – First draft

Redesign/re-development of other pages where needed

Methods Page – same features, plus:

- ✓ Unique template bespoke to the needs of the team
- ✓ For Methods include videos
- ✓ Incorporate eTools directly within the page – Test Method search facility
- ✓ Include panel for external links e.g. WHO and CDC mosquito methods



eConnection

- Issued 3-4 times per year
 - ✓ Issue 25 Feb 2011
 - ✓ Issue 26 March 2011
 - ✓ Issue 27 Aug 2011
 - ✓ Issue 28 Jan 2012
 - ✓ Issue 29 March 2012
- Self-subscribed via website
- Email notification of new issue
- Users download from the web



Support needed from WG members to maintain quality and quantity of articles



INSECTICIDE RESISTANCE ACTION COMMITTEE

Convert to a Phrase



IRAC eConnection Issue 28

In this issue

We report on the IRAC-US sponsored symposium on the use of insecticide mixtures, an overview on research on the cytochrome P450 mechanism, an update on activities and resources being developed to combat resistance to the tomato leafminer, *Tuta absoluta* and a review of articles and reports on insecticide resistance appearing in publications over the last few months.

For more information on insecticide resistance management and the activities of IRAC see:
[The IRAC website](#)

[Download a pdf copy of eConnection Issue 28](#)

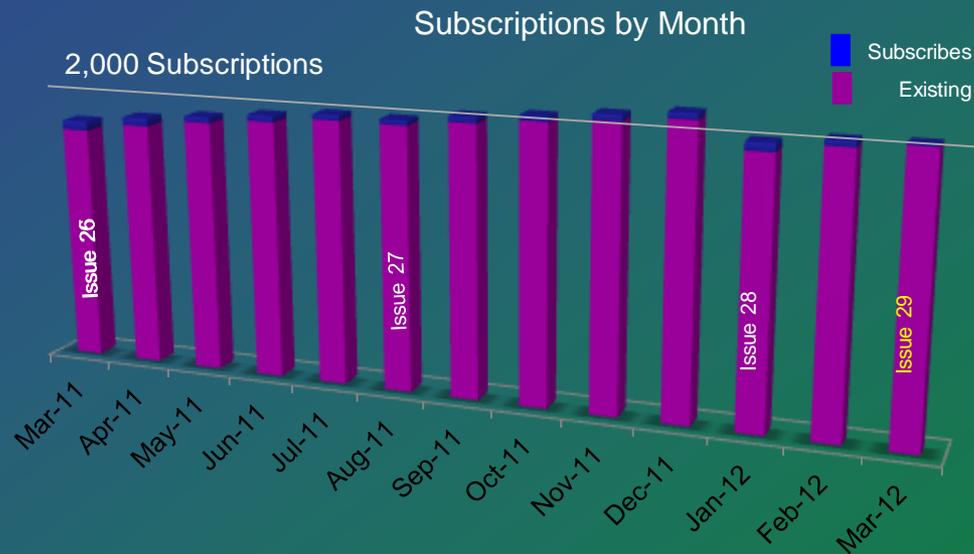


eConnection Distribution & Statistics



eConnection using MailChimp

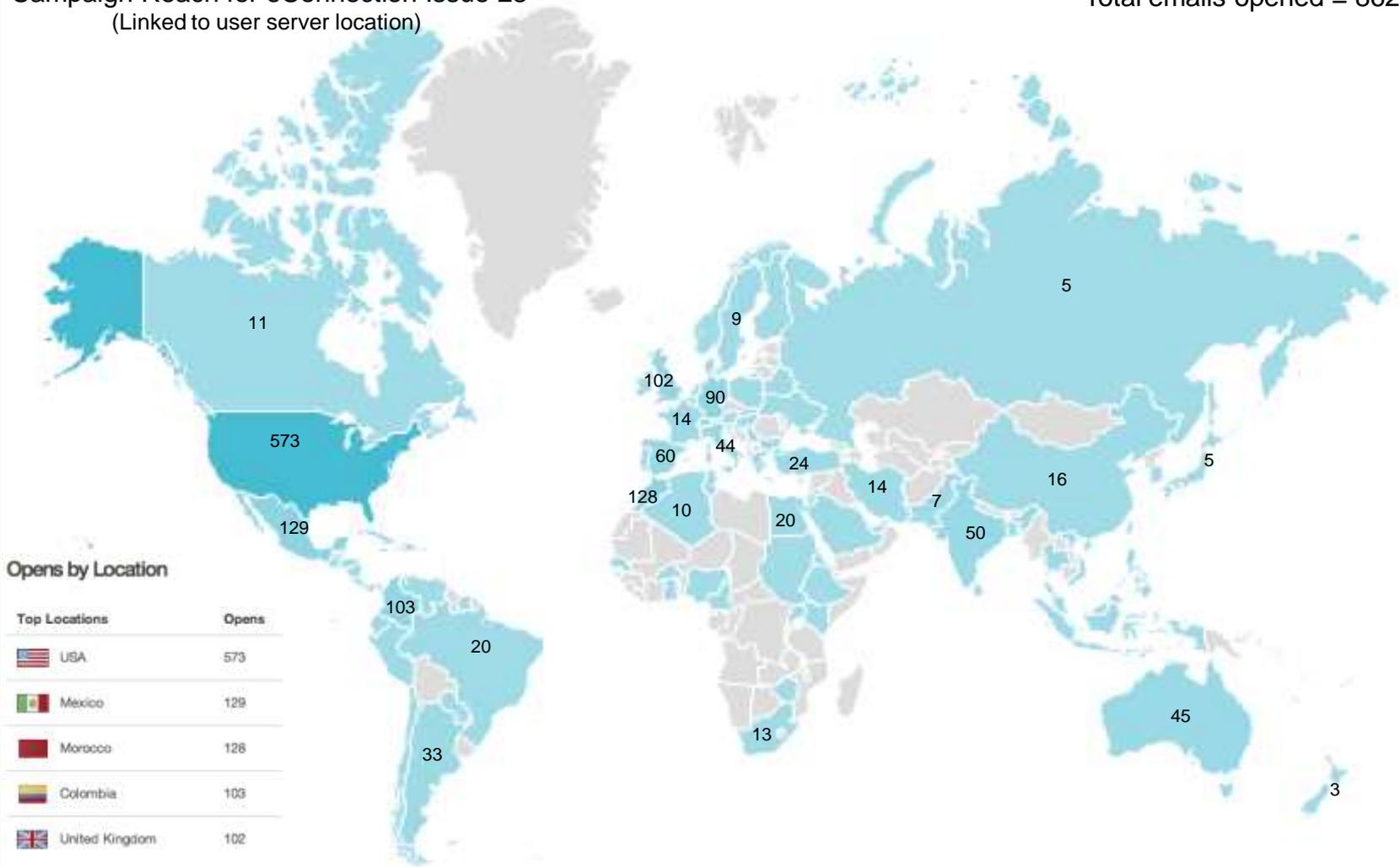
- Email delivery system with support features
- Free up to 2K emails per issue or 12K/month
- PAYG >2K emails <5K = \$0.03/email (2K = \$60)
- Builds, tracks and ranks subscription lists
- Provides user statistics
- Manages data security, privacy



eConnection Geographical Spread

Campaign Reach for eConnection Issue 28
(Linked to user server location)

Total emails opened = 862





Insecticide Resistance Action Committee

eConnection Subscribers Top 20

IRAC List
 1,997 subscribers [View All](#) [Add](#) [Remove](#) [Change List](#) ▼
 List Rating ★★★★★ Created Feb 2, 2011

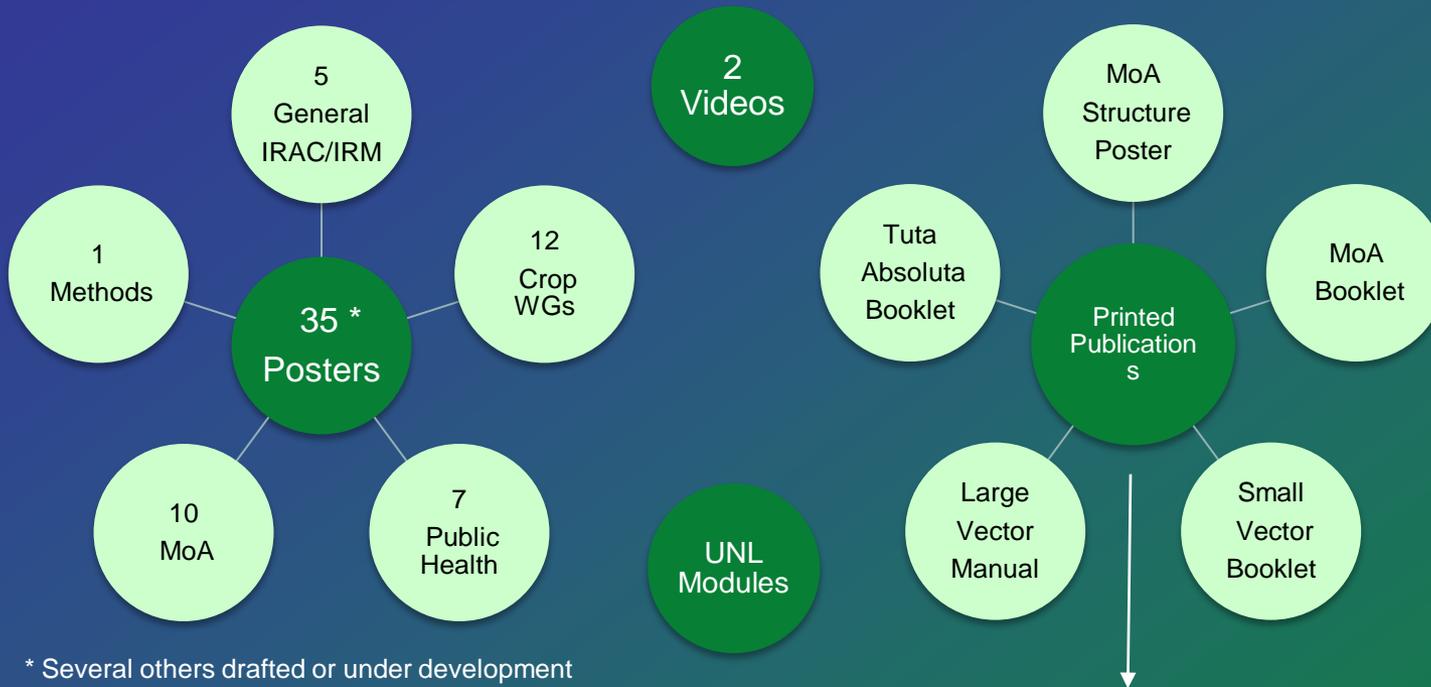
Subscribers

We have around 150
5* Subscribers

Your Name	Your Email	member rating about ▼
Ralf	ralf.nauen@bayer.com	★★★★★
Chris	clonghurst@dow.com	★★★★★
Daniel	Daniel.cordova@USA.dupont.com	★★★★★
Harald	harald.koehler@bayer.com	★★★★★
Lynne	lynne.matthews@basf.com	★★★★★
Josep	josep.izquierdo@bayer.com	★★★★★
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Daniel Obando	obando.daniel@gmail.com	★★★★★
Tadashi Miyata	tadashi_m@katch.ne.jp	★★★★★
Marie Saunders	msaunders@clarke.com	★★★★★

Posters & Publications Overview



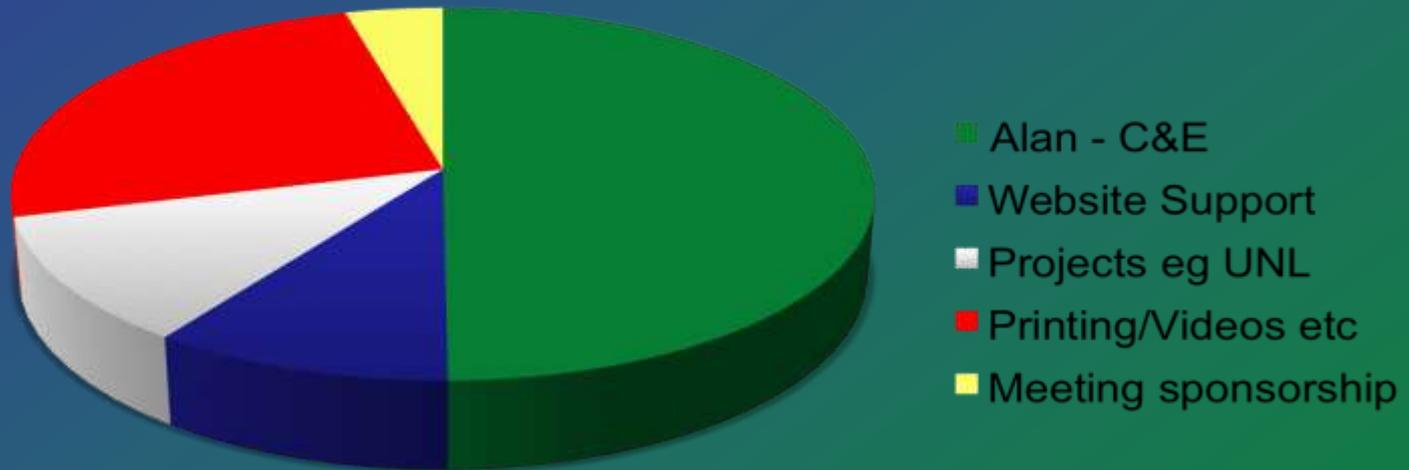
Printing – Timeline & Costs

- ✓ March 11 - Vector Manual (4K)
- ✓ Sept 11 - Small Vector Booklet (4K)
- ✓ Oct 11 - Tuta Booklet (2K)
- ✓ March 12 - MoA Booklet (4K)
- ✓ March 12 - MoA Poster (1K)
- ✓ Total copies = 15K, Total Cost = \$17K

Publications – Distribution (last 6mths)

- ✓ Distribution from the UK to 15 countries
- ✓ Total of 38 shipments and 8,000 copies
- ✓ Courier costs = \$2,500
(figures excludes individual requests)

IRAC Executive – Spend on C&E Work



C&E Team Goals 2012 / 2013

