

A light gray silhouette of a world map serves as a background for the central text. The map shows the outlines of continents and major landmasses.

IRAC - Communication Plan and Resources Overview

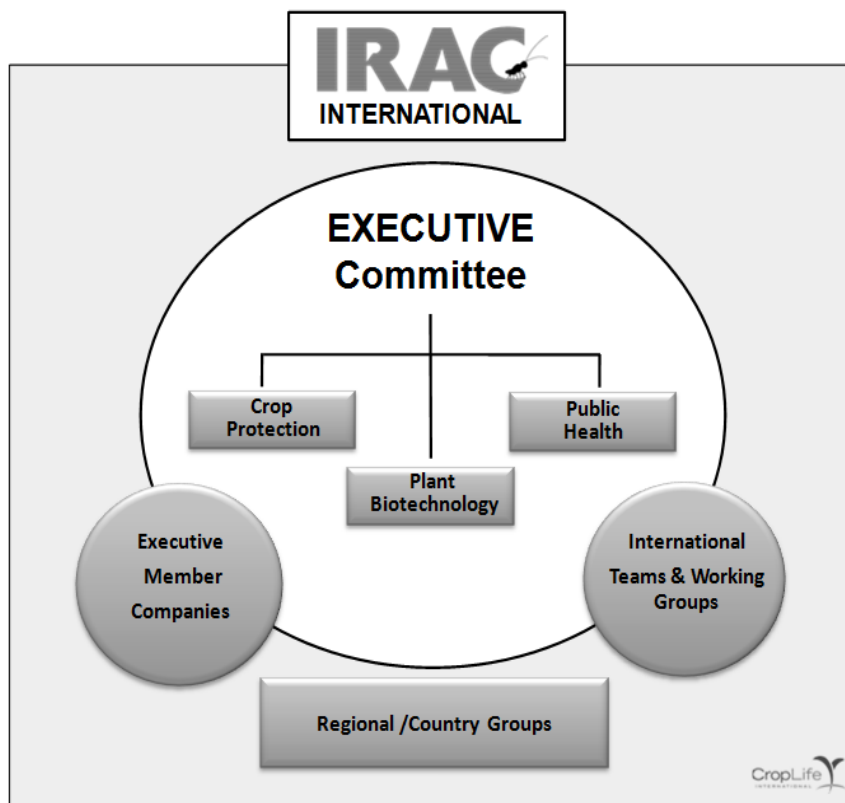
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1. Introduction - Insecticide Resistance Action Committee (IRAC)

The IRAC Network is made up of a series of inter-company Committees dedicated to prolonging the effectiveness of insecticides and acaricides by countering the development of resistance. The Committees operate at a global level (IRAC Executive) and at a regional or country level (IRAC Country Groups) and the whole network is termed IRAC International (abbreviated to IRAC). A pictorial representation of the IRAC Network is shown below.



2. Objectives

- Facilitate communication and education on insecticide resistance
- Promote the development of resistance management strategies in crop protection and vector control
- Develop educational material on resistance and integrated resistant management strategies using all available media
- Continue to integrate resistance management into the concepts of sustainable agriculture and stewardship
- Raise awareness within the plant science industry of the importance of resistance management and the work of IRAC
- Improve the profile of IRAC within member companies and associations
- Forge strong links with other stakeholders to align and promote resistance management messages
- Raise awareness of resistance management among regulators at global, regional and national levels in order to avoid unnecessary regulation
- Capitalise on the existing good reputation and credibility of IRAC to highlight and extend the reach of IRAC into new geographies
- Ensure consistency of message from IRAC committees and alignment with IRAC and CropLife strategies and approved branding

3. Target Audiences

- The plant science and vector control industry – companies and associations
- Regulators at a Global level, Regional level, National level
- Academia
- Farmers and growers
- Agricultural professionals - extension services, agronomists, contractors, private consultants
- Media – trade and general
- CropLife, EPPO, WHO, FAO, selected NGOs and other crop, food and vector control organisations and associations

4. Key Messages

- Effective resistance management has real benefits for IPM, sustainable agriculture and human health such as control of diseases vectors
- Resistance management is a vital element of Good Agricultural Practice (GAP) and Product Stewardship
- It is imperative to ensure there is enough diversity of active ingredients to maintain effective resistance management
- Due to tougher regulatory requirements and increasing development costs there are less products available and hence it is important to maintain the efficacy of available new and existing products
- The Crop Protection and Vector Control industries requires a business and regulatory environment, which allows continued investment into resistance management research
- IRAC is a specialist technical group of CropLife International and should be considered as the expert advisory body on all matters pertaining to insecticide resistance and resistance management strategies.

5. Communication Activities

- Continue to develop and promote the IRAC website and associated eTools as the main communication and educational vehicle for IRAC and IRM information
- Issue 3-4 eConnection newsletters every year to a wide readership representing the agreed target audience
- Generate a variety of educational material; posters, brochures, booklets and presentations etc. which can be distributed via the website or in hard copy
- Participate and represent IRAC at international meetings and conferences where the IRAC key messages and educational material can be presented
- Coordinate and oversee the generation of IRAC educational material from the various IRAC Working Groups and Country Groups.

6. Resources Overview

Describes the various communication resources that have been developed by IRAC and outlines their objectives, content and target audience.

Resource	Objectives	Description	Target Audience
<p>irc-online.org (public site)</p>	<ul style="list-style-type: none"> • To inform about IRAC International, IRAC Executive, IRAC WGs and Country/Regional teams. • Promote IRAC as the Expert Group on Insect resistance and its management • To serve as a source of reference for the target audience 	<p>The website has seven basic levels of navigation (About, News, Events, Teams, Countries, Tools and Resources). It provides basic overview information on each topic with most of the detailed information available via links to files and documents held on the server.</p>	<p>The public and general target audience as described under Point 3 above</p>
<p>irc-online.org (Members' Area)</p>	<ul style="list-style-type: none"> • To centralise and share IRAC member information and documents including: <ul style="list-style-type: none"> ○ Meeting minutes ○ Member contact details ○ Original file formats of IRAC documents e.g. PPT files ○ Working files and draft documents • To manage document versions, simplify document storage and avoid unnecessary duplication 	<p>The members' area is accessed when logged into the site. Additional navigation options and documents are available such as minutes, drafts etc. and also original file formats are available under the resources navigation.</p>	<p>IRAC member company representatives</p>

Resource	Objectives	Description	Target Audience
eConnection Newsletter	<ul style="list-style-type: none"> To build a network of those interested and involved in IRM and provide a means of distributing information proactively 	A free IRAC newsletter distributed 3-4 times a year, providing information on IRAC activities and news on global insecticide resistance. Subscription is via the website.	The public and general target audience as described under Point 3 above through online subscription
eClassification	<ul style="list-style-type: none"> An online resource providing information on insecticide MoA 	A database of searchable by insecticide active ingredients and MoA groups and sub-groups to support IRM.	The plant science industry, farmers, extension workers regulators and academia
eMethods	<ul style="list-style-type: none"> An online resource providing information on susceptibility test methods 	A database of IRAC approved methods and methods described in the literature, searchable by species and MoA.	The plant science industry, extension workers regulators and academia
Posters	<ul style="list-style-type: none"> To provide posters summarising relevant information which can be viewed on line or printed for presentation at conferences etc. 	A significant resource providing up to data information on relevant IRM topics which can be downloaded or printed out for use by IRAC teams around the world.	The target audience as described under Point 3 above
Brochures	<ul style="list-style-type: none"> To provide information which can be viewed on line or sent out as printed material 	A variety of different IRAC brochures and booklets available in pdf format online and as printed material that can be sent to interested parties or handed out at conferences etc.	The target audience as described under Point 3 above
Presentations	<ul style="list-style-type: none"> Standardised presentations which can be used by IRAC members at conferences and when visiting countries 	Presentations on a variety of topics relating to IRAC and IRM often generated by the different working groups to explain the issues and actions being taken by the groups	The target audience as described under Point 3 above
Published Papers	<ul style="list-style-type: none"> Preparation of scientific papers to promote the work of IRAC and highlight the activities being carried out and supported by industry. 	Scientific papers highlighting specific topics and issues being addressed by IRAC often prepared by IRAC working group members.	The plant science industry, regulators and academia