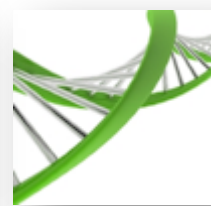
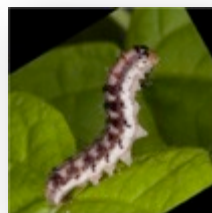




Insecticide Resistance Action Committee

Communication & Education

49th IRAC International Meeting
20th March 2014
- Session 4A -



Team for 2014/15

C&E Members (12):

- Alan Porter (Leader)
 - Alejandro Arevalo
 - Domingos Pedroni
 - Jim Dripps
 - John Andalaro
 - Mark Hoppe
 - Ralf Nauen
 - Ronda Hamm
 - Gerald Huart
 - Tom Sparks
 - Russell Slater
 - Veronica Companys (proposed)
-
- Dan Vincent has left the C&E Team and IRAC
 - Frank Wessels has joined the team taking Lixin's place as Methods Rep.
 - Veronica Companys (BCS) is interested in joining the team

Target Audience

IRAC International & National Teams *

- The plant science and vector control industry – companies and associations
- Regulators at a global, regional and 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

**IRAC Communication Plan & Resources Overview - 2011*

IRAC WGs - C&E initiatives

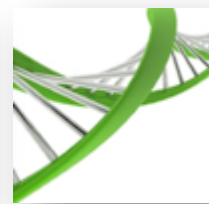
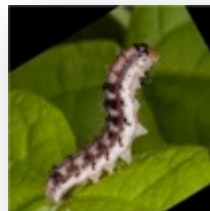
Planned or in progress for 2014/15

- ~ 10 new posters proposed
- ~ 15 existing posters to be updated
- Additional Pest Profiles for Crop and Public Health
- Updated MoA booklet based on MOA Ver. 7.3
- Printing and distribution of booklets and posters
- Several IRAC presentations/position papers
- 5 new IRAC methods under review
- A new Methods video (Stink bugs or mites)
- Update to Phone/Tablet App



Insecticide Resistance Action Committee

IRAC Website



Website Evolution



The Insecticide Resistance Action Committee was formed in 1984 to provide a coordinated crop protection industry response to the development of resistance in insect and mite pests. The mission of IRAC is to develop resistance management strategies supporting the use of crop protection and vector control products in a way that maintains efficacy and results in sustainable agriculture and improved public health.

Update May 2002
E-mail us

What's New:
Design an IRAC Cartoon Bug and Win \$500 Travel Voucher
E-mail us for details
Visit the new **Resistant Pest Management Newsletter**

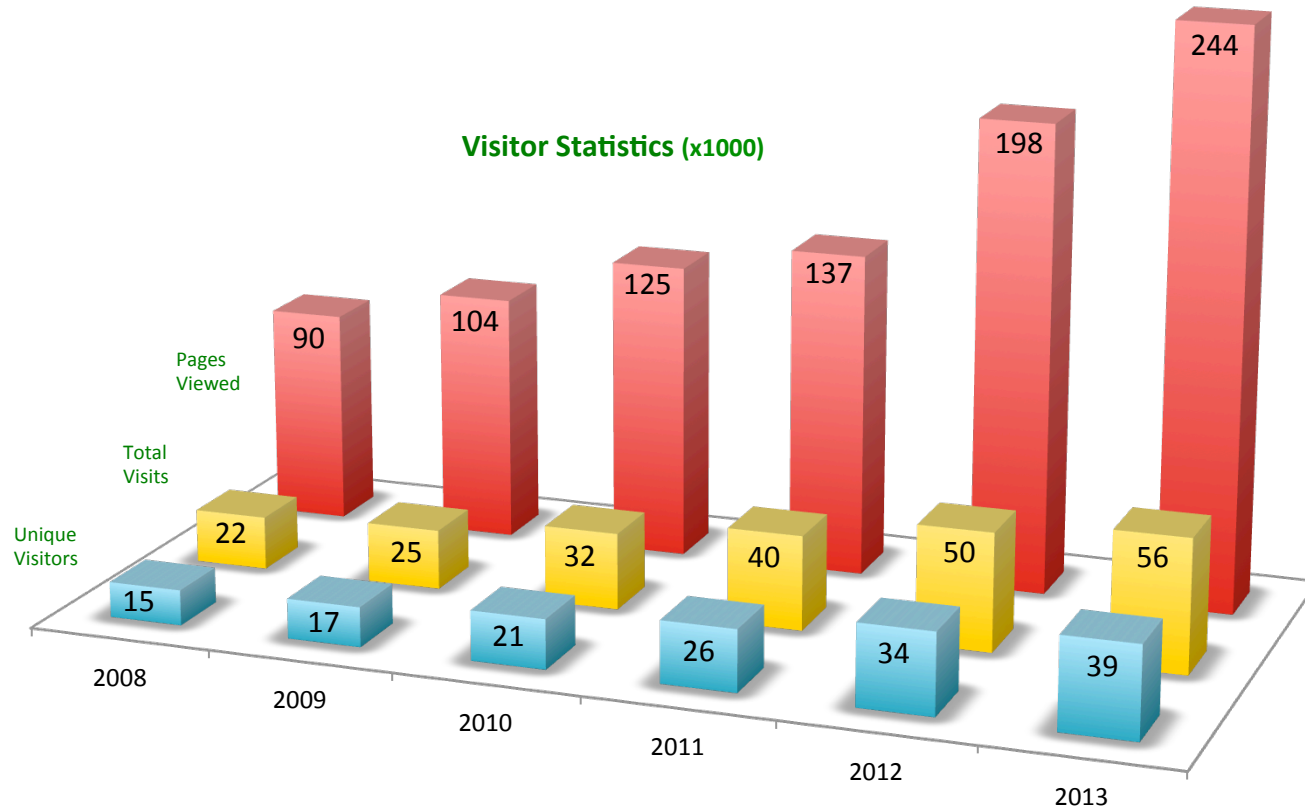
Search this site:
Find

IRAC Conference Call July 16, 2002
IRAC Coding Moth Workshop, Thessalonika, 10/02

New on the Website:
Summary of Actions from IRAC India
Living with resistance in India
IRAC International
IRAC Australia: Registration and FM Strategies
IRAC Coding Presentation - R2001 Meeting
IRAC Spain - Brochure
Recent IRAC Country Meeting Minutes (US, Australia and India)
37th IRAC Int Meeting Minutes
Presentations from the 37th IRAC Int Meeting

Website improvement: A continual process taking account of new technologies and trends

Visitor Statistics 2008-2013



IRAC Website:

Total No. of files = 969

Total No. of images = 202

Initiatives 2014/15

1. Navigation
Make navigation more intuitive and relevant
2. eMethods & eClassification
Full Integration into website, codebase and management console
3. HTML Documents
Lift key information from documents to the webpage – better engagement
4. Search
More flexibility and user control, more available
5. Responsive Design
Engage the user irrespective of their chosen device size
6. HTML Emails
Increase response rates by putting information directly into inbox
7. Security
Member Credentials & Documents
8. Brand
Increase credibility, consistency and availability of brand materials
9. Refactor
'Housekeeping' – improve future cost effectiveness