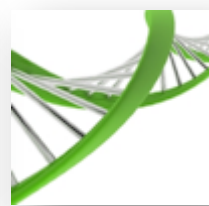
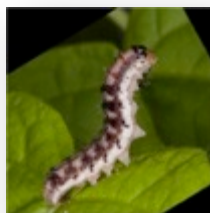




Insecticide Resistance Action Committee

SMART GOALS & OBJECTIVES 2017 - 2018



SMART Goals & Objectives

Specific Measurable Achievable Realistic (Resourced) and Time Bound

IRAC International

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).

The IRAC Executive Committee provides technical information, coordination and support for IRAC through a series of international Teams and Working Groups. Annual goals and SMART objectives for each of the teams are set in accordance with the overall IRAC Mission and should be reviewed periodically during the year within the teams to evaluate progress.

The IRAC International Mission

- Facilitate communication and education on insecticide and traits resistance
- Promote the development and facilitate the implementation of insecticide resistance management strategies to maintain efficacy and support sustainable agriculture and improved public health

IRAC Outreach Team Objectives 2017-18

Goals	Objectives	Target Completion Date
<p>Prioritization, development, and delivery of IRAC IRM outreach material taking account of but not necessarily being restricted by the IRAC budget. Leverage Outreach through the IRAC & CropLife network</p>	<ul style="list-style-type: none"> • Prioritize IRAC IRM advice for our target audiences. This should include but not be limited to growers, grower advisors and extension workers etc. Information, messaging and the best method of delivery (e.g. SMS, leaflets, videos etc.) should be appropriate for the target audience. • Coordinate with the Steering/Executive Teams as well as with the other IRAC WGs and CropLife to develop educational material: <ul style="list-style-type: none"> ○ Request WGs to review/update any poster more than 4 years old ○ Coordinate with the Methods WG to publish at least 1 methods video during 2017/18 ○ Organise printing/re-printing of outreach material as this becomes available from the WGs ○ Inclusion of IRAC IRM information within CLI Stewardship IPM training modules • Finalise the Outreach 2017/18 budget. Approach CropLife for additional support where and when required. 	<p>Ongoing Ongoing</p> <p>Sept 2017</p>
<p>Maintain and improve the website as main IRAC Outreach vehicle for resistance and IRM information</p>	<ul style="list-style-type: none"> • Continue the technical upgrade of the IRAC website: <ul style="list-style-type: none"> ○ Resolve any bugs that arise ○ Build in new enhancements and additions as required ○ Optimise the site for newer browser versions ○ Review and report on site visitor traffic as required • Continue to add and improve on the website content and linked documents <ul style="list-style-type: none"> ○ Information added directly into the web pages e.g. Team, Pest, Method MoA pages etc. ○ New documents, posters, publications etc. and updates to Events, News and Contacts • Ensure IRAC documents are marked Copyright IRAC • Redesign the Pest Pages and enhance available information on pest resistance Stage 1: Update information for existing listed pests. Stage 2: Add further pests identified by the WGs as having resistance issues 	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing Oct 2017 March 2018</p>
<p>Communicate IRM & IRAC news through the circulation of newsletters.</p>	<ul style="list-style-type: none"> • Find and/or prepare appropriate articles and resistance alerts and distribute as the IRAC eConnection at least 1-2 issues a year. • Continue to manage distribution of newsletters via the MailChimp system: <ul style="list-style-type: none"> ○ Monitor and maintain subscribers, track user statistics on deliveries and openings • Continue to add content to the IRAC YouTube Channel as this becomes available 	<p>Q3/4 2017 & Q1/2 2018</p> <p>Ongoing</p>
<p>Maintain and improve the MoA Mobile App.</p>	<ul style="list-style-type: none"> • Maintain the MoA App. for both Apple and Android devices such that it is aligned with the MoA Classification and the interactive searchable MoA page on the website. 	<p>Ongoing</p>
<p>Continue to upgrade, update and maintain the MSU Database</p>	<ul style="list-style-type: none"> • Work with the MSU IRAC focal point: <ul style="list-style-type: none"> ○ To monitor and ensure the MSU technical upgrade continues as proposed ○ Ensure that data from new resistance reports is added in a timely manner ○ Present annual reports from MSU of progress achieved during the year • Work with the IRAC Executive and CropLife to determine longer term proposals for a resistance database 	<p>Ongoing</p> <p>Q1, 2018</p>