



**Insecticide Resistance Action Committee**

---

# **Outreach Team Highlights 2016/17**

**51<sup>st</sup> IRAC International Meeting, Philadelphia  
March 28<sup>th</sup> - 31<sup>st</sup>, 2017**

---



# Outreach Team: Current members (11)

## Team Members (WG Representatives):

- Alan Porter (Team Leader)
- Alejandro Arevalo (S. Pests)
- Brad Hopkins (MSU Database)
- Frank Wessels (Methods)
- John Andaloro (Leps)
- Mark Hoppe (P. Health)
- Ralf Nauen (Coleoptera)
- Ronda Hamm (P. Health)
- Zvi Zaidman
- Tom Sparks (MoA)
- Russell Slater (IRAC Chair, S. Pests)

## Outreach WG Meetings:

**2016/17:** Spring meeting followed by 2 further calls – most communication by email

# IRAC Outreach Goals: 2016/17

- Prioritisation, development and delivery of IRAC IRM outreach material
- Leverage outreach through the IRAC and CropLife networks
- Maintain, improve and update the website as the key IRAC outreach resource
- Communicate IRM & IRAC news through various e-outlets, website, eConnection etc.
- Maintain and update the MoA Mobile App.
- Coordinate the upgrade, update and maintenance of the MSU Database



# IRAC Website: Highlights 2016/17

- Redesign/recoding of Home Page heroes, MoA Page, Search and Pest Pages (still in progress)
- Improvements to admin backend interfaces and Media Library. New fields - media type, use permission & source
- Automatic extraction and storing of pdf text for improved search results
- Email MoA Alert subscription service (327 subscribers)
- Surveys to assess user behaviour & feedback
- Improvements to site security and resetting of passwords
- Addition of new content: posters, minutes, videos etc.

# IRAC Website: Information Breakdown

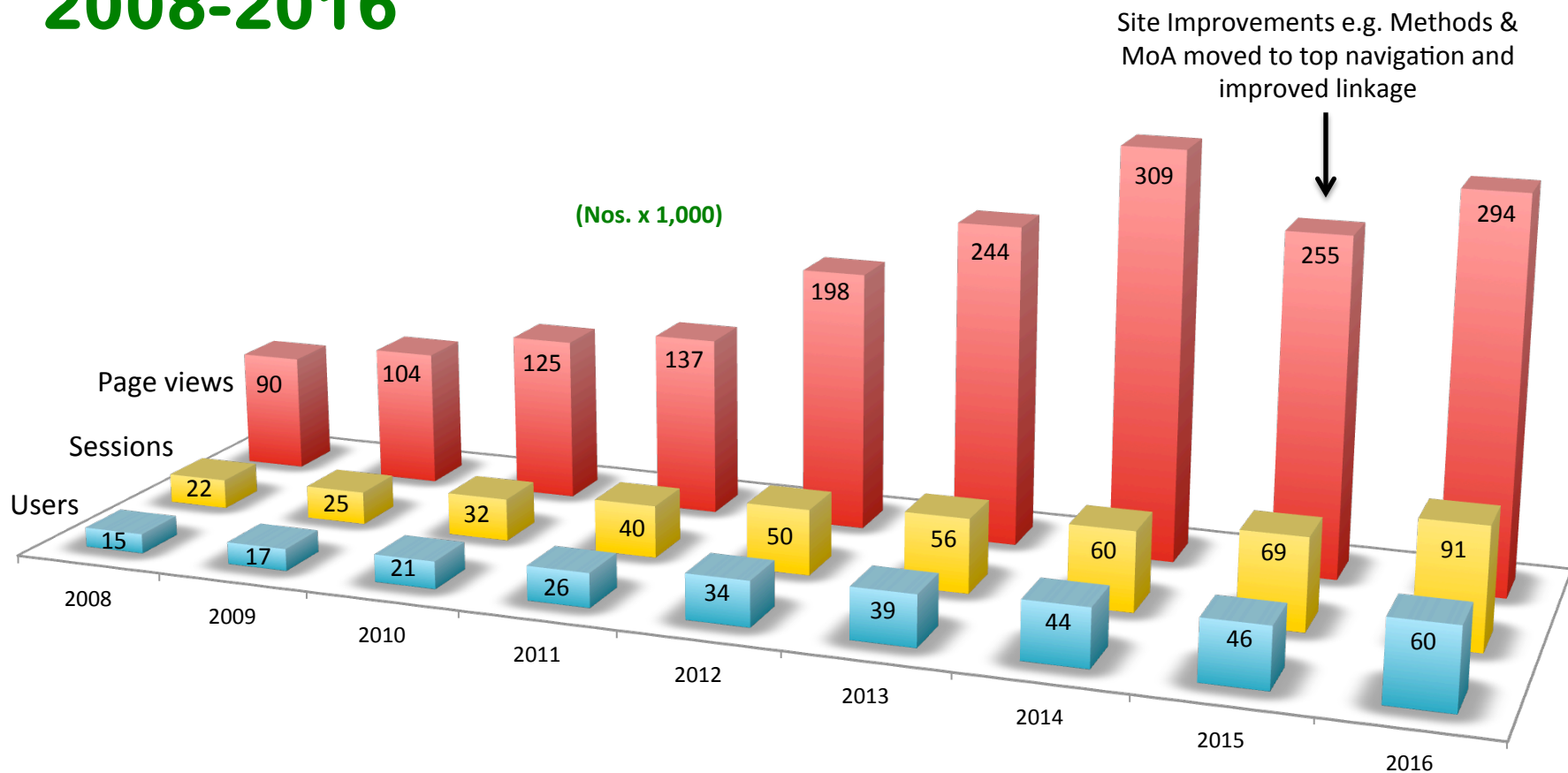
Information Type	Numbers
Images	299
Posters	56
Presentations	156
Publications	54
Guidelines	28
Other Documents	72
Videos	16
Minutes	371
Events	92
Methods	34
Newsletters	41
News Posts	70
Web Page Templates	31
IRAC Member Profiles	139

In addition multiple files types of documents are stored e.g. pdf, ppt, doc, xls

Mostly streamed from YouTube

**Support needed from the team to ensure content is always current**

# IRAC Website: Visitor statistics 2008-2016



## Key:

- Date ranges: January - December
- Page views: Total number of pages including repeat views
- Sessions: A session is the period a user is active on the site
- Users: Visitors with at least one session (new and returning)

## Top Pages Visited:

- Home (66K views)
- MoA (52K views)
- Pests (15K views)
- Methods (9K views)

# IRAC Newsletter: eConnection 2016/17

- Issue 39 (April '16)
  - Methods paper
- Issue 40 (May '16)
  - Latest MoA Classification update
  - IRM Guidelines, Corn, Cotton & Soybean, Brazil
  - New IRAC IRM Leaflet and IRM Video
  - Dublin Spring Meeting
- Issue 41 (March '17)
  - Changes in MSU APRD
  - Resistance in Mosquito Vectors and new initiatives
  - New IRAC Posters
  - Various News Items e.g. Tuta BMP's



**Distributed by  
MailChimp  
Distribution = 3,247**



**Suggestions and  
contributions please  
for Issue 42**

# IRAC MoA Phone App

## IRAC MoA App



### Description

The IRAC Insecticide Mode of Action (MoA) Classification for your mobile device is an easy to use searchable database which allows you to identify insecticide active ingredients and their respective MoA groups without the need for a data connection.

### Free

Category: [Reference](#)

Updated: Nov 04, 2016

Version: 4.0

Size: 2.8 MB

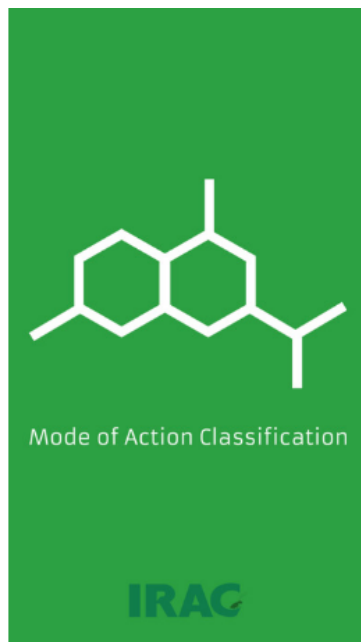
Language: English

Seller: Iain Porter

© CropLife International

[Rated 4+](#)

**Compatibility:** Requires iOS 8.0 or later. Compatible with iPhone, iPad, and iPod touch.



- Available in Apple IOS and Android versions
- Updated Q4 2016 to match the MoA Classification Version 8.1



# IRAC Outreach Videos

## Video 1: introduction to insecticide resistance & IRM



### Translations & View Numbers

English (1 yr) = 5,700

Spanish (8mth) = 510

Portuguese (7mth) = 493

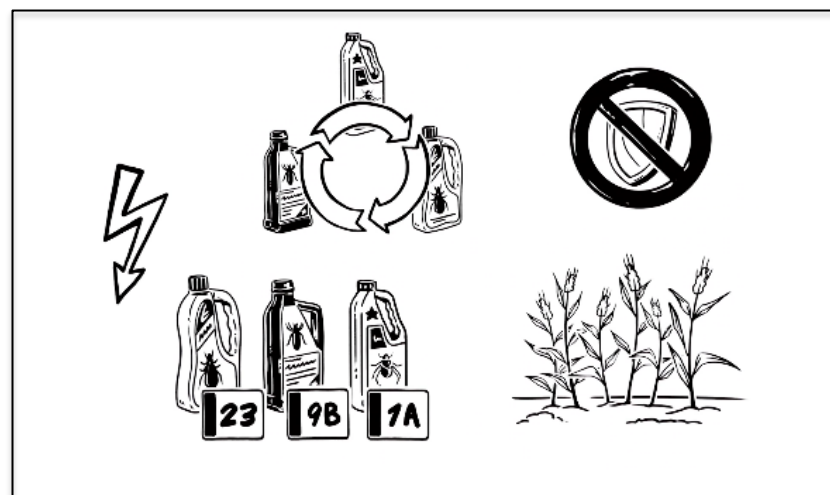
Mandarin (7mth) = 153

French (2wks) = 37

Japanese (3wks) = 21

Hindi (2wks) = 7

## Video 2: Importance of MoA in IRM



**NEW!**

Translations underway

# IRAC Outreach 2017/18

Outreach objectives and budget for 2017/18 to be discussed during Friday's session following the outcomes from the Spring Meeting.

Thanks to the Outreach Team for all their help and input during the year.



**Resistance Database Update - Brad**