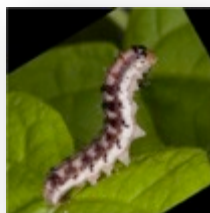




Insecticide Resistance Action Committee

Outreach Session 4A, 2016/17

50th IRAC International Meeting, Dublin
April 5-8th, 2016



IRAC Outreach Focus

IRAC Mission – key outreach role:

- **Facilitate communication and education** on insecticide and traits resistance.
- **Promote the development and facilitate** the implementation of IRM

Where do we go from here:

- The Outreach Team needs some direction from the Executive & Steering Team
- More of the same or something different?
- Does the Outreach Team in its current form/structure meet our needs?
- Who is our target audience?
- Are we providing the information and resources required?
- Can we do better?

IRAC Outreach Goals

2015/16

- Maintain and improve the website as the main IRAC Outreach vehicle
- Communicate IRM & IRAC news through the circulation of newsletters
- Maintain and improve the MoA Mobile App.
- Develop IRAC IRM resources, leveraging outreach via the IRAC & CropLife networks
- Upgrade & update the Resistance Database

....Goals & Objectives have largely been achieved

2016/17 → 2020

- What are our goals for the short (term 2016/17) & longer term (2020)?
- What are our specific objectives under these goals?
- Where should we be focusing our efforts for the coming year and longer term?

IRAC Digital Presence

Current Status:

Our strategic direction has been to facilitate users' access to relevant content and information at their convenience

We have:

- Made the website work at the desk and on mobile devices
- Provided mobile MoA Apps for users' convenience
- Provided content in a wider range of formats across print, digital & video
- Elevated relevant content on the website via improved design and navigation
- Promoted quick access to more strategic IRM content via the website homepage

IRAC Digital Presence

What else could we be doing in terms of our digital offering?

- IRAC is a committee with limited resources – financial & time
- So far most of our effort has been engaged with pushing out our messages
- However, we have a signed up global “resistance community” of 3K+ subscribers
 - Our subscribers have varying degrees of resistance expertise
 - They are keen to be involved and contribute to resistance management
 - However we don’t currently have a mechanism for this to happen
- Can we leverage the power of our network to help disseminate our messages?

Outreach Digital Proposal: 2016/17

Push Strategies:

- Improve reach into subscribers' inbox with HTML emails
- Improve reach by syndicating website content to social platforms

Pull Strategies:

- Promote inbound messaging by monitoring and engaging with social media activity
- Facilitate conversations by adding a forum facility to our Team Pages
- Integrate MailChimp IRAC subscribers into the IRAC CMS with user profiles for improved community/network communication

Outreach Digital Proposal: 2016/17

In addition:

- Continue the website technical updates and improvements as required
- Utilize website and social media to develop & leverage a resistance/IRM community
- Improve management and access of images and document archive
- Maintain & improve site and individual security

Social Media: IRAC Twitter Account

twitter Home Notifications # Discover Me Search

IRAC

TWEETS 539 PHOTOS/VIDEOS 25 FOLLOWING 92 FOLLOWERS 23K FAVORITES 432 More Follow

IRAC @irac_international
Prolonging the effectiveness of insecticides, acaracides & traits with insecticide resistance management strategies.
International
irac-online.org
Joined March 2016

Tweet to IRAC

IRAC @irac • 7m
Mode of Action Classification updated and published as Version 8.0
34 65

IRAC @irac • 2h
Updated Australia IRM strategies
irac-online.org/updated-australia-irm-strategies
452 308 View more photos

IRAC @irac • 5h
Praesent eu dignissim mi, ac rutrum ante. Sed id rhoncus neque. Nam nec ligula sit amet erat dignissim.
56 23

Who to follow - Refresh - View all

© 2014 Twitter About Help Ads Info

Page Mock-up

Social Media: IRAC YouTube Channel



- Home
- My Channel
- Trending
- Subscriptions
- History
- Watch Later

SUBSCRIPTIONS

- Add channels
- Popular on YouTube
- Music
- Sports
- Gaming

- Browse channels
- Manage subscriptions



Insecticide Resistance Action Committee

Subscribe 7,318,429

- Home
- Videos
- Playlists
- Channels
- About

Already subscribed

Uploads Public

<p>WATCHED</p> <p>Insecticide Resistance Management from IRAC</p> <p>250 views • 2 weeks ago</p>	<p>WATCHED</p> <p>Stink Bugs - IRAC Susceptibility Test Method No. 030</p> <p>171 views • 3 months ago</p>	<p>WATCHED</p> <p>Pollen Beetle - IRAC Susceptibility Test Method Nos...</p> <p>583 views • 2 years ago</p>	<p>WATCHED</p> <p>Rice Planthoppers - IRAC Susceptibility Test Method No. ...</p> <p>906 views • 3 years ago</p>
<p>WATCHED</p> <p>Aphids - IRAC Susceptibility Test Method No. 019</p> <p>1,894 views • 4 years ago</p>	<p>WATCHED</p> <p>Tuta absoluta - IRAC Susceptibility Test Method No. ...</p> <p>1,935 views • 4 years ago</p>		

Page Mock-up

IRAC Outreach Budget

(Excl. website & resistance database)

- Available 2016 budget = \$10K
- Spend so far (printing, shipping, ICE speakers etc.) = \$3.5K
- Further spend options:
 - Simpleshow video = \$8.5K
 - Methods video = \$3K
 - Other options ?

Resistance Database – future plans?



Questions & Discussion