



NAPPO

North American Plant Protection Organization
Organización Norteamericana de Protección a las Plantas

NAPPO Conference Call Report

Expert Group:	NAPPO International Year of Plant Health (IYPH)	
Location:	Zoom meeting – Video conference	
Date:	March 17, 2021	
Chairperson	Lisa Lafontaine	
Participants:		
Ifi Chafy (CFIA)	Greg Rosenthal (APHIS - PPQ)	Karen Stephany Miranda (SENASICA)
Victor Hugo Rodríguez Díaz (SENASICA)	Nedelka Marín-Martínez (NAPPO)	Alonso Suazo (NAPPO)
Adrián Mitz (SENASICA)		
Summary		
Project:	NAPPO International Year of Plant Health	
General comments:	<p>The chairperson and the NAPPO TD welcomed and thanked all members for joining the call.</p> <p>The agenda was approved as presented.</p> <p>The TD agreed to write the conference call report.</p>	
Item 1:	Updates on the green illumination of buildings and monuments to raise awareness on plant health.	
Consensus:	<p>The US provided the following updates:</p> <ul style="list-style-type: none"> • The “Niagara Falls Illumination board” has accepted the EG request to illuminate the falls to raise awareness on plant health and the IYPH. • The illumination will take place on April 19-20 to celebrate IYPH. • The illumination will take place 15 minutes on top of the hour starting from 7 and ending at 9 pm EST. • Illumination times are subjected to change based on daylight / darkness conditions. • A live cam will be in place for a live broadcasting of the event. A link to the live cam will be shared. • Greg Rosenthal indicated that someone should be in place to take photos but need to coordinate the logistics because of COVID-19. • The EG will use all social media channels to promote the event. • Mexico agreed with the days and times and will start coordinating the activities in Mexico. <p>Added notes:</p>	

	<p>With regards to the illumination of buildings in Mexico in 2020, Karen Miranda indicated that:</p> <ul style="list-style-type: none"> • SENASICA initiated a strong information campaign. • A message with photos of monuments in black and white and green images were sent to the public as a message to indicate that something was going to happen. • Time lapsed recording were made from the start to the end of the illumination. • The public was encouraged to take pictures in front of the illuminated monuments and to share the pictures through the event's Twitter account. The chairperson indicated that precautions should be taken into consideration and communicated to the public because of COVID-19. • The chairperson also informed that Canada will have the Canadian Museum of Nature illuminated as well. <p>Event Promotion:</p> <p>The following channels were considered to promote this event:</p> <ul style="list-style-type: none"> • A joint news release to send to NAPPO stakeholders. This news release will combine information from all three countries. The chairperson volunteered to take the lead in drafting the news release. • Mexico proposed to develop a set of videos with a message to promote IYPH. The videos can have divided screens showing the monuments and buildings that will be illuminated. • Mexico can produce the video if Canada and US provide the pictures. • Canada suggested to have two videos, one before the event and another after the event. Mexico suggested that an image can be used to promote the event and a video to show a time lapse of the illuminations after the event. • In addition to the news release the EG agreed to use all social media channels to promote this event.
Item 2:	Next EG IYPH promotional articles
Consensus:	<p>The chairperson informed that:</p> <ul style="list-style-type: none"> • Canada is working on the next article on forest pest. A draft will be provided to the Secretariat for translation soon. • The US will draft the April article on the North American Sea Container Initiative. Greg Rosenthal will provide a copy by mid-April. • Mexico is working on the "pest-free area" article and will share with the Secretariat soon.
Other subjects	<p>The TD informed the EG that the NAPPO annual meeting will take place from November 3-5 and it will be virtual. The EG will need to prepare a report to present at the meeting.</p>

	<p>The chairperson informed the EG about her participation in the Plant Health TV contest as part of the EUPHRESCO, IPPC/IYPH initiative. The best 5 videos will be presented at the closing ceremony of the IYPH, and the winner will get a free ticket to participate in the next IPPC / CPM event. The chairperson also informed the videos will be also used to promote the International Day of Plant Health.</p> <p>The US indicated that April is invasive species month. APHIS – PPQ will have a big outreach campaign and will include the green illumination buildings event. These events will be promoted with “Radio media tours” and social media platforms to disseminate event information to the public.</p>
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Next Steps

Responsible Person	Action	Date
Lisa Lafontaine	Provide a draft of the joint news release to the NAPPO Secretariat.	March 26, 2021
EG members	Provide copies of pictures of monuments to be illuminated to Mexico.	TBD
EG members	Work on the upcoming IYPH promotional articles.	

Next Meeting

Location:	Zoom video conference
Date:	April 14 from 3:00-4:00 pm

Proposed Agenda Items

Welcome remarks and introduction – NAPPO and Lisa Lafontaine (chairperson)
1. Review / amend / approve conference call agenda - All
2. All election of meeting rapporteur - All
3. Update on the “green building” initiative: Greg Rosenthal <ul style="list-style-type: none"> • Niagara Falls • The Canadian Museum of Nature • USDA Whitten Building • Dates/times • Promotional efforts
4. Update on the March article
5. Update on the April article
6. Update/confirmation of the May article
7. Update/confirmation of the June article: Wrap up
8. Roundtable – EG members
9. Next steps - All
10. Other business – All
11. Next conference call – All
12. Conference call adjourned