



# NAPPO

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

## NAPPO Conference Call Report

Expert Group:	International Year of Plant Health	
Location:	Conference call	
Date:	January 10, 2020	
Chairperson	Lisa Lafontaine (CFIA)	
Participants:		
Heather Curlett (APHIS-PPQ)	Greg Rosenthal (APHIS-PPQ)	Patricia Abad (APHIS-PPQ)
Alonso Suazo (NAPPO)		
<b>Summary</b>		
Project:	NAPPO Expert Group to support the United Nations' International Year of Plant Health (IYPH)	
Item 1:	IYPH EG webpage in the NAPPO website	
Consensus/:	<p>The NAPPO TD requested the EG to start working on the EG IYPH webpage to include in the NAPPO website and suggested to:</p> <ul style="list-style-type: none"><li>• Have the EG webpage in the NAPPO website within the next 10 days.</li><li>• Include:<ul style="list-style-type: none"><li>○ A title with the EG project description</li><li>○ Text to outline the role and objectives of the EG</li><li>○ Links to all the different activities / events organized by NAPPO member countries.</li></ul></li><li>• Start with a simple design with the basic information including a “rotating banner” in the middle with pictures to promote the IYPH and the events currently being organized by NAPPO member countries.</li><li>• Add a notification system to inform EG members in the future.</li></ul>	
Item 2:	Country updates	

Consensus:

United States:

- Planning for a press release on January 20, 2020.
- Finalizing social media calendar which will go out through the APHIS Tweeter feed and “Hungry Pest” Facebook page.
- Working with contractor in the “*Plants are precious*” theme.
- APHIS is working on an IYPH booth that will be in place at the National Cherry Blossom festival from March 20 to April 12 in Washington DC.
- APHIS will release the following publication materials in January.
  - IYPH article with extensive outreach tool kit (PPQ official notifications like pest alerts and other brochures).
  - PPQ Safeguarding activities (multiple levels).
- Featured IYPH articles that will be distributed to newspapers around the country.
- Media tour (April: invasive species month). Expected several radio interviews. The media tour will also be broadcasted through the USDA radio. A Spanish version is also considered but the broadcasting source has not been determined yet.
- US social media calendar will include:
  - Invasive species awareness (February)
  - Arbor day (May)
  - Travel pathways (June)
  - National parks and recreation month – *Do not move firewood campaign* (July)
  - Tree check month (August)
- Safeguarding 2020 conference:
  - Progress made with the conference program.
  - Latest version of the program will be shared with Canada and Mexico for feedback.
    - Provide names of potential speaker
    - Provide topics of interest
  - US requested information about participation from Canada and Mexico.

Canada:

- News release scheduled for January 16. Will coordinate with the US to have the news release delivered the same day.
- Preparing IYPH website.
- Preparing letters to MP, politicians, stakeholders to get people involved in the IYPH.
- New podcast: “talking plant health” being produced.
- Interested in measuring engagement / results.
- Working on a proactive media outreach plan.

Item 3:	IYPH articles for the NAPPO Newsletter.	
Consensus:	TD suggested to the EG to include an IYPH article in the next issue of the NAPPO Newsletter to be published on March 1, 2020. The options presented were to publish three separate articles (IYPH EG work, Promotion of safeguarding event in the US and the IYPH event in Mexico) or one article about the EG and the activities that will take place in the NAPPO member countries. The consensus was to publish one article. The TD indicated the article should be provided to the NAPPO Secretariat by the first week of February to allow time for translation work.	
<b>Next Steps</b>		
<b>Responsible Person</b>	<b>Action</b>	<b>Date</b>
Lisa Lafontaine (CFIA)	Will provide the language to include in the introductory paragraph for the EG webpage.	
EG members	Provide pictures to include in the EG webpage	
NAPPO TD	Work with the NAPPO webmaster to produce a couple of templates for the EG IYPH webpage.	
Canada and Mexico	Provide feedback on the safeguarding 2020 conference and participation from their countries.	
Heather Curlett	Share the latest draft of the "Safeguarding 2020" conference with the group.	
US and Canada	Share news release document with the group.	
EG members	Provide articles for the NAPPO Newsletter no later than February 10, 2020	
<b>Next Meeting</b>		
Location:	Conference call	
Date:	February 19 from 3:00-4:00 pm EDT.	
<b>Proposed Agenda Items</b>		
1. NAPPO website		
2. Proposal Template for IYPH Ambassadors (attachment in email)		
3. Photo Contest		
4. Country updates		
5.		