



# NAPPO

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

## NAPPO Conference Call Report

Expert Group:	International Year of Plant Health (IYPH)	
Location:	Conference Call	
Date:	July 15, 2019	
Chairperson	Lisa Lafontaine (CFIA)	
Participants:		
Ify Chafy (CFIA)	Greg Rosenthal (APHIS PPQ)	Dominique Pelletier (CFIA)
Patricia Abad (APHIS PPQ)	Nedelka Marín-Martínez (NAPPO)	Alonso Suazo (NAPPO)
<b>Summary</b>		
Project:	NAPPO Expert Group to support the United Nations' International Year of Plant Health (IYPH)	
Item 1:	Review of FAO IYPH visual identity guidelines	
Consensus:	<p>The EG discussed the official IYPH guidelines for the use of IYPH logos. The document “<i>Visual Identity Guidelines for Graphic Designers</i>” published by the IPPC was distributed to the group. Members were encouraged to read the document for more details regarding the use and authorization of the official IYPH logos.</p> <p>The EG suggested to have a section in the NAPPO website with information regarding points of contacts for IYPH activities in each NAPPO country.</p>	
Item 2:	Communications strategy and terms of reference	
Consensus:	<p>The group engaged in a discussion on communication strategies. Points discussed included the option of having a communication strategy per country or for the NAPPO region. The Chairperson indicated the focus should be on activities and outcomes.</p> <p>The Chairperson indicated that she had generated a running list of all communication activities undertaken by the FAO and IPPC which includes videos, brochures and / or any other material use to promote IYPH. This list could be merged with the calendar of activities and will be shared with the EG.</p> <p>Another option for the communication strategy proposed include</p>	

	the generation of a list of activities provided by each country that could be used to generate and share ideas and to identify those activities that can be done in the region.	
Item 3:	Identifying potential IYPH ambassadors and spokespeople in each region	
Consensus:	<p>Considerations for ambassadors and spokespeople</p> <ul style="list-style-type: none"> <li>• Cost associated with invitation of ambassadors</li> <li>• Who can be an ambassador and what is the process to select and invite one.</li> </ul> <p>The Chairperson suggested to the group to generate a list of possible ambassadors. An official letter will be sent to all potential ambassadors to determine their interest in participating in IYPH activities.</p>	
Item 4:	Identify public events where IYPH can be promoted	
Consensus:	<p>Options include,</p> <ul style="list-style-type: none"> <li>• Regional and national events</li> <li>• Meetings like the NAPPO annual meeting</li> </ul> <p>The Chairperson will create a spreadsheet with a list of events (example industry stakeholders, earth day, plant disease awareness day, tree check month, etc.) to share with the group and asked the group to provide feedbacks in track change mode. The Excel file will be placed in the EG portal in the NAPPO website.</p>	
<b>Next Steps</b>		
<b>Responsible Person</b>	<b>Action</b>	<b>Date</b>
<b>Next Meeting</b>		
Location:	Conference call	
Date:	A poll will be sent to the EG to schedule the next conference call.	
<b>Proposed Agenda Items</b>		
1. Take a look at the new NAPPO programs and activities in 2020 to consider for IYPH 2020.		
2.		