

Presentation on Web Based Communication Pest Management Advisory Council

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Web Based Communications

- ◆ Objective of the Web Site Redesign
- ◆ Considerations
- ◆ Review Preliminary Design Concepts
- ◆ Issues and Elements for Input
- ◆ PMAC Feedback and Discussion

PMRA Web Site

- ◆ Multiple objectives
 - ◆ Information
 - ◆ Transparency
 - ◆ Transactions
- ◆ Multiple Audiences
 - ◆ Business
 - Registrants
 - Users
 - ◆ Public
 - ◆ Media

Web Based Information Strategies

- ◆ Web Site Specific
 - ◆ Hierarchical information pathway
 - ◆ Web site search
 - ◆ A-Z listing, FAQ's , etc.
- ◆ Government on Line Portals
- ◆ General Internet Search Visibility

Create a user-friendly Internet site that:

- ◆ Organizes information and services based on audience or community of interest
- ◆ Follows an intuitive structure with efficient navigation
- ◆ Provides context to the information and applications
- ◆ Is visually appealing

Considerations

- ◆ Limited resources with concurrent operational requirements
- ◆ Federal Common Look and Feel Guidelines and related standards
- ◆ Evolving expectations and roles

Consultations

- ◆ Solicit input from PMAC membership
- ◆ Federal and Provincial Counterparts
- ◆ Establish Internal Internet Policy Board for On-going Strategic Guidance

Current PMRA Website



Health Canada Santé Canada



Français	Contact Us	Help	Search	Canada Site
What's New	A-Z Index	Links	Site Map	Home

PEST MANAGEMENT REGULATORY AGENCY

About PMRA	Pest Notes	Lawn Care	What's New  Find out what's new on the PMRA web site
Consumer Information			
Applicants and Registrants	Mosquito Control	Legislation	 Subscribe to our PMRA Mailing List
Publications			
Education, Training & Certification			
Sustainable Pest Management			
International Focus			
Legislation			
Advisory Bodies			
FPT Committee			
Health Canada			

NEW!

Legislation To Modernize Pesticide Legislation And Protect Canadians Receives Royal Assent...

The Honourable Anne McLellan, Minister of Health, is pleased that the new pesticide legislation has received Royal Assent. The new Pest Control Products Act (PCPA 2002), received Royal Assent on December 12, 2002.

- ▶ [News Release](#) (December 23, 2002)
- ▶ More info available on the PMRA [New Pest Control Products Act](#) web site.

Improving Service To Canadians

The Pest Management Regulatory Agency (PMRA) would like to convey its appreciation to everyone who participated in the Service Improvement Initiative of 2002.



New Home Page Mock-up

Health Canada / Santé Canada

Canada

Français	Contact Us	Help	Search	Canada Site
Advisory Bodies	FPT Committee	International Focus	Legislation	Home

Pest Management REGULATORY AGENCY

Open Consultations | Registrants | Media Room | Consumers

Search

PMRA Headlines

Thursday, May 22, 2003

- West Nile Virus:**
For information on what you can do to protect yourself, or information on products that could be used to control mosquitos in your area [click here](#)
- To learn more about West Nile Virus go to [Health Canada](#)
- Healthy Lawns:**
For information on reducing you reliance on lawn pesticides...
- The Latest on 2,4-D**
- Get the Latest on CCA Pressure Treated Wood...**

What's New

- [Find out what's new on the PMRA Web site](#)
- [Join our What's New Mailing List](#)

Quick Links

- [A - Z Index](#)
- [Label Search](#)
- [E-Forms](#)
- [Pest Control Products Act](#)
- [Healthy Lawns](#)
- [Pest Notes](#)
- [Lawn Care](#)
- [Maximum Residue Limits](#)

Check out our Special Features Section →

About PMRA
Minor Use
Publications
Training & Certification
Site Map
Sustainable Pest Management
Health Canada

Last Updated: 2003-00-00 [Important Notices](#)

Audience Approach

- ◆ Registrants
- ◆ Consumers
- ◆ Media Room

Other Features

- ◆ Open Consultations
- ◆ Minor Use
- ◆ Search Feature
- ◆ Quick Links
- ◆ Special Features (Hot topics)



Open Consultations



The screenshot shows the PMRA ARLA website's 'Open Consultations' page. The header features the PMRA ARLA logo and the text 'Pest Management REGULATORY AGENCY'. Below the header is a navigation bar with links for 'Open Consultations', 'Registrants', 'Media Room', and 'Consumers'. A search bar is located on the left side. The main content area is titled 'OPEN CONSULTATIONS' and includes a photograph of a meeting. The text explains that the PMRA seeks comments on regulatory decisions and provides a list of re-evaluations and new registrations with their respective comment periods.

OPEN CONSULTATIONS

The PMRA seeks comments from interested parties on the scientific merits of our regulatory decisions. Please read the documents below and submit your comments by the due date to the Publications Coordinator.

Re-evaluations

- ◆ [Proposed changes to the agricultural uses of chlorpyrifos - ends May 17, 2003](#)
- ◆ [Terbufos to be phased out on a number of crops - ends March 24, 2003](#)

New Registrations

- ◆ [New apple fungicide registered](#)
Comment period ends May 8, 2003

◆ Open Consultations

New section offers a designated area on the web site which lists all documents currently available for comment.

Media

MEDIA ROOM

This page contains useful background information on how pesticides are regulated in Canada. We have also included some information on topics that are of interest to the media.

Please contact one of our Media Relations officers below for more information.

Media relations contact information:

Chris Krepski (613)736-3693
ckrepski@hc-sc.gc.ca

Marc Richard (613)736-3689
mrichard@hc-sc.gc.ca

Background Information

- ◆ [PMRA FAQ](#)
- ◆ [Overview of Pesticide Registration Process](#)
- ◆ [Detailed description of pesticide registration process](#)
- ◆ [How the PMRA takes children into account in its decisions about pesticides](#)
- ◆ [Example of the types of studies required for a new pesticide used in food production to be considered for registration](#)

West Nile Virus:

Learn what you can do to [reduce mosquitos around your home.](#)

Protect yourself and reduce mosquito bites by using [insect repellents safely.](#)

Your municipality might decide to spray pesticides to control mosquitoes this summer. Learn more about the products and how to prepare for a mosquito control program.

- ◆ [Bt\(i\) fact sheet](#)
- ◆ [Methoprene fact sheet](#)
- ◆ [Malthion fact sheet](#)

Media Information

This new section contains background information ranging from brief to more in depth detailed information.

The section provides a gateway with links to relevant documents across the site.



Special Features

SPECIAL FEATURES

West Nile Virus:

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◆ **Special Features or (*Hot Topics*)**

This section will feature subjects that are currently of interest to several types of visitors to our site.

Questions for Discussion:

- ◆ does the homepage layout provide easy access to all information areas of the site?
 - ◆ Should anything else be featured or added?
- ◆ what are the proper "target audiences" to organize around (i.e. registrants, consumers, media, etc.)?
- ◆ how should we highlight the related sites like Healthy Lawns?

