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 Ongoing Strategic Guidance



Current PMRA Website



Canada

Canada





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

PEST MANAGEMENT REGULATORY AGENCY

About PMRA

Consumer Information

Applicants and Registrants

Publications

Education, Training & Certification

Sustainable Pest Management

International Focus

Legislation

Advisory Bodies

FPT Committee

Health Canada



Mosquito







PMRA Mailing List

What's New

Find out what's new

on the PMRA web site

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



Audience Approach

- Registrants
- Consumers
- Media Room

Other Features

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

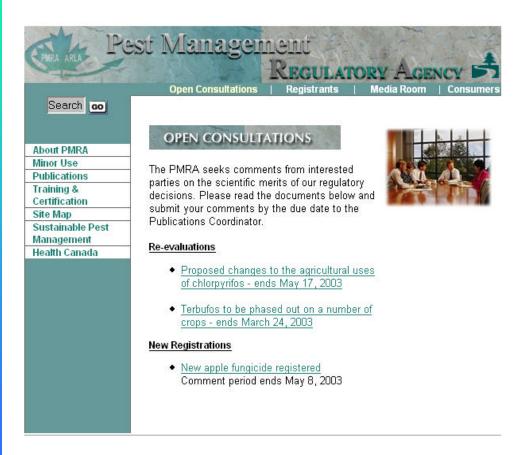


Last Updated: 2003-00-00



Important Notices

Open Consultations



♦ 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 intest 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

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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?

