



**American Association  
of Equine Practitioners**

***Council/Committee/Task Force  
Report Form/Board Recommendation***

<b>Committee Name:</b>	Horse Owner Education Committee	<b>Quarter/Year:</b>	2025
<b>Prepared by:</b>	Dr. Elizabeth Gorrell	<b>Date Submitted:</b>	11/18/25

Committee Chair: Dr. Elizabeth Gorrell

Board Liaison: Dr. Raul Bras

Staff Liaison: Karen Pautz

- Completed Projects
  - Restraint material
  - Reviewed website; removed, updated, or approved horse owner facing documents to be uploaded on new website
- Current Projects
  - Client Education Webinars
    - Increasing registration for webinar, active participation, and views on youtube
    - Topics
      - Foaling 101 (Q1 25)
      - Biosecurity (Q2 25)
      - Mythbusters (Q3 25)
      - Care and Management of the Elderly Equine (Q4 25)
      - Dental Care (Q1 26)
    - Working on
      - Client handout to go with each webinar
      - Formatting powerpoint presentation with notes to allow AAEP members to use presentations for their own client education
  - Facebook Posts
    - Mythbusters and Fun Facts
      - Getting good engagement with these.
      - Trying posts where a question is asked and the answer a few days later

- Taking Ollie generated information from the AAEP staff and verifying information for longer educational posts
  - Ask A Vet
    - Working on how to get more owner questions, did not get enough from Facebook posts
    - Committee members will generate questions and answer them.
  - What is the AAEP video
    - Recorded at convention 2024
    - Diverse AAEP members saying the AAEP is ... with the various things we do
    - Giulia is working on it there have been some technical difficulties she needs the videographer to assist with
  - Shockwave client education
    - Request from the ethics committee
    - Taking the consensus statement and making it more owner friendly
- Upcoming Projects
  - Horse terminology
    - Starting in Q1 of 26
    - Explain some of the less obvious horse terms that are commonly used
    - Example: bog spavin
  - Speakers Bureau resources
    - Past webinars modified with the slides and notes for members to present
    - What is the AAEP and why I'm member slides to add to any presentation
  - Horse 101
    - Our next big project
    - Resources for new horse owners, parents of horse kids, anyone who is involved in horses
    - Easy checklists, one page horse topic sheets, how to have a good relationship with your horse care team, etc.
- Requests of the board
  - Wanting to increase the exposure of the AAEP to horse owners. The AAEP are the experts in equine veterinary care but horse owners do not know who we are. If the general owner does not know who we are it decreases the trust they can place in us.
  - Wanting to start working with the Pony Club on focused education. They have already expressed a willingness to work with us and have us at events.
  - Increasing our presence at equine events. Can we partner with the Foundation?