

Hippotherapy

[Health & Medicine](#)



**ASSIGN
BUSTER**

Plan of the project: 1) What is hippotherapy? 2) Analysis of the organization 3) SWOT analysis 4) Target Audience 5) Objectives PR campaign 6) Task of PR campaign 7) Plan of the PR program 8) Work plan of preparation for the conference " Hippotherapy-riding tohealth" 9) Information for controllable mass media 10) Information for non-controllable mass media 11) Budget 12) Press kit: * Press release * Information about organization * Biography of the CEO * List of quotations * Logo * Questionnaire for journalists

What is hippotherapy? About hippotherapy known since the time of Hippocrates. He claimed that the wounded and the sick get better faster if they ride on horseback, and melancholic part with their dark thoughts. In the middle of the XVIII century the encyclopedist Denis Diderot, in his treatise: " About riding and what it means to maintain health and to find it again", wrote: " Among the exercise the first place belongs to ride. It can be used to treat many diseases, but may also prevent them before they appear. Hippotherapy is a comprehensive and multi-method of rehabilitation, a form of physiotherapy (physical therapy), where tools for rehabilitation are the horse, the process of riding and exercising that a person does during riding. While riding all the major muscle groups of the body receive a work out. This occurs at a reflex level, because sitting on the horse, moving along with it, the person instinctively tries to keep the balance not to fall off the horse, and thus encourages the active work of both healthy and affected muscles, without noticing it.

Hippotherapy is the only type of treatment when the patient may not understand that he is treated, riding and communication with the horse becomes a game. Psychogenic factor increases the ability to adapt to reality.

<https://assignbuster.com/hippotherapy/>

For a person with a mental disorder, the position on a horse becomes winning - "I above, but they below". All the fundamental principles of psychotherapy - a unity of place and characters, the unity of time and unity of action - stay complied. Hippotherapy is effective in:

- Cerebral palsy.
- Orthopedic syndromes.
- Disorders of the musculoskeletal system that result from paralysis and other lesions of the central nervous system.
- Lesions of the senses - blindness, deafness.
- Disorders of posture, scoliosis
- Malformations of the limbs.
- Various forms of intellectual disability resulting from organic or genetic diseases.
- Down syndrome.
- Violations of the psycho-emotional sphere:
 - * Autism
 - * Neuroses
 - * Mental retardation
 - * Schizophrenia
 - * Emotional disorders
 - * Social maladjustment
 - * Syndrome of hyperactivity
 - * The state of anxiety

The process of riding improves blood circulation and breathing, it involves the work of almost all the muscles and tendons, ligaments and joints of the body.

This is particularly important for autistic people, who cannot be motor-active without stimulation from the outside - not counting their stereotypical movements. The horseback riding includes training of overall coordination, maintaining balance and responsiveness. It trains senses and a deep sensitivity. Through the senses different stimuli are taken and accumulated. The horse becomes a link between the inner world of the person and the surrounding reality. Communion of human and horse is a full chain of communicative feedback between person and the outside world, which allows a person to perceive reality more wholly.

Analysis of the organization: Hippotherapy center SPIRIT was established in 2010 in Kiev, by a group of enthusiasts with the support of Children's

Psychological Center. The center has eight experts: three hostlers and 5 hippotherapy specialists. It is located in the city of Kiev. The center has its own space: the manege - ?? 900 m² , 200 m² stable, cafe 35 m² and public spaces of 30 m². In the property of hippotherapy center SPIRIT there are ten horses. An average weekly visits of the center 50 people. The cost of training is 40 UAH. An annual income from services of the organization is 96, 000 UAH.

An annual income from conferences and seminars is 250, 000 UAH. Expenditure on the horses and the activities of the center is 600 000 UAH. The difference between the revenue and expenditure of the budget is covered by the Center of State Support, donations from individuals and charitable organizations, including « American Hippotherapy Association». To date, the HC SPIRIT has an opportunity to conduct 90 classes per week and is planning in two years to expand the area of ?? the base in half and increase the number of horses to 15. SWOT analysis Strengths

Enthusiasm, love of horses, the desire to help people, professional knowledge and experience in the field of hippotherapy, specialists in medicine, such as: rehabilitation, neurology, psychotherapy and psychology. Existence of its own space in Kiev and trained horses. The support of the Children's Psychological Center. Weaknesses Material and technical infrastructure is not powerful enough to meet the demand for the services of the organization. Opportunities Prepared strong scientific base on a global level. The growing interest to hippotherapy of the target audience.

The development of social orientation in sport, community and government organizations. Growth of financial capacity of the target audience through <https://assignbuster.com/hippotherapy/>

the creation and development of relevant charities, philanthropy and government support in recent years. Threats Unstable economic situation, the high cost of maintenance of horses (feeding, treatment, ammunition), high rates for advertising. Target Audience The target audiences for PR action are parents of children with specific diseases at whose treatment the hippotherapy is aimed.

The scientific community is interested in the exchange of information in the study of hippotherapy. Ukrainian and international governmental and non-governmental organizations that are related to the specific theme. Objectives PR campaign At this stage, the Organization aims to increase attendance in half and increase organizational effectiveness for the treatment of profile diseases, which, in turn, increase the interest in the work of the HC SPIRIT of the Ukrainian and international governmental and charitable organizations and increase their funding in the center.

This will enhance the material and technical base of the center and go to the free form of treatment for patients. Also, the expansion of international recognition will help the exchange of scientific information and enhance the effectiveness of treatment. Task of PR campaign Improve the knowledge about the HC SPIRIT of potential customers, Ukrainian and international governmental and charitable organizations. Enhance the image of the center as an open, social-oriented organization with professional, scientific approach to work and the desire to develop.

Plan of the PR program: 09: 00 - 09: 30 Registration of Journalists Meeting with the guests near the Hotel " MIR", departure to the HC SPIRIT 09: 30 - 10: 00 Opening. Speeches by the President of the Equestrian Federation of
<https://assignbuster.com/hippotherapy/>

Ukraine A. Onishchenko and the Deputy Head of the department of Reform and Development of medicine N. Hobzey. 10: 00 - 11: 00 A scientific conference on " Hippotherapy in the treatment of cerebral palsy. " Speakers: Professor A. Denisenko (Ukraine), neurologist, Professor D. Tsverava (Georgia) 11: 00 - 12: 00 Coffee Break 2: 00 - 13: 30 A scientific conference on " Hippotherapy in diseases of the musculoskeletal system" Speakers: Professor M. Rukhadze (Georgia), Professor Naomi Robert (USA) 13: 30 - 14: 00 Lunch 14: 00 - 14: 30 Reception of children from Rehabilitation Center 14: 30 - 16: 00 Master Class. Hold by prof. Naomi Robert and prof. D. Tsverava. The program includes: practical lessons with children demonstrating different methods of hippotherapy in cerebral palsy, scoliosis, osteochondrosis 16: 00 - 16: 30 Departure of children to rehabilitation center.

Coffee break 16: 30 - 17: 00 Communication with visitors. Questions and answers 17: 00 Departure of guests from HC SPIRIT to the Hotel " MIR" End of program. Information for controllable mass media: For " Horses" & " What's On" Magazines: " Hippotherapy - riding to health" - the slogan of charity event for children with disabilities. Nowadays it is great to hear about different kinds of charity events that are going on in all parts of the world. We are not an exception, being heard in Ukraine.

A charity event is going to take place in Kiev, organized by volunteers and Hippotherapy center SPIRIT. It is an event for children with mental disabilities from rehabilitation center. Do we hear about hippotherapy every day? It is a form of physical, occupational and speech therapy in which a therapist uses the characteristic movements of a horse to provide carefully graded motor and sensory input. Hippotherapy is also used in speech and language

<https://assignbuster.com/hippotherapy/>

pathology. This method uses a horse to accomplish traditional speech, language, cognitive, and swallowing goals.

Using hippotherapy, appropriate sensory processing strategies have been integrated into the treatment to facilitate successful communication. So, basically we can help the children without them even noticing it. The charity event is taking place on 6 April 2013. Children are transported from the rehabilitation center right to the HC SPIRIT. The parents are also invited to receive more information about the therapy. Professors and doctors prepare speeches about what is hippotherapy and how it can be used as a treatment for the child.

The event is sponsored by the following organizations: the Equestrian Federation, Hippotherapy center SPIRIT, the Ministry of Labor and Social Policy of Ukraine, the Ministry of Health of Ukraine, Children's Psychological Center and American Hippotherapy Association. Information for non-controllable mass media: An event devoted to hippotherapy, which helps children with mental disabilities from Kiev rehabilitation center, is going to take place on the 6th of April 2013 in HC SPIRIT. Sponsors, doctors and professors, parents and children, as well as authorities are going to be present at this event.

The main goal is to attract the society's attention to children with disabilities and to inform guests about advantages of hippotherapy. The project is sponsored and supported by: the Equestrian Federation, Hippotherapy center SPIRIT, the Ministry of Labor and Social Policy of Ukraine, the Ministry of Health of Ukraine, Children's Psychological Center and American Hippotherapy Association. Budget 1. Coffee-break Program| Number of
<https://assignbuster.com/hippotherapy/>

participants| Coffee-break menu| Quantity| Price per unit UAH| Total priceUAH| Price to payUAH| Source of financing| Coffee- break 1| 50? Coffee| 100 | 5 | 500| 4250| American Hippotherapy Association| | | Tea| 100| 5 | 500| | | | Cookies| 10| 15 | 150| | | | Sandwiches| 150| 10 | 1500| | | | Server| 2| 300| 600| | | | Transportation| | 500| 500| | | | Other| | 500| 500| | | Coffee-break 2| 50? | Coffee| 100 | 5 | 500| 2750| American Hippotherapy Association| | | Tea| 100| 5 | 500| | | | Cookies| 10| 15 | 150| | | | Sandwiches| 150| 10 | 1500| | | Lunch| 50? | Coffee| 100| 5| 500| 2820| HC SPIRIT| | | Tea| 100| 5| 500| | | | Set lunch| 52| 35| 1820| | | 5 doctors, 5 officials, 10 journalists, 10 personnel, 20 clients, 10 others

2. Transportation

Transport	Number of people	Route	Price UAH	Total price UAH	Source of financing
Minibus for children	10	Rehabilitation center - HC SPIRIT	HC SPIRIT - Rehabilitation center	600 1200	Ministry of Labor and Social Policy
Minibus for guests (doctors and specialists)	5	Hotel - HC SPIRIT	HC SPIRIT - Hotel	600 600	Ministry of Health

3. Hotel

Hotel	Number of people	Number of nights	Price per night UAH	Total Price	Source of financing
Guests (doctors and specialists)	5	2	500	5000	Ministry of Health

. Presents for children

Type of present	Number of presents	Price per unit UAH	Total price UAH	Source of financing
Assorted candies	50 packages	40	2000	American Hippotherapy Association
Books for painting	50	40	2000	

5. Mass-media

Type of mass-media	Type of service	Number of advertisement	Price UAH	Total price UAH	Source of financing
Magazine "Zdorovie"	Order a special article	One page + three photo	2000	2800	Children's Psychological Center
Web-site zdorovbud.com.a	Placing an article		800		Photograph 500 500 Equestrian Federation

6. Advertisement materials

Type of advertisement	Type of work	Number of materials	Price UAH	Total price
-----------------------	--------------	---------------------	-----------	-------------

<https://assignbuster.com/hippotherapy/>

UAH| Source of financing| Prospect, press release? | Layout, printing| 100| 1200| 1200| HC SPIRIT| Prospect of the conference showing sponsors? | Layout, printing| 300| 1500| 1500| Equestrian Federation| Brochure with materials about hippotherapy? | Layout, printing| 100| 2500| 2500| Ministry of Health| Internet banner? | Creating, placement on websites zdorovbud. om. uamedical. us | | 800| 800| HC SPIRIT| ? Distributed four months before the conference to the media, charitable organizations, social organizations, in order to find sponsors. ? Distributed three months before the conference in the profile of medical institutions and doctors. ? Issued after the conference to all interested and distributed to the profile Medical Institutions. ? Placed a month before the conference on websites: zdorovbud. com. ua, medical. us and Equestrian Federation site. 7. Medical and Police support

Department| Type of service| Price UAH| Total price UAH| Source of financing| Medical| Emergency brigade on duty| 1500| 3000| Ministry of Health| Police| Escort of the bus with children| 1500| | | Total expenditures Organization| Expenditures UAH| HC SPIRIT| 4, 820| Ministry of Health| 11, 100| Equestrian Federation| 2, 000| Children's Psychological Center| 2, 800| Ministry of Labor and Social Policy| 1, 200| American Hippotherapy Association| 11, 000| Total| 32, 920| Press kit Press release Horse as doctor and friend for your children. Hippo therapy- new way of treating children with disabilities. Hippotherapy-riding to health” is the slogan of the charity event which is taking place on 6 April, 2013 in Hippotherapy center SPIRIT. The main goal is to inform parents and doctors about the advantages of such treatment. The event attracts society’s attention to children with

disabilities. Its aim is to attract more financial help from government, business people and charity organizations. At the beginning the President of the Equestrian Federation of Ukraine A. Onishchenko and the Deputy Head of the department of Reform and Development of medicine N.

Hobzey will present speeches about the importance of such events. The topics of the conference are " Hippotherapy in the treatment of cerebral palsy" and " Hippotherapy in diseases of the musculoskeletal system". Among the special guests neurologist Professor A. Denisenko (Ukraine), Professor D. Tsverava (Georgia), Professor M. Rukhadze (Georgia), Professor Naomi Robert (USA). Expected number of guests is around 50. The program with horses for children includes practical lessons demonstrating different methods of hippotherapy in cerebral palsy, scoliosis, osteochondrosis.

The project is financed by Equestrian Federation, Hippo therapy center SPIRIT, Ministry of Labor and Social Policy of Ukraine, Ministry of Health of Ukraine, Children's Psychological Center and American Hippotherapy Association. Contact information: Hippotherapy center SPIRIT Phones: 099-155-24-54, 096-295-95-45, 093-401-36-94 e-mail: spirit.com Information about organization The idea of the project was developed by three students of the International Christian University-Kiev. Hippo therapy center SPIRIT was pleased to help in organizing this event on their part.

That's why the project has a form of charity event. Center SPIRIT was founded in 2010 in Kiev by a group of enthusiasts with the support of the Children's Psychiatric Center. Experts of the center hold highereducationdegrees and have been trained on the course "<https://assignbuster.com/hippotherapy/>

Hippotherapy for children's diseases" abroad. At the center work professional psychologists, rehabilitation specialists, neurologist. Horses are specifically purchased for use in hippotherapy and are trained by professional athletes. We care about safety. Classes are held with the participation of three people: the ringleader, hippotherapist and assistant to hippotherapist.

Biography of the CEO Director of the Hippotherapy center Spirit, Anna Burago, established the center in 2010. Prior to that, she took a course " Rehabilitation of patients with limited ability" at Medics' Retraining Facility of People's Friendship University of Russia. She is a specialist in rehabilitation. In May 2010 she completed a course in " Ridetherapy in Children's Diseases" and got a qualification of instructor of hippotherapy at Tbilisi Medical Academy. Every year the center organizes special events regarding hippotherapy. List of quotations

A parent says about the results of therapy: " The biggest change for Maxim has been the area of speech. Before the hippotherapy, he could say only a few words clearly and would attempt speech only if it was modeled for him. After only four sessions, Maxim speaks about 20 words clearly and is making approximations of several more, sometimes spontaneously. Something extraordinary happens to Maxim when he is up on that horse. The feeling of the rhythm of the horse walking seems to be helping Maxim's brain organize what it needs to make speech happen. " Professor M.

Rukhadze tells about the difference of hippotherapy from clinics: " Hippotherapy takes the patient out of the traditional clinical setting and places them into a more relaxed, yet stimulating atmosphere in order to help them meet their functional goals. Patients are in a natural environment,

<https://assignbuster.com/hippotherapy/>

which may help integrate their needs into everyday life experiences. Children, who are sensitive to being “ different”, do not consider the riding environment to be a clinic. ” Logo Questionnaire for journalists 1. Name and last name 2. Company 3. Phone number 4. E-mail