

Group 4 YOUTH

- Tie in 4-H population (lettered sport)
- Less barns with youth lesson programs
- Beginner horses available
- Competition for youth time with less expensive plus more convenient sports
 - Fees less expensive for youth
- Benefits of horses more than just exercise
- More education of parents about what horses can do for youth, more than just riding
 - Business innovations
 - Not being on the horse
 - Friends, giving back to the community
- Fear of horses by adults
- Time commitment
 - Adult mentors other than parents (“the minions”)

How to encourage mentors

- School/community out reach
 - Day at the farm
 - All the ways horses and people can connect
- Horsemanship lessons, not just riding
- What does our sport build?

High impact and low effort

- Fees to participate
- Transportation
- IEA conduit
 - Hunter/jumper/western
 - Kids can letter
 - Middle + high school (Charlotte barn)

High Impact and high effort

- VHC become clearing house for reference to all things equine in the state
 - Events and businesses
- Tours plus tie in with schools
 - Include curriculum
 - Agricultural connection
 - Horse
- After school program through VHC help to make connections
- Insurance – liability – to be on the farm (\$3 million or more)
- Bring a friend to try it out
- Connections with local community recreation department
 - Schools

- Come in and talk to captive audience
- Newsletter
- Encourage 4-H, FFA, Pony Club groups – not many now (Girl Scout connection to badge)
- Youth population down in all of Vermont
- Develop others segments in dedication to disability plus autism
- Camps (4-H) kids programming cultural shift
 - Both parents working now
 - Transportation
- Breyer horse model shows – to encourage participation
- Tie in and awareness with other outdoor activities
- Interaction – cultural shift
- Events together

Categories:

1. Politics
 - a. Insurance liability
 - b. Drama in barn
 - c. Male interest
 - d. Working together more *making connections for referrals
 - i. Find the influencers plus “connector” people in the community
2. Access
 - a. Getting to stable
 - b. Money
 - i. Scholarships wasted – can these be pooled? Plus deadlines aligned
 - c. Fear
3. Partnership
 - a. 4-H, parks + recreation, FAA
 - b. Entry into the sport – spectator involvement
 - c. Medical community
4. Culture
 - a. Education
 - b. Mentorship
 - i. Develop pool of these individuals
 - c. Other parts of equine that interest males
 - d. Helicopter parents
 - e. Vermont sports – medical coverage
 - i. Outreach

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- Team – drills obstacle course
- Meet and greets (Short) monthly
- Fun environment of the horse plus community
- Lifetime sports in school
 - Castleton
 - Barre – interscholastic (transportation)

