



Eagala Messaging & Media Guide

2022



Overview

This messaging guide is meant to clearly articulate Eagala's purpose, offerings, and objectives. As members and practitioners, we want to deliver a message that lets everyone catch the vision of Eagala. Straightforward and streamlined communication strategies will help us articulate our mission and make it possible for others to do so, as well.



Humans have long recognized the unique instincts of horses and have been studying it for thousands of years, but it wasn't until the last century that they began developing theories about equine-assisted therapies. Many people respond well to traditional talk therapy, but some (veterans, trauma survivors, troubled children and teens, and more) gain insight by working with horses along with talking. Add to that the unique responses of horses providing non-judgmental feedback. Clients often report healing can happen much quicker with equine-assisted psychotherapy than with traditional therapeutic modalities.

Company Story



Eagala, a registered 501c3 headquartered in Salt Lake City, Utah, was one of the first to develop a concrete model with professional standards that incorporates horses into mental health treatment. Eagala was co-founded in 1999, and with an incredible team and global member network, has continued to evolve and develop the Eagala Model. Today, Eagala is the global standard and the leading international association for equine-assisted psychotherapy and learning.

Who We Are



- Eagala (Equine Assisted Growth and Learning Association) is the leading international nonprofit association for professionals incorporating horses in addressing mental health and personal development needs.
- Eagala's growing global network of certified professionals is committed to collaboration and dedicated to the vision of every person around the world having access to Eagala Model services.
- The Eagala Model is a distinctive experiential framework designed to allow clients the latitude to discover, learn, and grow from the horse-human relationship.
- Eagala is ground-based and solution-oriented, creating a safe environment for both horses and clients to be themselves.
- Eagala has a training and certification program which requires ongoing, continuing education to renew certification every two years to support quality, professionalism, and high standards of practice. It is the only association in the industry with a code of ethics AND a process to educate and uphold those ethics assuring the highest standard of care.
- Eagala is an approved CEU provider with several organizations (including NBCC and NAADAC).



What We Do

The Eagala Model is a distinctive experiential framework designed to allow clients the latitude to discover, learn, and grow from the horse-human relationship.

Eagala provides mental health professionals and equine specialists with standardized methods, a code of ethics, continuing education opportunities, a replicable framework, a team approach, and a global professional network. Under the Eagala Model, both a licensed, credentialed mental health professional and a qualified equine specialist work together collaboratively at all times to make sure clients get the therapeutic attention and support they need.





Boiler Plate

Since 1999, Eagala has set the global standard for equine-assisted psychotherapy and personal development. Boasting over 800 regional programs, and more than 2,500 certified members in over 40 countries, it is the leading international nonprofit association for professionals incorporating horses to address mental health and personal development needs. For more information, visit eagala.org.



We incorporate horses into mental health treatment for people. As herd animals with prey instincts, horses are experts at reading nonverbal communication. Their responses often remind clients of their goals, personal challenges, and/or relationships with themselves and others. This provides a safe environment to work through these things, where the horses only change when we do.

The Eagala Model is the global standard for equine-assisted psychotherapy and personal development, which incorporates horses' unique herd instincts to help clients heal. Eagala provides training, certification, and support for equine specialists and mental health practitioners around the world.

Elevator Pitch



Mission

Setting standards, providing support, and educating professionals who are changing lives with Eagala Model services.

Vision

We're working to ensure that every person around the world has access to Eagala Model services.



Talking Points

- Eagala is the leading international nonprofit association for professionals incorporating horses to address mental health and personal development needs.
- Eagala has over 800 international programs and more than 2500 certified members in over 40 countries.
- Eagala is dedicated to improving the mental health of individuals, families, and groups around the world by setting the standard of excellence in equine-assisted psychotherapy and personal development.
- We feel that the most effective work happens on the ground with horses.
- Eagala involves no riding or direct horsemanship teaching, which keeps the focus on addressing clients' life goals.
- With the support of an Eagala Treatment Team, horses offer clients honest feedback.
- The Eagala Model is client centered and solution oriented.
- The Eagala Model engages horses to help clients understand their process and practice the changes they want to make in a safe, supportive setting.
- Clients discover the life changes they need to make in order to improve their lives.

Equine-Assisted Psychotherapy

Equine-Assisted Psychotherapy, Equine-Assisted Learning, and more. This is Eagala. Our main focus is mental health and personal development—including organizational development. Whether the service is called equine-assisted psychotherapy, counseling, coaching, other other personal development services, the Eagala Model is the foundation and focus of who we are and what we teach.

VS.



Other Equine-Assisted Practices

Therapeutic (Adaptive) Riding: A mounted therapy in which disabled individuals learn to ride horses so they can relax and develop muscle tone, coordination, confidence, and well-being.

Hippotherapy: A physical, occupational, and speech therapy treatment strategy that utilizes equine movement.

Therapeutic Horsemanship: Students learn horsemanship skills, such as riding and caring for horses.

Eagala is not Therapeutic Riding, Hippotherapy, or Therapeutic Horsemanship.



Tips & Guidelines

- Eagala is different from horsemanship, so avoid halters and lead ropes in visuals to highlight that Eagala lets horses be themselves.
- Avoid the term "Equine Therapy" in interviews and on social media. In medicine, insurance, billing, and coding this term refers to Hippotherapy (PT/OT with horses), not equine-assisted psychotherapy. Also, do not use #EquineTherapy.
- Use the words "Eagala" and "Eagala Model" in your language to connect your program to an international organization, which increases brand affinity and maximizes your media reach.
- Appropriately identify your Eagala certification designation (Certified or Advanced Certified).



More Tips & Guidelines

- Never disclose client details and/or photos without appropriate informed consent and release of information/media.
- Ask the reporter what their story angle is
- Ask for interview questions in advance.
- Offer to provide background material (one sheet or press release).
- Offer to help with fact checking.
- Know that anything you say may be incorporated.
- Avoid jargon and be brief in your responses.
- Stay focused on the larger issues.





Media Opportunities

We hope these guidelines can give you the confidence you need for any media opportunities that come your way.

If you have any questions or need further guidance from the Eagala team, don't hesitate to contact equine@eagala.org.





Thank
You!



PART OF THE GLOBAL
Eagala
NETWORK