

## Health Committee Meeting Agenda: July 28<sup>th</sup>, 2022

**In Attendance:** Angie DePuydt (Chair), Jo Clough (Board Liaison), Lisa Domeier, Caron Osborn, Tracey Estes.

**Not Present:** Dr. Jennifer Melgey, Geneva Maxwell, Amiee Ziller, Becca McCartney.

### Budget Information

Measure Goal: \$0	Measure Actual: \$0
Revenue Budget: \$0	Revenue Actual: \$0
Expense Budget: \$10,000	Expense Actual: \$9,652

### 1. FHANA Strategic Planning Goals.

**1.1 Leader in Genetic Research And Equine Wellness.** Goal: To be the leader in the equine industry within the Friesian horse in genetic research and equine wellness. We want to work hand in hand with other Agencies, Universities, Non-Profits, and Foundations to be the leaders in research and help support them with their research.

**Goal Action Update:** Ms. Osborn reported she continues to work the 2023 grant program documents and hopes to present the draft to the committee next month.

**4.4 Sponsor Genetic Research.** Goal: Reach out to various Universities and Foundations to help support their research. Help promote their research through our magazine and social media channels to help get the information out to the public.

**Goal Action Update:** Ms. DePuydt reported the committee collectively worked over the last month to put together a fantastic list of current research projects in North America seeking study candidates. The committee reviewed the list and agreed it is ready to post to the "Participate in Research" tab on the FHANA website. Ms. DePuydt will put together a write up for FHANA's social media pages and the newsletter.

**2. Committee Member Projects.** Individual committee member projects were not discussed at this meeting due to the busy summer schedules of committee members. Ms. Estes reported Dr. White is prepared for the IBH webinar which will take place on August 4<sup>th</sup>.

**3. Grant Fundraising Ideas.** Ms. DePuydt provided the list of ideas Ms. Groom provided from the Events and Sponsorship Committee. The Committee discussed the various ideas at length and determined they still like the idea of putting together a special basket for the AGM silent auction. The committee also liked the idea of developing a special promotional item for the grant program as a gift for donors. The committee agreed to continue this discussion at the next meeting.

**4. Social Media Content.** Ms. DePuydt reported the Marketing Committee has reached out requesting content for FHANA's social media platforms. Ms. DePuydt would like to make social media content a standing agenda item for each month's meeting with the goal of developing four topics for posts each month. The committee liked this idea and felt we already have a lot of content between health related articles, webinars, donations for the grant program and the research study information.

**5. Collection of Death Data.** Ms. Clough followed up of the KFPS' request to increase the collection of death data. The committee discussed various methods that FHANA could use to increase awareness for health research, as well as the importance of necropsies and reporting death data. There would be a cost to many of these ideas which will require the committee to investigate potential costs for 2023 budget submissions.

- Campaign to educate members about the importance of a necropsy and reporting of death data.
- Collaboration with the Education Committee to ensure this topic is covered in FHANA 101.
- Collaboration with the Marketing Committee to develop a beautiful and moving video such as the video done for the new FHANA logo to promote all the health initiatives (FHANA Research Grant Program, Participating in Research Studies, Health Education Initiatives, The Importance of a Necropsy, How to Report Death Data, etc.).
- Adding the requirement to the online FHANA membership renewal process to verify all the member's information is current and correct, including contact information and horses listed under their profile. By adding this step, members can then be prompted to report the sale or death of horses on their profile. By requiring all the data under the profile to be verified, perhaps this will not single out the sensitive topic of reporting a death and prompt members who do not know about reporting death data to do so.
- Adding the ability/requirement to upload a vet report or necropsy report at the time death data is reported through the FHANA website. Its critical an accurate diagnosis of the cause of death accompany death data, otherwise the data is unverified and potentially inaccurate which could lead to incorrect assumptions about trends and health issues.
- Collaborating with the University of Kentucky to offer FHANA members the option to submit and "bank" a blood DNA sample at the time of registration or transfer to support future research. For genetic research, a large amount of high quality DNA is required, and hair blubs are not sufficient. If owners opted in to send blood and were willing to pay the additional fee (apx \$50) to have the University of Kentucky extract the DNA profile, this horse could quickly and easily be included in future research projects. Additionally, if the horse died unexpectedly in the future and for some reason blood samples were not taken at the time of death, this horse could still be included in research. Collecting sufficient numbers of blood DNA samples is often the lengthiest process of many research studies, so an initiative to "bank" a horse's DNA for future studies could greatly accelerate research timelines.

**6. Next Meeting.** The next meeting will be held Thursday, August 25<sup>th</sup> at 7pm EST.

Minutes presented by Angie DePuydt.