



Making a great sport safer aim of new campaign launched by UK and community partners

Armed with the number of horseback riders seen annually in UK's Emergency Department, a unique collaboration between the University of Kentucky and community partners was born. "Saddle Up Safely" is a five-year educational and awareness campaign to educate horseback riders about horse handling safety, ultimately reducing the number and severity of rider injuries.

National statistics underscore the need. Millions of people ride horses each year, generating approximately 79,000 emergency room visits, with more than 13 percent of those admitted to the hospital.

It is estimated that one in five equestrians will be seriously injured during their riding careers. And novice riders, especially children and young adults, are eight times more likely to suffer a serious injury than professional equestrians. Many of those injuries are preventable.

The campaign, led by UK HealthCare in conjunction with the colleges of Agriculture and Public Health, includes informational brochures; an interactive Web site featuring safety tips; stories from injured riders; a horse rider safety blog; continuing medical education opportunities; education-based programs; and a volunteer-based speakers auxiliary.

Please check back here often, as the campaign will feature a regular column. In it you will find horseback riding and safety tips, safety information, exciting giveaways and new campaign features. For more information about the campaign, its partners or for a chance to win WEG tickets, please visit ukhealthcare.uky.edu/saddleup.

For a free brochure on horseback riding safety, go to saddleupSAFELY.org or call 859-257-1000 or 1-800-333-8874.

