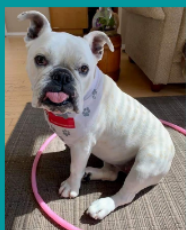


CONNECTING AMIDST COVID-19: A ROLE FOR USASK PAWS YOUR STRESS THERAPY DOGS

A SUMMARY OF ACTIVITIES & OUTPUTS FROM APRIL TO JULY 2020



WHAT WE SET OUT TO DO

- EXTENDED THE PROGRAM INTO A VIRTUAL SPACE
- OFFERED PEOPLE A CHANCE TO CONNECT WITH THE DOGS WHILE SOCIAL DISTANCING
- SHARED PANDEMIC-SPECIFIC EVIDENCE-BASED MENTAL HEALTH INFORMATION

WHAT WE OFFERED

- WEEKLY FACEBOOK LIVE EVENTS & RECORDED VIDEOS WITH THERAPY DOG & HANDLER TEAMS
- VIDEOS POSTED ON FACEBOOK, INSTAGRAM, YOUTUBE, FLIPGRID, AND THERAPYDOGS.CA
- TEAMS ENGAGED IN ACTIVITIES (E.G., TRICKS, READING A STORY TO THE DOG, ETC.) AND SHARED PANDEMIC-SPECIFIC MENTAL HEALTH TIPS



WHAT WE PRODUCED

- 39 PANDEMIC-SPECIFIC MENTAL HEALTH VIDEOS
- 28 FACEBOOK LIVE VIDEOS & 11 PRE-RECORDED
- 10 STORYBOOK READING VIDEOS (ENGLISH & FRENCH)
- 1 PODCAST EPISODE WITH BE WELL AT USASK (MAY 2020)
- 1 INFOGRAPHIC "COPING WITH STRESS, ANXIETY, AND SUBSTANCE USE DURING COVID-19: HOW ANIMALS CAN HELP"



HOW WE EVALUATED OUR WORK

- ONLINE QUESTIONNAIRE IN JUNE - COMMUNITY FEEDBACK
- ONLINE QUESTIONNAIRE IN JULY - COMMUNITY FEEDBACK
- SOCIAL MEDIA ANALYTICS - CONTENT UPTAKE



WHAT WE WILL DO NEXT

- OFFER REAL-TIME ONLINE ZOOM SESSIONS FOR THE USASK COMMUNITY
- CREATE MORE PHOTOS AND VIDEOS TO SHARE ONLINE
- SHOWCASE THE THERAPY DOG TEAMS ENGAGED IN MORE ACTIVITIES



FOR MORE INFORMATION PLEASE VISIT WWW.THERAPYDOGS.CA

