

# USASK PAWS YOUR STRESS THERAPY DOG

## NEEDS ASSESSMENT RESULTS



### OUR QUESTIONNAIRE

- Online questionnaire launched July 2020
- Asked needs and preferences of the USask community regarding our program
- Respondents could enter a draw for a custom pillow from The Pillow Shoppe with a picture of their own pet or favourite therapy dog printed on it.

### QUESTIONNAIRE RESPONDENTS

- 372 individuals completed the questionnaire
- Primarily women (82.4%), pet owners (71.7%), students (53.2%), who wanted to access the program online at some point in the future (70.6%)
- Visited the therapy dogs online to reduce stress, learn about the therapy dogs' lives, learn about therapy dog training, and because they missed the therapy dogs

### RESPONDENT PREFERENCES

#### Questionnaire respondents preferred the following:

- Content posted on Instagram, Facebook, YouTube, and therapydogs.ca
- Engagement through saved videos, posted photos, live videos, and Instagram & Facebook stories
- Saved and live videos to be max. 5 minutes long
- Zoom sessions to be max. 20 minutes long
- Connect with therapy dogs weekday afternoons and evenings
- Watch therapy dogs playing, hanging out/resting, and doing tricks
- Learn about the therapy dogs' lives (e.g., personality, adoption story, etc.)
- Learn more about therapy dogs



### NEXT STEPS

- Create more photos and videos of the therapy dogs
- Expand online content to include more activities
- Pilot test online Zoom drop-in sessions



LEARN MORE AT [THERAPYDOGS.CA](http://THERAPYDOGS.CA) OR FIND PAWS YOUR STRESS ON FACEBOOK, INSTAGRAM, OR TWITTER