

## Video producer

Our video producers help tell the story of Guide Dogs and reach new people through engaging and uplifting video content. This may be to show on our YouTube channel or to use on social media; we use videos for education, awareness, fundraising, campaigning...everything!

### **Your task:**

**Produce a video to tell people about our current campaign of 'Don't dive on the dog'.**

## Don't dive on the dog

Of those surveyed, over half (56%) agreed that they would never do anything to distract a working professional such as a doctor or fire officer. Our 'Don't Dive on the Dog' initiative aims to encourage the public to treat guide dogs with the same respect as any other working professional. Our guide dogs need to focus on guiding their handlers safely and confidently. By treating them with the same courtesy as you would any other uniformed worker, you help enable guide dog owners to live their lives freely and without disruption. While Britain is a nation of dog lovers, we ask that people think twice before diving on the dog, and instead admire our lovely guide dogs from a distance.



New research shows that over half (55%) of guide dog owners say members of the public distract their dogs at least once a day, despite

the danger it poses to the owner and dog. Additionally, more than two-thirds (68%) said they have changed their plans or restricted visits to certain places to avoid distractions from the public.

Distracting a dog can come in many forms with guide dog owners reporting common issues such as petting, whistling, taking pictures and offering food or treats.



Those that admitted to distracting guide dogs were asked why, with the most common reasons found to be that they were impressed by their intelligence to carry out their work (44%), while over a third (37%) thought the dog was cute.

Dr Amy Kavanagh has been partnered with golden retriever Ava since last year and has faced regular interference when they are out together in London. Amy said, "When someone distracts Ava it's so frustrating. I just want people to understand that a quick fuss could actually impact my whole day, it could mean I have a fall because Ava's concentration is broken. When we're at home Ava gets all the love and cuddles she deserves, and we go to the park and she plays with her pals. I just need her to focus for the few hours a day she helps me get out and about. I've also had instances of people becoming very abusive when I've politely said no, they can't pet her. She's not an amusement or something fun to play with, she's keeping me safe."

Watch Ava being distracted -

<https://twitter.com/guidedogs/status/1451117884592246785>