Noah's library: does consumer health information mean anything in animal health?

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Structure

- Consumer health information generally
- Information in the human-animal relationship
- A survey of existing resources
- A way forward?



Consumer health information (CHI)

- A growing area:
 - NHS Direct (UK)
 see Bob Gann's
 paper this morning
 - Medline Plus(USA)

- Driven by:
 - Consumerism
 - Self-care
 - Economic factors
 - EBM (EBVM?)
 - Government backing



Why CHI in animal health?

- Unsolicited enquiries
- Growing interest in animal health issues:
 - Recent outbreaks of animal disease
 - Heightened interest in animal welfare
- Increasing cross-sectoral,cross-domain working in LIS



Why is animal health important? (1)

Economic importance Cost of animal

of animals

- Food source
- Clothing and textiles
- Cosmetics, chemicals,
 pharmaceuticals,
 fertilisers

disease to the

economy

FMD 2001: cost £8
 billion (c € 12-13
 billion)
 (National Audit Office)



Why is animal health important? (2)

Zoönotic disease

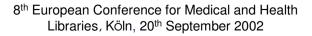
- rabies

- leptospirosis (Weil's disease)
- benign lymphadenitis (cat-scratch disease)
- -BSE (not!)



Why is animal health important (3)

- Scientific uses of animals:
 - pharmaceutical research (both human and animal)
 - household products research
 - weapons research
 - psychological research

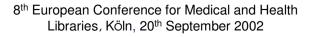




Why is animal health important (4)?

- Entertainment and recreational:
 - zoological gardens or wildlife parks
 - television
 - circuses, racing

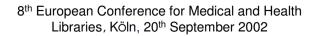
- The working animal:
 - defence and security
 - guide dogs
 - transport
 - tracking and sensing





Why is animal health important (5)?

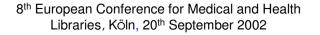
- Health benefits of pet ownership:
 - Psychological: animal therapy
 - Cardiovascular benefits: reduction in stress, exercise





Intermediaries

 Care of animals not confined to veterinarians, but shared by all those have any sort of responsibility





To illustrate the problem...



• Bubble and Squeak catch up with the literature....



Eustace seeks information for the senior cat...





Animals need information intermediaries

• Just as do children, the confused elderly, those with learning difficulties...etc



What resources currently exist?

A taxonomy



Resources (1)

- Veterinary organisations:
 - AAHA: <u>http://www.healthypet.com/</u>
 - AVMA: Care for animals: <u>http://www.avma.org/careforanimals/</u>
 - BSAVA PetZone:

http://www.bsava.com/petzone/welcome/welcom e.htm

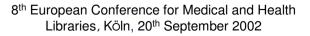
- New Zealand

http://www.vets.org.nz/Your%20Pet/dogcare.htm



Commercial sites

- Drs Foster and Smith <u>http://www.peteducation.com/</u>
- Waltham http://www.waltham.com/
- Merial: <u>http://uk.merial.com/</u>
- Pfizer: <u>http://www.patent.com/</u>





Veterinary schools

- Washington State University Pet Health Topics
 - http://www.vetmed.wsu.edu/ClientED/in dex.html



Practice sites

• Bradley Viner:

http://www.blythwood.com

 National Pet Week: http://www.nationalpetweek.org.uk



Medline Plus

 Medline Plus on Pets and Pet health at: http://www.nlm.nih.gov/medlineplus/ petsandpethealth.html



Government sites

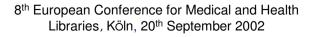
 DEFRA (Department of Food the Environment and Rural Affairs—was MAFF):

http://www.defra.gov.uk/animalh/ani mindx.htm



Species specific

- Cats: Feline
 Advisory Bureau
 - http://www.fabcats.
 org/
- Dogs: National
 Canine Defence
 League
 - <u>http://www.ncdl.org</u>
 <u>.uk/factsheets.asp?</u>
 <u>structureid=76</u>





Species specific: Horse

- Bayer: Your Horses Health:
 <u>http://www.yourhorseshealth.com</u>
- http://www.nixonandmarshall.co.uk/d
 ental_equines.html



Subject specific

- Geriatric veterinary medicine:
- Senior Dogs
 Project: http://www.srdo
 gs.com/

Oncology:

Animal Health
 Trust Cancer fact
 sheet:
 http://www.aht.org.
 uk/fsheets/fsheets
 2.html



Media

- The Times Vet:
 James Allcock's
 Pet Forum:
 http://www.timeson
 line.co.uk/article/0,
 html
 ,642398267,00.html
 - Blue Peter Vet: http://www.bbc.co. uk/cbbc/bluepeter/ experts/vet_teeth.s html



A way forward...

- Huge demand
- Some excellent resources
- Duplication
- Information professionals have yet to be mobilised



Any solution...

- Must bring together a large number of providers across a wide variety of domains and environments
- Must be scalable to cope with growing demand
- We're not the NHS...



How to achieve it

- By a consortium of existing providers (and bringing in new ones)
- Phase I: mapping existing provision
- Phase 2: user needs
- Phase 3: pilot



The librarian's role

- Location, evaluation, organisation and distribution of resources
- And the greatest of these is....

