ASSESSING DISSEMINATION OF ANIMAL HEALTH RESEARCH FINDINGS

Kristine Alpi, MLS, MPH, AHIP
Director, William Rand Kenan Jr. Library of Veterinary Medicine
North Carolina State University
The foundation of MAF’s efforts and successes in protecting, treating, and curing animals lies in funding humane health research studies.

In 2008, nearly 200 studies are being undertaken around the world. Use the links to learn more about sponsoring a study, the studies currently under way, and the successes we’ve had.

Click here to download a PDF of our 2008-09 Study Sponsorship Opportunities Booklet. (This is a large file and may take a couple of minutes to download, dependent upon connection speed.)
Funding organizations want research available to practitioners and the public

- Morris Animal Foundation improves the health and well-being of companion animals and wildlife by funding humane health studies and disseminating information about those studies.
- Audiences – practitioners, animal lovers, donors
- Strategies
  - Searchable database of Current and Completed Studies on their website
  - Press releases, news articles, & reports
Animal health funders collaborate to coordinate research and dissemination

- EquineResearch.net
  - central listing of research projects to foster collaboration and information exchange
  - Equine Research Coordination Group
    - advance the health and welfare of horses by promoting the discovery and sharing of new knowledge
    - educate the public

- Database content not retrieved by Google

<table>
<thead>
<tr>
<th>Funded By</th>
<th>Start Date: 12/1/2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>University</td>
<td>Washington State University</td>
</tr>
<tr>
<td>Title of Study</td>
<td>Torbugsic for use in Horses</td>
</tr>
<tr>
<td>Description</td>
<td>Torbugsic for use in Horses</td>
</tr>
<tr>
<td>Primary Investigator</td>
<td>Debra C. Sallan</td>
</tr>
<tr>
<td>Co Investigator</td>
<td>None</td>
</tr>
</tbody>
</table>
Morris Animal Foundation funds many areas of animal health research

Table 1: Number of Completed Studies from 8/2003 – 8/2008 for MAF Divisions

<table>
<thead>
<tr>
<th>MAF Division</th>
<th>Number of Completed Studies (n=223)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canine</td>
<td>65</td>
</tr>
<tr>
<td>Equine</td>
<td>40</td>
</tr>
<tr>
<td>Feline</td>
<td>22</td>
</tr>
<tr>
<td>Llama/alpaca</td>
<td>12</td>
</tr>
<tr>
<td>Wildlife</td>
<td>106</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>8</td>
</tr>
</tbody>
</table>

Three most common health issues studied were infectious diseases (n=32), reproduction (n=30) and cancer (n=21).
Preliminary data show 25% of funded research papers available open access

- Google, CAB Abstracts, PubMed, and Web of Knowledge (Web of Science, BIOSIS Previews, and Zoological Record).
- First metric for extent of availability
  - journal access level (abstracts online, open access, society membership)
- Preliminary open access data (n=81 articles; 88% wildlife): 3 open access, 18 partial FT embargo, 60 abstract only.
Comparing MAF-funded studies with other funders’ studies show differences and similarities in dissemination

- Canine – comparison with American Kennel Club-Canine Health Foundation
- Equine – comparison with Grayson-Jockey Club Research Foundation
- Oncology – comparison with National Institutes of Health
Case comparison methodology was simple

- Selected completed projects with publications
- Searched project title using Google (5/2009) and examined top 100 results
- Identified result position where reference/abstract/full text of published paper was retrieved and what access was available
- Noted results position for faculty website link to project and funder link to project
- Examined citations in Web of Science and Google Scholar for published paper title searches
## Canine Case Study

Table 2. Availability of primary publication from title search in Google.

<table>
<thead>
<tr>
<th>Search Used (Funder)</th>
<th>Study End Date to Publication</th>
<th>Full-Text Access and Link Position</th>
<th>WOS / Google Scholar Cites</th>
<th>Faculty Link Position</th>
<th>Funder Link Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effects of Intracameral Injection of Preservative-free Lidocaine on the Anterior Segment of the Eyes in Dogs (MAF)</td>
<td>8/31/2004 - Pub 2004</td>
<td>Subscription 5th</td>
<td>1 / 1</td>
<td>8th</td>
<td>Not in top 100</td>
</tr>
</tbody>
</table>


Canine Top 20 Results Characterized

• Microphthalmia, Merle and MITF in Dogs (project name)
• Top 20 Google Results for Unpublished
  – 7 general dog websites
  – 6 journal publisher content
  – 3 breed health foundations/formal clubs
  – 2 author web pages
  – 1 other university faculty page
  – 1 Patent database
# Equine Case Study

Table 2. Availability of primary publication from title search in Google.

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<thead>
<tr>
<th>Search Used (Funder)</th>
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<th>Full-Text Access and Link Position</th>
<th>WOS / Google Scholar Cites</th>
<th>Faculty Link Position</th>
<th>Funder Link Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effect of fentanyl on visceral and somatic nociception in conscious horses (Grayson-Jockey Club Research Foundation)</td>
<td>4/1/2005 – Pub 2007</td>
<td>Subscription 2nd</td>
<td>3 / 0</td>
<td>11th</td>
<td>Not in top 100</td>
</tr>
</tbody>
</table>


Equine Top 20 Results Characterized

• Continuous Perineural Block of the Palmar Nerves (publication title)
• Top 20 Google Results for Published
  – 9 journal publisher content (2 being original paper)
  – 5 indexing database results (PubMed, Find Health Articles.com, BioWizard)
  – 4 reframing or describing content (Leading Edge CE article, VetContact summary, The Horse consumer equine medicine publication)
  – 1 author CV page
  – 1 Google Books
## Oncology Case Study

Table 2. Availability of primary publication from title search in Google.

<table>
<thead>
<tr>
<th>Search Used (Funder)</th>
<th>Study End Date to Publication</th>
<th>Full-Text Access and Link Position</th>
<th>WOS / Google Scholar Cites</th>
<th>Faculty Link Position</th>
<th>Funder Link Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase I and pharmacokinetic evaluation of the combination of orally administered</td>
<td>8/31/2003 - Pub 2006</td>
<td>Subscription Not in top 100 – index 44th</td>
<td>4 / 2 (both duplicate to WOS)</td>
<td>1st</td>
<td>Not in top 100</td>
</tr>
<tr>
<td>docetaxel and cyclosporin A in tumor-bearing dogs (MAF)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Phase I trial of doxorubicin-containing low temperature sensitive liposomes in</td>
<td>6/30/2005 - Pub 2006</td>
<td>Open Access 1st</td>
<td>15 / 10 (3 unique)</td>
<td>12th</td>
<td>Not in top 100</td>
</tr>
<tr>
<td>spontaneous canine tumors. (NIH, Celsion, WVU)</td>
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</tr>
</tbody>
</table>


Similar challenges in dissemination across disciplines and funders suggest some improvements

• Unpublished work in progress and negative findings were difficult to locate or not available

• Structure of funders studies databases may prohibit those results from being retrieved by internal and external search engines.
  – AKC-CHF website entry with the summary was not retrieved
  – None of the search results was from EquineResearch.net
Audience access to findings depends on search engines’ ability to index them

- Use of published literature is harder to measure outside of citations by the research community.
- Data about the amount of traffic to original papers driven by repackaging and indexing is not publicly available.
- Descriptions of funded research will not be easily retrieved even if using lay consumer terminology unless those descriptions are linked to from other easily mined sites.
Funders should make their findings reports more accessible

• Share negative findings from pilot studies.
• Completed studies should link to the abstract of published studies or descriptions of negative unpublished findings.
• Web databases of studies should be open to search engine crawling
• Require dissemination participation by grant recipients
Researchers should provide more information about funded projects and links to the abstracts of their published papers.

- Faculty page citations should link to the free online abstract or full text from publisher or index (PubMed, CAB Abstracts…).
- Researcher pages should mention funded work in progress and link back to funder pages to increase feedback loops.
- Scholarly Publications Repositories should highlight open access.
Consumer organizations use social networking effectively and cheaply.

- Press releases about new research are picked up by blogs and discussion lists get the word out to the pet owner community about new developments.

- Further research is needed to identify
  - how or if the practitioner community uses information disseminated this way
  - whether consumers reading this information communicate it to their veterinarians.
Acknowledgments

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Questions?

Contact: kristine_alpi@ncsu.edu