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## **Alliance between veterinarians and information specialists**

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Many organizations all around the world try to help veterinary profession in understanding, using and extending the practice of information science and technology. Since 1995 The Association for Veterinary Informatics (AVI), a non-profit international organization comprised of individuals involved in biomedical informatics research, education and advocacy within the domain of veterinary medicine, started the Talbot Informatics Symposium, in memory of Dr. Richard Talbot, a pioneer in veterinary informatics. "Better Data Saves Pets" is AVI 23rd Annual Symposium motto which is held in Kansas City in August 2018. It gives opportunity to share informatics expertise from libraries to veterinary practice.

Moreover, the Animal Health Information Specialists (AHIS) group has been active for over 20 years and collaborates between veterinary librarians and veterinary information specialists in Europe, North America, and other countries. AHIS attempts to bring together all those who are employed or interested in the dissemination of animal health information, to foster co-operation and resource sharing, and to stimulate interest in related matters.

As the same, in Africa and Asia we need to give rise to opportunities to promote animal health information and evidence-based veterinary medicine. Paying attention to the wellbeing of companion animals has increasingly been growing in Islamic countries such as Iran in the past decade (Grisoni and Mashkour, 2016). According to the news based on numbers of hospitals offering services to pets and sales of veterinary vaccination, the number of domestic animals in Iran is increasing (Biazar, 2015; Hashemzadeh, 2017). Afro-Asian veterinary science, just as medical science, is constantly adapted to new technologies. Some veterinarians professionally are using tools of Web 2.0 to seek and share health information about animals, interact with pet owners, contact with other partners, and promote research and marketing. As the same, veterinarians' clients use the internet, especially social media to find health information about their pets, express their experiences and describe the events related to their pets' disease process. So, as the same projects and researches in America (Kogan *et al.*, 2010; Dinkelman *et al.*, 2011) we need a relation between veterinarians and information specialist to provide services and materials that could identify high quality sources for animal health information.

As one of the early works in this field in Iran, we, researchers at the faculty of Information Sciences and Knowledge Studies of Tehran University, have been conducting a study on veterinarians prescribed information as a tool to guide pet owner's health information behavior (Solhjoo, 2017). We explored the role of pet owner's health literacy in the application of the veterinarian's prescribed information and emphasized on veterinarians collaboration with information specialists and librarians to perform education efforts to raise awareness on animal health information quality and impact of veterinarian directed information prescription especially among low health literate owners. As it is the initial alliance between Afro-Asian animal health professionals and information specialists, studying the impact of such a cooperation, as well as more general research into information and the impact on animal health and on the veterinary-client relationship for pet owners, is sorely needed. Future research on this topic would no doubt benefit from collaborative efforts across information science and animal health researchers.

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