

# Prevention Research Centers

Healthier Communities Together

# PRC



## FAST FACTS

Prevention Research Centers work with communities to develop practical health promotion and disease prevention strategies that can bring long-term benefits to communities.

### ABOUT THE PROGRAM

The Prevention Research Centers Program comprises 37 centers associated with schools of public health or medicine throughout the country. Prevention Research Centers (PRCs) are academic research institutions selected by the Centers for Disease Control and Prevention (CDC) to work with underserved communities on new ways to promote health and prevent disease. PRCs work closely with community members to establish health priorities and develop applicable research projects that fit the local context. These partners form collaborations with health departments, educational boards, and the private sector to form long-term relationships that make PRCs the leaders in community-based participatory research.



## Did you know?

- The program supports centers in 27 states.
- PRCs reach approximately 31.3 million people in 103 partner communities.
- PRCs serve vulnerable communities where the mean per capita income is a third lower than the U.S. average.
- About half the PRCs conduct a research project on childhood obesity prevention.

### A WISE INVESTMENT

**PRCs work to lower costs and leverage funds.**

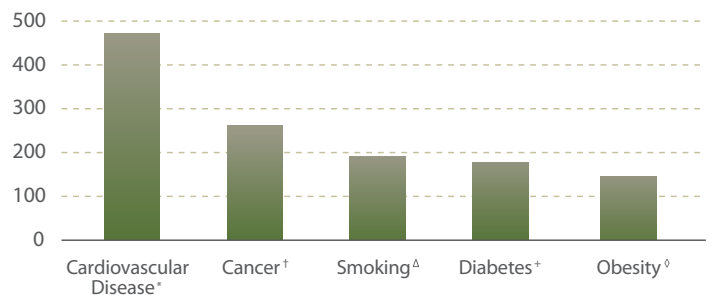
- PRCs compare different health promotion strategies and assess how cost-effective and economically feasible they are for low-income communities.
- For every \$1 received from the program in 2010 core funds, the PRCs generated an average of \$5.38 of additional research funds.

**PRCs train current practitioners and the next generation of public health professionals.**

- In 2010, PRCs trained nearly 9,500 people, including community agency representatives and public health employees of state, county, or local government.
- In collaboration with the Association of Schools of Public Health since 2002, PRCs have given two years of training and guided research to 38 doctoral-level students of ethnic or racial minority origin.

**PRCs focus on costly health concerns, especially in populations most at risk.**

**Estimated cost (in billions of dollars) to the United States from selected conditions**



\* Medical and lost productivity costs – 2009  
† Medical and lost productivity costs – 2010  
Δ Medical and lost productivity costs – 2004

+ Medical and lost productivity costs – 2007  
◊ Medical costs only – 2008

National Center for Chronic Disease Prevention and Health Promotion  
Division of Adult and Community Health





## PUTTING RESEARCH INTO ACTION

PRC research addresses individual health behaviors as well as health policy issues of local and national importance. Projects are designed to help communities develop plans for sustaining effective health promotion and disease prevention strategies. Tested interventions are designed to be disseminated to other communities and practitioners across the country. Here are some examples:

- ▣ **HOPE Works**, a program developed at the University of North Carolina at Chapel Hill PRC, helps women in communities hit hard by the loss of manufacturing plants and tobacco farming. Recognizing that economic and social factors contribute to obesity, HOPE Works emphasizes grassroots economic improvement including education, job skills training, and financial literacy. Project partners also promote healthy eating, physical activity, and weight management. The researchers assess participants' changes in health behaviors, education, and income.
- ▣ **The Louisiana Healthy Food Retail Act** resulted from the efforts of the Healthy Food Retail Study Group, established by the Louisiana Senate in 2008. As a key member of the study group, Tulane University PRC developed recommendations that helped decision makers develop policy changes. The 2009 act created a financing program to provide grants and loans to supermarkets, farmers' markets, and food retailers to make fresh fruits and vegetables available in low-income communities.
- ▣ **EnhanceFitness**, a physical activity program for older adults, enhances physical and psychosocial function. In 2009, more than 7,000 seniors participated in the program at 532 sites, such as senior centers, in 31 states.
- ▣ **Not On Tobacco (NOT)** significantly decreased smoking and increased smoking cessation among teenagers. Since 1999, more than 100,000 teens in 48 states participated in NOT. A PRC-developed Web site, maintained by the American Lung Association, helps disseminate tools and training for facilitators.
- ▣ **Planet Health** is a series of physical activity and nutrition lessons woven into middle school curricula. The results include a reduction in TV viewing time in boys and girls and a decrease in obesity among girls. More than 120 schools in Massachusetts use these lessons, and 2,000 copies have been purchased by people in 48 states and 20 countries.
- ▣ **CBITS (Cognitive-Behavioral Therapy Intervention for Trauma in Schools)**, delivered by school-based mental health professionals, decreases symptoms of posttraumatic stress disorder, depression, and psychosocial dysfunction. The National Child Traumatic Stress Network disseminates CBITS as a best practice model, and its originators have trained nearly 850 clinicians at 50 sites.
- ▣ **It's Your Game: Keep It Real** is a middle school sex education program that combines a core curriculum, computer component, and parental involvement. The program significantly reduces initiation of sexual activity by the ninth grade, and it is one of 28 teen pregnancy prevention programs eligible for federal funds. Dissemination is in progress in the fourth-largest U.S. county (Houston, Texas) and elsewhere across the country.

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### FOR MORE INFORMATION, PLEASE CONTACT

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