PRC

PREVENTION RESEARCH CENTERS WORKING HAND-IN-HAND TO PROMOTE COMMUNITY HEALTH

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

CS218893

CDC's Prevention Research Centers work hand-in-hand with underserved communities to develop strategies that promote community health. The approach draws on the wisdom of local communities, the commitment of researchers, and the resources of the CDC.

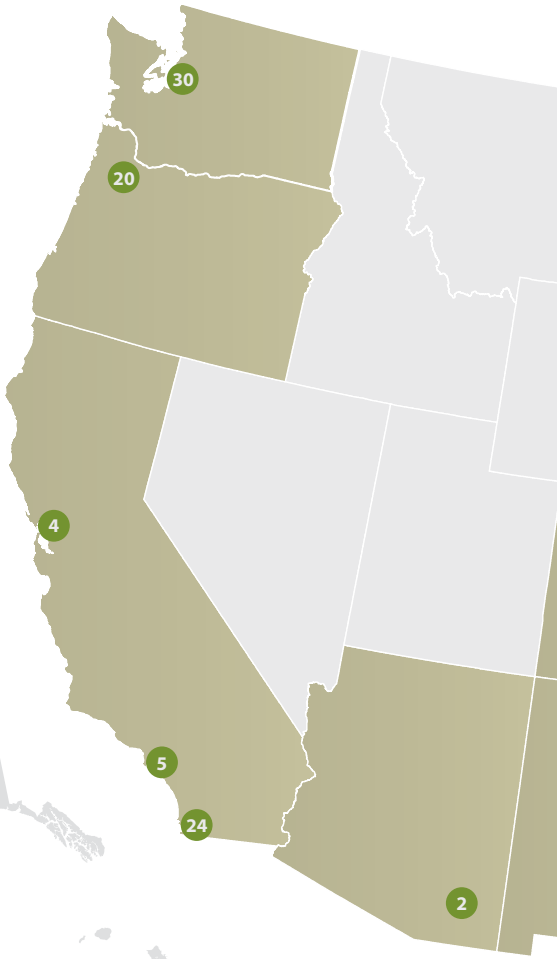
What do Prevention Research Centers do?

- Conduct research
- Evaluate health services
- Assess health policies and suggest reforms
- Collect and analyze data
- Develop and test research tools and methods
- Train public health practitioners, advocates, and students
- Provide technical assistance to health departments and to national and local organizations
- Serve as expert consultants
- Form thematic research networks to combine knowledge and conduct multisite studies
- Disseminate successful health strategies

PRCs' PARTNERS INCLUDE:

- **Community organizations**
- **Local and state health departments**
- **National associations**
- **Federal agencies and their grantees**
- **Public schools and education departments**
- **Health clinics and medical practitioners**
- **Tribal governments**
- **Private sector businesses**

Prevention Research Centers: Core Projects



5 Developmental Centers are strengthening community connections and building infrastructure for future research.

University of Arkansas for Medical Sciences [1]
Bringing schools and families together to reduce childhood obesity in the Mississippi Delta.

Dartmouth College [2]
Improving the cardiovascular health of vulnerable populations in New Hampshire.

University of Maryland [3]
Preventing sexually transmitted disease and HIV/AIDS in Prince George's County.

University of Massachusetts Medical School [4]
Improving diabetes self-management among Latinos in Worcester, Massachusetts.

Ohio State University [5]
Helping parents prevent obesity in preschool-aged children in Columbus, Ohio.

32 Comprehensive Centers have developed organizational infrastructure, established relationships with a community, and put plans in place with partners for core research.

University of Alabama at Birmingham [1]
Reducing the health risks of adolescents in Birmingham's underserved, predominantly African-American communities.

University of Arizona [2]
Advocating for changes to prevent and control chronic disease in communities along the Arizona-Mexico border.

Boston University [3]
Improving the health and well-being of Boston's public housing residents.

University of California at Berkeley [4]
Enhancing an online program to help Korean Americans reduce their tobacco use.

University of California at Los Angeles [5]
Helping parents promote the health and well-being of their children.

Case Western Reserve University [6]
Increasing access to healthy foods in Cleveland, Ohio.

University of Colorado Denver [7]
Changing school policies to promote healthy behaviors among children in the Rocky Mountain region of Colorado.

Columbia University [8]
Reducing hypertension among African-American adults living in Harlem.

Emory University [9]
Increasing physical activity and improving nutrition in rural southwest Georgia.

Harvard University [10]
Reducing obesity among young people by improving nutrition and physical activity.

University of Iowa [11]
Promoting healthy eating in rural Iowa.

Johns Hopkins University [12]
Helping youths living in Baltimore avoid depression and become healthy and productive adults.

University of Kentucky [13]
Preventing and controlling cervical cancer among residents in rural Appalachian Kentucky.

University of Michigan [14]
Preventing sexually transmitted disease and HIV/AIDS among underserved African-American young adults.

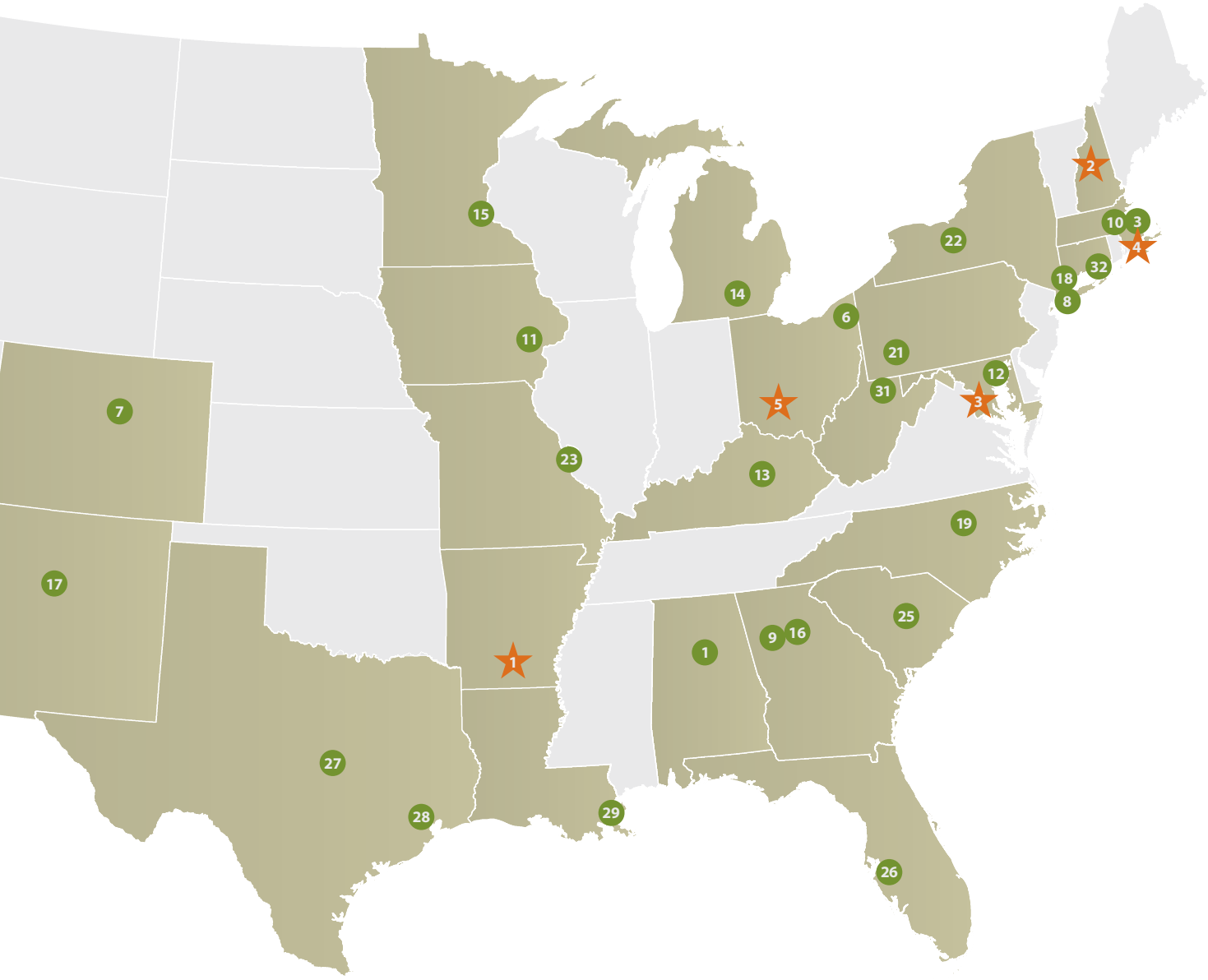
University of Minnesota [15]
Promoting healthy adolescent development in the Twin Cities.

Morehouse School of Medicine [16]
Preventing sexually transmitted disease and HIV/AIDS among African-American males in prison.

University of New Mexico [17]
Promoting physical activity among Hispanics and American Indians living in Cuba, New Mexico.

New York University School of Medicine [18]
Reducing diabetes among recent Asian-American immigrants in New York City.

University of North Carolina at Chapel Hill [19]
Reducing the risk for obesity among rural, low-income, minority women by empowering them to make life changes.



Oregon Health and Science University [20]
Reducing hearing loss among American Indians in the Pacific Northwest.

University of Pittsburgh [21]
Promoting healthy, active lives for older adults in Pennsylvania.

University of Rochester [22]
Reducing obesity among people in Rochester, New York, who are deaf and use American Sign Language.

Saint Louis University and Washington University in St. Louis [23]
Increasing the adoption of evidence-based physical activity and healthy eating programs in Missouri.

San Diego State University (with University of California at San Diego) [24]
Increasing physical activity and improving health among Latinos in San Diego.

University of South Carolina [25]
Promoting physical activity among African Americans in Sumter County, South Carolina.

University of South Florida [26]
Using community-based prevention marketing to improve health in Hillsborough County, Florida.

Texas A&M Health Science Center [27]
Increasing access to healthy foods in east-central Texas and on the Texas-Mexico border.

University of Texas Health Science Center at Houston [28]
Promoting healthy adolescent development in Houston, Texas.

Tulane University [29]
Increasing access to healthy foods in neighborhoods in New Orleans, Louisiana.

University of Washington [30]
Promoting healthy aging by disseminating proven programs.

West Virginia University [31]
Expanding a proven teen smoking cessation program to achieve statewide dissemination.

Yale University [32]
Preventing or reducing diabetes among residents of Connecticut's economically disadvantaged cities.

25 Selected Contributions to Public Health

The first three PRCs were funded in 1986, after Congressional authorization of the program in 1984. Over the 25 years of funding, the PRCs have published results of hundreds of scientific studies and have contributed to public health at local, state, national, and international levels.

25 examples of achievements are listed here to mark this 25th anniversary.

Maine Youth Overweight Collaborative

In the Harvard University PRC's Maine Youth Overweight Collaborative, medical providers were trained to monitor overweight and counsel children and families. Data suggest the training improved clinical practice. Providers appeared to increase knowledge, change attitudes, and gain confidence in addressing overweight in children. A set of simple, low-cost tools were developed for the clinicians. The program has been recognized by the National Initiative for Children's Healthcare Quality for outstanding achievements in preventing and treating childhood obesity. (CDC Winnable Battle: Obesity)

EnhanceFitness

EnhanceFitness, developed by the University of Washington PRC, enhances physical and psychosocial functioning among older adults. It is one of five proven physical activity programs that the CDC Arthritis Program recommends to improve the quality of life for people with arthritis. In 1998, Group Health Cooperative (GHC), a large Seattle-based HMO, began offering participation in the program as a free benefit to all its Medicare enrollees. In 2009, EnhanceFitness had 5,900 seniors enrolled at 315 sites in 26 states.

Healthy Food Retail Financing Program

The Tulane University PRC is a member of and provided technical assistance and data analysis to the Healthy Food Retail Study Group, established by the Louisiana Senate in 2008. The center coordinated the study group and prepared the report that made recommendations for a Louisiana Healthy Food Retail Financing Program, enacted in 2009. The law provides grants and loans to supermarkets, farmers' markets, and food retailers to make fresh fruits and vegetables available in low-income communities. (CDC Winnable Battle: Obesity)

Coordinated Approach to Child Health

The PRC at the University of Texas Health Science Center at Houston was part of the research team that created CATCH—the Coordinated Approach to Child Health. This elementary school program is proven effective in producing diet and physical activity improvements that persist into early adolescence. CATCH has been adopted by more than 1,500 schools in Texas alone, and it sparked Texas state legislation requiring coordinated school health programs. (CDC Winnable Battle: Obesity)

Guide for Useful Interventions for Physical Activity (GUIA)

The Saint Louis University and Washington University in St. Louis PRC worked with partners in Latin America to develop the *Guide for Useful Interventions for Physical Activity* (GUIA) by using a process similar to that of the *U.S. Guide to Community Preventive Services*. The team searched the scientific literature in English, Spanish, and Portuguese for effective physical activity interventions; recommended that school-based physical activity programs be offered to schoolchildren in the Americas; evaluated a citywide (Recife, Brazil) exercise program (*Academia da Cidade*); and continue to study ways to encourage physical activity among people of all ages. Project GUIA and related work in Latin America produced 20 peer-reviewed scientific publications, including a supplement to the *Journal of Physical Activity and Health*. Building on this work, researchers from the San Diego PRC are now translating *Academia* for U.S. Latino communities along the Mexico border in California. The San Diego researchers also are working with public health partners in Mexico to produce a resource of interventions, comparable to *GUIA*, for the Mexican population and Latino communities in the United States. (CDC Winnable Battle: Obesity)

Deaf Health Survey

Deaf and hearing researchers and community members from the University of Rochester PRC created the Deaf Health Survey, a video-based survey of health risk behaviors among deaf adults who use American Sign Language. Because national health surveys are not conducted in sign language, little is known about the health risk behaviors of deaf adults. The survey produced the first health surveillance data from deaf adults in Rochester. The partners are refining the survey technology so that deaf people can routinely participate in surveys that are the basis of effective health promotion strategies.

Planet Health

Planet Health, physical activity and nutrition lessons woven into middle school curricula, reduces TV viewing time in boys and girls and decreases obesity in girls. The program, developed by the Harvard University PRC, is available for purchase, and more than 120 schools in Massachusetts use it. (CDC Winnable Battle: Obesity)

Internet Cigarette Vendors Study

The Internet Cigarette Vendors (ICV) Study (University of North Carolina at Chapel Hill PRC) examined the sales and marketing practices of ICV and their impact on public health and policy issues such as cigarette excise tax evasion and youth access to tobacco. The researchers identified, catalogued, archived, and analyzed more than 2,800 ICV websites. The research brought the regulation of Internet cigarette sales to the attention of many state and federal legislators, and 33 states passed laws regulating Internet and mail order cigarette sales. In 2010, the U.S. Senate cited the ICV Study in its unanimous decision to pass the Prevent All Cigarette Trafficking Act. The act curtails the sale of untaxed cigarettes and other tobacco products over the Internet and bans the delivery of tobacco products through the U.S. mail. (CDC Winnable Battle: Tobacco)

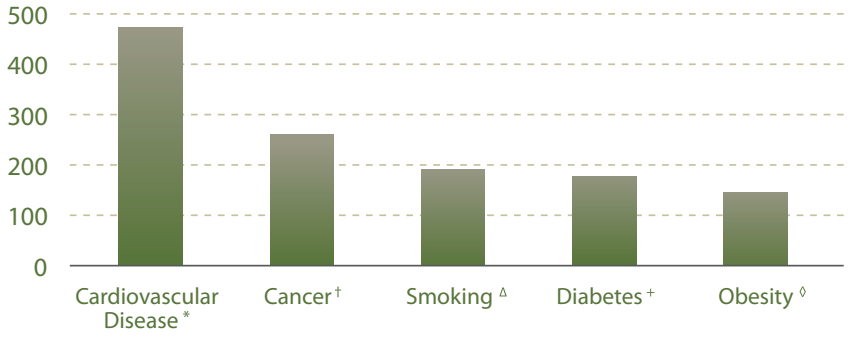
Research for HIV-Infected Mothers

Research conducted through the University of North Carolina at Chapel Hill PRC found that giving antiretroviral drugs to HIV-infected breastfeeding mothers in sub-Saharan Africa or giving an HIV-fighting syrup to their babies are both effective. In part because of these results, the World Health Organization recommended that HIV prevention guidelines for breastfeeding HIV-infected mothers, who were still in the early stages of HIV infection, be modified to offer them a choice of approaches. (CDC Winnable Battle: HIV prevention)

Not on Tobacco

Not on Tobacco, a successful smoking cessation program for teenagers developed by the West Virginia University PRC, is disseminated by the American Lung Association through a jointly created website. By offering tools and training to facilitators, the site is making the program available worldwide. (CDC Winnable Battle: Tobacco)

PRCs work on the most costly health conditions in the U.S. (estimate in billions of dollars)



* 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

Program to Encourage Active, Rewarding Lives for Seniors (PEARLS)

The University of Washington PRC created PEARLS (Program to Encourage Active, Rewarding Lives for Seniors). Listed in the National Registry of Evidence-based Programs and Practices (a product of the Substance Abuse and Mental Health Services Administration), PEARLS decreases depression and improves functional and emotional well-being. Now the PRC is adapting the program for people with epilepsy.

WebEase

The Emory University PRC developed WebEase, an Internet-based program designed to promote self-management among people with epilepsy. In a pilot study, participants reported improved self-management, sleep quality, self-efficacy, and social support. These results encouraged support for continued development and testing of the program, which is ongoing. The research is one activity of the Managing Epilepsy Well Network, which is addressing the needs of an estimated 2 million people in the United States who have epilepsy.

Fathers and Sons Program

The lack of a positive father-son relationship may contribute to behaviors among the adolescents that compromise short- and long-term health and well-being. The Fathers and Sons Program, a University of Michigan PRC study for fathers and sons in Flint, Michigan, who do not live together, suggested improved parent-child communication and increased healthy behaviors among the adolescents. An effectiveness trial is now under way at four sites in different geographical areas. (CDC Winnable Battles: Tobacco, Obesity, Motor vehicle injuries, Teen pregnancy, HIV prevention)

Cognitive-Behavioral Therapy Intervention for Trauma in Schools (CBITS)

The University of California at Los Angeles PRC developed CBITS (Cognitive-Behavioral Therapy Intervention for Trauma in Schools). The program, 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.

The Teen Years Explained

The Teen Years Explained, written by the Johns Hopkins University PRC and released in 2010, describes state-of-the-art knowledge about cognitive development throughout the teen years and how it influences risk assessment, sexual behavior, identity formation, and other dimensions of individual growth. A webinar promoting the book attracted attendees from around the country representing state and local health departments, nonprofit organizations, and federal agencies. The book, intended for public health practitioners, parents, and anyone working with adolescents, is available for purchase online. More than 11,000 copies of the book are already in use. (CDC Winnable Battles: Tobacco, Obesity, Motor vehicle injuries, Teen pregnancy, HIV prevention)

Talking Parents, Healthy Teens

In a randomized controlled study, the University of California at Los Angeles PRC demonstrated the effectiveness of its intervention, Talking Parents, Healthy Teens. Parents and adolescents who participated in the program—delivered to groups of parents at work sites during the lunch hour—reported improved ability to communicate with each other about sex. The effectiveness of the intervention persisted after program completion. (CDC Winnable Battle: Teen pregnancy)

The Partnership Trust Tool

The National Community Committee (NCC) represents the people in communities that work with PRCs as research partners. It is the only such grassroots organization of its kind in the nation. Formalized in 2002, the NCC participates in many projects, including creating *The Partnership Trust Tool*, designed to spark reflection and dialogue around various components of trust. The tool, which consists of a survey and facilitated discussion, is available to all groups interested in building trust for participatory research.

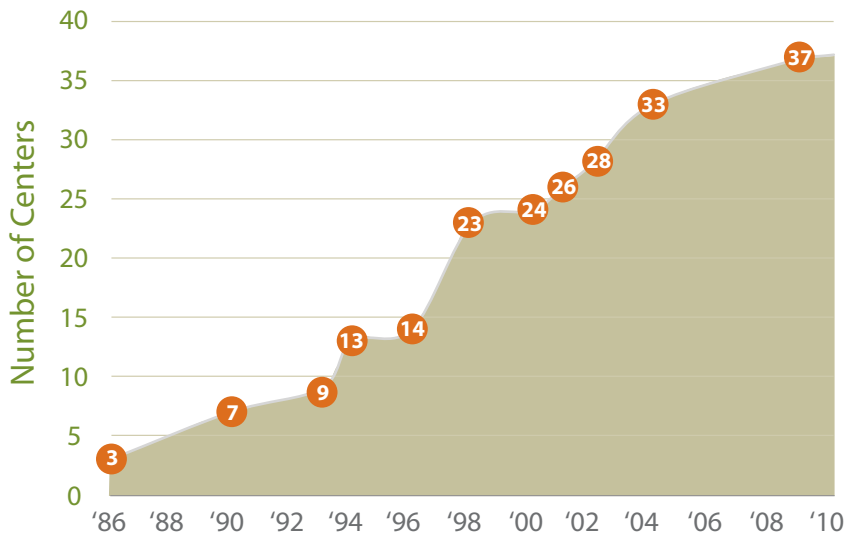
It's Your Game: Keep It Real

It's Your Game: Keep It Real is a product of the University of Texas Health Science Center at Houston PRC. This middle school sex education program uses a curriculum, a computer component, and parental involvement to reduce initiation of sexual activity by the ninth grade. The National Campaign to Prevent Teen and Unplanned Pregnancy includes It's Your Game in a list of effective programs, and it is one of 28 teen pregnancy prevention programs eligible for federal funds. The PRC is now developing an Internet-based decision tool to help adults (including parents, school boards, teachers, and clergy) understand the burden of teen pregnancy in Texas and how evidence-based programs can help reduce it. (CDC Winnable Battle: Teen pregnancy)

Summer Institute on Adolescent Health

Since 1995, the University of Minnesota PRC has cosponsored (with the university's Center for Adolescent Nursing) a Summer

Prevention Research Centers Growth



Institute on Adolescent Health for about 60 public health practitioners and graduate students each year. Consistent with earlier institutes, the 2010 institute, which addressed youth violence, included young people as teachers. Many of these youths participate in the center's research and have become leaders in community peacemaking.

Managing Asthma Among Children in Central Harlem

The Columbia University PRC and partners collaborated with the Harlem Children's Zone Project to design and test an intervention to manage asthma among children living in Central Harlem. In early results, children's symptoms, school absenteeism, emergency department visits, and hospitalizations were reduced. Expansion and further testing of the promising intervention now continue under a grant from the National Institute of Environmental Health Sciences.

Tales From the BodyLove Hair Salon

Stories from the BodyLove hair salon—the fictitious site of a radio soap opera—reach African-American listeners with messages that promote physical and mental health. The show, which originated in the University of Alabama at Birmingham PRC's Health Communications Unit, is aired by 16 locally owned radio stations in 4 states (Alabama, Georgia, Florida, and Mississippi) and episodes can be streamed online. A new series of episodes, funded in part through the local health department's participation in CDC's Communities Putting Prevention to Work, focuses on preventing obesity and tobacco use, and some episodes air in Spanish. (CDC Winnable Battles: Obesity, Tobacco)

Improving Population-Based Health Data Collection

In Boston, about 10% of all residents live in public housing. The Boston University PRC and partners developed methods to collect ongoing population-based health data for these residents that can be used to design and prioritize health research and services specifically for them. The methods include adding a question on residency to the Boston Behavioral Risk Factor Surveillance System and linking data from public housing residents' birth and death certificates. Together, these methods are yielding rich data at very low cost.

Detecting Diabetic Retinopathy

The Oregon Health and Science University PRC found that diabetic retinopathy is common among American Indians or Alaska Natives in Pacific Northwest communities. In part because of poor access to eye care providers, less than half of people with diabetes in the population obtained annual eye exams. A telemedicine infrastructure developed in the communities increased the number of people with diabetes who completed annual eye exams. This infrastructure is now the foundation for comparing the effectiveness of annual eye exams using a camera in tribal health clinics from which data are transferred digitally to an eye clinic (telemedicine) and traditional methods (in an eye care provider's office) for detecting diabetic retinopathy.

Healthy Aging Research Network

The Healthy Aging Research Network includes seven PRCs that collaborate on research and dissemination. The network's Research to Practice Symposia have addressed physical activity, depression, and environmental and policy change to benefit older adults. Now the network is sponsoring a 4-month online conference series on environmental and policy change for healthy aging. The event is attracting professionals from aging services, public health, planning, architecture, engineering, recreation, transportation, and health care.

Iowa Beer Keg Registration Law

Research and community-capacity building by the University of Iowa PRC resulted in a statewide beer keg registration law, enacted in 2007. A registered keg found at an event where underage youths are drinking, can be traced to the person who purchased it and penalties imposed. The researchers trained community organizations in ten counties to get local ordinances passed, and this grassroots effort led to passage of the statewide law. (CDC Winnable Battle: Motor vehicle injuries)

For more information about CDC's Winnable Battles, visit: www.cdc.gov/about/winnablebattles

Did you know?

- **26 of the institutions that have PRCs also host Clinical and Translational Science Awards (CTSAs), which are funded by the National Institutes of Health (NIH) to increase the efficiency and speed with which research results are put into practice.**
- **CDC and NIH encourage PRC-CTSA collaboration.**
- **Collaboration increases the likelihood that research results will have practical implications for communities across the country.**

PRC Thematic Networks

Sets of PRCs receive special funding to collaborate on priority health issues.

Healthy Aging Research Network

7 centers are researching factors associated with healthy aging, including the maintenance of physical, mental, and social well-being and function.

Cancer Prevention and Control Research Network

10 centers are working to speed the adoption of effective cancer prevention and control strategies in communities.

Nutrition and Obesity Policy Research Network

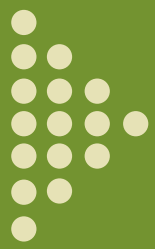
5 centers are studying environmental and policy changes that can increase physical activity, improve nutrition, and expand access to fruits and vegetables.

Physical Activity Policy Research Network

5 centers are identifying policy, environmental, social, and individual factors that affect participation in physical activity.

Managing Epilepsy Well Network

4 centers are conducting research to improve the lives of people with epilepsy.



To learn more about how PRCs help their communities, contact the Centers for Disease Control and Prevention National Center for Chronic Disease Prevention and Health Promotion.
www.cdc.gov/prc

Healthier Communities Together

FOR MORE INFORMATION, PLEASE CONTACT

Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion
4770 Buford Highway NE, Mail Stop K-45, Atlanta, GA, 30341-3717
E-mail: cdcinfo@cdc.gov | www.cdc.gov/prc | 770-488-5395

February 2011