

PROFILE

Location

Atlanta, Georgia

Populations of Focus

African American and other minority communities

Topic Areas

risk reduction, health equity, population health, early detection methods for chronic diseases among African American populations, HIV/AIDS risk reduction



A main focus of MSM PRC is giving African American and other minority communities the resources they need to prevent chronic disease.

“I am encouraged and excited that MSM PRC is closely aligned to research practices and outcomes that will truly benefit the community,” said **LaShawn Hoffman**, chair of the center’s Community Coalition Board. **Tabia Henry Akintobi, PhD, MPH**, principal investigator and director for MSM PRC, adds that the center “also has successfully merged the dual significance of research rigor and community leadership (not advice) to address both obstinate and emerging public health issues over time.”

The [Morehouse School of Medicine Prevention Research Center](#) (MSM PRC) is one of 26 Prevention Research Centers (PRCs) supported by the Centers for Disease Control and Prevention (CDC) for the 2019–2024 funding cycle. Each PRC is funded to establish and maintain its center and to conduct a core research project. PRCs may receive supplemental funding to conduct additional research projects and activities.

MSM PRC’s core mission is to advance scientific knowledge about chronic disease prevention in African American and other minority communities and to share new information and prevention strategies with communities with similar demographics. Its vision is to help advance health equity through community-led prevention research, programs, and policy, system, and environmental change.

MSM PRC works with the local community to:

- Conduct multi-interdisciplinary, community-based research initiatives.
- Train community-based researchers and public health practitioners.
- Demonstrate the value of community coalitions in conducting research.
- Communicate and share research findings and public health information widely to advance public health practice and improve health outcomes.

The emphasis on community collaboration to achieve long-term, health-promoting goals resulted in the establishment of one of the first community advisory boards in the PRC Program, called the [Community Coalition Board](#).

MSM PRC is also recognized as a national leader in effective community-based participatory research within the PRC Program. It has received the Community Service Award from the Association of American Medical Colleges (1999), the first Annual Award from Community-Campus Partnerships for Health (2002), CDC's Outstanding Community-Based Participatory Research Award (2004) and Excellence in Community-Based Research Award for its Community Coalition Board (2005), and the Joseph D. Greene Community Service Award from the Georgia Healthcare Foundation (2010).

CORE RESEARCH

Each PRC uses a community-engaged approach to conduct one primary applied public health prevention research project called a core research project. Project activities include design, development, implementation, evaluation, and dissemination. PRCs use at least 50 percent of their CDC funding to conduct the project in partnership with communities.



The pandemic has brought an introduction or new awakening regarding public health and implementation science, along with the related determinants central to advancing health equity. I look forward to the ways that we leverage this movement to scale approaches, ensuring that research and other health-promotion approaches are translated with, co-created by, and relevant to communities disproportionately impacted by health disparities, thereby advancing population health equity.”

Tabia Henry Akintobi, PhD, MPH

*Principal investigator and director
MSM PRC*



Project Take Charge provides HIV testing, condoms, and educational workshops to African American young adults.

Project Take Charge

MSM PRC's core research project for the 2019–2024 funding cycle provides a unique opportunity to use existing relationships between colleges and their surrounding communities to address HIV/AIDS among young adults aged 18 to 24. It is a collaborative effort between Minority Serving Institutions (MSIs) and their surrounding communities to address HIV/AIDS, sexually transmitted infections, and substance use among African American young adults.

[Project Take Charge](#) seeks to reduce these health conditions through evidence-based practices—such as HIV testing, condom distribution, and educational workshops—at four MSIs in Georgia: Clark Atlanta University, Morehouse College, Atlanta Metropolitan State College, and Albany State University.

MSIs, particularly those that are Historically Black Colleges and Universities, can help public health institutions address high rates of HIV in their surrounding communities. The results of this project will be shared with similar communities and MSIs around the country, which could help to significantly reduce national HIV/AIDS rates.

HIGHLIGHTED PUBLICATIONS

[Community engagement practices at research centers in US minority institutions: priority populations and innovative approaches to advancing health disparities research](#)

[A community-based participatory approach to the development and implementation of an HIV health behavior intervention: lessons learned in navigating research and practice systems from project HAPPY](#)

[Processes and outcomes of a community-based participatory research-driven health needs assessment: a tool for moving health disparity reporting to evidence-based action](#)

[Oral health intervention for low-income African American men in Atlanta, Georgia](#)

CONTACT INFORMATION



Principal Investigator

Tabia Henry Akintobi, PhD, MPH

Department

Morehouse School of Medicine
Community Health and
Preventive Medicine
Prevention Research Center

Phone Number

(404) 752-1500

For more information on MSM PRC and ways to get involved, visit [Prevention Research Center | Morehouse School of Medicine](#).

ADDITIONAL RESEARCH

PRCs may receive supplemental funding to work on additional research projects each funding cycle. These Special Interest Projects (SIPs) focus on a variety of health topics or gaps in scientific evidence. PRCs can also conduct additional research as part of SIP [Thematic Research Networks](#), which are groups of PRCs working together on related health topics.

2021

PRC Vaccine Confidence Network (PCR VCN)

In April 2021, CDC funded a 12-month award to all 26 PRCs to form the [PRC VCN](#) in support of the agency's [Vaccinate with Confidence](#) strategy for COVID-19. As part of this network, HPRC is working with partners to promote vaccine confidence, increase vaccine uptake, and reduce disparities in three Massachusetts communities. The focus is on addressing the needs of immigrant residents and ultimately reducing the incidence of COVID-19 in the United States.

MSM PRC's strategy includes working with academic and community partners to develop and implement activities to increase COVID-19 vaccine confidence.

CDC Prevention Research Centers (PRCs) conduct innovative public health research at the community level. The PRC Program is a network of academic research centers in the United States that work with their communities to identify public health problems and develop, test, and evaluate solutions that can be widely shared and applied within the public health system. PRCs research a wide range of health topics and focus on populations experiencing health disparities.

FOR MORE INFORMATION ABOUT THE PRC PROGRAM

Visit www.cdc.gov/prc or contact prcprogram@cdc.gov.



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