The Prevention Research Center is home to a team of research scientists, including sociologists, psychologists, anthropologists, and epidemiologists, who work collaboratively across disciplines to investigate how the environment (including laws, economies, social circumstances and normative settings) affects health behaviors. PRC’s primary focus is the consumption of alcohol, tobacco, and other drugs; and how such consumption can result in short- and long-term harm to individuals and communities. The goal of our research is to identify aspects of the environment that can be changed to improve health.

By focusing on the environment, our research emphasizes the relationship between individuals and the family, school, work, and community policies, norms, and histories that shape personal health-related behavior. Our research naturally incorporates the development and testing of substance use prevention programs and policies that can be implemented at local, tribal, state and national levels.

PRC’s multidisciplinary approach to prevention research emphasizes theoretical integration across multiple levels of explanation in the behavioral and social sciences to enhance our understanding of the impacts of environments on problems, enabling the development and application of feasible and effective policies and programs for the reduction of health-related problems.

Our research includes studies of families, the workplace, drinking venues, and communities, as well as global studies of the impacts of state and national policies. We enjoy our collaborations with colleagues not only in the San Francisco Bay Area but across the U.S. and internationally. We encourage opportunities for mentoring new investigators and have an established NIAAA-funded postdoctoral program in conjunction with the University of California, Berkeley. To facilitate effective collaboration, PRC is able to provide both virtual and physical infrastructure to support our wide-ranging staff and research agendas.

Methodological Expertise at PRC

- Survey Design, Administration, and Research
- Mixed Methods Study Design
- Community Based Participatory Research
- Real-Time Survey design and research
- Policy Analysis
- Geospatial Analysis
- Mathematical Ecological Modeling
- Social Network Analysis
- Content Analysis
- Qualitative Research

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180 Grand Ave., Ste. 1200, Oakland CA 94612

www.prev.org
## Current Research at Prevention Research Center

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