The Prevention Research Center is home to a team of research scientists, including sociologists, psychologists, anthropologists, criminologists 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 on alcohol, tobacco, and other drugs; and how their use 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.

Our research focuses on understanding how family, school, work, and community environments shape personal health behaviors. A primary goal is to develop, implement, and evaluate programs and policies 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. We aim to enhance our understanding of the impacts of environments on problems, enabling the development and application of feasible and effective policies and programs to reduce 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 collaborate with colleagues across the U.S. and internationally. We encourage opportunities for mentoring new investigators and have an established NIAAA-funded postdoctoral program with the School of Public Health at the University of California, Berkeley. To facilitate effective collaboration, PRC is able to provide virtual and physical infrastructure to support our staff and research.

**Methodological Expertise at PRC**

- Survey Design, Administration, and Research
- Mixed Methods Study Design
- Community Based Participatory Research
- Ecological Momentary Assessment
- Geographical Ecological Assessment
- Policy Analysis
- Geospatial Analysis
- Mathematical Ecological Modeling
- Social Network Analysis
- Content Analysis
- Qualitative Research

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