

What is Prevention Institute?

Prevention Institute (PI) is a nonprofit, national center dedicated to improving community health and well-being by building momentum for effective primary prevention. Primary prevention means taking action to build resilience and prevent problems *before* they occur. The Institute's strong commitment to quality prevention entails community participation and promotion of equitable health outcomes among all social and economic groups. Since its founding in 1997, PI has focused on injury and violence prevention, traffic safety, nutrition and physical activity promotion, youth development, community health, and health equity.

What is unique about Prevention Institute's approach?

PI moves beyond approaches that target one person at a time and works to devise comprehensive strategies designed to change the underlying conditions that affect wellbeing. For example, a prevention-oriented approach to chronic illness addresses the social and physical factors that promote healthy communities—such as neighborhood safety, local availability of fresh, affordable produce, healthy foods and snacks in schools and workplaces, and available parks and open space—as well as giving individuals the skills to eat well and get active. Knowledgeable about primary prevention successes, PI applies insights from successful past efforts to new challenges to demonstrate how coalitions, practices within organizations, and policy change have improved health outcomes by preventing illness and injury in the first place. By sharing successes and our tools and frameworks, PI builds the capacity of policymakers and practitioners while inspiring a new generation of prevention leadership.

What kinds of expertise and assistance does Prevention Institute offer?

All of our work emphasizes health equity, interdisciplinary collaboration, coalition-building, and systemic change. Strategy development is a focal point of the expertise we provide. Our unique approach to quality prevention is shared through the menu of trainings, consultations, technical assistance, research, evaluation, and presentations we provide. PI is a leader in re-defining issues with an emphasis on prevention and has created the textbook, *Prevention is Primary*, which provides a comprehensive and practical understanding of prevention on a community level. PI also develops tools and resource materials to support the crafting, implementation, and evaluation of prevention initiatives. Tools include the Spectrum of Prevention; Developing Effective Coalitions: An Eight Step Guide; the Tool for Health and Resilience in Vulnerable Environments (THRIVE); the Environmental Nutrition and Activity Tool (ENACT); and the Evolution to Effective Prevention. All Prevention Institute materials are available at no cost on our website.

Who are Prevention Institute's partners and funders?

Prevention Institute works with policymakers, professionals, and community members at the local, state, and national levels. Funders have included the US Office of Minority Health, The California Endowment, The California Wellness Foundation, The Robert Wood Johnson Foundation, the Centers for Disease Control and Prevention, Kaiser Permanente, the WK Kellogg Foundation, Foundation for a Healthy Kentucky, and the David and Lucile Packard Foundation. Harvard School of Public Health, National Association of Latino Elected Officials, and Berkeley Media Studies Group are among our partners. PI is a founding member and coordinator of the Strategic Alliance for Healthy Food and Activity Environments, a California-based coalition reframing the debate on nutrition and physical activity to include the role of the environment, corporate responsibility, and government.

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