

IOWA'S PREVENTION RESEARCH CENTER FOR RURAL HEALTH



In Iowa, 90 of our 99 counties are classified as rural.

PROMOTING RURAL HEALTH IN IOWA AND THE MIDWEST

We work with and for rural communities. Small to medium sized towns are hubs for employment, social connections, and education. By supporting public health in these hubs since 2002, the Prevention Research Center for Rural Health (PRC-RH) continues to advance the well-being of rural communities.

OUR WORK INCLUDES

Tobacco Cessation: Youth cigarette and e-cigarette use is higher in rural than urban areas. Our projects aim to understand the ways young people use tobacco products to develop and adapt interventions that help them quit.


Cancer Prevention: Iowa is #2 in the US for cancer rates. The UI Cancer Prevention and Control Research Network (CPCRN) works to reduce the burden of cancer through prevention interventions designed for rural environments.

Physical Activity Promotion: Physical activity is linked to many health benefits such as reduced heart disease risk and improved mental health. Our Active Iowa project helps promote, support, and sustain physical activity in small and mid-sized communities.

"Focusing on rural in its own right—and committing to health equity—will lead to intervention innovations and reinvention that have implications beyond rural areas. We hope to inspire renewed interest in partnering with rural communities to promote well-being." – Dr. Rima Afifi, PRC-RH Director

MEASURES OF OUR IMPACT

130
Students
Mentored



115
Partnering
Organizations



\$8.4M
Special Interest
Projects Funded



\$23.2M
Total Center
Funding

