

# ONE- PAGER for SDSU IV PRC WEBSITE

## San Diego State University - Imperial Valley Prevention Research Center (SDSU-IV PRC) Informational Overview

The Prevention Research Centers (PRCs) program, funded by the Centers for Disease Control and Prevention (CDC), is a network of academic and community partnerships conducting applied public health research to improve community health. Established in 1986, this program develops prevention strategies that are specifically tailored to the needs of diverse populations and settings. The PRC Network is committed to translating research into sustainable, community-driven health solutions.

The San Diego State University - Imperial Valley Prevention Research Center (SDSU-IV PRC) is one of 20 Prevention Research Centers across the country and the first PRC focused on addressing extreme heat, UV exposure, and climate-related health disparities in rural and under-resourced communities. Imperial Valley, CA is a highly productive agricultural and largely rural county bordering Arizona and Mexico. It experiences some of the highest temperatures in the Western United States, placing agricultural workers, children, and older adults at heightened risk for heat-related illnesses. The SDSU-IV PRC is dedicated to research that improves public health outcomes in Imperial County's rural and agricultural communities. SDSU-IV PRC partners with Comité Cívico del Valle (CCV), a leading community service organization, as well as the Imperial County Public Health Department and other local agencies, to engage communities in heat mitigation efforts and to advocate for public health interventions.

### Key Contributions of the SDSU-IV PRC

- **Adapting Proven Interventions:** We adapt successful urban heat mitigation strategies for rural, agricultural communities in Imperial Valley using community-based participatory research (CBPR) methods and implementation science to reduce heat-related health risks.
- **Community-Driven Approach:** We collaborate with local organizations, including Comité Cívico del Valle and the Imperial County Public Health Department, to engage residents and implement culturally relevant heat prevention strategies.
- **Building Community Capacity:** By working directly with communities, we strengthen their ability to implement and sustain heat illness prevention strategies. We also provide educational resources and support through outreach programs and digital health platforms.
- **Innovative Solutions:** We utilize geospatial mapping to identify areas most vulnerable to heat, engage Community Health Workers (CHWs), and employ participatory research methods to create effective, sustainable solutions that can be scaled.
- **Addressing Rural Challenges:** Tackling the unique challenges of program retention and engagement in rural settings, we work with local partners and other PRCs to develop long-term

recruitment and engagement strategies for heat illness prevention.

- **Enhancing Local Infrastructure:** We strengthen the public health infrastructure in Imperial Valley, a region facing significant environmental and health challenges, helping to reduce both the health and economic impacts of extreme heat.

## SDSU-IV PRC and the PRC Network

The San Diego State University - Imperial Valley Prevention Research Center (SDSU-IV PRC) plays a vital role in the PRC Network, focusing on climate resilience and public health. Through initiatives such as the *Taking on the Heat: Community Action to Adapt an Extreme Heat Intervention*, SDSU-IV PRC translates research into practice by partnering with local organizations to reduce heat-related health risks and improve prevention strategies in a heat-impacted rural area.