PREV-STAT OVERVIEW

Increasingly, the value of data to decision-making is shaping how people work. Belief in the value of data for prevention planning has been a cornerstone of the PREV-STAT Service since its inception. The Strategic Prevention Framework approach to prevention is data-driven, meaning that data is used for assessment, analysis, decision-making, description and evaluation.

Better needs assessment enables better planning. Data is key to assessment, to developing an epidemiological profile, to application and interpretation of your logic model, to designing a strategic plan. It is vital for attracting potential funders, for capacity building, marketing, evaluation and renewed planning. At the beginning, middle and end, and for each cycle of prevention efforts, data allows you to describe the status quo, analyze its dynamics and gauge impact.

The PREV-STAT County Profiles feature three types of data: basic demographics, protective and risk factors for substance abuse. Problem gambling data is also included. Appendices report certain state level data and offer links to complementary data resources. Basic demographics are facts set forth without interpretation. They are simple points of information that provide a nonjudgmental profile of a population, e.g., age, sex, marital status, income, education. The majority of the County Profiles is devoted to presentation of statistics deemed to be indicative of protection or risk. The Center for Substance Abuse Prevention Archival Indicators of Protection and Risk provide the taxonomy for organizing data on the site.

Users benefit from the pedagogical value of learning the risk and protective factors for substance abuse. Risk factors are grouped into community risk factors and family risk factors. Community risk factors are divided into several subcategories, namely, data related to the availability of drugs, laws and norms, transitions and mobility, and social and economic deprivation. Each of these subcategories is broken into a series of topics, each of which is associated with a set of variables.

Availability of drugs includes the density of alcohol and tobacco outlets, tobacco retail inspections, and methamphetamine lab busts. Laws and norms includes data on average annual consumer spending on alcohol and tobacco, the same data presented as percent of median household income, gambling behaviors, FBI Uniform Crime Report data, Crime Indices, and alcohol crash data. Social and economic deprivation data includes poverty statistics such as food stamp and TANF recipients, free school lunch, persons and households in poverty, lack of education, and lack of health insurance. Family risk factor data are less available and include such things as divorce rates, single parent families, children in homes with no parent present, and children in homes where all available parents work.

These County Profiles offer statistics at the county level with comparisons to the state and nation. IPRC has enhanced the utility of the data by adding rates and
rankings, for example, the rate of alcohol outlets per 1,000 persons and of tobacco outlets per 1,000 youth ages 10-17. Percentages are used rather than raw numbers, so that the user can see the prevalence of a characteristic in the county and be able to compare it to the state and nation. Rankings (of 1 – 92 for the counties) reveal the relative degree of the given characteristic in that county, compared to other counties, and where available Indiana is also ranked (among the 50 states and District of Columbia), providing a broad statistical context. Dozens of maps accompany and illustrate demographics, risk and protective factors, allowing comparison of a county to Indiana’s other counties.

Advances in technology have made the use of data extremely cost effective. In 2002 the Indiana Prevention Resource Center launched the new service called PREV-STAT for Indiana prevention professionals and practitioners. This system uses geographic information system software to analyze demographics and alcohol, tobacco and other drug risk and protective factor data for precise geographic areas.

PREV-STAT offers custom reports for a nominal fee that drill deeper into the data to further refine smaller geographic areas or population profiles. Using the maps, tables and information presented in the County Profiles, the PREV-STAT user can understand the characteristics of a place, locate a group of people with particular attributes, or study a subset of the population of a given locale. Analysis can be done at any level from the state to the county, block group, zip code, neighborhood, or based on any arbitrary selected boundaries. Alternately, a radius can be drawn around a site (e.g., a school, place of worship or prevention program) to be studied. The greatest power of PREV-STAT is its ability to zoom in on the very small geographic area! Users of this service include such prevention professionals and practitioners as state level officials, agency heads, teachers, community coalition members and program leaders.

GIS empowers the prevention landscape by attaching threads to statistics and tying them to precise locations on earth. These locations can be potentially very small, like your neighborhood or the mile radius around your school or prevention program site. GIS gives faces to the statistics by allowing you to study specific groups of people. You can ask either “Who lives here?” or “Where do they live?” Ask “Who lives here?” to learn about people in a specific area (e.g., your county, neighborhood or school district). Ask “Where do they live?” to find out about a target audience you seek to serve, (e.g., single female-headed families with incomes below $30,000). GIS in prevention helps make statistics more meaningful and persuasive.

Purchased databases (e.g., from the U.S. Census Bureau, Applied Geographic Solutions-AGS, and Claritas) provide rich data at the community and neighborhood levels. In addition, asset information is continuously being collected to reflect local resources in the form of prevention programs and other community and youth serving agencies, organization and institutions (e.g., libraries, YMCAs, and religious institutions). Other environmental risk and protective factors represented in
PREV-STAT include schools, alcohol outlets and the locations of tobacco retailers willing to sell to minors, and gambling casinos.

The contents of this volume are intended to advance prevention by providing statistical information for use in the various phases of the prevention process, including community readiness, needs assessment, grant-seeking, program planning, and eventually program evaluation. This series is full of information about the citizens of Indiana, living in her 92 counties: their ages; occupations; incomes; households and families; education; behaviors with regard to alcohol, tobacco, other drugs, and gambling; their assets and their hardships; their resources and their needs. Even so, the information contained in these volumes is incomplete without the insider knowledge that the residents of the counties bring to it. It is hoped that users of this volume will seek to complement this county-level information by requesting custom reports for their neighborhoods and communities from the IPRC PREV-STAT Service.

Data will never replace people, who remain the key to success. We talk about data-driven prevention, but people actually remain very much in the driver’s seat. People as individuals and agencies need to collaborate and develop protocols for data collection and data sharing. People at the grassroots need to add their common sense, insider-knowledge to the process to check for missing variables, wrong assumptions, cultural oversights or insensitivities. People select what data will be collected and how. They collect it, analyze it, check its accuracy, use their findings to develop reasonable strategies, practices and programs. They use data in decision-making related to planning, marketing, testing, and implementing. At each step of the way, people use data, including data generated by the prevention activities themselves, to evaluate performance, both in terms of processes and outcomes. Process evaluation uses data to measure such things as the fidelity of program delivery and efficiency in maximizing human and financial capital. Outcome evaluation uses such data tools as pre- and post- tests, surveys and data trends to assess the effectiveness of prevention efforts.

The PREV-STAT Service is here to meet your needs. You do not need to have a precise question in mind. We will help you discover how PREV-STAT can help you. Just call and ask to speak to someone about PREV-STAT.
Instructions for How to Access PREV-STAT:

The PREV-STAT, GIS in Prevention, County Profiles, is available online at no cost to prevention professionals and practitioners affiliated with non-profit or governmental organizations or agencies, including schools and religious institutions. The IPRC is continuously working to obtain more data and to use it to produce maps, tables, slides, publications and soon searchable databases to meet your prevention needs.

Access PREV-STAT through the IPRC home page:  [http://www.drugs.indiana.edu/](http://www.drugs.indiana.edu/)

Click on Local Data, then on County Profiles.

From this page you can access:

*GIS in Prevention, County Profiles Series, Nos. 1-5.  (2003-2008)*

*GIS in Prevention, County Profiles Fact Sheet Series, No. 1-5*

Presentations created using PREV-STAT Service data

To obtain a custom report for a nominal fee: call or e-mail the IPRC to discuss your request

Points of access to the PREV-STAT Service:
   1.  [www.drugs.indiana.edu](http://www.drugs.indiana.edu)
   2.  1-812-855-1237, or, in Indiana toll free at 1-800-346-3077