

## Project note

### Prevention Action

#### Background

Most people responsible for the well-being of children do not read scientific journals. As a result, most evidence about prevention and early intervention of impairments to children's health and development remains largely unknown. The most well-known programmes have depended on a strong publicity machine as well as robust science. Most of the well-known programmes come from the United States.

As the Social Research Unit began to support major investment strategies aimed at improving outcomes for children, the need to better disseminate existing knowledge in an accessible way became apparent. *Prevention Action* is a response to that need.

#### Aim

*Prevention Action* seeks to bring breakthroughs in prevention science and their application to policy and practice to a broad audience of people interested in children world wide. Maintaining high standards of quality -only work underpinned by good science is reported- and journalism -the publication aspires to be as readable as a broadsheet newspaper is fundamental to the project.

#### Method

A high quality newspaper is published every weekday on the internet. Stories are prepared by doctoral and graduate students, based on sound scientific sources, and over-written by a journalist. Paper versions of *Prevention Action* are used to boost circulation. It is aimed to add resources, such as a database of effective practice.

#### Funder

The Atlantic Philanthropies

#### Timescale

2007-2011

#### Dissemination

*Prevention Action* reaches about 2,500 readers every day. It is planned to boost readership to 5,000, and increase geographical coverage -primarily Europe, North America and Australasia at present- to the Global South.

#### Contact

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