

PROJECT TRUE (TEENS R U EDUCATED?) is a youth leadership development program that utilizes a peer-to-peer education model focusing on tobacco, cannabis, and alcohol. Project TRUE provides youth opportunities to build confidence and skills around leadership, advocacy, public speaking, and research. Youth also learn about mental health and positive coping skills to better support their peers. Center for Well-Being staff offers training, education, and mentorship through weekly meetings.

ACTIVE SCHOOLS IN 23-24

- Roseland University Prep (RUP)
- Windsor High School (WHS)
- Casa Grande High School (CGHS)
- Roseland Collegiate Prep (RCP)
- Roseland Accelerated Middle School
- Sheppard Elementary School

65

Peer Leaders
at 6 schools



27

Peer-to-peer presentations on
alcohol, tobacco/vaping,
cannabis, mental health,
& environmental awareness

1,500

Youth reached by peer-to-peer
presentations, posters, tabling,
and events

PROJECT TRUE IS FUNDED BY:

California Tobacco Control Program, CDPH; Santa Rosa Violence Prevention Partnership, CHOICE Grant Program funded by City of Santa Rosa Measure O (2004); and, Sonoma County Friday Night Live, Department of Health Services

PEER LEADER ACTIVITIES

- **1,445 students** at 4 high schools completed our school-wide survey to assess current issues impacting youth
- **Red Ribbon Week Event** led by 10 Peer Leaders resulting in 80+ peers pledging not to use substances
- **Youth Summit** event with presentations about teen mental health and effects of tobacco and vaping reaching 60+ youth
- **4 Peer Leaders** spoke at a SR City Council meeting in support of a stronger tobacco retail license
- **4 Peer Leaders** attended CYAN Youth Quest and spoke with Assembly Member Jim Wood's staff about tobacco marketing tactics
- **PhotoVoice Project** highlighting youth's exposure to tobacco and drugs
- **Poetry Workshop** where students wrote poems focused on teen tobacco use to bring awareness to the issue



PEER LEADER SURVEY RESULTS

100% reported an increase in:

- **Knowledge** around vaping, alcohol, tobacco retail policies, marketing strategies, and their impact on youth and vulnerable communities
- **Confidence** around public speaking, educating their peers, using data to create projects, managing stress, and strengthening their community
- **Skills** in presentations, community needs assessments, research, and public speaking



STUDENT QUOTE

"Project TRUE addresses a serious issue: the use of vapes and alcohol among students without fully understanding the risks. Project TRUE helps prevent this by providing essential information and raising awareness with presentations and speaking out to the community and the City Council to make a positive difference. The activities in Project TRUE have helped prepare students like me for college too. Presenting to big crowds builds confidence and communication skills, which are important for both academic and professional presentations."

- Efren, Roseland University Prep, 11th grader

