

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 21-22

- Roseland University Prep (RUP)
- Windsor High School (WHS)
- Elsie Allen High School
- Roseland Accelerated Middle School
- Sheppard Elementary School

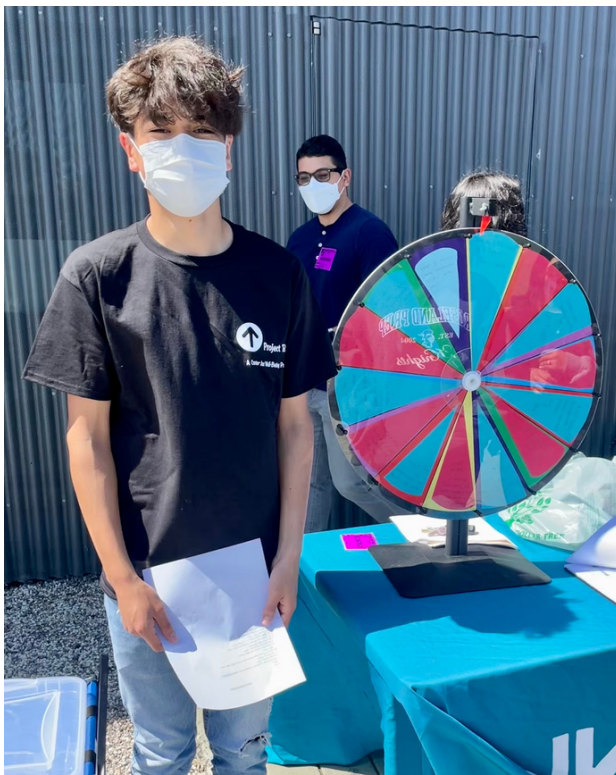
49

Peer Leaders
at 5 schools



12

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



650-700

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); Sonoma County Friday Night Live, Department of Health Services; and Sonoma County Vintners Foundation

PEER LEADER ACTIVITIES

- **1,348 students** at 5 high schools completed our school-wide survey to assess current issues impacting youth.
- **Flyers and social media** on how to have a supportive conversation with a friend struggling with mental health
- **Photovoice project** highlighting youth's exposure to tobacco in their community
- **Youth Summit** event with presentations about issues impacting youth, mental health, and tobacco prevention advocacy
- **4 Project TRUE summer interns** from RUP and WHS
- **2 Peer Leaders** attended CYAN Youth Quest and spoke with Assembly Member Marc Levine's staff



PEER LEADER SURVEY RESULTS

100% reported an increase in:

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



STUDENT QUOTE

“Project TRUE has been a great experience! I learned facts and statistics about what drugs and alcohol can do to you and I got the chance to share it with my peers. I got to practice public speaking and teach my peers what I have learned. Project TRUE is a great place to connect with your community and learn new skills.”

- Larissa, RUP 10th grader