

**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 22-23

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

48

Peer Leaders  
at 5 schools



22

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

1,110

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

- **2,157 students** at 5 high schools completed our school-wide survey to assess current issues impacting youth
- **Tobacco Clean-Up Event** led by 16 Peer Leaders walking a route from RAMS to RUP
- **Youth Summit** event with youth presentations about mental health and effects of tobacco and vaping
- **3 summer interns** met with SR City Council Member Okrepkie about the impact of vaping on their community
- **3 Peer Leaders** attended CYAN Youth Quest and spoke with Assembly Member Jim Wood's staff
- **Photovoice Project** highlighting youth's exposure to tobacco
- **Poetry Workshop** where students learned how to use their voices for awareness and advocacy



## 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, community needs assessments, and public speaking

## STUDENT QUOTE

"I've been part of the program Project TRUE for two years. [...] This experience has been educational, eye opening and beneficial. I am very grateful to be in such a hard-working program."

- Alexandra, Roseland University Prep 10th grader

