

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 24-25

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

48

Peer Leaders
at 4 schools



23

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

1,266

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

- **1,470 students** at 4 high schools completed our school-wide survey to assess current issues impacting youth
- **Red Ribbon Week Event** led by 41 Peer Leaders resulting in 200+ peers pledging not to use substances
- **Youth Summit** with presentations about teen mental health and effects of tobacco and vaping reaching 126+ 9th graders at RUP
- **4 Peer Leaders** attended in CYAN Youth Quest spoke with Assemblymember Chris Rogers about the impact of vapes on their peers and how accessible flavored vapes are for teens to buy online
- **5 summer interns** tabled at 3 community events about tobacco policies and education on alcohol, cannabis, and vapes
- **9 PhotoVoice Projects** highlighting youth's exposure to tobacco and drugs
- **Poetry Workshops** 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

"I worked with Project TRUE at RCP for two years and was the treasurer. The most impactful things that I learned was to get more comfortable with public speaking through all the presentations that we've done. Project TRUE has prepared me for the future by helping me learn how to work with people."

- Andy, Roseland Collegiate Prep, 12th grader

