

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 25-26

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

50

Peer Leaders
at 4 schools



21

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

650

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

PROJECT TRUE IS FUNDED BY:

California Tobacco Control Program, CDPH; Redwood Credit Union; Sonoma County Friday Night Live, Department of Health Services; and, Kaiser Foundation Hospitals

PEER LEADER ACTIVITIES

- **968 students** at 4 high schools completed a school-wide survey to assess current issues impacting youth.
- **Red Ribbon Week Event** led by 43 Peer Leaders resulting in 220+ peers pledging not to use substances.
- **3 Alumni Panels** at RUP, RCP, and WHS where past Peer Leaders shared their college experiences, balancing school and work, and how Project TRUE set them up for success.
- **8 students explored future career paths** by visiting Alpha First Medical Academy's Certified Nursing Assistant (CNA) program and Ceres Project to learn more about these professions.
- **3 summer interns** researched college and career paths, prepared rethink your drink presentation for summer camp youth, and reflected on what support their peers need in the coming year.



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

"In Project TRUE I have recieved many oportunities to participate in my community such as attending board meetings, give public comments on serious issues that impact us the youth the most."

- Avril, Roseland University Prep 11th grader

