



How To Be a STAR!

The STARSS Train-the-Trainer Guidebook

Acknowledgements

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Welcome to How To Be a STAR!

The STARSS Train-the-Trainer Guidebook

How to use the Guidebook

How To Be a STAR! The STARSS Train-the-Trainer Guidebook was designed to help **STARSS** service providers grow the **STARSS** message one step further, through training other service providers. The Guidebook builds upon **AWARE's** expertise in smoking reduction and cessation strategies, as well as on the extensive experience our **STARSS** national family has had providing **STARSS** trainings. The Guidebook is designed to accompany **The Guide to STARSS Strategies**, Start Thinking About Reducing Second Hand Smoke, a harm reduction support strategy for low-income moms who smoke. **The Guide to STARSS Strategies** provides a set of tools and resources to develop, implement, and evaluate the **STARSS** program. **The How To Be a STAR! The STARSS Train-the-Trainer Guidebook** provides information on how to train other service providers using a train-the-trainer workshop format.

The activities outlined in the Guidebook explore the background, goals, and philosophy of **STARSS**, along with information to help present the information in sessions varying in length and number of participants. The approach focuses on:

- involving participants in identifying learning goals
- relating the subject matter so that it is relevant to participants
- structuring activities so that participants brainstorm solutions to problems identified
- using a variety of training approaches, such as small group process, individual mentoring and educational formats with PowerPoint presentations and handouts
- meeting the participants needs by remaining flexible
- providing ways of linking familiar and new information
- providing resources directly, through the **STARSS** section of the **AWARE** website or through links to other helpful resources.

Goals of the training

The overall goal of the training outlined in the Guidebook is to equip service providers in communities across Canada with the skills to train others to use **The Guide to STARSS Strategies** to assist low-income moms to reduce impact of secondhand smoke on their families, and by extension to start thinking about their own smoking.

During the training, participants will become aware of the resources for facilitators, their role as a facilitator, and suggestions of how and what to bring to training. The **How To Be a STAR! The STARSS Train-the-Trainer Guidebook** is dispersed into four sections of different focuses from women and smoking basics, **STARSS** basics, **STARSS** implementation, and **STARSS** presentation basics. The Guidebook is also linked to **STARSS** PowerPoint presentations available on our website at www.aware.on.ca/starss/starss-training

Who is the training for?

The “Train-the-Trainer” guidebook will provide training to:

- staff of community agencies who are well-positioned to train others to use **STARSS**
- service providers of CAPC/CPNP who will train other CAPC/CPNP staff in the community and throughout their region.

Overview of the sections

Each section contains an activity or set of activities. Each activity provides the facilitator with the objectives, materials, preparation, and suggested process for the facilitator to follow. Related **STARSS** handouts and worksheets are included when appropriate.

Section 1: Women and Smoking Basics

This section looks at some of the reasons why women smoke, and offers tips on how to get training participants thinking about the functional role of smoking in women’s lives, the gendered nature of smoking, the role of guilt and shame in smoking, and how to set the stage for **STARSS**.

Section 2: STARSS: The Basics

This section reviews and provides discussion ideas for harm reduction principles, the small-steps approach, short term goals, engaging moms in **STARSS**, and the stages of change.

Section 3: STARSS “How To”

This section reviews the many different ways of implementing **STARSS**. It has discussions aiming to: build empathy for smokers, increase participant’s confidence in their ability to deliver **STARSS**, and some suggestions for navigating **The Guide to STARSS Strategies**.

Section 4: STARSS Presentation Basics

This section provides tips for set-up, adult learning principles, and sample training scenarios. It provides some of our training lessons learned and suggestions for making a **STARSS** training session come alive.

STARSS PowerPoint Presentation

The master **STARSS** PowerPoint presentation to accompany the Guidebook is available from our website at www.aware.on.ca/starss/starss-training. In addition to the slides, there are extensive presentation notes given for each slide, which provide additional talking points for trainers.

Tell us about your training event! And keep your eye on the website for other training enhancements appearing from time to time.



Women & Smoking Basics

We're in a better position to help women smokers when we understand more about women's smoking habits. The facts are:

- women often smoke for different reasons than men
- there are different reasons that keep women from quitting
- women make more attempts to quit before they are successful (on average, seven serious quit attempts)

The national average smoking rate is about 18%. This is according to Health Canada's Canadian Tobacco Use Monitoring Survey (CTUMS). You can find the CTUMS at:

www.hc-sc.gc.ca/hc-ps/tobac-tabac/research-recherche/stat/ctums-esutc_2010-eng.php

Smoking rates are higher for:

- Single mothers
- Low-income women
- Aboriginal women
- Francophone women

Find out more here:

Stop Smoking: Cessation Resources for Those Who Work with Women
<http://cpha.ca/en/activities/stopsmoking.aspx> pages 1-3

Women and Tobacco Info Pack
www.ptcc-cfc.on.ca/upload/Women_and_Tobacco_final.pdf page 5

Smoking rates also vary by province or territory. Check out yours here.

Tobacco Use In Canada: 2011 Edition
www.tobaccoreport.ca

See also:

Why Women Smoke: Women and Smoking

www.aware.on.ca/sites/default/files/women-and-smoking_0.pdf

Be a STAR! Training Tip:

Have a discussion with your training participants about the reasons why women smoke. Ask them what they think the reasons are. In your group discussion, make sure to address these issues:

- Sometimes smoking gives a woman a chance to get her feelings under control.
- Smoking feels like a quick and easy way to reward herself.
- Smoking gives her a chance to sit back and forget about problems.
- When things seem out of control she might smoke to make herself feel more secure for a few minutes.
- Sometimes women smoke to cope with difficult emotions and experiences.
- Nicotine is extremely addictive and it's difficult to quit smoking.

Why Women Smoke

All women are different. Women have different reasons why they started smoking, and why they keep on smoking. But women share some experiences and expectations too, and these can help us understand more about why women smoke.

Often women are expected to behave in socially acceptable ways, such as:

- to think of other people first
- not to lose their temper
- to stay calm
- to keep going no matter what

Women often have too much to do. There is often too little time, money, and energy left to take care of herself. For example, many women are busy:

- taking care of their homes and families
- raising children on their own
- looking after aging parents
- going to school or work outside the home

Some women's lives are very stressful.

Many women, especially those with difficult lives, feel like everything is always out of control and they don't see any way out of the situation. This can lead to feeling helpless. Many things can make women feel this way; for example, they might:

- live in poverty or other distressed circumstances
- live with someone who is physically or emotionally abusive
- have a disability or a physical limitation
- raise their children alone (whether or not they have a partner)
- feel isolated or live in rural or remote locations with few supports

Be a STAR!

Ask yourself:

Am I being sensitive to the stresses in her life? Do I understand how smoking helps her cope with these stresses, sometimes in a beneficial way?

Ask her:

Can you tell me about any difficulties in your life right now? Does smoking sometimes seem to help in these situations?

Be a STAR! Training Tip:

Have a discussion with your training participants about trauma and its relationship with smoking. Ask them to consider trauma in the lives of women smokers by addressing these questions:

- How do you think trauma issues impact on both reasons for smoking and the inability to quit smoking?
- Are there other issues present in the life of a woman smoker that need to be addressed before she's able to discuss smoking?
- Am you able to address any safety issues she might have with her partner and support her with a safety plan?
- If you have identified her need for trauma support, are there services in your community that you can refer her to?

Be a STAR! Training Tip:

Discuss gender differences and smoking. Ask training participants what they think some gender differences are. In your discussion, be sure to include these points:

- Women, depression and smoking are often linked.
- Concerns over weight gain are often cited by women smokers.
- Women make more attempts to quit before they are successful.
- What other gender differences can you think of?

Be a STAR! Training Tip:

Ask training participants to discuss these possibilities:

- You may have more women smokers than you think you have in your program.
- Pregnant and parenting women smokers may be reluctant to discuss their smoking with you.
- Smoking becomes an under ground activity rooted in guilt, shame ... and increased smoking.
- Ask yourself: What can I do to make it easier for pregnant and parenting women smokers to talk openly about smoking?

Do women smoke for different reasons than men do? In some ways, yes!

Often women smoke as a **way to deal with depression or other negative feelings**.

More women than men experience depression. Men are more likely to smoke for reasons of “positive affect” – socializing, relaxing, and so on.

Women are expected to be thin and attractive and are **often concerned about gaining weight**, especially if they quit smoking. So she might smoke a cigarette instead of eating something or be fearful of weight gain that could come with quitting smoking.

Women smokers who are pregnant, or are mothers with young children, face **increasing social stigma**. This can lead to feelings of intense guilt and shame. Remember that stigmatization of smokers and smoking can drive smoking underground, making it difficult to talk about – in fact, guilt and shame can lead to increased smoking as a way to cope with these negative feelings.

The Functional Role of Smoking in Women's Lives

The function, or role, that smoking plays in women's lives can make it very difficult to think about quitting smoking. This is especially true for low-income women, who may not have many outlets or supports. Nicotine causes powerful physical dependence. But, added to this, smoking has many uses. This makes quitting or cutting down more difficult. Some of the many roles smoking plays in the lives of women are:

Smoking can help to suppress appetite.

For example, many low-income moms say they smoke in order to eat less and therefore have more food for their children.

“Living on social assistance actually triggered me to smoke more because I found I could use the cigarettes to suppress my appetite. Then I didn't spend as much money on food. I smoke to cope with the stress of raising three children alone and in poverty. I buy the cheapest cigarettes I can find and a pack lasts about two days.”

Be a STAR! Training Tip:

Talk about how to set the stage. Generate ideas about how service providers can do the following things:

- Consistently provide an environment where failure doesn't exist – for great ideas, visit:
- Try not to be in a rush – we can be in a hurry to make sure women quit smoking (it's healthier for everyone if she does) but remember: that's our agenda, not hers.
- Not focus on fear tactics – stress, guilt and worry make people smoke more, not less – for a great way to present clear information in a non-threatening way, see:

www.aware.on.ca/sites/default/files/Keystone_STARSS.pdf

www.aware.on.ca/sites/default/files/Whitehorse_Myth_Fact.pdf

Be a STAR! Training Tip:

Try this exercise. Complete the Decisional Balance Index:

- Use **Worksheet #4 (Positives and Negatives of Smoking)**.

www.aware.on.ca/sites/default/files/The-Guide-to-STARSS-Strategies_0.pdf

pages 87 and 88

- Focus on the positives of smoking and the negatives of quitting – what do you think these are like for a smoker?
- If it helps training participants to put themselves in the shoes of a smoker, use one of the stories from the Appendix Section of *The Guide to Starss Strategies* as a case study and the basis to complete **Worksheet #4**.

www.aware.on.ca/sites/default/files/The-Guide-to-STARSS-Strategies_0.pdf

pages 141 to 145

Smoking gives her a sense of control. Many women who smoke feel it's the one thing in their lives they have control over.

"I smoke to get away from whatever it is I'm feeling. It gives me five minutes to think about it and then deal with it."

Smoking can be a break, especially from children. It gives moms a chance to sit down for five minutes and relax.

"I know I use my smoking to buy me some free time away from my daughter, but even though she's only three, she's picked up that I do that. When I sit down with a cigarette, she plays quietly by herself until I'm finished. Then she gets all in my face again!"

Smoking can feel like a friend. Many women say that smoking a cigarette is like spending time with a good friend. Smoking can make her feel like she's not alone.

"Before I got involved with my CAPC project, I smoked four packs a day, 24 hours a day, just to stay calm. The cigarettes were my only friend. I couldn't get a break from my two and four year old, so I just smoked."

Smoking can be like membership in a club.

Many women like to socialize with their friends who smoke. They say it makes them feel like they're part of a cool underground group.

"The best part of smoking is all the stuff that goes with it – you sit down, you grab your pack and your lighter, you light up, you suck it in, you have a coffee, and you talk to your friends."

Smoking can defuse a potentially abusive situation. Women who live with an abusive partner report that smoking can sometimes ease an escalating situation of violence or abuse.

"I could tell when my ex was starting to ramp up and feel like hitting me. I could see the steely look in his eyes. So I would sit down and light up a cigarette and offer him one, too. And sometimes, it worked. He'd calm down and leave me alone."

Be a STAR! Build a Relationship

We can be in a hurry to make sure women quit smoking. It's healthier for everyone if she does. But remember: That's our agenda, not hers. Try to listen and follow her lead. Change takes time. And your positive, caring relationship with her is one of the best predictors of change.

Be a STAR! Training Tip:

Discuss the positive role smoking can play in the lives of women. Consider the following:

- Many women experience benefits from smoking.
- Aside from physical addiction, the positive aspects of smoking can make quitting smoking difficult to consider.
- Service providers can be reluctant to discuss the positive aspects of smoking.
- Service providers might fear that discussing benefits of smoking will discourage quit attempts.
- Ask yourself: Can I listen to women smokers talk about the benefits of smoking **without** interrupting or offering suggestions or advice?



STARSS: The Basics

STARSS (Start Thinking About Reducing Secondhand Smoke) is based on:

- Harm reduction principles – small steps matter and are easier to achieve
- Strengths-based approach – emphasizes positives and builds self-efficacy
- Cognitive strategies – it gives moms skills to make a quit attempt when they're ready

STARSS is a supportive strategy for both moms (who are in the precontemplation or contemplation stage of change – they aren't ready yet to quit smoking) and service providers (who may not have much time or experience to provide smoking programs). Find more about the philosophy of **STARSS**:

www.aware.on.ca/starss

These strategies are all part of motivational interviewing. Find a synopsis of this approach in the Appendix of:

The Guide to STARSS Strategies
www.aware.on.ca/sites/default/files/The-Guide-to-STARSS-Strategies_0.pdf
page 133 of the pdf

Or go to:
www.motivationalinterview.org

Find out more about harm reduction and its benefits for women who find it difficult to quit smoking.

The Guide to STARSS Strategies:
Welcome Section

www.aware.on.ca/sites/default/files/The-Guide-to-STARSS-Strategies_0.pdf
page 5 of the pdf (Welcome Section)

Women and Tobacco Info Pack

www.ptcc-cfc.on.ca/upload/Women_and_Tobacco_final.pdf page 21

Also see:

Helping Women Quit: A Guide for Non-cessation Workers

www.adcs.bc.ca/assets/pdf%27s/Helping_Women_Quit_Guide.pdf

Understanding Harm Reduction

Quitting smoking isn't always an option.

Some women are unable or unwilling to quit smoking for various reasons. The quotes from women in the section above about the functional role of smoking in their lives illustrate this very well.

STARSS is based on this acknowledgement. Quitting smoking is the best goal for a smoker. The next best goal is protecting others from the effects of secondhand smoke by always smoking outside.

But this reality remains for many women who smoke. Children might be too small to leave alone in the house, even briefly, to go outside to smoke. Or a woman's living arrangements (for example, in an apartment with no balcony) make it difficult to go outside. Or the weather might be too dreadful.

Women who smoke have said the all-or-nothing message makes them feel defeated before they even start. The result is women continue to smoke – and feel guilty about it.

Be a STAR!

Ask yourself:

Am I able to encourage all her efforts, no matter how small or insignificant they seem to me?

Ask her:

I understand now is not the time to consider quitting smoking. Would you like to talk about small, manageable steps you can take to reduce your smoking, without having to quit?

Service providers must acknowledge a woman's right to decide what she can and can't take on. This can be difficult, when we believe that quitting smoking is healthier for everyone. It IS so important for smokers to quit. But there are many things we can do to support women smokers.

When it's clear a woman isn't able to consider quitting smoking, shift the emphasis. For example:

- help her identify the small steps she can take to reduce the impact of secondhand smoke on others
- discuss ways she can begin to reduce her smoking

Be a STAR! Training Tip:

Have a discussion about the pros and cons of harm reduction. Ask your training participants to consider these questions. Can they think of ways to:

- Encourage small steps, instead of pressuring her to quit smoking?
- Keep her engaged in change by offering new possible solutions or a different small step, instead of giving in to "failure"?
- Keep the big picture in view, without overwhelming her with the need for change?
- Be gentle but persistent?
- Try to stay hopeful and not think to yourself "this is hopeless"?

Understanding the STARSS Small Steps Approach

Be a STAR! Training Tip:

Look over **Worksheet #1 (Short Term Goals)** in *The Guide to STARSS Strategies: Worksheets Section*. Use this worksheet with training participants to:

- Explain short term goals — short term goals are very specific, realistic and manageable.
- The purpose is to keep building on previous short term goals.
- Talk about ways that short term goals can be integrated into her life with the least amount of disruption. Small, manageable changes made gradually over time will be the least disruptive.
- Long term goals are more difficult to achieve, but keep them in mind. Long term goals can be:
 - always smoking outside
 - never smoking around children
 - quitting smoking

www.aware.on.ca/sites/default/files/The-Guide-to-STARSS-Strategies_0.pdf

page 81 of the pdf (Worksheets Section)

STARSS is built on a “small steps” approach. This is a strengths-based approach that:

- emphasizes positives
- builds self-efficacy

Self-efficacy is the smoker’s belief in her ability to make changes. One of the best indicators for successfully quitting smoking is increased self-efficacy.

The small steps approach helps build self-efficacy because the small steps:

- provide opportunities for women to experience success
- build on skills that women learn over a period of time
- encourage women to practice the new skills

Every time a woman practices a small step, she is in effect practicing the skills she needs to eventually quit smoking.

The small steps approach engages and retains women

Whether or not they want to quit smoking, many moms do want to learn the skills to protect their children from secondhand smoke. It seems more manageable or more possible. And they have the best interests of their children at heart.

The **STARSS** small steps approach is important both to engage and to retain women smokers in your program. They get involved because of the message. There is no expectation or pressure for them to quit smoking. Then, the success they have with small steps increases both self-efficacy and motivation either to smoke outside or even to quit smoking.

In other words, this approach actually makes quitting smoking feel more manageable. Small steps skills are designed to be transferable. That is, women can also use these skills when they make a quit attempt.

The importance of small steps needs to be tempered with not getting stuck in a small step. Smokers should always try to move to the goal of smoking outside all the time.

Be a STAR! Training Tip:

It can be a challenge to engage moms in smoking discussions. Ask training participants to think about how to:

- Frame **STARSS** differently. It's not a quit smoking program. How can they promote it to appeal to smokers within their programs?
- Talk like a **STAR!** Use this page in *The Guide to STARSS Strategies: Welcome Section* as a guide for this discussion. (Page 17 of the pdf.)
- Create an environment in your work site that supports the **STARSS** message. Look in *The Guide to STARSS Strategies: How to Use STARSS Section* for ideas.
- Create interest in **STARSS**. There are lots of good ideas in the **STARSS Showcase** at:

www.aware.on.ca/starss/starss-showcase

For more information about the success of this approach, check out the evaluation highlights of **STARSS** here:

The Guide to STARSS Strategies

www.aware.on.ca/sites/default/files/The-Guide-to-STARSS-Strategies_0.pdf

page 135 of the pdf (Appendix Section)

Understanding Stages of Change

In the Stages of Change, change is not seen as a sudden event. People don't just wake up one morning and change. The reality is that change happens in stages or cycles. There are six different stages people go through when they change.

STARSS was developed to support women who are not ready to quit smoking. Using the stages of change model, these women would be in either the precontemplation or the contemplation stage of change. This means that for these women:

- in **precontemplation** – the smoker is not thinking about change
- in **contemplation** – the smoker is thinking about the pros and cons of change but doesn't feel that quitting smoking is possible right now

It's important to link stages to tasks. This means that women smokers need different kinds of help, depending on which stage of change they are in. There are different tasks (or roles) for service providers depending upon the woman smoker's stage of change.

Be a STAR! Training Tip:

Talk about creative ways to discuss smoking with women who are in either precontemplation or contemplation, such as:

- Make a poster with the heading "I'm not ready to quit smoking. But I am ready to ..." Ask women to illustrate their choices.
- Make stars that say "I'm a STAR! because ..." and hang them from the ceiling.
- Ask women to think of all the things they already do to love and protect their children. Make a drawing that represents these things.

To see lots of creative **STARSS** ideas and activities from CAPC and CPNP projects across Canada, go to:

www.aware.on.ca/starss/starss-show-case

For women in precontemplation or contemplation, the primary tasks for service providers are to:

- develop rapport and establish a relationship
- raise consciousness of risks but avoid scare tactics
- avoid action statements; instead, concentrate on listening
- show interest and curiosity
- avoid commands – don't let statements sound like accusations

Be a STAR!:

Ask yourself:

Am I able to accept that difficult life situations can overwhelm any desire a woman has to quit smoking?

Ask her:

There is never a perfect time to think about reducing or quitting smoking. Are there ways I can support you now so that we can talk about smoking at a later date?

Check out *The SMART Guide* for a detailed description of stages and corresponding motivational tasks

www.aware.on.ca/sites/default/files/Smart-Guide_1.pdf

Be a STAR! Training Tip:

Consider how to avoid action statements with women who aren't ready to quit smoking. Try this exercise:

- Ask training participants to work in pairs.
- One partner chooses a personal situation when they've been ambivalent (of two minds about something, such as losing weight or changing jobs).
- The partner acknowledges the ambivalence ONLY through reflection.
- Discuss as a large group any difficulties the training participants had refraining from making action statements.
- Ask: How can we avoid action statements and commands with women smokers?



STARSS “How To”: Implementation Ideas

STARSS has been implemented in many different ways in many different settings. It depends on your time and your comfort level when you talk to smokers about smoking. **STARSS** can be implemented easily and within existing programming. You can:

- Use handouts and posters only
- Have a discussion of handouts and worksheets in existing groups
- Hold a **STARSS** specific workshop or series of group discussions
- Provide individual or one-to-one sessions (such as in a home visit)

Here’s what one **STARSS** service provider had to say:

*It was easy to piggyback **STARSS** onto our existing programs. We were able to fully integrate it into everything we do. So, instead of it being one in a long list of programs that we offer, **STARSS** became part of *everything* that we offered.*

Be a STAR! Training Tip:

There are lots of **STARSS** resources, including newsletters and tips from other service providers.

- Do a guided walk-through of the **STARSS** section of the AWARE website with your training participants. Check out all the great implementation ideas from across Canada at:

www.aware.on.ca/starss

Be a STAR! Training Tip:

STARSS was designed to be very straightforward and easy to use. The key to using it well is familiarity with the information. So a good training strategy is to familiarize service providers with the materials. Try this:

- Take the training participants on a guided walk-through of the **STARSS Resources** section of the AWARE website. Find it at: www.aware.on.ca/starss/starss-reources
- Review each section of *The Guide to STARSS Strategies* as time permits. A quick overview of each section may be enough to encourage training participants to spend time with *The Guide* on their own.
- Facilitate a discussion about the different ways the training participants can use the **STARSS** resources in their work. (More about this, below.)

STARSS was designed to be used in a flexible “mix and match” fashion, depending on your needs. Overall, it includes:

- **A series of posters.** Children’s art depicts the many ways moms love and protect their children. They hold hands to cross the street, use seat belts or car seats, get a flu shot, dress warmly in winter, and smoke outside. The posters are intended to raise awareness among moms and to encourage them to either pick up more **STARSS** information or talk to a staff member about reducing secondhand smoke.
- **The Guide to STARSS Strategies.** The Guide includes everything you need to know about how to use **STARSS**, the **STARSS** Sessions, **STARSS** Worksheets, **STARSS** Handouts, and an Appendix with more information. You can photocopy everything you need from the **Guide**.
- **The I’m a STAR! Journal** for smokers. This contains all the Worksheets needed for any **STARSS** session and

how to keep track of smoking patterns. The **I'm a STAR! Journal** should only be used with smokers who want to go through the **STARSS** sessions with a service provider (either individually or in a group).

The **Journal** isn't meant to be given out to every smoker who might be interested in **STARSS**. (Or those you think *should* be interested!) For many smokers, Handouts and Work sheet discussions are enough. Be patient. Let smokers decide when they're ready for more. If you force information on a smoker, they're likely to react by ignoring it ... and resenting you.

Be a STAR! Training Tip:

It's important to build empathy for smokers. So it helps if training participants can put themselves in the shoes of a smoker. (This may be especially true for those who have never smoked or those who have had negative personal experiences with addicts of any kind.) Try this exercise:

- Provide each training participant with a copy of **Current Smoking Patterns** from the **I'm a STAR! Journal**.

www.aware.on.ca/sites/default/files/Im-a-STAR-journal_0.pdf

- Ask them to think of a behaviour they'd like to change, but haven't been able to. Trying to lose weight or get more exercise are great - and common - examples.
- Work with them on **Current Smoking Patterns**, substituting the behaviour they'd like to change for smoking.
- Ask training participants to reflect on how they felt during this exercise. Did they see how many times a day or week they thought about their behaviour? Do they ever feel like they "failed" because it's difficult to change?

Be a STAR! Thank a Smoker

Smoking can be rooted in feelings tough to explore. Smokers might share upsetting stories and personal experiences. This is a sign of success. Disclosure is a gift. The smoker is saying "I think I can trust you to encourage me to deal with this." This isn't a time to push, trick, or psychoanalyze. Ask permission to give advice and thank them for sharing.

Be a STAR! What We Found:

For service providers who have less experience or confidence with programming about smoking, ask them if they can try this:

- Do an environmental scan of their workplace. Remove anything (posters, handouts, pamphlets about smoking) that is inconsistent with the **STARSS** message.
- Put up **STARSS** posters instead. Rotate the posters so there is always something new to look at.
- Leave out some **STARSS** Handouts from *The Guide to STARSS Strategies*; in particular, **What Works!, Effects of Secondhand Smoke on Children, What Smoking Costs, and How to Be a STAR! Secondhand Smoke Protection.**
- Rotate the Handouts and notice which ones vanish most quickly. This provides a jumping off point to move to the next step.
- Next step: Put out Handouts before a group. When program participants start to ask questions, move on to discuss some of the Worksheets. For example, a good companion to the **What Works!** Handout is a group discussion from **Worksheet #4 (Positives and Negatives of Smoking).**

Here are some of the ways **STARSS** has been used, from very informal to more intensive applications:

- **Informal Implementation #1 – Posters and Handouts Only:** Some service providers haven't introduced smoking issues into programming. They may not feel they have the skills or information to start. Or they don't want to introduce smoking for fear of turning away program participants. However, we found that just putting up **STARSS** posters and leaving out **STARSS** Handouts generates interest among program participants. And program staff begin to increase their confidence to discuss smoking issues.
- **Informal Implementation #2 – Worksheets in Existing Groups:** Once staff feel more confident or there is enough interest from program participants, use the **STARSS** Handouts and Worksheets in existing groups (such as parenting or lunch groups).

- **Formal Implementation #1 – STARSS Specific Group:** When program participants are familiar with **STARSS**, offer to hold a **STARSS** discussion group. This could be a one session offer. Or try discussion groups of two or more sessions, in which several of the **STARSS** work sheets form the basis for discussion.
- **Formal Implementation #2 – Individual Sessions:** Each session can be delivered as part of regular contacts that already exist with program participants. “Sessions” don’t need to be every week. They could be two or three weeks apart or even monthly. The **STARSS** sessions are intended as a way to have a guided dialogue with smokers. They aren’t intended for use as a formal, teaching curriculum. The sessions are outlined in *The Guide to STARSS Strategies*, **STARSS Sessions** section.

No matter which level of implementation you choose, check out the excellent background summary called “Setting the Stage”. Find it at:

aware.on.ca/sites/default/files/Keystone_STARSS.pdf

Be a STAR! Training Tip:

Here’s another idea for a guided walk-through of the **STARSS** section of the AWARE website :

- For service providers with less experience and confidence, check out photos in the **STARSS** Showcase for great ideas about implementation. Check out: www.aware.on.ca/starss/starss-showcase
- For service providers who feel somewhat confident and want to explore ideas, browse through back issues of the newsletter for great thoughts from both service providers and moms. Check out: www.aware.on.ca/starss/starss-newsletter
- For service providers who are confident and experienced in group approaches, find out one way to implement a **STARSS** group. Check out: www.aware.on.ca/sites/default/files/Whitehorse%20STARSS_%20Group_Session_Summary_Spring2010.pdf
- For service providers who do lots of home visits, individual sessions may be most appropriate. The best idea is to become familiar with the sessions. Remind them not to be afraid to sit with *The Guide* open in front of them during each session until they feel confident without it.

Be a STAR! What We Found:

STARSS has a wider application than only with mothers who smoke.

STARSS strategies have been used effectively across Canada with other groups of smokers who have children in their care, such as dads, partners, grandparents, and other caregivers who smoke. With these groups, try these ideas:

- We have had good success in mixed groups of smokers with a simple discussion based solely on **Worksheet #3 (How to Choose a Smoking Place)** and **Worksheet #4 (Positives and Negatives of Smoking)**.
- Any **STARSS** Worksheet or Handout (and even the **I'm a STAR! Journal**) can be adapted to gender neutral language.
- Any **STARSS** activity can also be adapted to include groups of smokers other than moms. See, for example, the ideas from Newfoundland. Check out the **STARSS** Showcase at: www.aware.on.ca/starss/starss-showcase/starss-showcase-newfoundland

There are many different ways to use the **STARSS** information, such as:

- Start small, see what the interest is, and move on. For example, put up **STARSS** posters and have some of the Worksheets or Handouts available to give to smokers who show interest. If enough smokers approach you or bring up the topic of secondhand smoke, then make a decision about moving on to one of the ideas about implementation suggested above.
- Have a **STARSS** discussion over lunch. This is a casual, informal way to engage program participants in the topic of secondhand smoking (even if they don't smoke themselves). Be open and encouraging. Let smokers know they can approach you if they want more information, suggestions, or support.
- Build **STARSS** information into existing programs. For example, introduce the topic of secondhand smoke during discussions of other safety issues, such as car seats or crib safety.

- Hold a **STARSS** workshop. Talk about the function of smoking in the life of a smoker, especially a low-income mom. Acknowledge the many roles smoking plays in her life. Distribute **Worksheets #1, #2, #3, and #4** and discuss them.

Leave your training participants with these key points:

- **STARSS** is designed to mix and match. Use what works for you and your work site.
- Remember the basis of **STARSS**. Emphasize that smokers can protect their children from the effects of secondhand smoke without having to quit smoking.

Be a STAR! Know the STARSS Resources

There are lots of **STARSS** resources, both in print versions and on the website. The more you know about the resources, the more able you'll be to describe them to training participants. And they'll be more able to use them to support their program participants.

Be a STAR! Training Tip:

Other information in *The Guide to STARSS Strategies* (besides the Worksheets and Handouts) can be used for training purposes. For example, you can build discussions with training participants around:

- The Role of Smoking and Supports for Quitting Smoking (Welcome Section of *The Guide*)
- How To Talk Like a STAR! (Welcome Section of *The Guide*)
- **STARSS** Stories (Appendix Section of *The Guide*)
- Any other section of *The Guide* that appeals to your training participants. *The Guide to STARSS Strategies* was designed so that any two pages could be photocopied back-to-back as a handout. Go to:

www.aware.on.ca/sites/default/files/The%20Guide%20to%20STARSS%20Strategies_0.pdf



STARSS Presentation Basics

Here are some very basic presentation tips that will help you get started as a **STARSS** trainer. First of all, we'll talk about set up and what to bring.

Plan to arrive early (at least 30 minutes early), and before training participants arrive, check the following:

- Room set-up, equipment, materials
- The arrangement of tables, chairs, equipment, and lighting
- Sight lines – make sure everyone can see you and your PowerPoint slides
- Breathing space – make sure there's enough room between each seat
- Your position – make sure you can easily interact and make contact with everyone

Be a STAR! Training Tip:

Use this helpful checklist to make sure you have everything you need for set-up for your **STARSS** training event:

- ✓ Flip chart stand and paper
- ✓ Markers
- ✓ Stars (if you'll be decorating name tags)
- ✓ Pencils or crayons (also for decorating name tags)
- ✓ Paper, pens and any reference materials
- ✓ Handouts (more on this, below)
- ✓ Your laptop (or memory stick) and projector

Be a STAR! Training Tip:

Try these presentation ideas and strategies:

- Have some attention-getting props displayed around the room, such as **STARSS** posters, **STARSS** newsletters, photos from the **STARSS** website, and quotes or facts. (You'll find lots in *The Guide to STARSS Strategies*.)
- Incorporate pop quizzes, stories, myths vs facts, and real-life examples ... anything that encourages your audience to participate. Look for ideas at: www.aware.on.ca/starss/starss-action
- Ask questions of the audience throughout the presentation ... have some common ones prepared in advance. This also supports audience participation.
- Use humour, voice inflection, stage movement, and gesturing ... good presentations are 50% preparation and 50% theatre skills!
- Keep your presentation language simple and friendly. Clarify (or avoid!) acronyms and jargon.

Keep It Cheerful!

Adults learn best in an environment that is motivating – either the topic, the facilitator, and/or the training tools used. Here are some ideas that will motivate and energize your training session and its participants:

- Thinking of using name tags? Go to the **STARSS** website for inspiration. Members of our **STARSS** national family have used name tags in a very imaginative fashion. Go to: www.aware.on.ca/starss/starss-showcase
- Want to have fun? Have the training participants decorate their own star as an ice breaker activity.
- Here's another icebreaker idea: Ask everyone to select an item of personal significance from their pocket or purse. Then, introduce themselves by using the selected item as a show and tell, describing why it's important to them.
- Think of your own creative activity, especially one that involves a **STAR!**

Adult Learning Principles

Training participants (just like your program participants!) learn better in an atmosphere of support, trust, and empathy. Here are some basic adult learning principles:

- **Make it interactive.** Adult learners want to be involved in the training process. Provide lots of opportunities for questions and examples.
- **Make it practical.** Relate **STARSS** topics to the daily work activities of participants, and to their personal experiences. Encourage them to give real life examples.
- **Make it meaningful.** The learning process has both emotional and cognitive (thinking) components. Allow participants to express how they think AND feel about **STARSS**.
- **Make no assumptions.** Don't assume training participants understand just because there are no questions. Ask questions of the participants when they don't ask their own.

Be a STAR! Training Tip:

Here are some questions that can spark conversation and interaction among your training participants.

Ask them:

- What have smokers in your program said about their experiences with smoking, quitting smoking, or smoking programming? What worked and what didn't work for them?
- Can you relate these experiences to the reasons why women smoke and why it's difficult to quit? (Compare these with the examples from Section 1 of this guidebook *How to Be a STAR!*)
- What experiences have you had providing smoking programming?
- Have you felt discouraged? Can you see any ways the **STARSS** approach can help overcome discouragement?

Be a STAR! Training Tip:

Here are some suggestions for more preparation strategies:

- Make sure you're comfortable with all of the material contained in *The Guide to STARSS Strategies*. Review *The Guide*, familiarize yourself with the harm reduction philosophy and strategies, review motivational counselling basics – look over anything you think might be addressed in your training group.
- Don't forget to share some of your own experiences as a **STARSS** trainer and as a **STARSS** program facilitator.
- Provide your presentation as a handout to the group. Or email the PowerPoint presentation in advance to each training participant.
- Above all, remember what it was like for you when you received your **STARSS** training. What worked for you? What didn't work?

Preparation Points to Ponder

The best preparation is to have a thorough knowledge of all the **STARSS** materials (those in print and on the website). But here are a few other preparation points to ponder:

- If you can't answer a question that arises, don't worry. Tell them you'll find an answer and get back to them with ideas. You could also brainstorm responses as a group activity with the other participants.
- Above all, keep it simple. Don't try to do too much. A clear and simple one hour presentation of basics is better than a long presentation crammed with too much information.

Be a STAR! Take Care of Your Audience

Keep your audience awake! Talk to them, ask questions, move towards them, make eye-contact. Be conscious of their physical AND their learning needs. Be an integral part of your presentation, not simply a narrator.

Sample Training Scenarios

Here are a few suggestions for training events. Remember – your **STARSS** training will depend on:

- the number of training participants
- their comfort level (self-efficacy) and experience in talking about smoking with program participants
- their specific experience with **STARSS**
- the time available to you
- the training format (for example, will it be face- to-face or offered through a teleconference or webinar?)

The master **STARSS** PowerPoint training presentation has detailed speaking points to accompany each slide. If you use these speaking points along with the training tips and information found in this guidebook, *How To Be a STAR!*, you will have more than enough information to complete any training event. Find the master training presentation at:

www.aware.on.ca/starss/starss-training

Be a STAR! What We Found:

STARSS training doesn't have to be face-to-face to be effective. Think about trying these training approaches:

- Webinars are reasonably cost effective and a great use of current technology.
- Telehealth is expensive but very effective in rural and remote locations.
- A “Training Teleconference” this is a teleconference for which training participants receive a PowerPoint presentation in advance. They then use the PowerPoint to follow along during the teleconference. We have conducted many **STARSS** trainings this way across Canada.
- No matter which training format you choose, if you're able to do so, provide a follow-up session. This could be via email or a quick follow-up teleconference. This is a great way to increase the impact of your training.

Be a STAR! Training Tip:

Use this helpful checklist to make sure you have everything you need to distribute or display for your **STARSS** training event:

- ✓ handouts – including **STARSS** Worksheets, Handouts, **STARSS** newsletters, other information you're using from *The Guide to STARSS Strategies*
- ✓ any props for the room, such as **STARSS** posters, photos, quotes, facts and myths
- ✓ copies of *The Guide to STARSS Strategies* and the *I'm a STAR! Journal*, if available to you. Or make sure training participants know how to access these through the **STARSS** section of the AWARE website at:
www.aware.on.ca/starss/starss-re-sources
- ✓ photocopies of your Power Point slides, with the note taking option enabled
- ✓ evaluation or feedback questionnaire, if you're using one ... it's a good idea to get feedback and the form can be as simple as the one found at:
www.aware.on.ca/starss/starss-training

Training Scenario #1

Your training participants are new to **STARSS** and have little or no experience talking about smoking with program participants.

Training Focus:

- Provide an overview of **STARSS** from the master PowerPoint presentation
- Use the “How to Set the Stage” Training Tip from Section 1 of *How to Be a STAR!*

Training Scenario #2

Your training participants are new to **STARSS** but are experienced in delivering smoking interventions to program participants.

Training Focus:

- Provide an overview of **STARSS** from the master PowerPoint presentation, emphasizing the **STARSS** philosophy and **STARSS** message slides
- Use the “Reasons Why Women Smoke” Training Tip from Section 1 of *How to Be a STAR!*

Some Final Considerations ...

Finally, keep these points in mind:

- You can use the master PowerPoint training presentation in any form or combination that suits your training needs. Find it at:

www.aware.on.ca/starss/starss-training

- Steer your training participants to the **STARSS** section of the AWARE website. There are lots of great training and implementation ideas from our **STARSS** national family.
- Share training tips via social media! Join our **STARSS** Facebook page at www.facebook.com/STARSS.Canada or follow us on Twitter at www.twitter.com/STARSS_Canada

Be a STAR! Stay Up-to-Date

New training information and **STARSS** training extras are always being made available to support your training needs. Check our website frequently for updates and additional resources at: www.aware.on.ca/starss/starss-training

Be a STAR! What We Found:

Use the master **STARSS** PowerPoint presentation in the following ways:

- It will take a full day training event to cover all of the slides.
- For a half day, use the slides up to and including #26 “How To Use **STARSS**”. Schedule a follow-up discussion (via teleconference or email) for a few weeks away. Ask training participants to check out implementation ideas from the website in the meantime. In the follow-up session, talk about implementation successes and challenges.
- For a two hour presentation or teleconference, choose one or two of the “Women’s Voices” slides (important for context) and then use slides #8 to #22, which will provide an overview of **STARSS**. Ask participants to commit to familiarizing themselves with the **STARSS** resources. Schedule a follow-up session to discuss slides #23 to #26 “How To Use **STARSS**”.
- Use any of the **Be a STAR! Training Tips** found throughout this guidebook. Think of ways to integrate these training exercises into your training event.