

## KINGS COUNTY FAMILY RESOURCE CENTRE FAMILY WELLNESS CHALLENGE AND STARSS

The Kings County Family Resource Centre in Sussex, New Brunswick applied for and was successful in receiving funds to initiate a "Family Wellness Challenge" in May of this year. This funding was provided by the New Brunswick provincial government Department of Wellness, Culture and Sport. The main activity of Family Wellness Challenge was to invite and encourage families to make small lifestyle changes across several domains in order to improve their overall health and wellbeing. Areas of change included physical activity, nutrition, screen time, and environmental health. Within this fourth category, KCFRC introduced material from **STARSS**. Within the sign up packets that families received when they registered to participate, they received the **STARSS Handout "How To Be a Star! Secondhand Smoke Protection."** The Centre also partnered with its local radio station to have "Kid Spot" messages air throughout the month and one was on secondhand smoke protection and read: *"Help members of your family become STARSS and "Start Thinking About Reducing Secondhand Smoke!" If you smoke in your house, take a smoke break in front of an open window with a fan behind you, blowing the smoke out the window. And remember, it's always best to smoke outside if you can!"* (which was read by a little one!) And finally, as part of a "Parent Talk" Presentation on "Environmental Health", we incorporated **STARSS** material by providing **STARSS** cookies, **STARSS** gift bags for participants, a "Truth or Myth" activity formatted in a "Pick a Card, Any Card...." style along with the **STARSS Handout "Effects of Secondhand Smoke on Children"** and a handout we created entitled "Goals For Your Home" which incorporated **STARSS** material.

The potential to implement this type of initiative on an annual basis, and therefore create a doorway for introducing more of this material, is great. This has been confirmed by evaluation feedback from participants. The program consultant with the provincial Department of Wellness, Culture, and Sport from which funds were secured, has approached KCFRC about participating in an initiative to create a regional wellness network, through which future initiatives like this could be offered. As with all first projects, there have been learnings which will be incorporated into similar projects in the future. However, the potential remains strong to incorporate additional **STARSS** activities, materials, and key messages into similar program venues in the future.