

National Rollout of STARSS

Start Thinking About Reducing Second-hand Smoke

Teleconference Minutes

12 March 2010

Present: Wendy Reynolds and Jen Amos (AWARE, Kingston, Ontario); Sylvie Palin (CAPC/CPNP National Projects Fund, Ottawa); Christine Sim (Port Alberni, British Columbia); Lindsay Roberts (Whitehorse, Yukon); Raylene Witt (Regina, Saskatchewan); Linda Floyd Sadler (Sussex, New Brunswick); Lisa Osmond (Carbonear, Newfoundland); Genevieve Clarke (Hay River, NWT); Jacquie Lidstone (Alberton, PEI); Cheryl Stetsko Mayne (Grande Prairie, Alberta); JoAnna LaTulippe-Rochon (Sydney, Nova Scotia); Karen Langevin (PHAC Atlantic Region)

Regrets: Terry Weber (Grande Prairie, Alberta); Nicole Hoben (Carbonear, Newfoundland); Shannon Duke (Whitehorse, Yukon); Lynne Parker (Portage La Prairie, Manitoba); Jennifer Sells (Owen Sound, Ontario); Stephanie Curtis (PHAC British Columbia); Sandra Duncan (Health Promotion Unit, Government of Yukon, Whitehorse); Suzanne Beaulieu (PHAC Ontario); Chrysta Bell (Alberta Health Services, Edmonton, Alberta); Nancy Poole (BC Centre for Excellence in Women's Health, British Columbia); Joanne Chabassol (Addiction Services, Nova Scotia); Sarah Doak (Northern Secretariat, Ottawa); Brenda Miller (AWARE, Ontario)

- 1. Welcome and Introductions:** Wendy welcomed everyone to the teleconference and did a check in of who's who, helping to identify the different representatives from each province/region.
- 2. Review of the Minutes of the January 2010 National Teleconference:** Wendy summarized some of the ideas from the national meeting that AWARE is working on. The **STARSS Showcase** is now live on the website. Currently in this section, you can find pictures from the national meeting, some of the great things Jacquie has done in PEI, some **STARSS** ideas from Raylene's Regina site, and Lynda's **STARSS** cookies. Wendy would like to see it become a place to upload pictures and ideas that will help give new people, or people who just want new ideas, a place to go for inspiration. Please forward any photos you have of your **STARSS** ideas so that we can upload them to the website.

The interactive calendar is almost ready. **STARSS** service providers can post info which might be of use to other service providers and to AWARE for the newsletter. Once it's complete, Wendy will give everyone instructions on how to access and add information to it.

STARSS squeezies, window clings, and magnets are ordered and should be ready by the end of April. They will be available free of charge to rollout sites as part of this project, but there might not be thousands available to each site. Once they are delivered, the rollout site can distribute them within their regions.

AWARE is setting up a listserve for moms who might be engaged in **STARSS** activities where we would send out a motivational message (the way some of the smokers helplines are doing) as well as a mom's version of the newsletter. AWARE is in the final process of figuring out how to do this, and it should be ready by end of March.

Wendy is also working on updating the national training document and will be contacting folks for their input. We have decided against putting this on the website for individuals to update, as it would require Wendy to ensure that it was accurate in any case.

3. Phase 2 of the STARSS National Rollout:

- a) **National meeting update:** Wendy had previously distributed the report of the first national meeting. It's long, 27 pages, but Wendy asked everyone to try to give it a read and ensure it's accurate, and to let her know if changes should be made. This report will be uploaded to website as a pdf, to make the information more generally available.

- b) **On-site training visits:** The on-site visits were completed in a bit of a whirlwind of activity in February. It was great to see everyone and get the first hand view of their programs and their ideas for **STARSS** implementation. Once again, Wendy was astounded by the range of activities that CAPC/CPNP projects across Canada undertake, with such creativity and compassion for children and families, and such interesting programming. They project spaces are all very welcoming; each is different, but all are consistently engaging. Sylvie agreed that everyone should be so proud of the work they do. Wendy has completed a report of the on-site visits, but before she distributes it, she wants to talk to everyone individually to ensure accuracy. She has already talked to Christine, and is trying to catch up with the rest of the **Phase 2** sites next week to review the information contained in that summary. Genevieve went to Whitehorse to meet with Shannon and two others from CPNP projects in NWT. Aside from some hotel glitches, it went well.

Wendy mentioned that, based on feedback during the site visits, a few changes were made to the evaluations. The changes were mostly to clarify questions. Wendy plans to touch base next week to talk about changes. Wendy also brought up scheduling for the June site visits; she will talk with sites about when she'll be back (just like the Terminator!)

Linda said the site visit was really good, and totally worthwhile to get **STARSS** integrated. Christine concurred and found the visit really energizing. Jacquie spoke about the ECE program, and volunteers that came to the presentation, and said both groups got a lot out of the presentation. They said it was a real eye-opener, and really enjoyed it. Jacquie said it was great to have more people sit in.

- c) **Partnership agreements:** There are revised agreements that Wendy worked on with everyone during the site visits. She will send them out to people in advance of phoning to discuss all the leftover items from the site visits.
- d) **E-newsletter and website updates:** Wendy had previously distributed the March e-newsletter and it is posted on website. There were a couple of spelling mistakes in the one she emailed, but the version on web is corrected. It was quickly translated (received on Monday, done on Thursday), so the French version is also available on the website. Wendy thanked Jacquie for talking to Jen, as Jacquie had lots of great ideas that were incorporated into the March edition. For the April newsletter, AWARE wants to contact other people: Wendy was thinking about contacting Lynne from Manitoba and Linda from New Brunswick. But if anyone has ideas for the April newsletter, let Wendy know. She reminded everyone that once calendar is up, they'll be able to post ideas in there.

Wendy reported that there is a new **STARSS** section on the website called "National Rollout". The plan is to put up pdfs of reports, PowerPoint presentations, and more. This will be up in next week or two.

Wendy also asked everyone to send along photos so AWARE can upload them to the **STARSS Showcase** section of the website, and counsellors can share their ideas visually with everyone else.

- e) **Train-the-trainer manual:** Wendy told the group that the project evaluator is helping AWARE design ways to gather information. Wendy thinks we finally have something we're satisfied with. Wendy will contact **Phase 1** sites about what they think is good information to share with others who are new to **STARSS** training. In addition, around April/May, the evaluator would like to do a teleconference with **Phase 1** sites for key pieces of information, regarding topics such as how to maintain the national momentum for **STARSS** when it is not funded. Karen in PEI asked would the manual be translated into French, and whether tools such as PowerPoint would be included. Wendy said yes, it will be translated into French and yes, that is the vision. Wendy said that the squeezies, magnets and window clings will be available in French as well.
- f) **Other activities:** Wendy asked Sylvie if she had any concerns. Sylvie said she thought things were going well, and that she wanted to see all of the great new features on the website.

- 4. **Regional Activities:** We decided to start with the **Phase 2** rollout sites, to give them an opportunity to talk about their plans for **STARSS** implementation activities in their projects.

Prince Edward Island: Jacquie (with a lot of support from JoAnna LaTulippe-Rochon) presented **STARSS** for the PEI annual CAPC conference in Charlottetown. JoAnna and Jacquie met for a day in advance and spent the day going over things, and adapting the PowerPoint presentation for the Island group of service providers. There was a bit of technical difficulty, but a Staples visit saved the day. They ran two two-hour sessions, for about 29 Best Start, CPNP, and CAPC folks. Jacquie was thankful for support from both Karen and JoAnna. She learned a lot, and also learned a lot about technology as well!

JoAnna reiterated that **STARSS** is such a good way to approach the topic of smoking. She mentioned language, and how intentions could be misinterpreted. She says **STARSS** keeps people interested, and that people seemed curious about it. Karen said it was her first time participating in a **STARSS** training, and she thought it was great. The group was excited. Jacquie said it was great to have Best Start workers there too, because they go into the home until the baby is 3, and see more of the high risk women. Wendy and Jacquie have already discussed getting the Best Start staff involved in **STARSS** training when Wendy does her return visit to PEI in June.

Wendy thanked Karen and JoAnna for supporting Jacquie in the training, and said everybody did a great job.

New Brunswick: Linda thanked Wendy for the site visit, and said everyone in their group took something away from it. The visit has already generated good ideas and discussions about integrating **STARSS** into what they already do. They have a window display that says “stay tuned for **STARSS**”, and are planting some seeds. Wendy thought these were great ideas, and reminded Linda to send pictures along when it was done. Linda has an onsite e-learning partner, Brenda Wright, who is also keenly interested in making **STARSS** available within her return to work program. Linda says they also applied for some provincial funds, in hopes of hosting a family wellness challenge in May. The themes will be: physical activity, healthy nutrition, environmental hazards (this is where **STARSS** fits). In June, there is the annual meeting for the provincial Family Resource Centres which we hope to tie-in with Wendy’s June visit.

Newfoundland: Lisa said there was not much to report in the two weeks since Wendy left, as Lisa away from work for a week and Nicole was away the following week. However, both Lisa and Wendy were very impressed by all the **STARSS** implementation ideas Nicole already has in mind. She is yet another of the very creative CPNP staff!

Nova Scotia: JoAnna had nothing further to add, except to say that she is thinking of ways to reenergize her staff’s involvement in **STARSS**. Wendy once again thanked JoAnna for her help in PEI.

Ontario: Wendy reported on behalf of Jennifer Sells from Owen Sound that her site was doing more **STARSS** groups, and has just finished another one. Wendy says Jennifer has a lot of experience with the group approach to **STARSS**, and could be a good resource for other sites that are considering running **STARSS** groups. The PHAC Program Consultant, Suzanne Beaulieu, is doing a **STARSS** training in North Bay with CAPC/CPNP organized by child welfare staff in April. Suzanne is the greatest!

Manitoba: Based on the province wide **STARSS** training that Lynne Parker (and Heather Leeman) did for Manitoba CPNP staff in January, the PHAC Program Consultant, Lisa Kehler, reported that one group was able to get some training funding, and a second group will be able to, as well. These are great ripple effects. Wendy and the AWARE gang shipped off all sorts of **STARSS** resources to various Manitoba regional health authorities in the past few weeks.

Saskatchewan: Raylene has begun her site's **STARSS** implementation with the Baby's Best Start program they run in one of the local high schools. While Raylene said that while the event was "typical" of talking to teens, it went fine. One of the students is making a **STARSS** board. Wendy said to take a picture, and pass it along.

Alberta: Cheryl said at Grande Prairie they're planning a "new staff gala" to get workers up to speed on **STARSS**. Wendy really likes the idea of a **STARSS** gala – it makes us sound very sophisticated! Terry is continuing with her **STARSS** work in her home visits. Terry is also the greatest **STAR!**

British Columbia: Christine said she was in the mode of letting the community know about **STARSS**. She did a presentation at staff meeting at her Centre (Knee waas) which sponsors all of their 0 to 6 programs and it was well received. She also presented at a "put children first" conference with 18 service providers, (a tribal council that oversees 14 bands on Vancouver Island), many of whom are nurses who do home visits. They all want to know more about implementing **STARSS** into their work. She also hopes to do a **STARSS** presentation at a conference in April. Wendy was grateful for all of her hard work, and also said we are having a brainstorming session with Lindsay and Shannon regarding ways we can be supportive of Christine in attempting to get the **STARSS** message out across all of BC.

Northwest Territories: Genevieve met with Shannon and two other CPNP projects in Whitehorse. The Whitehorse training went well, and she wanted to thank Shannon for staying with her when her plane was delayed. Genevieve also met with another group of CAPC and CPNP staff and provided them with a description of **STARSS**. They're looking for funding for 4 sites to get trained. Genevieve has begun **STARSS** implementation in her site, with the

posters and handouts approach. One of the CPNP nurses who was at the Whitehorse training has already organized a training in Inuvik.

Yukon: Lindsay reported that she did a **STARSS** training with Shannon, attending a regional mentorship meeting with sites across territory. Since there has been some turnover in mentorship sites, she planned training, to connect and re-motivate everybody, to talk about new ideas, and new things they have done. They also applied for, and received, another year of funding from the federal Tobacco Control Strategy. Lindsay is also travelling to a health fair during March break (with help from her daughter), and will set up display, where children can design, colour, and laminate no smoking signs.

Nunavut: One of our National Advisory Committee members, Janet Nevala, connected Wendy with someone in Nunavut who is doing distance education on “promising practices in tobacco reduction” and they will work with Wendy to incorporate **STARSS** into the training.

5. **Review of STARSS National Training Document:** Wendy really wants to make sure this is updated monthly, as funders like to see this sort of thing and it gives a really good national picture of the range of **STARSS** activity. Wendy will connect with everyone to make sure all of their training events have been incorporated.
6. **Other Issues:**
 - a) **Smoking rates by province:** We have put together an Excel spreadsheet with smoking rates both Canada wide and by province, age, and gender. For some reason, Statistics Canada only posted rates for provinces, and not territories, but some different information was available for Yukon and NWT. Wendy will email this information out.
 - b) **Grants and funding sources:** Jacquie suggested that it would be helpful of those who got grants, to give the information to Wendy, so she could pass along to others who might want to apply. Linda said some grants might be called by a different name, but there probably are similar regional grants and programs. Lindsay said CAAWS is advertising for programming. Wendy said anyone with information could forward it to her for dissemination to all, and she'll get the AWARE student research assistant to do some digging.
7. **Next Teleconference:**
Friday, April 9th
1:00 Eastern