



STARSS News

Start Thinking About Reducing Secondhand Smoke!

Issue Two

STARSS Tips: get the most out of STARSS!

- **Put stars everywhere.**

We found that moms really like the star motif. Some sites hang stars displaying what moms do to protect their children. Others put up big yellow stars that said "Want to be a STAR? Ask us how."

- **Keep it fresh.** We've found it's important to change the **STARSS** materials every few weeks.

- **Offer giveaways.** Give moms star-shaped souvenirs to remind her of **STARSS** strategies even when she's at home (check your local dollar store).

- **Do an environmental scan.** Make sure there aren't materials in your site that oppose the gentle, encouraging message of **STARSS**.

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Try these STARSS ideas from CAPC/CPNP sites across Canada

In Whitehorse (Yukon), with a teen parenting group, they did a scrapbooking exercise based on the **I'm a STAR! Journal**. The Whitehorse rollout site has loads of great ideas to share in the **STARSS** online community.

In Grande Prairie (Alberta), they had the delicious idea of serving star shaped cupcakes, jello, and a star fruit garnish when they held a **STARSS** lunch for their moms group.

In Portage-la-Prairie (Manitoba), they use colour coded handouts to make sure they're on the right track with **STARSS** groups. They use the colours to record the number and type of handouts moms have picked up. This helps the project staff see which messages are the most popular, and also helps staff generate discussions based on the topics moms have on their minds.

Some creative folks promote the **STARSS** strategies by being playful! Games, puppet shows, and even circus activities, such as **STARSS** ring toss are just some of the unique ways **STARSS** is presented. One CPNP site holds luncheons, then eases into the discussion by playing Smokes and Ladders, a version of Snakes and Ladders. They also take bag lunches with **STARSS** messages printed on the bags for moms to read while they munch.

Many sites are offering moms star-shaped giveaways for participating in **STARSS**. Some have given away squishy **STARSS** stress balls, and others have put information on first aid kits. One innovative incentive used during the Alberta training was to provide either pink or blue snugglies with the **STARSS** message on them.

Do you have great STARSS ideas of your own?

Share them with us in our **STARSS** online community. Join as a **STARSS** service provider, or as a **STARSS** mom. Go to: aware.on.ca/user/register to sign up!

Here's what people are saying about STARSS

"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." Our thanks for this insight goes to the Sydney (Nova Scotia) rollout site!

Go to www.aware.on.ca to download a print friendly version of the newsletter.