



STARSS News

Start Thinking About Reducing Secondhand Smoke!

Issue Three

STARSS Holiday Tips from CAPC/CPNP projects across Canada

• **Why not try a STARSS tree-topper?** Or you could incorporate the STARSS message into any of your site's holiday decorations.

• **Get crafty!** Moms can create their very own holiday decorations with you and display them in their homes. This is a fun way to incorporate STARSS in your groups. And it will keep the messages on moms' minds.

• **Wish upon a STAR!** Encourage moms to write a wish about protecting their children on the back of a star shaped picture of their child. Use it as an ornament.

• **Remind a mom she's a STAR this season.** And if it helps her, she can think about her current goals as a holiday gift she can give to herself and her family.

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STARSS works for moms!

Research shows **STARSS** helps moms reduce their smoking! **STARSS** moms smoke half what they did before they were involved with **STARSS**. Their confidence in their ability to quit also increased because of **STARSS**.

Most women named protecting their children from secondhand smoke as their long term goal, and most of them achieved this at follow-up.

More moms also wanted to quit smoking, and most moms made at least one quit attempt during **STARSS**. Some quit for one week, while others stopped for 6 months.

Virtually all of the participants found **STARSS** to be very helpful, supportive, and applicable to their lives as low-income mothers, even when they don't seem particularly receptive in the first place. Many moms have said "You know, I really didn't want to talk about smoking, but I learned a lot."

STARSS works for service providers!

Our evaluations show that **STARSS** is easy to use and is a great addition to existing programs. CAPC and CPNP staff said it was very easy to introduce **STARSS** in both an informal and a formal way in pre-existing groups (such as playgroups or moms' groups).

Implementing **STARSS** does not add a burden to their work loads. **STARSS** is very flexible and can be incorporated into existing programming. Staff saw it as an opportunity to gain more knowledge, confidence and motivation when it comes to talking about smoking with participants. So it wasn't like adding another program into their busy days.

They also really liked that the **STARSS** materials are straightforward, easy to use, and laid out well. One staff said "It's friendly, it's not scary. It's concrete. It's not like a poster of a broken cigarette hanging on the wall."

Do you have other holiday STARSS tips?

Share them with us in our **STARSS** online community. Join as a **STARSS** service provider or as a **STARSS** mom. Sign up at aware.on.ca/user/register

Happy Holidays!!

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