

# National Rollout of STARSS

(Start Thinking About Reducing Secondhand Smoke)

## National Teleconference Minutes

### 20 August 2010

**Present:** Wendy Reynolds and Jen Amos (AWARE, Kingston, Ontario); Lindsay Roberts and Shannon Duke (Whitehorse, Yukon); Christine Sim (Port Alberni, British Columbia); Linda Floyd Sadler (Sussex, New Brunswick); Lisa Osmond (Carbonear, Newfoundland); Cheryl Stetsko Mayne and Terry Weber (Grande Prairie, Alberta); Jennifer Sells (Owen Sound, Ontario); Raylene Witt (Regina, Saskatchewan); Genevieve Clarke (Hay River, North West Territories)

**Regrets:** Nicole Hoben (Carbonear, Newfoundland); Lynne Parker (Portage la Prairie, Manitoba); Marie Bourassa and Sylvie Palin (CAPC/CPNP National Projects Fund, Ottawa); Sandra Duncan (Whitehorse, Yukon); Nancy Poole (BCCEWH, British Columbia); Karen Langevin (PHAC Atlantic); Lisa Kehler (PHAC Manitoba); Phyllis Price (Nova Scotia Health, Nova Scotia); Suzanne Beaulieu (PHAC Ontario); Stephanie Curtis (PHAC, British Columbia)

1. **Welcome and Introductions:** Wendy welcomed everyone to the teleconference, in particular thanking those who were able to join us during the lazy, hazy, crazy days of summer!
2. **Review of the Minutes of the June 2010 National Teleconference:** There were no changes regarding the minutes.
3. **STARSS National Rollout: Phase 2**
  - a) **Second National Meeting in Ottawa September 23 & 24:** Wendy will send out the draft agenda on Monday. Any feedback on the agenda is most welcome. Please get in touch with any additions or changes after you receive the draft next week.

As for a tentative agenda, Wendy is thinking Day 1 (Thursday the 23<sup>rd</sup>) the meeting will run 9-4. We could spend the morning doing summaries and updates of **STARSS** activities; everyone from both Phase 1 and Phase 2 rollout sites will have the opportunity to share their fabulous implementation ideas. Wendy has drafted some guidelines for these presentations, which she will also distribute to everyone on Monday. Lunch will be provided so we will have an opportunity to talk with each other a bit more informally. In the afternoon, we will continue with the presentations if we need the time and then have a “pick your brains” session where everyone can discuss any implementation challenges or

innovations about which they would like to receive input from others. Then, our project evaluator, Susan Cross, will be in attendance to discuss some evaluation issues. Then, the plan is to review where we are at the train the trainer guide, and some of the other resources, and also to decide what to spend the remaining resources portion of the project budget on.

On Day 2 (Friday the 24<sup>th</sup>) the plan is to start at 8:30, and finish by 12:30 or 1 PM. This way, those who have planes to catch will be able to leave on time. The plan is to spend the morning and as much of lunch as needed to think about “moving forward”; for example, thinking about Canadian Cancer Society funding.

On Wednesday, a few **STARS!** are meeting in advance of the general meeting, in order to brainstorm ways to provide better support for those who are in more remote locations.

The meeting space is in the same location as the hotel (The Albert at Bay Suites Hotel) and Wendy will be in the hotel from Tuesday night on, so will be able to greet everyone. She will also send out an email with instructions, similar to the one sent out in January, just before the meeting that will, for example, contain information about shuttle service to the hotel and so on.

- b) **On-site training visits:** Wendy has done a brief summary of the visits. These will be available on the website next week.
- c) **E-newsletter and website updates:** The September newsletter was sent out and has been uploaded to the website. We will post Genevieve’s new pictures on the website soon. If you haven’t seen them, there are also great pictures posted of Terry’s **STARSS** balloons and Lynne’s **STAR-B-QUE**. As for the Facebook and Twitter account, they are sending new traffic to our website: people are finding out about **STARSS** through these sites. We have more than 100 followers on Twitter, and have been mentioned in retweets, and follow Fridays.
- d) **Train-the-trainer manual:** This is coming along and more to follow at the meeting in Ottawa.
- e) **Other activities:** A woman named Linda Quennell who is a Public Health Nurse in the Tobacco Program for the Simcoe Muskoka District Health Unit in Barrie, Ontario has received funding from Health Canada to provide **STARSS** training to 11 CAPC/CPNP sites in her region.

Wendy had previously distributed two write-ups, one from Shannon and Lindsay which was an example of how they used the **STARSS** materials in an eight week group model, the other from Linda of her description of

**STARSS** integration into the funding they received for their Family Wellness Challenge. Both of these will be available online in a new section of the **STARSS** portion of the website, to be called “**STARSS in Action**”. There we can post all kinds of implementation ideas that people have had. So if you have something that would be appropriate, send it along. Wendy requested that Jennifer have one of her staff send us a description of the **STARSS** group model they developed which is a four week approach.

#### 4. Update on Regional Activities:

**New Brunswick:** Because of summer holidays, Linda reported that things are quieter than usual. The end result of the Family Wellness Challenge was a movement to create community health networks around the province, and it sounds like there will be some funds that come through. This could be a future venue to do some more implementation with **STARSS**. Linda did a bit more **STARSS** work with the Healthy Baby and Me CPNP project. Also, there has been some interest from the youth program for addictions (Portage), and there’s some interest in doing some work with them, based on expecting/new moms. Wendy suggested that we discuss what this would look like at the meeting in Ottawa, as some folks have had experience with this.

**Newfoundland:** Lisa echoed Linda’s observation that summer is a slower time for activities. There was still a lot of **STARSS** excitement from Wendy’s visit in July; the day long **STARSS** training session was attended by four other FRCs in the eastern region, along with provincial tobacco strategy staff. These were very impressed with **STARSS**, so impressed in fact that the direction of the provincial tobacco strategy was changed to incorporate **STARSS** and harm reduction. Lisa and Nicole have been invited to provide **STARSS** training in both the eastern and western regions of Newfoundland and Labrador by the provincial people later in the fall.

**Saskatchewan:** Raylene reported that she has done some follow-up **STARSS** training with an on-reserve community health nurse. She has also been integrating **STARSS** into their safety information, and many moms smoke outside already. They are brainstorming other ideas. She will also be incorporating **STARSS** into a mothers’ retreat in October. Raylene will also doing another **STARSS** training (10 more organizations will be coming).

**British Columbia:** Christine reported that the CAPC coordinator in Duncan is very enthusiastic about getting together a group from the CAPC coalition for a **STARSS** training, which Christine will be providing. Christine is hoping that this can be expanded to include the other CAPC coalitions from across the province. Wendy noted that a CAPC/CPNP project from Campbell River has been very interested in implementing **STARSS**, so hopefully they can be

included in any training. Wendy will forward the contact information for the Campbell River folks to Christine.

**Northwest Territories:** Genevieve has held a number of **STARSS** activities, including activities for kids, including having them decorate **STARSS** photo frames. Genevieve also had the brilliant idea of putting **STARSS** info inside colouring books to come out in September. This way, moms who smoke but who might feel shame or guilt reaching for information about smoking can still get the information by picking up a colouring book. Check out the website for pictures!

**Ontario:** Jennifer reported that, like many others, most of their programs shut down for summer. However, people would be very interested in having a written description of their group model for **STARSS**. Jennifer will ask one of her staff to provide this and will email it to Wendy for posting in the new **STARSS in Action** section of the website.

**Alberta:** Cheryl reported are looking at doing some **STARSS** programming with pregnant and parenting teens. The meeting is later today. They are also working on **STARSS** implementation with Aboriginal Head Start as well. Terry reported that she had her program wrap up for summer, and will probably start again in the fall. The **STARSS** balloons were big hit (see the website for pictures).

**Yukon:** Shannon and Lindsay reported that they are working on ideas for the fall. Healthy Families (a Yukon home visiting program for families with kids up to five.) is interested in doing some training so they can integrate **STARSS** into their programming.

5. **Next Teleconference:** Because of the national meeting in Ottawa in September, we won't need to have a teleconference in September unless something comes up. So see you in Ottawa!