

National Rollout of STARSS

Start Thinking About Reducing Second-hand Smoke

Teleconference Minutes

9 April 2010

Present: Wendy Reynolds and Brenda Miller (AWARE, Kingston, Ontario); Sylvie Palin (CAPC/CPNP National Projects Fund, Ottawa); Raylene Witt (Regina, Saskatchewan); Jacquie Lidstone (Alberton, PEI); Cheryl Stetsko Mayne (Grande Prairie, Alberta); Lindsay Roberts (Whitehorse, Yukon); Jennifer Sells (Owen Sound, Ontario); Shandy Reed, (PHAC Alberta); Lisa Kehler (PHAC Manitoba); Stephanie Curtis (PHAC, British Columbia)

Regrets: Lynne Parker (Portage la Prairie, Manitoba); Shannon Duke (Whitehorse, Yukon); Christine Sim (Port Alberni, British Columbia); Linda Floyd Sadler (Sussex, New Brunswick); Terry Weber (Grande Prairie, Alberta); Lisa Osmond and Nicole Hoben (Carbonear, Newfoundland); Genevieve Clarke (Hay River, NWT); Joanne Chabassol (Addiction Services, Nova Scotia); Suzanne Beaulieu (PHAC Ontario)

1. Welcome and Introductions: Wendy welcomed everyone to the teleconference, and did a check in of who's who and who sent regrets for today. Wendy regrets to inform the group that Lynne Parker (Portage La Prairie, Manitoba) has resigned from her position at the centre. We will keep the group updated when and how that position will be replaced; Wendy and Lisa Kehler from PHAC in Manitoba have been in touch to discuss possibilities and Wendy will check it out what's possible with Sylvie once she has some clarification from the new staff at the Portage rollout site about their desire and/or ability to continue being the **STARSS** training site for Manitoba.

2. Review of the Minutes of the March 2010 National Teleconference: Wendy asked if there were any changes regarding the March teleconference minutes and there were none. Wendy noted that the **National Rollout** button on the **STARSS** section of the AWARE website has been updated to include the minutes of the **STARSS** national teleconferences and the report from the first national meeting. All teleconference minutes will be uploaded every month to <http://aware.on.ca/starss/national-rollout>. Any other new reports and minutes will be added as we go along. Wendy encouraged everyone to view the website. Linda from New Brunswick has added photos to the **STARSS Showcase**. Wendy encourages everyone to share their photos to inspire and excite others with new ideas. The calendar is ready to be launched and each rollout site can add their **STARSS** activities. Unfortunately, it's a little complicated to add events, so Wendy (or Jen, our program assistant who is a techno whiz) will assist anyone who needs a walk through to begin the process. Jen has also developed step-by-step instructions with visuals of the desktop which also might help; just let us know if you'd like a copy of the instructions. Keep your ideas coming for the newsletter as well; this is also a reason we developed the calendar for rollout sites to add newsletter ideas. Our promotional items of the **STARSS** stress balls, fridge magnets, and window clings are being processed. The list serve is ready to go, so we just need any interested moms to sign up and get motivational messages by email. The list serve is accessed by going to **STARSS** community log in to the home page and click where it says "**join the AWARE/STARSS community**". We've also decided to set up a **STARSS** Twitter account; obviously,

Twitter is perfect for short messages so we decided to get on the Twitter techno-wagon as another way to send and receive motivational messages. You can find the Twitter button on the bottom of the **STARSS** page on the website. Again, we just need folks to sign up. The one draw back to list serve is the difficulty of responding to individualized requests for support, referral, or counselling; AWARE just doesn't have the resources to do this. Facebook was discussed as a possible way for moms to talk with each other and to send messages. Wendy will ask Jen to look into setting this up. As long as it doesn't demand too much of us in the way of moderation, it should be OK. We can set it up on a trial basis and see how it goes.

3. Phase 2 of the STARSS National Rollout:

- a. **On-site training visits:** The report of the first site visits in February has been completed; Wendy wants to make sure that the report is completely accurate before she makes it public (by posting it on the website!) so she has spoken with each person from the phase two sites except Linda, who has been busy travelling and then off work with an illness. As soon as Wendy gets the go-ahead from Linda, we will post the report. The partnership agreements have been approved by all parties and signed.
- b. **E-newsletter and website updates:** The April newsletter is up and running; Linda's site in New Brunswick is featured. Thanks, Linda and staff, for your **STARSS** photos, now uploaded to the **STARSS Showcase!** Wendy commented on the efficiency of our French translator (Annie Bourret) who has returned the French version to us today, just three days after receiving the English copy; we will have the French version of the newsletter posted to the website by next week.
- c. **Train-the-Trainer Manual:** Brenda has been completing surveys and interviews with both our **Phase 1** and our **Phase 2** rollout sites to get input regarding three things: content for the train-the-trainer manual; role of regional mentors; and (**Phase 1** sites only) insights regarding the key components for the continuation of **STARSS** during the period between the two funded portions of the **National Rollout** (i.e., between April 2007 and October 2009). Our project evaluator, Susan Cross, is interested in a qualitative investigation of this period to give us some direction for what will support the on-going national activities of **STARSS** after the funding for **Phase 2 of the National Rollout of STARSS** ends in October. Susan designed an evaluation interview/survey that incorporates these three components to measure responses. Brenda has been speaking to staff from each of the rollout sites and will continue until everyone has had an opportunity to share their comments.
- d. **Other Activities:** Wendy would like to set the June dates for the second round of training at each of the sites. Cheaper flights can be obtained when done in advance. She will be getting in touch with everyone over the next couple of weeks to confirm the dates.

4. Update on Regional Activities:

Prince Edward Island: Jacquie appreciated the training Wendy provided and would like her to provide another **STARSS** training for staff at the Family Resource Centre and Best Start when she comes again in June. Also, there was an FRC in PEI that was unable to attend the March conference, so Jacquie would like to invite them to

attend as well. Jacquie has been trying to keep up with her **STARSS** initiatives over the past month during a period of staff transition and changes within her own job description.

New Brunswick: Linda has been introducing **STARSS** within their main centre with activities of a window display and gift bag draws. The second week's draw included the incorporation of the handout on the effects of second hand smoke on children and the window display has incorporated a bulletin on the costs of smoking to the pack a day smoker in N.B., also taken from handout material of **STARSS**. They are just beginning our third week of this activity and after this week hope to be able to take a version of this out to some of their outreach sites to introduce the program in the same kind of way. Linda also hopes to get posters out to some of the outreach locations in April and May. The **STARSS** handout "How to be a Star – Secondhand Smoke Protection" will be incorporated that into Family Sign Up Packages for the upcoming Family Wellness Challenge in May. Linda also hopes to use their regular newsletter and calendar for **STARSS** material and information in its May and June publication. If they receive funding for a summer student, Linda hopes to have the student implement some **STARSS** program activities, too.

Newfoundland: Lisa reported that they are still working on their "**STARSS Hall of Fame**". Nicole has invited her prenatal group to help with this at the first **STARSS** session next week. They have also purchased some stars materials including stickers, cookie cutters, glow in the dark stars, etc. There is a Healthy Baby Club training event for Resource Mothers (along with others involved in Healthy Baby Clubs) in the province which is now scheduled for October. Lisa recently had a conversation with a member of the organizing committee regarding Lisa and Nicole facilitating a training session around the **STARSS** program at this training event.

Saskatchewan: Raylene has continued to introduce the **STARSS** strategies with her Babies Best Start group at a nearby high school. It is slow going but Raylene is undaunted! One of Raylene's colleagues, a nurse who works on reserve, is very interested in engaging moms with the individual component of **STARSS**. Either Wendy can help provide her with some training when she makes the second site visit in June, or we can connect Raylene and the nurse with Terry Weber in Alberta who has done so much with the **STARSS** one-on-one.

British Columbia: Christine will be delivering a lunchtime **STARSS** presentation at the BC annual CAPC conference taking place April 21 to 23. The BC CPNP conference is in October; between us (i.e., Christine's regional mentors in Yukon and Wendy), we are hoping to be able to support Christine to do a **STARSS** presentation at this conference. Christine also reported that she will be giving her on-Island CAPC Coalition a detailed presentation next week to see how, as a coalition, they can best make use of **STARSS**. Wendy has also suggested that Katherine Coopsie from the Duncan CAPC/CPNP project could be invited to come to Port Alberni for the June visit for some added **STARSS** training, as she has been very interested in **STARSS** implementation; Wendy will check this out with Christine.

North West Territories: Genevieve was trying to introduce **STARSS** through her Crafty Mom's program but then realized that this would not work too well as the

majority of the moms attending that program did not smoke. So she decided instead to set up a **STARSS** group, that would include information on the **STARSS** program and a craft time. To that end, she has been advertising and planning this month and forwarded us some pictures that have been uploaded to the **STARSS Showcase** on the AWARE website.

Ontario: Jennifer tried **STARSS** outreach with her local Ontario Earlier Years Centre (OEYC) with little success; however, this was perhaps not unsurprising as OEYC attracts more middle class participants and few of them are smokers. For the first time, the First Nations response to their **STARSS** group was not great, but this is probably reflective of the natural ebb and flow of groups. Training has been provided for 12 sessions in Hanover and 4 in Wiarton. The CAPC/CPNP **STARSS** groups have been very successful and the best attended; for example, in the Best Start group (over four sessions with a mental health component), among a group of seven moms, three quit. Jennifer had originally planned to provide another **STARSS** training at the Ontario provincial CAPC/CPNP conference in October; however, unfortunately, the focus of this year's conference is on managers, not front line workers, with management issues the priority. Jennifer will continue to think about the best way to post **STARSS** updates to the Ontario CAPC/CPNP webboard.

Manitoba: Lisa was excited to report that, as a result of the **STARSS** CPNP training provided by Lynne and Heather to Manitoba CPNP staff in January, there has been an amazing ripple effect, especially with **STARSS** uptake among Regional Health Authorities. Wendy concurred and confirmed that AWARE has shipped out several orders for **STARSS** resources to the RHAs. Given that Lynne Parker has very recently resigned from the Tupper Street Family Resource Centre, it is too early to know how that position will be replaced viz-a-viz **STARSS**; however, if Lynne is unable to continue, Wendy has been strategizing with Lisa regarding a replacement. The logistics of this will be discussed with Sylvie, but hopefully we will have a **STARSS** point person for Manitoba shortly, as the interest is really peaking.

Alberta: Cheryl has been running **STARSS** sessions that run approximately four weeks and Terry continues to work on an individual basis within the community. Wendy reminded them to take pictures for our web site.

Yukon: Lindsay participated in the Cormac Health Fair using **STARSS** games and a Ring Toss. The focus of the fair was to give health information for parents so Lindsay had **STARSS** journals, prints, tangle bracelets (keeping hands busy) and had NO SMOKING signs for kids to colour and laminate. Sometimes these sorts of health fairs are not well attended; however, this fair had a good turn out. Next week she will be providing training at the Child Care Association consisting of day care and home day care staff. The concept is to support parents with change and to connect with support services. With the CPNP pre-natal group, **STARSS** activities will be implemented into the eight week course. It turns out there may be a lot of closet smokers in the group, so the **STARSS** program is a good fit.

- 5. Review of STARSS National Training Document:** Just a reminder to continue to forward to Wendy any training updates so we can keep this document as current as possible.

6. Other Issues:

- Wendy had previously sent out an Excel document with the smoking rates per province; please call if you have any problems with interpretation or even just opening the document!
- Jackie had enquired last time about other sources for **STARSS** funding; Wendy and the AWARE team have been looking into this. It's a little complicated because things are so different from province to province, but we are hoping to have a brief list of potential places everyone can look for smaller amounts of funding that could support **STARSS** activities within your CAPC/CPNP project or within your region as a whole.
- **STARSS** is one of the programs that will be highlighted in something called the **Respiratory Resources Canada Database** as part of the National Lung Health Framework. The database is supposed to be functional this spring.

7. Next Teleconference: The second Friday of the month is Friday May 14th, 2010 at 1:00 Eastern.