

National Rollout of STARSS

Start Thinking About Reducing Second-hand Smoke

Teleconference Minutes

29 January 2010

Present: Wendy Reynolds and Brenda Miller (AWARE, Kingston, Ontario); Sylvie Palin (CAPC/CPNP National Projects Fund, Ottawa); Lindsay Roberts (Whitehorse, Yukon); Raylene Witt (Regina, Saskatchewan); Linda Floyd Sadler (Sussex, New Brunswick); Lisa Osmond and Nicole Hoben (Carbonear, Newfoundland); Jacquie Lidstone (Alberton, PEI); Terry Weber and Cheryl Stetsko Mayne (Grande Prairie, Alberta); Suzanne Beaulieu (PHAC Ontario); Karen Langevin (PHAC Atlantic Region); Sandra Duncan (Health Promotion Unit, Government of Yukon, Whitehorse); Chrysta Bell (Alberta Health Services, Edmonton, Alberta)

Regrets: Shannon Duke (Whitehorse, Yukon); Lynne Parker (Portage La Prairie, Manitoba); Nancy Poole (BC Centre for Excellence in Women's Health, British Columbia); Joanne Chabassol (Addiction Services, Nova Scotia); Genevieve Clarke (Hay River, NWT); Stephanie Curtis (PHAC British Columbia) Christine Sim (Port Alberni, British Columbia); Sarah Doak (Northern Secretariat, Ottawa)

- 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 December 2009 National Teleconference:** Wendy asked if there were any changes regarding the December teleconference minutes and there were none. Wendy noted that Lynne Parker's email address needs to be changed. We have made headway finding a provincial representative from PEI but we still need someone from Saskatchewan.
- 3. Phase 2 of the STARSS National Rollout:**
 - a) National meeting update:** Wendy summarized the national meeting for the rollout sites that was held in Ottawa. Wendy breathed a sigh of relief that the weather cooperated and everyone arrived on schedule and safely; Suzanne from Ontario was the only person who was delayed due to poor weather conditions. During both days of the meeting, Monica Vanderleest (PHAC Alberta) and Karen Langevin (PHAC PEI) joined via teleconference. The minutes are still being processed and will be sent out as soon as they are completed. Please don't hesitate to make any recommendations when you review the minutes. The first day of the meetings was attended by the Phase 2 rollout sites and we were thrilled to meet everyone; it was energizing and productive. We provided an overview of **STARSS** and preliminary training. Day two was just as exciting with the Phase 1 rollout sites joining us. We did introductions by using a map of Canada and placing stars on the locations of all the rollout sites across the country. So it's pretty exciting to see our **STARSS** extend from one side of the county to the other.

Lots of **STARSS** implementation ideas were shared during the two days. Wendy encouraged everyone to join the **STARSS** community on the AWARE website. Based on ideas generated at the national meeting, we have added a new section called **STARSS Showcase** where we hope to post photos and ideas from all the rollout sites regarding **STARSS** implementation ideas. So remember to send us your creative ideas and we will share them with CAPC/CPNP projects across Canada. We are also trying to upload an interactive calendar which will allow everyone to make suggestions for upcoming newsletters.

At the meeting, we also discussed some additions to the STARSS resources, specifically items that could be given to STARSS participants. Wendy had budgeted for some of these “extras” in the project budget, so we should be able to produce for national distribution the star shaped squeezies, window clings, and fridge magnets. Anything we produce from the project budget has to be suitable for national distribution (so can’t have local phone numbers, etc. included on them, for example) and available in both English and French.

We also decided at the national meeting that, due to the lack of necessary infrastructure at AWARE to support a discussion area on the AWARE website for **STARSS** moms, we will set up a listserv which will send encouraging and motivational messages to any **STARSS** moms who sign up, plus a mom’s version of the newsletter which we could produce every couple of months.

- b) **STARSS train-the-trainer manual:** This agenda item was deferred due to lack of time for discussion.
- c) **On-site training visits:** Wendy has made all the travel arrangements for the on-site visits in February, which will be:

Port Alberni, BC: February 10th
Regina, SK: February 12th
Sussex, NB: February 18th
Alberton, P.E.I.: February 19th
Carbonear, NFLD: February 25th

Genevieve from the NWT site will be participating in a training that Shannon in Whitehorse is providing during the week of February 25th. Wendy will be teleconferencing with Shannon and Genevieve both in advance and following the Whitehorse training.

The training during the on-site visits is individualized to the needs and requirements of each site. Wendy will touch base with each site in advance of the site visits to check out what they would like to have happen.

- d) **Evaluation issues:** Our evaluator (Susan Cross) would like to have a teleconference focus group with the Phase 1 rollout sites, possibly in April. Susan is interested in looking at the period from March 2007 to October of 2009 when the **STARSS** work continued but wasn’t funded. She wants to investigate

people's perceptions of the key pieces that kept the national rollout in focus and moving forward.

e) Regional mentors: Given varying capacities, the roles of the regional mentors will vary from place to place, region to region. We need to figure out what will be the best mechanism for determining the partnership agreements for the regional mentors. The easiest mechanism may be asking and answering questions via email. Also, the situation with Ontario is somewhat different as there isn't another region for Ontario to mentor, but given its size, will have lots of work mentoring itself, so to speak. Wendy, Suzanne and Jennifer will have a teleconference to discuss what the mentorship will look like for Ontario.

4. STARSS e-newsletter: The February e-newsletter was distributed in advance of the teleconference. For the March edition, we're thinking that we will highlight "**How to Talk Like a STAR!**" in the "**STARSS tips**" section (always on the left hand side of the newsletter) as we had some discussion about the usefulness of this at the national meeting; for example, Joanna reported that this handout (from the **Welcome** section of the **Guide to STARSS Strategies**) always creates a lot of discussion in the training sessions she has done – it really helps people stop and think about what they're saying and how to avoid negative statements by substituting motivational responses that are thought provoking. Any ideas for the March edition are most welcomed.

5. Regional Activities:

Atlantic: Joanna will support Jacquie in providing **STARSS** training for the PEI provincial conference for CAPC/CPNP in March. There is one Francophone site in PEI and three or four in NB; Linda reported that, in NB, the Francophone and Anglophone sites all sit around the table and work together quite cooperatively, so she is sure that we can work with them to make sure that **BRAVO** can be implemented in the Atlantic region.

Yukon: As usual, our **North STARSS** have been very busy! The mentoring sites have engaged in a lot of **STARSS** activity. Shannon has been busy planning for the mentoring of the **STARSS** program with CPNP projects in the NWT and is looking forward to having Genevieve from our NWT rollout site join this training in February.

Alberta: Cheryl reported that she has started her **STARSS** training initiatives by presenting the program to the rest of the staff at the Friendship Centre, who showed enthusiasm for the strategies. Monica Vanderleest from the Alberta region of PHAC updates the CAPC/CPNP projects in her region by including the **STARSS** newsletters in their monthly News Digest; in the January issue, she featured the **STARSS** section of the AWARE website, highlighting the **STARSS** resources, and included an invitation for people to join the email list.

Manitoba: Prior to the national meeting, Heather and Lynne provided a two day **STARSS** training for Manitoba CPNP staff and others from similar program. There were almost immediate ripple effects from this training, as Lisa Kehler (PHAC in Manitoba) reported to Wendy. More to follow on this ...

Ontario: Jennifer's staff is still busy implementing **STARSS** in various ways. They also plan to provide another **STARSS** training at the annual provincial CAPC/CPNP conference. They have also responded to **STARSS** queries from

other CAPC/CPNP projects and are helping one CPNP project in particular to implement **STARSS** in their site.

6. Review of STARSS National Training: Wendy reminded everyone to keep track of all the **STARSS** trainings they do, no matter how big or small. A tracking system has been developed with the master sheet at AWARE so all you have to do is email to Wendy the trainings that you have provided. We might be able to upload this to the website, too, so that people can add their own to the master document. Wendy will investigate this with our web technician.

7. Next Teleconference:

Friday, March 12th
1:00 Eastern