

## National Rollout of STARSS

### Start Thinking About Reducing Second-hand Smoke

#### Teleconference Minutes

#### 14 May 2010

**Present:** Wendy Reynolds and Jen Amos (AWARE, Kingston, Ontario); Sylvie Palin (CAPC/CPNP National Projects Fund, Ottawa); Raylene Witt (Regina, Saskatchewan); Lindsay Roberts and Shannon Duke (Whitehorse, Yukon); Lynne Parker (Portage la Prairie, Manitoba); Christine Sim (Port Alberni, British Columbia); Linda Floyd Sadler (Sussex, New Brunswick); Lisa Osmond and Nicole Hoben (Carbonear, Newfoundland); Genevieve Clarke (Hay River, NWT); Phyllis Price (Nova Scotia Health, Nova Scotia); Suzanne Beaulieu (PHAC Ontario); Shandy Reed (PHAC Alberta); Stephanie Curtis (PHAC, British Columbia); Sarah Doak (Health Canada, Ottawa)

**Regrets:** Sandra Duncan (Whitehorse, Yukon); Jacquie Lidstone (Alberton, PEI); Cheryl Stetsko Mayne (Grande Prairie, Alberta); Jennifer Sells (Owen Sound, Ontario); Terry Weber (Grande Prairie, Alberta); Nancy Poole (BCCEWH, British Columbia); Karen Langevin (PHAC Atlantic); Lisa Kehler (PHAC Manitoba); Brenda Miller (AWARE, Kingston, 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.
2. **Review of the Minutes of the April 2010 National Teleconference:** We thought we had lost Lynne Parker from Manitoba, but she is still able to be here with us. Wendy is working out an agreement with for Lynne to continue as the **STARSS** team leader in Manitoba through her new employer, the Brandon Friendship Centre. That agreement is in its final stages. Welcome back, Lynne!
3. **Phase 2 of the STARSS National Rollout:**
  - a) **On-site training visits:** All of the second round of site visits are scheduled for June; only Hay River is still a tentative date and Wendy, Shannon, and Genevieve are staying on the call today to firm up that date. Wendy's first stop is with Raylene in Regina from June 2<sup>nd</sup> to 4<sup>th</sup>. We will be doing a broader **STARSS** training with a number of community partners on the Thursday. The next week, Wendy will be in PEI with Jacquie in Alberton from June 9<sup>th</sup> to 11<sup>th</sup>. Jacquie is in the process of arranging a broad based training that will include some provincial partners (Best Start, who do home visiting and are ideally situated to implement **STARSS**) plus some of the FRCs who did not attend the **STARSS** provincial training in March. Karen Langevin also suggested some other provincial partners from PETRA who might also be interested in joining us. From June 16<sup>th</sup> to 18<sup>th</sup>, Wendy will be in Fredericton and Sussex, New Brunswick with Linda. The annual meeting

for the FRCs in NB is on June 16<sup>th</sup>, so Wendy will do a **STARSS** presentation for that group, then join Linda and her staff in Sussex, where some community partners may also be invited to join us. Wendy arrives in Port Alberni, British Columbia on June 21<sup>st</sup> and will be with Christine there. We have also invited people from adjoining programs on the Island, specifically in Duncan, who have been keen to get involved in **STARSS**. Finally, Wendy will join Lisa and Nicole in Carbonear, Newfoundland from July 21<sup>st</sup> to 23<sup>rd</sup>. Lisa is inviting regional FRCs to join us in Carbonear on the 22<sup>nd</sup>. So it will be a busy time. It is so great that we will be able to do broader based trainings in every site.

- b) **E-newsletter and website updates:** **STARSS** now has a fan page on Facebook. Join as a fan, if you're able to do this through your work (or through your private account, if you dare!) The cool thing about the interconnected world of social media is that, when we update our Facebook status, it also gets sent out on Twitter as a tweet. Among our fans on Facebook, we have what we think are some **STARSS** moms, so Wendy has been trying to alternate motivational messages for moms with updates that will support service providers who work with moms. Bearing in mind that a "tweet" can only be 140 characters (including spaces), Wendy says she feels like she is spending an inordinate amount of time counting characters and turning complex thoughts into one sentence. But it will get more smoothly executable with time (she hopes!) and some input from our web support person. We have decided to put our mom's newsletter up with a link from the Facebook page to our website for now, until we have enough moms to connect through a listserv, as we originally discussed. The **STARSS** showcase is still going, so send us your photos and we'll upload them. They would also be linked to the **STARSS** Facebook page. The May newsletter is up on the website and the June newsletter is pretty much ready to go, so Wendy will send out a notice when it is in its final version.
- c) **Train-the-trainer manual:** Brenda completed the surveys and reports have been sent to everyone who responded. Thank you very much for your insights; it has been very helpful. We're using your great ideas to get the manual drafted and hopefully by July we'll have something for you to review.
- d) **Other activities:** The window clings, fridge magnets, and star-shaped squeezies will be available in both French and English within a couple of weeks; we had a little hold-up with the French version of the window cling, but that has been ironed out. The clings look very similar to the **North STARSS** ones, but the fridge magnets are very different – they are a star shape with "I'm a **STAR**" written across the top and the star pops out, so the magnet becomes a star-shaped picture frame that you can put a picture of your kids (or whoever you are trying to protect from second hand smoke) in the frame.

#### 4. Update on Regional Activities:

**Prince Edward Island:** Jacque has switched to mainly CPNP work, so she may be able to implement more **STARSS** strategies than she had originally

thought. She is inviting the provincially funded Best Start workers to the **STARSS** training in June; they do home visiting and are ideally suited to implementing **STARSS**, in particular the individual component.

**New Brunswick:** Linda reported that they have been able to implement **STARSS** in all of their outreach sites, in addition to their main centre in Sussex. They have received their Active Communities grant and one component was appropriate to integrating **STARSS** messages. Kids in the community are spotting messages all through May. They were also able to develop some radio PSAs with the **STARSS** message. Linda also has a summer student who will be working on some specific **STARSS** activities in June and July. Wendy noted that early on in the **STARSS** pilot in Ontario, AWARE did some PSAs that are still available if anyone wants to use them. As Linda noted, people love them, and parents love to have their kids on the air.

**Newfoundland:** Nicole reported that she has started a **STARSS** information session in three prenatal and two postnatal groups and she is working on their **STARSS** “Hall of Fame”. Nicole gave every mom in her prenatal group a star with the words “I am a **STAR** because...” and they decorated them. For her postnatal groups, the star said “My caregiver is a **STAR** because...” and they were given to moms, dads and caregivers. They are now in the process of having the stars laminated because people are so proud of them.

**Saskatchewan:** Raylene reported that they are getting ready for Wendy’s visit in June. They are also looking forward to the “Day of Caring”, partnered with the United Way, when there are tons of activities for kids and seniors, along with a community BBQ. Raylene plans to make star no smoking signs with the kids. In her prenatal and postnatal groups, Raylene has been chatting about **STARSS** but feels like she’s having a little trouble getting people interested. Wendy (echoed by Shannon) reminded her that it takes time to grow the interest in talking about smoking; we can do some troubleshooting on this issue when Wendy visits in June.

**British Columbia:** Christine reported that she did a brief introduction to **STARSS** at the CAPC/CPNP provincial conference in April during one of the CAPC lunch sessions and she wants to do full-fledged presentation in October at their regional conference. Christine is winding up their parenting program for the summer at the first of June, but plans to have on-going **STARSS** activities over the summer. She will be making up **STARSS** kits to give each new mom once we have the magnets, clings and squeezies ready to distribute. She also would like to put star cookie cutters and **STARSS** handouts in the kits, which is a great idea which we will incorporate in the next newsletter. Thanks, Christine!

**Northwest Territories:** Genevieve started a **STARSS** program but had no participants in first week. Shannon reminded Genevieve that works best when it's not set up as a stand alone program; rather, it works better to incorporate the information into pre-existing groups. In Shannon's experience, the best way to implement **STARSS** is in drop-in groups, rather than groups where people have to sign up. They get more peer support and you're just there to facilitate. Shannon will share some implementation ideas with Genevieve during the second site visit. At a self esteem training that Genevieve attended, one woman's goal was to quit smoking, so (ever the **STARSS** ambassador!), Genevieve gave her the **STARSS** material and worked through some of the materials with her, which the woman found very helpful. Also, one of the FNIHB CPNP programs in NWT is setting up a website that will incorporate some **STARSS** information. This program has worked with Shannon and Wendy on their **STARSS** content. We'll let you know when that website goes "live".

**Nova Scotia:** Phyllis reported that it is now a year or so after the Nova Scotia FRCs were provided with funding to implement in their settings. They have received some follow-up funding in Phyllis' region to reflect on process, which is coming up in June. Phyllis will take the opportunity to update everyone on the latest national **STARSS** developments and just walk people through the website. She would also like to find a front line person from one of the FRCs to sit on the national teleconference calls, as it seems to be difficult for JoAnna to join all the time and Phyllis would like to hear from the front line about their experiences with **STARSS**.

**Ontario:** Wendy reported on Jennifer's behalf that their parent mutual aid program and CPNP are still in the midst of offering **STARSS**. Jennifer had also posted to the provincial CAPC/CPNP webboard, making the (time-limited!) commitment for her/one of her staff to act as a trainer/facilitator for those who want to implement **STARSS** in Ontario CAPC/CPNP sites who haven't done so already. Wendy has suggested to Jennifer that we might also be able to arrange to do a **STARSS** webinar for Ontario CAPC/CPNP later in the fall. Suzanne had a very exciting **STARSS** training in North Bay with 15 to 20 participants, many of them child protection workers. It was extremely positively received (they were so enthusiastic, Suzanne thought she was being "punked"! ) and Suzanne was invited back to the health unit, which is not scheduled yet, but she hopes it will get done in June. In Thunder Bay, there is a two hour **STARSS** raining planned with Kids Count staff, and others joining the training via teleconference. As usual, we tip our **STARSS** hats to Suzanne!

**Manitoba:** Lynne has a great idea; they are planning STAR-B-QUE at the drop-in centre where she now works. They will decorate aprons with stars as a prize. In the childcare, they will have the kids doing **STARSS** crafts. Wendy reported on behalf of Lisa Kehler from PHAC that, as a follow-up to the

CPNP/Regional Health Authority (RHA) training that Lynne and Heather did in Manitoba in January, three RHAs have done their own **STARSS** training, with a fourth scheduled for the end of May. Lisa forwarded a fabulous **STARSS** evaluation that was received after the training in Pine Falls, MB. It was very enthusiastically received. Another great **STARSS** spinoff!

**Alberta:** Cheryl has been working hard to get **STARSS** re-integrated into the Grande Prairie Healthy Babies program. They have a new intake worker that Cheryl is working with to be another **STARSS** point person in the Centre.

**Yukon:** Lindsay reported that there are two **STARSS** groups running out of the women's centre, doing many of the same activities that Shannon facilitates one day a week in their community kitchen after lunch. Shannon reported that they laminated star-shaped no-smoking signs, have done **STARSS** scrapbooking materials, have painted stars on coffee cans to use as outdoor ash trays, along with implementing many ideas from the **I'm a STAR! Journal**, such as the **Worksheet** about keeping hands busy. They've had a great response from moms and kids, with very helpful, good discussions. At their Monday drop-in group, they have seen the numbers double, with many smokers present, and non-smokers taking the **STARSS** information home to partners and grandmas. They continue to attend health fairs and had kids go through the **STARSS** booth to play with a giant cigarette ring toss to "butt out" smoking. Loads of **STARSS** materials were also handed out at the fairs, plus the star squeezies and tangles were given to moms who expressed an interest in delaying their smoking. Also, the City of Whitehorse is having a 60<sup>th</sup> anniversary fair, with the theme of "looking back". Shannon is thinking they might do a history of women and smoking, or something about the history of health promotion and pregnancy and smoking. Wendy suggested looking at old cigarette ads, because the portrayal of smoking to women is quite entertaining/frightening in terms of our modern eyes.

5. **Review of STARSS National Training Document:** Wendy has updated this again and is trying desperately to keep it up-to-date so don't be afraid to send any information you have!
6. **Next Teleconference:** Our regularly scheduled national teleconference (scheduled for the second Friday of the month) is:

**Friday June 11<sup>th</sup>**  
**1:00 Eastern**

Wendy and Jacquie will be calling in together from Alberton, PEI. Talk to you then!