



National Rollout of STARSS (Start Thinking About Reducing Secondhand Smoke)

Report of the First Round of On Site Training **February 2010**

1. Port Alberni, British Columbia **Port Alberni Friendship Centre – Christine Sim**

Christine’s CAPC programming is associated with the Port Alberni Friendship Centre, but offered at a different site known as Knee waas where all of the Centre’s 0 to 6 programs are provided. Christine’s program is offered as a series of 14 modules with continuous intake over a 32 week cycle. The program is very busy; anywhere from 60 to 100 participants attend every year, plus there are those who drop in. Overall, at the Knee waas location, about 300 participants are involved in programming annually. The participant profile is a mix of ethnicities (although primarily Aboriginal), virtually all live in poverty, and 58% have addictions issues. Christine estimates that as many as half of the participant moms smoke. There have not been any previous attempts to introduce smoking issues at Knee waas, although at the main Friendship Centre, a Kick the Nic quit smoking program (geared to youth) has been offered. The Friendship Centre also has a policy for program staff who smoke, implemented over the past couple of years; i.e., staff can’t smoke with participants and can’t smoke “in the public eye” while at the Centre.

STARSS Plan

The Port Alberni rollout site plans to engage primarily in the minimal interventions with the **STARSS** strategies. Christine will start by putting up the **STARSS** posters and keeping track of the handouts. We also looked at which points in the cycle of the CAPC programming that **STARSS** could be introduced; tentatively, Christine and Wendy determined that it would be appropriate at one of three points – pre- and post-natal care, daily living, and/or stress prevention. Christine will make a determination regarding **STARSS** implementation and integration into these sessions. Christine also has already placed a **STARSS** presentation on the agenda for the February meeting of the Vancouver Island Health Authority, which is a coalition of about 50 service providers from across the Island. We will investigate ways in which we can support Christine to introduce **STARSS** to a wider CAPC/CPNP audience across British Columbia in the future.

Action Items

Wendy will:

- Send a package of **STARSS** posters.
- Email relevant pieces of the evaluation.
- Discuss with Shannon and Lindsay ways in which we can support Christine to introduce **STARSS** to a wider audience across BC.

2. Regina, Saskatchewan
Al Ritchie Health Action Centre – Raylene Witt

The Al Ritchie Health Centre provides a range of health services to a variety of participants in a low-income neighbourhood in Regina. Raylene is primarily involved with Babies Best Start, partially funded by CPNP, and operates from two sites: one is on-site with 40 to 50 participants; the other is at a local high school, serving teen moms. Other programs offered through the Al Ritchie Health Action Centre include Nobody's Perfect, a fathers group, a nutrition group, and two seniors programs. They are also connected with the Al Ritchie Wellness Centre, which is a CAPC project. Wendy met with Raylene and four other members of the Health Action Centre staff (Brian, Tracy, Mary, and Rhonda). During the morning, Wendy provided a **STARSS** training for all of the staff to give them an overview of **STARSS** background and implementation strategies before meeting with Raylene to discuss **STARSS** implementation strategies.

STARSS Plan

The Regina rollout site plans to start implementing **STARSS** strategies with the Babies Best Start program held off-site in a local high school, as the majority of the teen mothers in the program are smokers. There are usually about 8 young moms in the group. Raylene is aiming to eventually run a **STARSS** group of one to three sessions. They will also engage in the minimal strategy of posters and handouts, both in their own site and with their connections at the companion CAPC site (Al Ritchie Wellness Centre) where **STARSS** posters are already on display. The Regina site is also considering adding a **STARSS** component to their fathers group.

Action Items

Wendy will:

- Send a package of cig-rettes.
- Email relevant pieces of the evaluation.
- Look into the possibility of using Skype for connecting rollout sites.
- Connect with Pam Woodsworth (Kids First, Saskatoon) or someone from the Saskatchewan Prevention Institute who can provide support regarding regional training.

3. Sussex, New Brunswick
Kings County Family Resource Centre – Linda Floyd Sadler

The catchment area for the Sussex rollout site includes a population of about 25,000 with about 5,000 of that population in Sussex itself. There are four outreach sites associated

with the Kings County Family Resource Centre, at least two of which are in very rural and remote areas. All of the programming in the outreach sites is coordinated by the outreach staff person, although parent and community group leaders implement play groups and some specialty programming. At the main site, there are four core staff positions, two of which are full time and two or which are part time, plus program leaders. Wendy met with Linda and seven other staff members/parent leaders for a **STARSS** presentation which covered most of the day. Linda's staff has had a bit of previous experience with a smoking cessation program that was very structured and not very successful.

STARSS Plan

The Sussex rollout site will be able to implement different **STARSS** strategies at different locations. At the main site, they will be able to offer at least one group of 9 to 12 participants in a more formal **STARSS** group setting; at the outreach sites (and also at the main site in the beginning), they will focus on posters and handouts. Another way that Linda proposes to introduce the **STARSS** message to their participants is through family theme bags that they already distribute and are literacy based; they will also put together **STARSS** bags. Linda also has potential links with their local CPNP project and a family violence outreach project. Linda thinks that we should be able to have **STARSS** place on the agenda for the June annual meeting of New Brunswick FRCs.

Action Items

Wendy will:

- Send Word documents of the **Handouts** and **Worksheets** sections of the **Guide to STARSS Strategies** and the **I'm a STAR! Journal**.
- Clarify some evaluation questions with the project evaluator.
- Send to Linda a package of **STARSS** posters and cig-rettes.

4. Alberton, Prince Edward Island Kids West Family Resource Centre – Jacquie Lidstone

The catchment area for the Alberton rollout site has a population of about 15,000 across the county of West Prince; in Alberton itself, the catchment area has a population of about 1,000. There are seven CAPC/FRC projects in PEI, including one that is Francophone and one that is First Nations. Jacquie's project has four outreach locations, in addition to the main site. They see about 100 participants per week. Jacquie will be a fulltime program coordinator with CAPC beginning in April. During the site visit, Wendy spent the morning doing a **STARSS** presentation for Jessica (the Executive Director), Cindy (another project staff), two students on placement, and a woman (Joannie) on a job placement.

STARSS Plan

Jacquie has already begun a **STARSS** display at the main site and has plans to introduce the **STARSS** materials into two sessions of her final parenting group; four out of six of the young moms involved in this group are smokers. She has also already completed one **STARSS** session with her CPNP group; while none of these moms smoked, Jacquie did a **STARSS** overview and a **STARSS** activity with the kids, making star shaped crayons. Wendy and Jacquie discussed the possibility of modifying the “how to talk like a **STAR!**” handout for a group of moms who don’t smoke, which would help them carry the **STARSS** message into their own homes, where there are likely to be smokers. Jacquie also has already been lined up to do a **STARSS** presentation at the annual PEI CAPC conference, to be held in Charlottetown in early March. JoAnna LaTulippe-Rochon from the Sydney rollout site will be assisting with the presentation. Looking forward to the June site visit, we talked about making the **STARSS** training available to Best Start staff (provincially funded programs) who provide a lot of home visiting.

Action Items

Wendy will:

- Compile provincial statistics on smoking rates for each province/territory and distribute to everyone.
- Find out from Karen Langevin the number of CAPC projects attending the conference and send **STARSS** materials for each.
- Send a package of cig-rettes to Jacquie.

5. Carbonear, Newfoundland Trinity Conception Family Resource Centre – Lisa Osmond and Nicole Hoben

Wendy met with Lisa and Nicole at the Carbonear rollout site, which has had a no smoking policy for many years, prohibiting smoking on the property. There are 30 FRCs in Newfoundland, nine of which have CPNP projects attached to them. In Carbonear, Nicole works with the CPNP project and will be the main **STARSS** provider at the rollout site. In addition to the main site, there are also five satellite offices serving about 45 communities in total with seven staff. Over the six sites, about 400 participants are seen every year. They also have three Healthy Baby Clubs, two that receive federal and one that receives provincial funding. The Healthy Baby Clubs are very specific to low income families; the FRC primarily serves low-income families (or those requiring some kind of extra supports), but anyone is welcome.

Nicole estimates that in the Healthy Baby Club right now, about 80% of the moms smoke. Nicole has done smoking education sessions previously with this group. Typically, the programming includes weekly group sessions with home visits once every six weeks. There are two home visitors, or “resource mothers”, who do the home visits. Smoking could be addressed in one of the parenting group sessions, especially in Nobody’s Perfect. There is a provincial CAPC/FRC conference once every two years,

with regional conferences on alternate years. Lisa wasn't quite sure where they are in the cycle, but there will be at least a regional CAPC/FRC conference in the fall and we hope to get **STARSS** on the agenda for that conference. There is also a regional conference for CPNP in October; if Nicole can get **STARSS** on this agenda, that would be great.

STARSS Plan

Nicole had many great ideas for introducing **STARSS** into their programming. She plans to develop a **STARSS** "Hall of Fame" in a corridor of the building that will feature the **STARSS** posters, a weekly **STARSS** catchphrase or motivational statement, announcements regarding upcoming **STARSS** topics of discussion, and the handouts. She also plans to add **STARSS** information to home visits and will include **STARSS** handouts and other materials in the welcome bags.

Action Items

Wendy will:

- Send a package of cig-rettes.
- Email relevant pieces of the evaluation.

6. Hay River, Northwest Territories Tree House Drop-In Centre – Genevieve Clarke

Genevieve and Shannon met in Whitehorse on February 26th, 2010 with two other CPNP project staff from NWT. Genevieve's CAPC program operates out of the Treehouse Drop In Centre in Hay River. Genevieve's program is a drop-in with parents and caregivers varying from day to day and week to week. The program is very busy, with 300 to 500 participants attending each week. A wide variety of programming is offered in the mornings from physical education with kids to parent programs; in the afternoon, it is a drop-in only time. All programs require parents or caregivers to attend with the child. The participant profile is a mix of ethnicities, including Aboriginal. Genevieve estimates that only 10% of the participants smoke. There have not been any previous attempts to introduce smoking issues at their centre. None of the staff smoke.

STARSS Plan

The Hay River rollout site plans to engage primarily in the minimal interventions with the **STARSS** strategies. Genevieve will start by putting up the **STARSS** posters and keeping track of the handouts. We also looked at her programming schedule to see how to connect **STARSS** with programming that is already happening at the centre. A weekly craft program for children and parents runs from August into the winter. Genevieve believes that this would be the best place where **STARSS** could be introduced. Genevieve will make a determination regarding **STARSS** implementation and integration into this program.

Action Items

Shannon will:

- Send a package of North **STARSS** materials.
- Send a First Nations Tobacco tool-kit – with smokes and ladders and other activities.
- Email relevant pieces of the evaluation.
- Email the NWT smoking line phone number, ‘Healing from Smoking’ pdf, and the ‘star’ logo.
- Mail Wendy the signed partnership agreement.