

What is STARSS?

STARSS = Start Thinking About Reducing Secondhand Smoke!

STARSS is a unique program, based on harm reduction and best practices principles.

It is not a quit smoking program.

Its focus is to:

- help moms reduce their children's exposure to secondhand smoke
- help moms reduce or quit smoking, but only if they choose to do so
- provide support to service providers with easy-to-use smoking reduction strategies for moms



Do you want to be a STAR?



Want more information?

Ask us for more details or contact:

www.facebook.com/STARSS.Canada
www.twitter.com/STARSS_Canada
www.aware.on.ca
info@aware.on.ca

Action on Women's Addictions -
Research & Education
P.O. Box 86
Kingston, Ontario
K7L 4V6

Congratulations – you're a **STAR!**

You're ready to Start Thinking About Reducing Secondhand Smoke.

Soon your kids will be saying:

"My mom's a **STAR!** She loves and protects me in many different ways.

Whenever she can, she smokes outside and away from me."



What is the STARSS message about?

It's easy to tune out messages about secondhand smoke, especially if they cause guilty feelings about smoking.

STARSS has a supportive, non-punitive approach. It supports the role of moms as parents, it acknowledges the love moms have for children, and it affirms the measures moms already take to protect their children in a variety of ways.

Who can benefit from STARSS?

STARSS was designed to support women who smoke. **STARSS** is also designed with particular women in mind. These women:

- live on a low-income
- are single (which could mean they have a part-time partner or a partner who works away from home)
- have children under the age of 6 living with them

How do moms benefit from STARSS?

They will find out:

- how to record and understand smoking patterns
- what works to reduce secondhand smoke
- benefits and drawbacks of both smoking and quitting smoking
- how to set personal goals and work toward them
- the importance of making small changes
- how to plan ahead for setbacks

What moms say about STARSS

- “They didn’t talk down to me and they understood what it’s like to be a single mom who smokes because of all the pressures in my life.”
- “I’m not ready to try to quit smoking again. But being involved with **STARSS** has made big changes in my life. I am really aware of trying not to smoke around my kids.”

What counsellors say about STARSS

- “I really came to appreciate the value of the small steps approach. It wasn’t overwhelming or time consuming for me or for the moms.”
- “The material is straightforward, easy to use, and laid out well. It’s friendly, it’s not scary. It’s concrete. It’s not like a poster of a broken cigarette hanging on the wall.”

