

# Inhalers and the Green Agenda

## Communications toolkit

March 2023

London's CYP Asthma Pharmacy Group, a subgroup of the London Asthma Leadership and Implementation Group, have developed two leaflets on inhalers and the green agenda. Launched in November 2022, these detail what young asthma patients and their families can do to protect the environment and how professionals can inform themselves and advise their patients in relation to the environmental impact of inhalers, while ensuring good asthma care and management:

### Newsletter/email narrative

The NHS has committed to a reduction of its environmental impact to meet the Climate Change Act and reduce its carbon footprint by 51% by 2025.

At the same time, asthma outcomes for children and young people in England are among the worst compared to other OECD countries. Good asthma care and management – including the prescription of the right inhaler for the right person, with training in how to use it – are key to both improving asthma outcomes and reducing the environmental impact. The greenest inhaler is the one that the patient can and will use.

Traditional pressurised metered dose inhalers (pMDIs), though lifesaving, use propellant gases and are single use plastic devices that contribute to environmental pollution and global warming.

Dry powder inhalers (DPIs) do not contain hydrofluoroalkane (HFA) propellants, so from this perspective have less global warming potential in comparison to traditional pMDIs. However, they still incur environmental costs in relation to their production and disposal (sometimes referred to as the life-cycle) and contain plastics that may be hazardous to the environment. Younger children (under 10) may also not be able to use them effectively, as their lungs aren't yet strong enough to breathe the medication in.

London's CYP Asthma Pharmacy Group, a subgroup of the London Asthma Leadership and Implementation Group, has developed two leaflets on inhalers and the green agenda.

Launched in November 2022, these detail what young asthma patients and their families can do to protect the environment and how professionals can inform themselves and advise their patients in relation to the environmental impact of inhalers:

- [Patient leaflet for printing](#)
- [Patient leaflet for digital use](#)
- Top tips for professionals in greener respiratory prescribing in [A3](#) and [A4](#) format.

Find more information by visiting: [www.recyclenow.com/what-to-do-with/inhalers-0](http://www.recyclenow.com/what-to-do-with/inhalers-0)

### ***Get involved!***

Please share this communications toolkit across your networks. You can also share your support on social media with our campaign assets.


Remember to tag us when sharing posts on social media:

**Instagram:** [@tphc22](#)      **Facebook:** [@HealthyLDN](#)      **Twitter:** [@\\_TPHC](#)

**LinkedIn:** [@Transformation Partners in Health and Care](#)      **TikTok:** [@\\_tphc](#)

### ***Social media assets and suggested messaging***

**To download high quality images and videos:** Ctrl + click on 'download here' below for each respective image.

Green Inhaler #1		
Twitter	<p>Traditional pressurised metered dose inhalers are single use devices &amp; contribute to environmental pollution</p> <p>Treatment with inhalers should only be initiated where clinically appropriate and with assessment by a healthcare professional.</p> <p>Find out more at <a href="http://bit.ly/3J6I58U">bit.ly/3J6I58U</a></p>	<p><a href="#">Download here</a></p> 

Facebook/  
LinkedIn

Traditional pressurised metered dose inhalers (pMDIs) use propellant gases and are single use plastic devices that contribute to environmental pollution and global warming.

However, treatment with inhalers should only be initiated or changed where clinically appropriate and with assessment of inhaler technique by a healthcare professional.

Find out more at [bit.ly/3J6I58U](https://bit.ly/3J6I58U)

[Download here](#)

An NHS advertisement featuring a circular inset image of a male doctor in a white coat and glasses, smiling and holding the hand of a young girl in a red shirt. The background is a solid green color. The NHS logo is in the top right corner. Text on the right side reads: 'The NHS has committed to a reduction of its environmental impact to meet the Climate Change Act. Environmentally sustainable inhalers can help with this' and 'But good asthma care and management means the prescription of the right inhaler for the right person'. At the bottom, it says 'The greenest inhaler is the one the patient can and will use.'

**NHS**

The NHS has committed to a reduction of its environmental impact to meet the Climate Change Act. Environmentally sustainable inhalers can help with this

But good asthma care and management means the prescription of the right inhaler for the right person

The greenest inhaler is the one the patient can and will use.

Instagram

Traditional pressurised metered dose inhalers (pMDIs) use propellant gases and are single use plastic devices that contribute to environmental pollution and global warming.

However, treatment with inhalers should only be initiated or changed where clinically appropriate and with assessment of inhaler technique by a healthcare professional.

Find out more at [bit.ly/3J6I58U](https://bit.ly/3J6I58U)

[Download here](#)

An NHS advertisement featuring a circular inset image of a male doctor in a white coat and glasses, smiling and holding the hand of a young girl in a red shirt. The background is a solid green color. The NHS logo is in the top right corner. Text on the right side reads: 'The NHS has committed to a reduction of its environmental impact to meet the Climate Change Act. Environmentally sustainable inhalers can help with this' and 'But good asthma care and management means the prescription of the right inhaler for the right person'. At the bottom, it says 'The greenest inhaler is the one the patient can and will use.'

**NHS**

The NHS has committed to a reduction of its environmental impact to meet the Climate Change Act. Environmentally sustainable inhalers can help with this

But good asthma care and management means the prescription of the right inhaler for the right person

The greenest inhaler is the one the patient can and will use.

## Green Inhaler #2


### Twitter

The NHS can reduce carbon footprint by reviewing & prescribing environmentally sustainable inhalers

Inhalers should only be initiated/changed if clinically appropriate - check & assess if sustainable ones are right for young patients

Find more guidance at <http://bit.ly/3SDwss5>

[Download here](#)



**NHS**

Reviewing and prescribing environmentally sustainable inhalers when appropriate can help reduce carbon footprint

But are your young patients ready to swap inhalers?  
Check and assess before making any changes

The greenest inhaler is the one the patient can and will use.

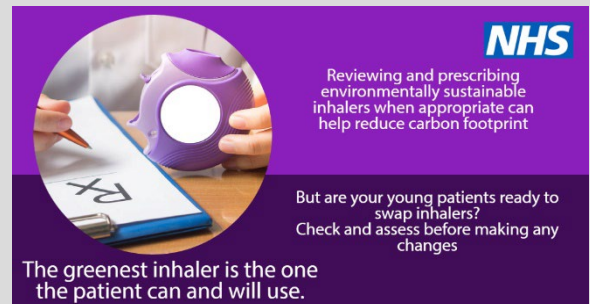
### Facebook/ LinkedIn

One of the ways the NHS can reduce carbon footprint is to review and prescribe more environmentally sustainable inhalers.

However, treatment with inhalers should only be initiated or changed where clinically appropriate - check and assess whether sustainable inhalers are right for your young patient

Find more guidance [at http://bit.ly/3SDwss5](http://bit.ly/3SDwss5)

[Download here](#)



**NHS**

Reviewing and prescribing environmentally sustainable inhalers when appropriate can help reduce carbon footprint

But are your young patients ready to swap inhalers?  
Check and assess before making any changes

The greenest inhaler is the one the patient can and will use.

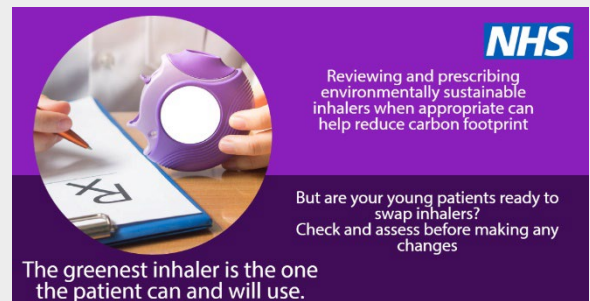
### Instagram

One of the ways the NHS can reduce carbon footprint is to review and prescribe more environmentally sustainable inhalers.

However, treatment with inhalers should only be initiated or changed where clinically appropriate - check and assess whether sustainable inhalers are right for your young patient

Find more guidance at <http://bit.ly/3SDwss5>

[Download here](#)



**NHS**

Reviewing and prescribing environmentally sustainable inhalers when appropriate can help reduce carbon footprint

But are your young patients ready to swap inhalers?  
Check and assess before making any changes

The greenest inhaler is the one the patient can and will use.

### Green Inhaler #3

#### Twitter

Environmentally sustainable inhalers can help the NHS commitment to reduce its environmental impact

But this isn't always the best for young patients – good asthma care means the right inhaler for the right person

Find out more at [bit.ly/3J6I58U](https://bit.ly/3J6I58U)

[Download here](#)



#### Facebook/ LinkedIn

Environmentally sustainable inhalers can help the NHS commitment to reduce its environmental impact

But this isn't always the best for young patients – good asthma care means the right inhaler for the right person

Find out more at [bit.ly/3J6I58U](https://bit.ly/3J6I58U)

[Download here](#)



#### Instagram

Environmentally sustainable inhalers can help the NHS commitment to reduce its environmental impact

But this isn't always the best for young patients – good asthma care means the right inhaler for the right person

Find out more at [bit.ly/3J6I58U](https://bit.ly/3J6I58U)

[Download here](#)

