



**Healthy London
Partnership**

#AskAboutAsthma campaign evaluation

14 – 20th September 2020

Georgie Herskovits and Christine Kirkpatrick

Supported by and delivering for:



Public Health
England



SUPPORTED BY
MAYOR OF LONDON

#AskAboutAsthma campaign 2020

Three key messages as in last three campaigns. CYP should:

- Have an annual review (as a minimum)
- Have a personalised asthma management plan
- Know how to use their inhalers effectively

A big change for this year – Covid

Keeping children's asthma under control is particularly important this year due to the coronavirus and any potential second wave

#AskAboutAsthma – in the time of Covid

A week-long schedule of [webinars](#), [podcasts](#), [blogs](#), [social media activity](#) and a [virtual conference](#)

The campaign also highlights:

Air pollution as a major trigger of asthma

The London Asthma Standards, Ambitions and Toolkit

#AskAboutAsthma in the time of Covid: our virtual week

PHARMACY DAY	CHILDREN & YOUNG PEOPLE AND THEIR FAMILIES/CARERS	VIRTUAL CONFERENCE DAY	NURSES DAY	PRIMARY CARE DAY	WIDER SYSTEM	AIR QUALITY
Mon 14 Sept	Tue 15 Sept	Wed 16 Sept	Thurs 17 Sept	Fri 18 Sept	Sat 19 Sept	Sun 20 Sept
WEBINAR 1.30-2.30 PM	WEBINAR 12.30-1.30PM	VIRTUAL CONFERENCE 9-1.30PM	WEBINAR 12.30-1.30PM	WEBINAR 12.30-1.30PM	PODCAST	PODCAST
Air pollution, your patients and you - (run by Tower Hamlets and Global Action Plan)	Supporting the older child: transition to adult care and the relationship between anxiety and asthma	In the time of Covid	How specialist nurses can support 3 asks and improve asthma care across the system	Why is good primary care essential for CYP asthma?	Learning from the Tower Hamlet asthma programme	Air quality - what have we learned from Covid? Jonathan Grigg
PODCAST	PODCAST	PODCAST	PODCAST	PODCAST	BLOG	BLOG
How can community pharmacists improve care for young asthmatics?	Ask the Expert session for public/ patients/ parents	New tertiary protocol/referral criteria	Asthma Friendly Schools	Learning from asthma deaths	Developing an asthma network by Stephen Goldring	Protecting children from air pollution at school and beyond by Anthony Mysak
BLOG	BLOG	BLOG	BLOG	BLOG	BLOG	BLOG
Role of the specialist pharmacist: Sukeshi Makhecha, Royal Brompton and Evelina Hospitals	Croydon asthma champion programme, by Jo Massey and Jakkie Sutherland, CHAH team	Why do an asthma peer review? By Sam Rostom	Video Group Consultations for children and young people with asthma by Sarah Kavanagh	Painting the picture of better asthma care for children and young people by Dan Devitt	Take a breather by Tori Hadaway	Asthma and indoor air quality by Catherine Sutton
WEBINAR 7.30-8.15PM	BLOG	BLOG	BLOG	BLOG	BLOG	
WEBINAR 7.30- 8.15pm Role of pharmacy for CYP asthma during Covid-19 and beyond	Healthier Air Indoors – new resources for families Anne Greenough	How physiotherapy can help an asthmatic child by Charlotte Wells	St Georges Hospital asthma team update by Jo Lawson	How a Network Incentive Scheme can improve CYP asthma diagnosis and care by Tori Hadaway	Back to school but not quite back to normal by Hannah Harniss (parent)	

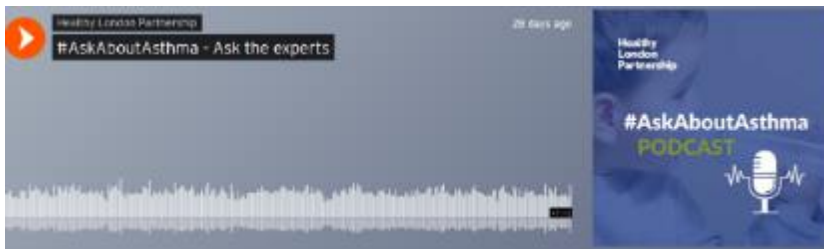
Campaign engagement

Fantastic webinar by @HealthyLDN on why good primary care is so important for CYP with asthma. @renlawlor has got me thinking about how to support teenagers to improve their asthma control

Over 350 people attended a webinar – highest attendance for [Why is good primary care essential for children and young people's asthma](#) with Oliver Anglin (Camden GP and Chair of LALIG), Ren Lawlor (advanced nurse practitioner and senior lecturer at University of Greenwich) and Julia Moody (GP and children's lead Tower Hamlets). 146 people completed SurveyMonkey evaluations with all respondents rating the events as good or excellent. A further **140 downloaded** the webinar recordings

Over 700 downloads of our daily blogs – two most downloaded [Asthma and indoor air quality](#) by Catherine Sutton (Director, Airbourne Allergy Action)

[How physiotherapy can help an asthmatic child](#), by Charlotte Wells (Specialist Paediatric Respiratory Physiotherapist, Royal Brompton & Harefield)



325 downloads of podcasts - most downloaded [Ask the experts?](#) with Oliver Anglin (GP and Clinical Lead at NCL), Rahul Chodhari (Paediatrician at Royal Free), Emily Guilmant-Farry (children's community asthma nurse in Newham) and Hannah Harniess (Parent of teenager with asthma)

Organisations promoting #AskAboutAsthma in 2020



#AskAboutAsthma social media



Sadiq Khan Retweeted
 Healthy London Partnership @Hea... Sep 14
 The coronavirus outbreak is a developing situation.

This #AskAboutAsthma week, keep children and young people's asthma under control and help improve the quality of life for London's young people living with asthma.

@MayorofLondon @SadiqKhan
youtu.be/Ep4fRthAA7E

1.1M



Camden Council Sep 14, 2020
 @CamdenCouncil
 One in 10 children & young people in London have asthma but less than half have an asthma management plan or know how to use their inhaler correctly. #AskAboutAsthma encourages small steps to improve the quality of life for those living with asthma
news.camden.gov.uk/ask-about-asth...

7 | 0 | 30.5k

128.4k

R Brompton Harefield Sep 15, 2020
 @RBandH
 Professor Andy Bush, consultant paediatric chest physician, talks in a special #AskAboutAsthma blog about paediatric asthma care, the importance of asking questions, and what he enjoys most about his job. Read more here: bit.ly/3mkluXM
 @HealthyLDN @NHSEnglandLDN

117.2k

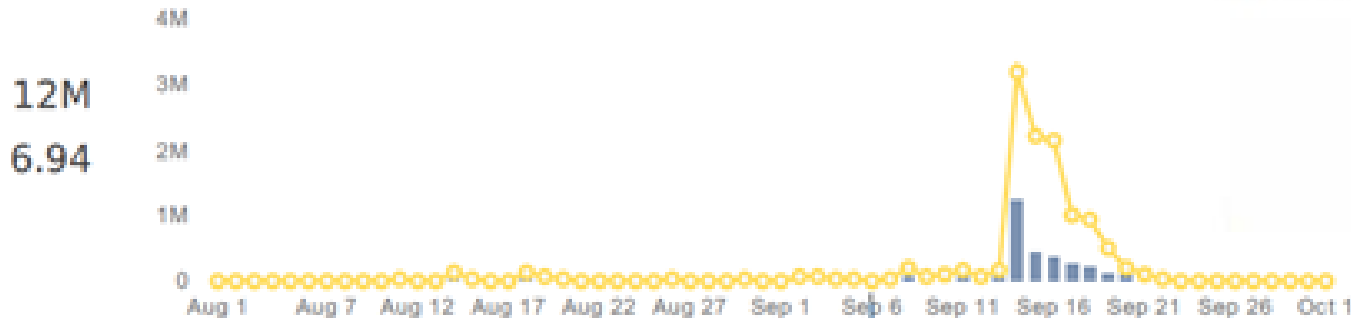
Twitter

11.9M impressions
 2,781 tweets
 539 contributors



LinkedIn

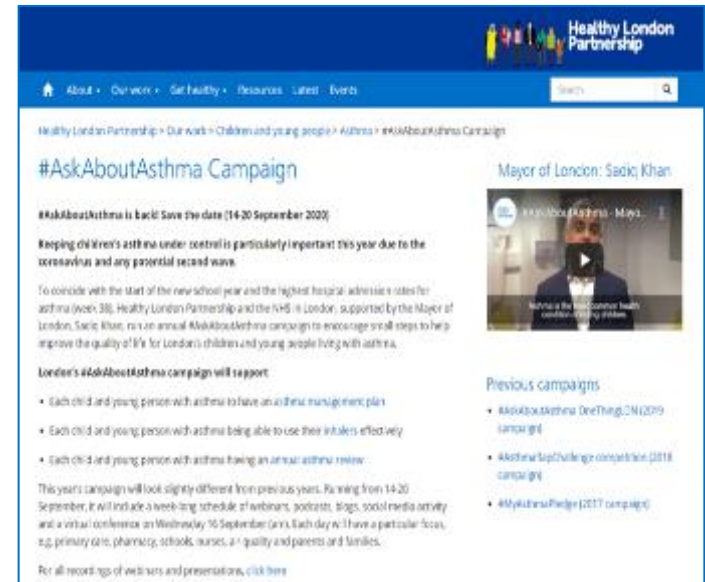
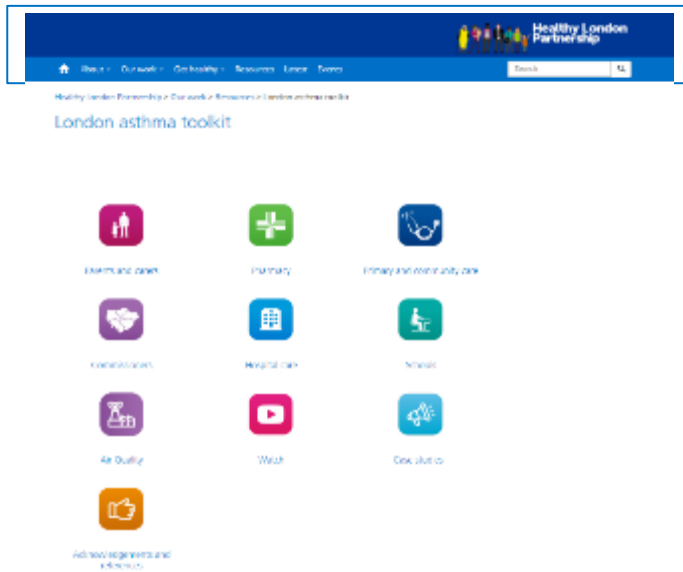
4,334 impressions
 249.9% engagement rate



Engagement is any action someone takes on your Facebook or LinkedIn page or on one of your posts

Engagement with London asthma resources

Page views from 1 Aug to end Sept	2017	2018	2019	2020
#AskAboutAsthma campaign page	-	6804	1202	1203
Asthma toolkit	6114	1853	1789	2908



Future London > The Air We Breathe

How London's air pollution is impacting people with asthma and lung conditions

Pollution can be particularly dangerous for people with breathing problems. That's why charities are campaigning to change the law

NICOLA SLAWSON | Monday 21 September 2020 14:04



IN ASSOCIATION WITH



Mayor Sadiq Khan is this month supporting the Ask About Asthma campaign, which is asking organisations, businesses and residents in London to take simple steps to improve air quality such as having more greenery in and around homes and offices.

“Having developed asthma as an adult, I know how vital our work is to clean up our city’s toxic air and prevent many more Londoners becoming ill,” Khan says. ■

#AAA related news publications

Respiratory Futures
British Thoracic Society
Inspire • Innovate • Collaborate

AskAboutAsthma campaign returns for fourth year

14 August 2020

The #AskAboutAsthma campaign returns for fourth year to improve the lives of young people in the time of Covid-19.

1 in 10 children and young people in London have asthma but less than half of these have an asthma management plan, or know how to use their inhaler correctly. Many have badly managed asthma, to the extent that 4,000 are admitted to hospital every year and 170 have such a severe episode that they require admission to intensive care.

NHS London region Weekly Comms Bulletin

Campaigns Media Parliamentary AOB Job opportunities

healthwatch Waltham Forest

About Us Our Work News Events Get Involved Information

The #AskAboutAsthma campaign

10.09.2020

Search

Get Involved Local services News and publications Contact us

Home/News/News and publications/AskAboutAsthma Campaign

AskAboutAsthma Campaign

10 September 2020

NHS City and Hackney Clinical Commissioning Group

About Us Get Involved Local Services News Publications Covid-19 Contact Us

nhsnetworks

NHS NETWORKS daily news stories:
10:39am, 15 September 2020

[Ask About Asthma](#)

Healthy London Partnership (HLP), is running a public awareness campaign #AskAboutAsthma.

Barking and Dagenham Post

Home News Sport Entertainment Contact Us iWitness

Crime & Court Politics Health Education Environment Heritage Weather Business WW1

Hot Topics: CORONAVIRUS | CRIME | EAT OUT TO HELP OUT

You can help keep campaigning local journalism afloat

Three steps for helping young people to manage their asthma and avoid ending up in hospital

HARROW ONLINE

Ilford Recorder

Healthy London Partnership #AskAboutAsthma campaign

This September, to coincide with the start of the new school year and the highest hospital admission rates for asthma (week 35), Healthy London Partnership and NHS England London are running their fourth public awareness campaign #AskAboutAsthma to encourage small steps to improve the quality of life for children and young people living with asthma in London.

The theme of the 2020 campaign is #AskAboutAsthma. In the time of Covid-19.

Please find more information about the campaign here.

Correction: In our previous article, we have made a typo.

ENFIELD Council

NewsLocker

Barking and Dagenham Post

Campaign encourages young people to #AskAboutAsthma - Barking and Dagenham Post

16-09-2020 02:09 AM

16-09-2020 02:09 AM

16-09-2020 02:09 AM

Evening Standard

News Coronavirus Food for London Comment Football GO London Lifestyle Showbiz ES Magazine Homes & Property Digital

How London's air pollution is impacting people with asthma and lung conditions

A message from the Mayor of Tower Hamlets

Ask About Asthma - 14 to 20 September

London, 10 September 2020

This is the latest round-up of information for GP practices, produced by South East London CCG. Should you have any questions or need advice, contact your local borough primary care team in the first instance, they will escalate anything they can't resolve to south east London's Coronavirus co-ordination centre.

A message from Mark Ansell

Director of Public Health, Haringey Council

#DoingMyBit

Haringey Council

Harrow Council

Asthma awareness

In this section

- 1 Asthma awareness
- 2 What to do if you have asthma

Watch the #AskAboutAsthma video

#AskAboutAsthma patients asthma p...

CREATIONKnowledge

#AskAboutAsthma campaign

Healthy London Partnership and the HLP in London are running a public awareness campaign #AskAboutAsthma to encourage small steps to improve the quality of life for children and young people living with asthma.

Keeping children's asthma under control is particularly important this year due to the coronavirus and any potential second wave. The theme of the 2020 campaign is #AskAboutAsthma. In the time of Covid-19.

The #AskAboutAsthma campaign wants to encourage health professionals, children and young people and their families to take three simple effective measures to help them control their asthma. They should:

- Have an asthma management plan
- Be able to use their inhaler effectively
- Have an annual asthma review (or a virtual)

Running from 14 to 20 September, it will include a week-long schedule of webinars, podcasts, blogs, social media activity and a virtual conference on Wednesday 16 September (am). Each day will have a focus, such as primary care, pharmacy, schools, nurses, air quality and parents and families.

For information on communications materials, visit [Healthy London](#).

View the partner toolkit for schools (PDF) and partner toolkit for CCGs (PDF).

The Healthy London Partnership is running their fourth Ask About Asthma campaign with the NHS from 14 to 20 September to raise awareness of the three simple measures that should be taken to help all children and young people with asthma.

One in 10 children and young people in London have asthma but less than half of these have an asthma management plan or know how to use their inhaler correctly. Many have badly managed asthma – to the extent that 4,000 are admitted to hospital with asthma every year and 170 have such a severe episode that they require admission to intensive care.

This September, [Health London Partnership](#) and NHS England (London), supported by the Mayor of London, are running their fourth public awareness campaign #AskAboutAsthma to encourage small steps to improve the quality of life for those living with asthma in London.

Keeping children's asthma under control is particularly important this year due to the coronavirus and any potential second wave.

The campaign aims to encourage health professionals, children and young people and their families to 'ask' for three

Haringey, Enfield and Haringey NHS

Mental Health NHS Trust

A University Teaching Trust

Home Services About us Patients and carers GPs and professionals News

BEH supports #AskAbout Asthma campaign to improve the lives of young people in the time of COVID-19

Date: 14 September 2020

1 in 10 children and young people in London have asthma but less than half of these have an asthma management plan or know how to use their inhaler correctly. Many have badly managed asthma – to the extent that 4,000 are admitted to hospital with asthma every year and 170 have such a severe episode that they require admission to intensive care.

NHS Oxles NHS Foundation Trust

Services About Advice Patient experience Men

It's time to #AskAboutAsthma

- Latest news
- Asthma news
- Oxles Exchange
- Oxles Exchange article
- Oxles Exchange images
- Media enquiries

#AskAboutAsthma

The Healthy London Partnership's #AskAboutAsthma campaign will return for a fourth year this month to improve the lives of young people in the time of COVID-19.

Romford Recorder

Support from North East London STP

Daily emails with themed content sent to nearly 800 people within NEL

Ask about asthma week 14th - 20th September

From a simple idea to a nationwide campaign, you have made a difference to the lives of many people. Click on the red button to find out more.

Make sure every child has an inhaler. Every child should have a ready-to-use inhaler. What are the steps to get your child's inhaler? Check out 7 steps to encourage and assist.

Make sure you refer to the Asthma Review. Every child should have a ready-to-use inhaler. Mr. Sadiq's Review. (Asthma Review) [Click here to find out more.](#)

Newham London
Brighter Futures
Children's Health Service 0-19
with support from GLT

HEROES
AN EVERYDAY STORY OF LIVING WITH ASTHMA
THE WHOLE SCHOOL APPROACH

East London Health & Care Partnership

Health and care news from across north east London

Welcome to our public bulletin (also available on our [website](#)) keeping local people informed about health and care services; and how you can stay well and keep safe.

Inside this issue

- Covid-19 testing and the NHS is open for business
- #AskAboutAsthma
- A focus on Mental Health: Professor Sir Michael Mannix, with

HOW TO CLEAN YOUR SPACER

SCHOOL HEALTH TEAM

EVERY SUPERHERO NEEDS A KIT-BAG OF TRICKS

#AskAboutAsthma (14-20 September)

From a simple idea to a nationwide campaign, you have made a difference to the lives of many people. Click on the red button to find out more.

Make sure every child has an inhaler. Every child should have a ready-to-use inhaler. What are the steps to get your child's inhaler? Check out 7 steps to encourage and assist.

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NHS Redbridge
Clinical Commissioning Group

AskAboutAsthma Campaign

bedrock Hospital radio

Do You Struggle To Breathe? #AskAboutAsthma

Over 12 million self-prescribed inhalers have been prescribed but less than half of these have an action management plan or boxes have issues that either currently may have fully managed asthma - to the extent that 4,000 are admitted to hospital each year with asthma. This is a serious public health issue that requires a national response.

Barking and Dagenham NHS Clinical Commissioning Group

AskAboutAsthma Campaign

TH GP Care Group @THGPandGroup Sep 17

Calling all parents! If your child has Asthma you can ask your GP or pharmacist for help using an inhaler properly. Find out more: [buff1223232d](#). #AskAboutAsthma @asthmauk

Barking and Dagenham Post

You can help keep campaigning local journalism a

Three steps for helping young people to manage their asthma and avoid ending up in hospital

STOPPING the MONSTER DAYS

NHS Redbridge
Clinical Commissioning Group

AskAboutAsthma Campaign

NHS Newham
Clinical Commissioning Group

AskAboutAsthma Campaign

With thanks to Central Park Primary School

Barking, Havering and Redbridge University Hospitals NHS Trust

What did you get up to during #AskAboutAsthma week?

Support from North Central London STP

Leading our Paediatric Asthma Network



Dr Oliver Anglin

Camden GP, clinical lead on the Children and Young People's workstream for north central London, also the clinical lead for children & young people's asthma across London

SEP

14

2020

This year will be the third year I have participated in the Ask About Asthma campaign. For me it's an important campaign because, it raises awareness that having asthma doesn't have to mean having to limit a child.

I want every child with asthma in NCL to fulfil their potential, irrespective of their long-term condition and the best way they can do this is to be in control of their asthma. As such, I

Supporting families of children living with asthma through the lockdown

I was able to contact families, who had previously not attended my clinics, and complete consultations over the phone. Families had time to talk and if they were not available at that time, it was easy to rearrange. I encouraged the parents to involve all family members for family education.

By: Caroline Byrne
17 Sep 2020

[More »](#)

As a mum, experienced living with asthma, I was unsettled when my son was diagnosed

Shortly after my son started nursery, we started noticing he was coughing more in the evenings, and the nursery also noticed that he was coughing and wheezing when playing outdoors in the playground, especially when it is cold outside. So, we brought him to the GP ...

By: Michele, mum of 3
15 Sep 2020

[More »](#)

September is the perfect time to highlight key messages for good asthma care



Sam Rostom

Sam Rostom, Programme Director, Children and Young People - North London Partners in health and care

SEP

11

2020

I am very excited to once again to be part of the fantastic Ask About Asthma campaign, led by Healthy London Partnership and supported by North London Partners in Health & Care, running from next week the 14th - 20th September 2020.

September is the perfect time to remind ourselves about the key messages for good asthma care as it coincides with returning to school and is also notably, the month where hospital admissions for asthma increase.

[More »](#)

Preventing an asthma attack in children and young people 5 key points for parents and students

1. Use a preventer inhaler with a spacer every day even if asthma is good.
2. Always use a spacer with the inhaler to maximise even distribution of the medicine to the lungs
3. Remember to pack the asthma care plan spacer and blue inhaler into school bag for use in school
4. Have an annual review with your GP or Nurse
5. Hand in asthma care plan to the school office

Correct inhaler technique

- Remove caps from the inhaler and spacer. Shake the inhaler and insert into the base of the spacer.
- Breathe out gently as far as is comfortable. Put the mouthpiece of the spacer into your mouth and seal your lips around it.
- Press the canister once to release a dose of medicine. Breathe in slowly.
- Encourage the child to breathe in and out slowly and gently for 3 breaths, (if you hear a whistling sound they are breathing in too quickly).
- Remove the mask from the child's face.
- All taking another dose, wait 30 seconds and repeat steps 1-5. Replace mouthpiece cover after use.



Whittington Health

Support from GPs and pharmacy

Basildon Road Surgery

Home Doctors & Staff Surgery Times Clinics Practice News Contact Us

Ask About Asthma Campaign 2020
Posted on 26 Aug 2020

Ask About Asthma

Please click on the link below to view the document 'Ask About Asthma' which is a campaign returning for the fourth year to improve the lives of young people in the time of Covid.

[Ask About Asthma Press Release 2020](#)

#AskAboutAsthma - Covid-19 and Community Pharmacy

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Ask About Asthma
Covid-19 and Community Pharmacy

Forum Health Centre @ForumGPs

#Asthma is a common lung condition that causes occasional breathing difficulties. It affects people of all ages and often starts in childhood, although it can also develop for the first time in adults. Find out more about it at nhs.uk/conditions/asthma...
[#AskAboutAsthma](#)

Lewis Grove Pharmacy @LewisGrovePharm Sep 7

Be sure to ask your [@pharmacist](#) for a quick demonstration on [#Inhaler](#) technique! Incorrect inhaler technique for at least one of the patient's inhaler devices was as high as 50% patients (European Respiratory Journal 2016)

[#Asthma #AskAboutAsthma #Lewisham](#)

NHSLewishamCCG @NHSLewishamCCG

Three simple steps that can help children and young people to control their [#asthma](#):

- 1 an asthma management plan
- 2 being able to use an inhaler
- 3 having an annual asthma review

Learn more at [@HealthyLDN](#)
t.ly/20H6zq

[#AskAboutAsthma #LDN #Lewisham](#)

Croydon GPC @Croydon_GPC Sep 7

Let's get talking about asthma to raise awareness! [#AskAboutAsthma](#)

CHAH Asthma @CHAHasthma

It's [#AskAboutAsthma](#) week next week, so help us raise awareness of asthma to give it the focus it deserves and spread health messages! [@royalcollegeofchiropractors](#) [@CHAHCommunity](#) [@Innocroydon](#) [@Croydon_GPC](#)

Partnership

#AskAboutAsthma
14-20 September 2020

Help manage and improve the treatment of asthma by taking small steps

GPWebsite

Home | Calendar | Events | [#AskAboutAsthma 2020 week of webinars](#)

#AskAboutAsthma 2020 week of webinars

Start a discussion | Submit an enquiry

[#AskAboutAsthma 2020 week of webinars](#) Catchup

The Exchange Surgery

amccg.exchange@surgeryreception@nhs.net
The Exchange Surgery, Gracefield Gardens Health and Social Care Centre, 1st Floor, Gracch
Tel: 0203 474 6150

Home | New Patients | Practice Info | Our Services | Self Care | Policies | Who

Asthma Review

Dr Mark L Levy @bigcatdoc Sep 16

Follow the link to a wonderful resource for managing children with asthma [#AskAboutAsthma @PCRSUK @theRCN @rcgp @rcpch_trainees @BTSrespiratory healthyLondon.org/resource/London...](#)

TH GP Care Group @THGPGCareGroup Sep 17

Calling all parents! If your child has [#asthma](#) you can ask your GP or pharmacist for help using an inhaler properly. Find out more: buff.ly/2ZKB2dL
[#AskAboutAsthma @asthmauk](#)

Ask About
Parents: Ask your GP for an asthma management plan to help manage asthma

Sara Nelson (RN, QN) @SaraNelsonRN

Sensible advice as always from [@EmilyG_F](#) which can be backed up by the information on our [#asthma toolkit healthyLondon.org/resource/London... #AskAboutAsthma twitter.com/EmilyG_F/status... twitter.com/SaraNelsonRN/status/135594017](#)

Finlay Royle @FinlayRoyle Sep 16

Update from [@HealthyLDN](#) at [@HealthyLDN](#) [@NHS](#) - [@singandLDN](#) [#AskAboutAsthma](#) London conference on refreshed (pre Covid) asthma standards. Reminds that [#NRAD](#) factors important to control in preventing deaths

Medway Asthma Self-Help
[@medway.selfhelp](https://medway.selfhelp) - Charity organisation

North-East London Local Pharmaceutical Committee
Supporting Pharmacists To Serve The Community Better

#AskAboutAsthma - sign up now

Please read through the following information from Healthy London Partnership regarding the upcoming [#AskAboutAsthma](#) campaign:

GPWebsite

Home | About | Services | News | Join us | Contact | Coronavirus

Welcome to the Camden GP Website

GP CARE GROUP

Home | About | Services | News | Join us | Contact | Coronavirus

14 SEP 2020

#AskAboutAsthma Campaign - 14 to 20 September 2020

Next steps

Working with ICSs to increase the number of Local Authorities involved with #AskAboutAsthma

#AskAboutAsthma can be promoted throughout the year:

- Start of hayfever season in April reminding that pollen is an asthma trigger
- World Asthma Day in May
- Working with schools to remind CYP about good inhaler use over summer holidays June/July
- Clean Air Day in October (this year 85K impressions with #AskAboutAsthma and #CleanAirDay promoting HLP's air quality resources and linking to asthma)
- At the start of the flu vaccination period October/November
- Supportive material launched when there is an asthma death and inquest

Conclusions

- Feedback shows that the campaign was very well received. All CCGs and STPs were involved
- Attendees welcomed the fact that #AskAboutAsthma took place, was well planned and executed despite the current circumstances
- Participants appreciated the whole system focus and wider MDT involvement (e.g. pharmacy, physiotherapy)
- There are clear benefits of holding the events virtually which will be explored in future years
- The campaign allowed greater engagement due to the variety of content (podcast, webinar, blogs and social media) much of which was new to the campaign. This approach also allowed more voices to be heard
- Flexibility of the approach meant that webinars could be held at more accessible times. For example the pharmacy webinar was held in the evening
- More content has been generated than in previous years. There has been positive feedback that all content, including slides and webinar recordings, is available on the HLP website