



**Healthy London
Partnership**

#AskAboutAsthma Campaign Evaluation 3rd-16th September 2018

Sara Nelson, RGN, BSc (Hons) MSc, QN

Supported by and delivering for:



Public Health
England



SUPPORTED BY
MAYOR OF LONDON

London's NHS organisations include all of London's CCGs, NHS England and Health Education England

#AskAboutAsthma campaign 2018

Organisations were again asked to pledge to

- implement **the asthma standards**
- Implement **asthma ambitions** for London
- **to pledge to reduce their impact on air pollution** as a major trigger of asthma



Healthy London Partnership

**Toolkit for NHS trusts:
supporting the NHS to reduce its
impact on air pollution**

Case Studies and Examples to support Trusts to reduce their impact on air pollution

August 2017

Supported by and delivering for:



Public Health England **NHS**

SUPPORTED BY
MAYOR OF LONDON

London's NHS organisations include all of London's CCGs, NHS England and Health Education England

Three key messages were

- **Asthma management plan**
- **Effective inhaler use**
- **Annual review**

Some of our pledges

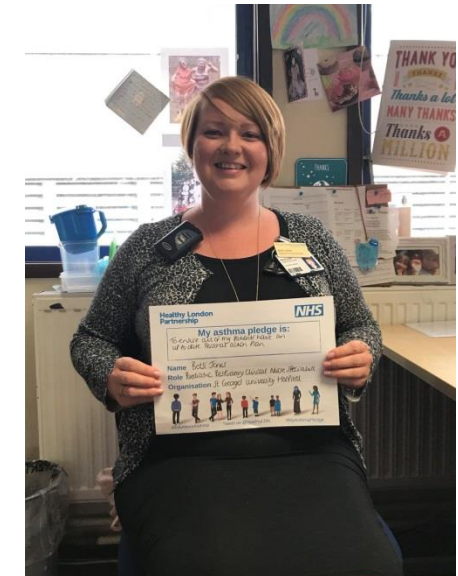


Support from 29/32 CCGs

22 providers (6 GP practices 6 schools)

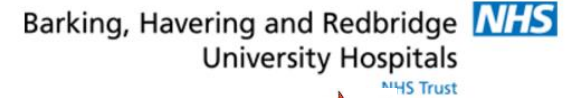
14 National organisations

90 other organisations



Organisations involved

SUPPORTED BY
MAYOR OF LONDON



NACAP



connecting care for children



DOCTORS AGAINST DIESEL



Paediatric Care Online



education for health
IMPROVING LIVES FOR 30 YEARS



Barts Health
NHS Trust



Vehicle idling action



Respiratory Futures



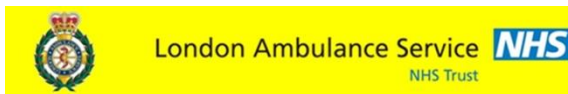
Clinical Commissioning Group



Clinical Commissioning Group



Clinical Commissioning Group



Twitter support

The Practice Group



Clinical Commissioning Group



Child nursing University of Surrey



Primary and community care schools and local authorities



Services for Schools



Designing Our Tomorrow



Thurleigh Rd Practice



Chrisp street GP practice

Inspired poems



Royal College
of Physicians

NACAP

National Asthma and COPD Audit Programme
Patient Panel May 2018

"Asthma and Me"

Hacks and coughs
Breathing smoke,
Frozen throat,
Asthma, not cold.

Don't need drops,
Meds are pipes,
Brown, blue or purple.
I keep on choking.

Chest hurts a lot,
Hard to even walk,
I can't talk
Breath has stopped.

Can't breathe now,
Ice stuck in throat.
Inhaler helps,
But my Asthma still sticks to my throat
Like barnacles to a boat.

Written by S, an RCPCH &Us
member, age 13

**RCPCH
&Us**
The voice of children,
young people and
families



NACAP: Paediatric asthma

Healthy
London
Partnership

NHS

Mya's Poem

#AskAboutAsthma



Mya Philips
Frith Manor Primary School, Barnet.



<https://www.youtube.com/watch?v=XfAz2bMOMYE&feature=youtu.be>

And music



September 2018:
London take the
#AsthmaRapChallenge



KEY CHANGES
promoting positive
mental health
through music

Healthy
London
Partnership

#AskAboutAsthma

<https://youtu.be/gDk04V6gbIA>



Services for Schools



5th Sept Using networks to improve asthma event

110 attendees

What three words best describe today?



"Keep doing what you are doing. The toolkit is a great resource. It's great not having to reinvent the wheel so having resources available to support us to implement best practice is great."

What will you do as a result of today?

"Thanks you for an inspiring day as always. I always come away from your events wanting to make a difference"



Wandsworth Asthma event

60 attendees

92.5% of respondents said they would rate the event as good or excellent.

Excellent
advice”



“I was really
impressed by the
work the Croydon
asthma nurses do-
this model should
be introduced in
Wandsworth”

#AskAboutAsthma Social Media

3rd – 16th September

Twitter

5.9M impressions
2,541 tweets
533 contributors
84.7 average tweets per day



Facebook

1, 796, 512 reach
1,077, 512 unique CYP in London
9629 clicks to #AskAboutAsthma page on HLP website
Average cost per click through 0.36p
more than 14% increase on <45% budget



58 posts on Instagram



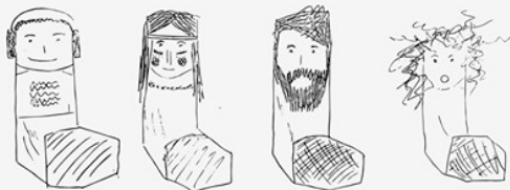
NHS Go

Written by SOHO [?] · September 1 ·

Did you know? 🚨🧐 80% of people with asthma use their inhaler incorrectly! ❌ Don't forget to use your spacer.

1. Get a written asthma action plan
2. Know how to use your inhaler effectively
3. Get an annual asthma review

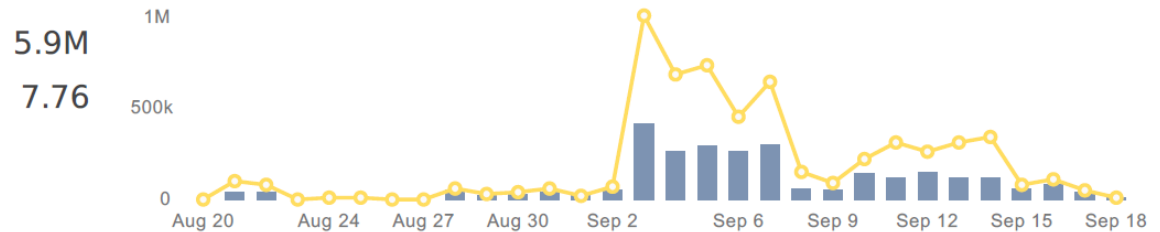
Find out more on the [#AskAboutAsthma](#) site.



Coverage on twitter

766.2k
POTENTIAL REACH

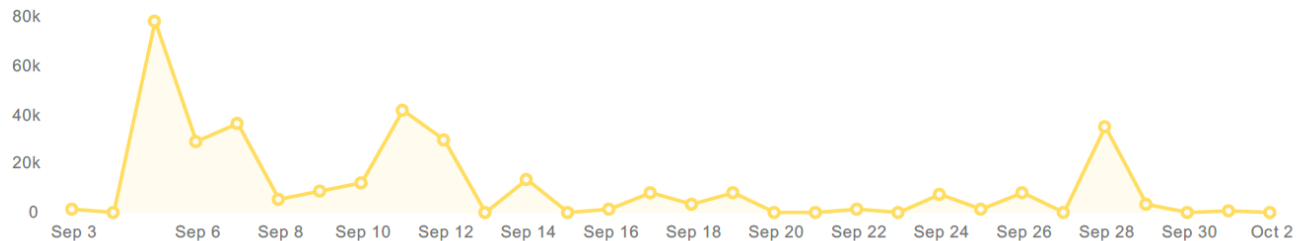
POTENTIAL IMPRESSIONS
FREQUENCY



#AsthmaRapChallenge [View on Twitter >](#)

By Day

332.4k
P. IMPRESSIONS



Visits to #AskAboutAsthma page = 6,159 (5,766 new users)

Online Communication toolkit used 471 times by 232 individuals

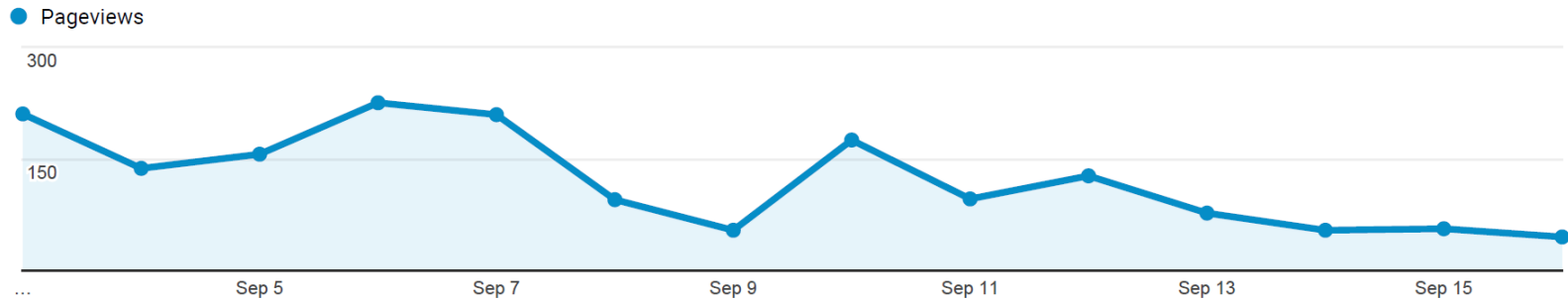
Tweet coverage

Hashtag	Impressions	Tweet	Contributers	Average per day
#AskAboutAsthma	5.9m	2541	533	84.7
#Asthmarapchallenge	332.4k	169	60	5.6
#myasthmapledge	298k	84	43	2.8
#asthmatoolkit	77.3k	39	24	1.3
TOTAL	6,607,700	2833 tweets	660 people	

Visits to #AskAboutAsthma page = 6,159 (5,766 new users)

Online Communication toolkit used 471 times by 232 individuals

Asthma toolkit



1,716 visits to toolkit over the two week period (incl)

Action plans - 269

Inhalers - 257

Annual review - 92

Schools - 92

#AsthmaRapChallenge

5th Sept – 30th October

#AsthmaRapChallenge [View on Twitter](#)

By Day



Social Media

Twitter



333.4k impressions

169 tweets

60 contributors

5.6 average tweets per day

Facebook



751 reach

14 engagements

YouTube

**views (to date):
1, 132**

Yinks CPPE @yinka_pharm · Sep 5

@keychangesmusic inspirational message about living with asthma by some inspirational young men. Great way to connect with CYP living with asthma. Get CYP involved with the #AsthmaRapChallenge. @cppeengland @HealthyLDN



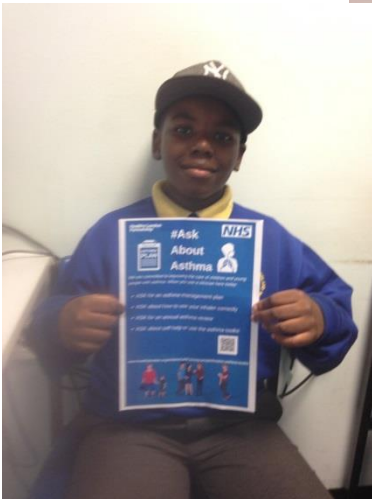
My Asthma in School Project @SchoolsAsthma · Sep 5

Is the #AsthmaRapChallenge actually happening?! Yes, yes it is. Incredible to hear about the stories behind it and can't wait for the competition to begin!

“The rap music is excellent – they could go into schools to get the message across”

- Feedback from 5th September #AskAboutAsthma event

Paediatric asthma clinics



Inspired training and events across London



Engagement



The Primary Care Respiratory Society
Inspiring best practice in respiratory care

This w

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Join

Home / News / Asthma campaign

Submitted by heatheroliver on Wed, 05/09/2018 - 09:13

PCRS is supporting the AskAboutAsthma campaign run by the Healthy London Partnership to coincide with the start of the new school year.

The campaign is calling for each child or young person with asthma

- to have an asthma management plan
- to be able to use their inhaler effectively
- to have an annual asthma review

The campaign is additionally, encouraging implementation of the London asthma ambitions and The London asthma standards for children and young people.



Royal College of
Paediatrics and Child Health
Leading the way in Children's Health

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Campaign launches to improve management of childhood asthma

3 September 2018

Media & External Affairs team

RCPCH supports the #AskAboutAsthma campaign as NHS in London ask sufferers to 'take three small steps to improve lives'.

#ASKABOUTASTHMA



How you can help to reduce air pollution

1. Take public transport or walk
2. Turn your car engine off when idle
3. Choose a cleaner vehicle



Asthma is the most common long-term medical condition affecting children in the UK.

#AskAboutAsthma

Asthma














The NHS spends around £1 billion a year treating people with asthma.

Around half of this expense is for unscheduled care.




School newsletters

Brecknock Newsletter

Friday 14th September 2018

Message from the head




The term has got off to a very good start. You will all know that we have received a new delivery of school uniform which looks very smart, you should all have received a free polo shirt as a gesture of goodwill from the supplier. It is of course absolutely fine to wear the old uniform until it is time to buy new items. Please make sure that your child comes to school in school uniform every day. Our uniform is: gold Brecknock polo shirt, navy cardigan or sweatshirt and navy or black trousers or skirt / pinafore. Shoes should be black or navy and hijabs should be navy or yellow. Look out for our School Uniform Special newsletter featuring children in perfect uniform coming soon!

Dates for your calendar

Please check our website for term dates for the full year.

17th September	Cuba to the British Museum
17th September	Hawaii Swimming (Tuesdays 11.00-11.30)
20th September	Tahiti class at the CLC
21st September	Year 3 to the Museum of London
21st September	Year 4 to the British Museum
22nd September	Tahiti Swimming (Fridays 13.30-14.00)
27th September	Jamaica to the British Museum
28th September	Year 3,4,5 and 6 Cross country Parliament Hill Fields
28th September	Significant Males' Breakfast
3rd October	Jersey to CLC
4th October	National Poetry Day
4th October	Guernsey to CLC
9th October	Year 3 to the British Museum
22nd-26th October	HALF TERM
29th October	School opens—children back
2nd November	Year 6 to the Imperial War Museum
12th-16th November	Anti-Bullying Week
21st November	Year 6 to the National Theatre
3rd December	Tahiti to CLC
4th December	Hawaii to CLC
11th December	Year 5 to Unicorn Theatre
21st December	Last Day of Term—School closes 2pm
24th-6th January	SCHOOL CLOSED, CHRISTMAS HOLIDAYS
7th January	INSET day, school closed
8th January	School opens for children

Working Men's College




The Working Men's College, WMC, is the oldest surviving adult education institute in Europe. They will run classes at Brecknock from Friday 21.09.18 in the community room. Assessments will be on that day from approximately 9.15. Depending on how many learners turn up on the day, they will run one or two classes:

- Working with Children—on this course you will develop your skills in the following:
 - Introduction to working in a Childcare setting
 - Developing Skills to care for your child
 - Skills for the workplace—teamwork, communication
 - Job search—interview skills, CV, applications
- Employability Skills with English—on this course you will develop your skills in the following:
 - English for the workplace
 - Speaking, reading, writing in conversational and formal English
 - Skills for the workplace—teamwork, communication
 - Job search—interview skills, CV, applications

Class times on Friday will be from approximately 9.15 – 11.15, although this will be confirmed at a later date. Please note that children are not allowed in our classes for health and safety reasons. Anyone who is interested please do come along!

#AskAboutAsthma



This September, to coincide with the start of the new school year and the highest hospital admission rates for asthma (week 38), Healthy London Partnership and NHSE 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 in London.

The #AskAboutAsthma campaign wants to encourage children and young people and their families to ask for three simple effective interventions to help them control their asthma:

- ASK: Have an **asthma management plan** (which will shortly be available as an app for mobile devices). The plan helps identify the right colour inhaler and dosage and the time to seek emergency help
- ASK: Be able to use their **inhaler effectively**
- ASK: Ensure they have an **annual asthma review**

Please can you keep the school updated if there have been any changes in your child's asthma so our records are up to date and correct. It is recommended that all children have an annual asthma review with the NHS.

If you have any other updates on your child's medical needs please do either contact the office or see Tiggy for an appointment.

Brecknock Primary School, Cliff Villas, London, NW1 6AL Tel: 0207 488 6334 Twitter @BrecknockSchool Web www.brecknock.camden.sch.uk



St Joseph's Catholic Primary School

Macklin Street, Covent Garden, LONDON WC2B 5NA
 Tel: 020 7242 7712 Email: admin@stjosephs.camden.sch.uk
www.stjosephs.camden.sch.uk



Headteacher: Miss Helen Tyler

National Asthma Week - AskAboutAsthma

This September, to coincide with the start of the new school year and the highest hospital admission rates for asthma (week 38), Healthy London Partnership and NHSE 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 in London.



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- ASK: Ensure they have an **annual asthma review**

Healthy London Partnership has developed a set of **ambitions and standards** for how asthma care should be delivered across the city. #AskAboutAsthma is asking NHS organisations to pledge to help deliver these. In addition, organisations are pledging to take steps to improve air quality in support of the #AskAboutAsthma campaign. Small steps that make a difference include:

- Encourage more exercise by walking to work/school
- Car pooling and turning off engines when idle
- Using non/less toxic materials in homes and offices
- Having greenery in and around homes and offices

In addition, individuals (health professionals, residents, patients) are being asked to make an individual pledge to support improvement of asthma care or air quality through the **My Asthma Pledge** page.

The online **London asthma toolkit** is available to support healthcare professionals, commissioners, schools, parents, carers, children and young people in London implement the asthma standards for children and young people.

Air Pollution

London suffers from high levels of air pollution. Air pollution acts as a trigger for many children and young people with asthma, contributing to asthma admissions and intensive care admissions, and possibly some asthma deaths. The **NHS Trusts: Air pollution reduction toolkit** describes simple and free changes NHS organisations can make to reduce their contribution to London's air pollution.

Attendance and Punctuality

As we start this academic year refreshed from a summer holiday, please remember how important it is for your child to attend school regularly. We encourage children to achieve excellent punctuality and attendance throughout the year. A good start and a great example from the start of the year will help to set a positive pattern – we look forward to a great improvement this year.



Miss Plivda will be leading on Attendance and Punctuality this year, supported by our Education Welfare Officer. We will be monitoring this very closely and hope to work together with parents to achieve the school's expected minimum target of 96% attendance, set by the Department for Education.

New Arrival!

Congratulations to the King family on the arrival of Teddy during the summer holidays; a beautiful little brother to Anthony and Mia. Our best wishes and love to all.



All the work we do with our partners moves us closer towards our goal to make London the healthiest global city.

www.healthy london.org

england.healthy london@nhs.net

[@healthyLDN](https://twitter.com/healthyLDN)

