



**Healthy London  
Partnership**

# **#AskAboutAsthma Campaign Evaluation 16<sup>th</sup> – 22<sup>nd</sup> September 2019**

Georgie Herskovits & Christine Kirkpatrick

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 2019

## Three key messages as in last two campaigns

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

**One Thing LDN... for #AskAboutAsthma** asking Londoners what they have done, will do or would like to see happen to improve asthma care or [air quality](#) for children and young people in London.

## Objective for London

No children die from preventable asthma attacks

To reduce asthma-related emergency admissions

# Organisations supporting #AAA and #OneThingLDN - incl website content, press releases or ran events

SUPPORTED BY  
MAYOR OF LONDON



Services for Schools



NACAP

connecting care for children



Barking, Havering and Redbridge  
University Hospitals



education for health  
IMPROVING LIVES FOR 30 YEARS



Clinical Commissioning Group



Guy's and St Thomas' S Foundation Trust



# #AskAboutAsthma Social Media

16<sup>th</sup> – 22<sup>nd</sup> September 2019

## Twitter

**17.5M impressions**  
**3,774 tweets**  
**769 contributors**  
**125.8 average tweets per day**



SELLING YOU 🙌🙌🙌🙌🙌🙌  
• For the final part of our AskAboutAsthma and #week100 promotion day, we held an asthma awareness stall at the main entrance of CHH. We managed to speak to some members of the public about asthma and the importance of having an asthma action plan and using a spacer. Thank you to all of you who stopped for a chat! #AskAboutAsthma #month100in #askaboutasthma #asthmaawareness #childrenshealth #asthmasymptoms #itsinyourthoughts #month100inlondon #Acin #Acroydonthis # 2 months ago

12 Likes 3 Comments



What's YOURS? 🙌🙌🙌🙌🙌🙌  
• All our asthma awareness stall this afternoon, we asked YOU what your one thing you would like for asthma care and you gave us lots of ideas! Some common themes were: having free prescriptions for asthma inhalers, good education and help with inhaler technique. We will be using your ideas to help shape our service. So thank you! #month100inlondon #itsinyourthoughts #Acroydonthis #Acin #askaboutasthma #week100 #helpusmakeyour #ideascount #itsinyourthoughts #askaboutasthma #week100 # 2 months ago

11 Likes 1 Comment



INTERESTING THAT WORRY? 🙌🙌🙌🙌  
• Here we are with Dr Yko, who is a doctor working in the outdoor department today. Dr Yko was really interested in finding out more about asthma and will be spending the day with us soon! #AskAboutAsthma #month100inlondon #Acroydonthis #Acin #askaboutasthma #week100 #helpusmakeyour #ideascount #itsinyourthoughts #askaboutasthma #week100 # 2 months ago

5 Likes 3 Comments



CHILDREN OF THE WORLD? 🙌🙌🙌🙌  
• Here we are with Mervey and our Asthma Dr Whaley who visited us today! First thing this morning we went to the Wiltons Childrens Outdoor department to meet the staff, children and parents - it was a busy clinic but we managed to speak to lots of young people about asthma and gave the younger children some asthma coloring in and ideas to make! Many of the children that attend the department are seeing a consultant paediatrician because of their asthma. #AskAboutAsthma #week100 #helpusmakeyour #ideascount #itsinyourthoughts #askaboutasthma #week100 # 2 months ago

4 Likes 6 Comments



TEACHING? 🙌🙌🙌🙌  
• After the Ward, we went and saw the lovely nurses on the Dolphin Day Surgery Unit. Children attend the unit for surgery as a day case, but many of them have asthma, which is identified at their pre-op assessment. Sunish is our Asthma champion for Dolphin and is really looking forward to our Asthma Champion study day in October. Here she is talking to Jalek about different types of spacers. #asthmaschampions #itsinyourthoughts #child #dayurgery #dolphin #paediatric #asthma #health #askaboutasthma - 2 months ago

## Facebook

**1,120,845 reach**  
**414,977 unique CYP in London**  
**5,432 clicks to #AskAboutAsthma page on HLP website**  
Average cost per click through (for the social media marketing) £0.18 approx half that of last year



176 posts on  
Instagram

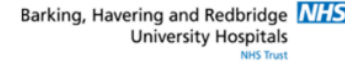


# Twitter support

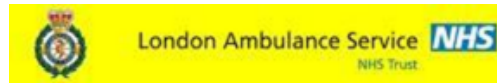
healthwatch



Redbridge



The Exchange surgery



# Tweet coverage

There are various ways to analyse social media engagement. To allow comparison with 2018, here we have used the same methodology as last year. These figures include total reach/potential reach. Potential reach measures how many unique Twitter accounts our tweets could have reached. A potential impression means a tweet has been delivered to a Twitter account's timeline.

Hashtag	Impressions	Tweet	Contributers	Average per day
<b>#AskAboutAsthma 2018</b>	<b>5.9m</b>	<b>2541</b>	<b>533</b>	<b>84.7</b>
<b>#AskAboutAsthma 2019</b>	<b>17.5m</b>	<b>3774</b>	<b>769</b>	<b>125.8</b>

# Primary and community care, schools and local authorities



ST. JOSEPH'S CATHOLIC PRIMARY SCHOOL



The **Nelson**  
Medical Practice

*Willow  
practice,  
Hounslow*



**Services for Schools**

*Harrow school  
nurses*

*The Exchange  
surgery*



**Bromley  
Healthcare**  
better together

*GP surgery  
screens across  
Central, West,  
Ealing, Hounslow  
and Harrow  
CCGs*



Central and  
North West  
London

NHS Foundation Trust



*Camden school  
nurses*

# London Asthma Toolkit

## Page views

	2019	2018
Resources	39	30
Onething	1682	0
Ask About Asthma	1202	6804
Toolkit – asthma	479	531
Toolkit – communications	460	542
Hospital action plans	372	369
Toolkit - schools	144	76
Toolkit – primary community care	90	95
Toolkit – parents and carers	75	119
Threes steps to improve asthma	50	74
Presentations for teaching	52	17
Air quality	28	0

❑ Website views on the pages mentioned were higher in 2018, but social media activity and impact from the Healthy London Partnership channels was much higher in 2019

❑ This means that other organisations must have shared our content more widely in 2018, but it is difficult to see other organisations' social media insights

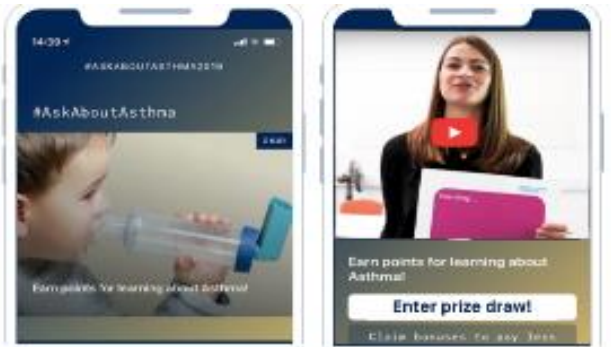
❑ As an awareness campaign, the campaign did well with better engagement in 2019



# Sweatcoin

Sweatcoin incentivises physical activity behaviour change through a mobile app. This is the first year that HLP has partnered with this type of organisation on an awareness campaign


- Promotion of 3 #AskAboutAsthma messages and #OneThingLDN

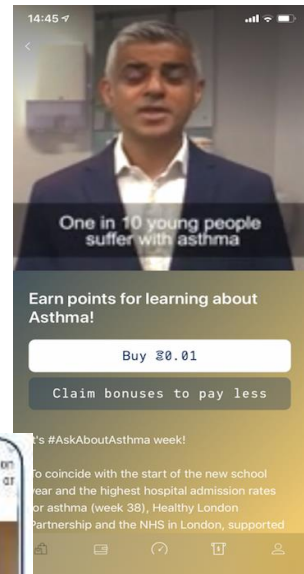


\*The above took the form of a prize draw - users watched the video, and then were required to answer a question from the video, for a chance to win 1000 Sweatcoins.

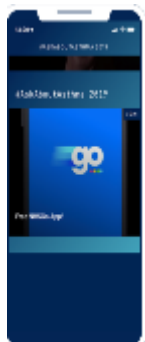
1.06m  
Video  
views\*

9,030  
Prize draw  
entries

**In total**  
**2.9 million impressions on users across London**  
**21,060 Engaged Users**  sweatcoin



- Promotion of NHSGo



1.8m  
Impressions

10,435  
NHSGo  
Website  
visits\*

Key stats					
All Devices	Desktop	Smartphones	Tablets	Other	
Responses	Total visits	Unique visits	Completion rate	Average time to complete	
5,118	6,772	5,067	100%	00:43	

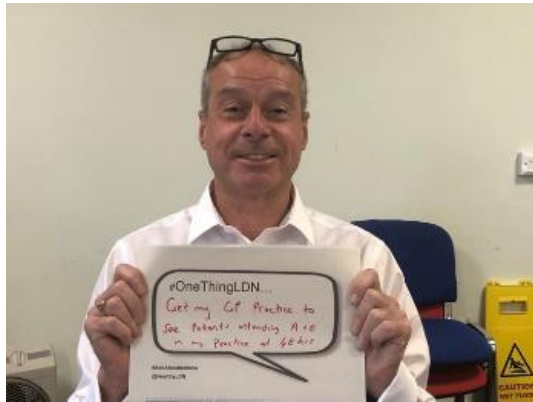
  

Key stats					
All Devices	Desktop	Smartphones	Tablets	Other	
Responses	Total visits	Unique visits	Completion rate	Average time to complete	
3,912	5,328	3,674	100%	00:43	

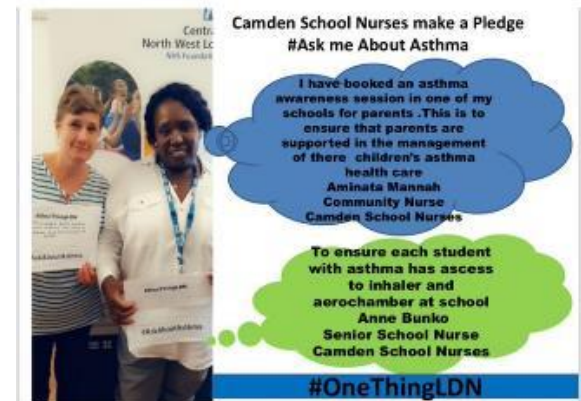
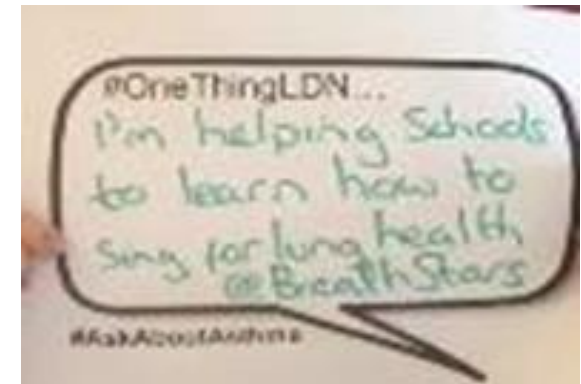
Source: Typeform prize draw entry software



# #OneThingLDN – new initiative for 2019



One Thing LDN... for [#AskAboutAsthma](#) asking Londoners what they have done, will do or would like to see happen to improve asthma care or [air quality](#) for children and young people in London.



# #OneThingLDN – a different way to engage the audience



# Publications

## PATIENT PARTICIPATION GROUP (PPG) NEWSLETTER

August 2019 – Issue No 19

email: [galina.spe@nhs.net](mailto:galina.spe@nhs.net)  
web: [www.ealingcc.nhs.uk/get-involved/patient-participation-groups](http://www.ealingcc.nhs.uk/get-involved/patient-participation-groups)

### HEALTH CAMPAIGNS

[#AskAboutAsthma campaign](#)

The 2019 [#AskAboutAsthma](#) campaign runs from 16 to 22 September to raise awareness of the measures that should be taken to manage all children and young people (CYP) with asthma. It aims to ensure that existing asthma standards and ambitions are met across London and that no more children die from preventable asthma attacks.

This year [#AskAboutAsthma](#) is focusing on [#OneThing.DN](#) that people have done, will do or would like to see happen to improve asthma care or air quality for CYP in London.

They welcome primary and community care staff, their patients and their families sending in contributions to help spread the message.

Please ask what is the [#OneThing.DN](#) they would like to happen to improve asthma care or air quality for CYP in London.



## London Nursing Communications Bulletin



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Inspire • Innovate • Collaborate

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Home / News / London [#AskAboutAsthma](#) returns 16 September



## London #AskAboutAsthma returns 16 September

Tuesday, August 13, 2019



This September, to coincide with the start of the new school year,



## NORTH LONDON PARTNERS in health and care

North Central London's accessibility and transformation partnership

Home About Us Our plan Areas of work News Blog Our mission Contact us

## Why the #AskAboutAsthma campaign is important

Blog

I want every child with asthma in north central London (NCL) to have 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 want to have every child with asthma in the NCL to be happy.

Meet with your GP or Practice Nurse to understand your condition and how we can help you access the right care and support and develop all the right tools to make emergency help.

Check with your GP, nurse or pharmacist that you have been to see your child's body. We will assess that for each child and develop a plan to help you and your child's body.

Ensure you meet with your GP or nurse every year to talk through your triggers and how you are coping with your asthma in life.

As well as working with individual children and their families, an important part to school heads and staff to support. Join the NCL [#AskAboutAsthma](#) network.

The network is a group of colleagues who work can help and we can share our experience. We are going to see how we can work with schools to make our approach to schools, at the right time and right place and make them to make it as well as possible.

This network is made up of a wide group of people, the best, most and professionals. We



Home About Us My Job My Business My Services

## AskAboutAsthma campaign launches to improve lives for asthma sufferers

## nhsManagers.net

## London region GPbulletin

News for general practice in the capital



# Ilford Recorder

Select language: English

Search



## Tower Hamlets Clinical Commissioning Group

# Barking and Dagenham Post

## Services for Schools

About Us Services Training & Events Communication Resources

### Communication Detail



### Ask About Asthma Campaign 2019

The [2019 AskAboutAsthma](#) campaign runs from 16 to 22 September to raise awareness of the measures that should be taken to manage all children and young people (CYP) with asthma. It aims to ensure that existing asthma standards and ambitions are met across London and that no more children die from preventable asthma attacks.

This year's [AskAboutAsthma](#) is focusing on [#OneThing.DN](#) that people have done, will do or would like to see happen to improve asthma care or air quality for CYP in London. We welcome schools, GP and young people and their families sending in contributions to help spread the message.

Please ask your GP or their family what the [#OneThing.DN](#) they would like to happen in practice at the end of the school year.

Twitter: [@askaboutasthma](https://twitter.com/askaboutasthma) Email: [askaboutasthma@nhs.uk](mailto:askaboutasthma@nhs.uk)

# HealthPassport

# Blogs – HLP and stakeholders

## Connecting, Collaborating, Reciprocating – Journeys in the Asthma System

16th September 2019

By TOM HOLLIDAY, PAEDIATRIC REGISTRAR & GAZZD 10 FELLOW

I never saw myself working in paediatric asthma. As a paediatric registrar working in secondary

care, my e people w improved shift I was. Except th and see th

## #AskAboutAsthma



**Charlotte Pomery**

Assistant Director of Commissioning at Haringey Council and Senior Responsible Officer for Children and Young People at North London Partners

SEP

11

2018

As senior responsible officer for the Children and Young People workstream of North London Partners in health and care, our local sustainability and transformation partnership (STP), I am passionate abo within our communities.

## How group consultations for families whose children have asthma is helping improve outcomes



**Ana Marote**

Asthma Paediatric Clinical Nurse Specialist, Whittington Health NHS Trust.

## What does indoor air quality mean and how can we improve it

Camden Council air quality officer Tom Parkes blogs on some of the small but potentially significant changes which can improve indoor air quality.

By: Tom Parkes

More »

NHS  
Barts Health  
NHS Trust

Home > Content > A-Z of our knowledge

Prescription

> VACCINES AND TESTS

## Spotlight on... #AskAboutAsthma

Posted Wednesday, 21 September 2017 by Asthma Care

## The best way to help children with asthma fulfill their potential is to help them control their asthma

AskAboutAsthma is 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 north central London 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.

By: Dr Oliver Anglin  
17 Sep 2019

## Hillingdon's children's asthma team approach the busiest time of the year – Blog

20th September 2019

ALISON SUMNERFIELD, NURSE CONSULTANT - PAEDIATRIC RESPIRATORY & ALLERGY

We now have sixty-nine schools (both state and independent) within the borough that are certified as "Asthma Friendly". Asthma friendly status is awarded annually to those schools who have achieved our set criteria based on the London Asthma Standards.

CREATION: knowledge

PRODUCT

USE CASES

KNOWLEDGE

18

## HCPS ENCOURAGE PATIENTS TO #ASKABOUTASTHMA

Posted by Laura DeWright | Oct 8, 2019 | #ASKABOUTASTHMA

## Why the #AskAboutAsthma campaign is important

Dr Oliver Anglin, Camden GP and clinical lead for the Children and Young People's workstream for north central London blogs on why the #AskAboutAsthma campaign is important. For me it's an important campaign because, it raises awareness that having asthma doesn't have to mean having to limit a child.

18 Sep 2019

More »

## Woodburning poses a serious risk to health – Blog

19th September 2019

HEALTH WRITER, EDITOR AND CLEAN AIR ADVOCATE PENNY HOSIE SAYS WOODBURNING STOVES SHOULD BE TAKEN SERIOUSLY AS AN ASTHMA TRIGGER. HERE SHE EXPLAINS WHY

Several years ago, when my children were young, I visited my sister in Cornwall shortly after Christmas. It was a long drive and my eldest daughter, then aged 7, was at the tail end of a cold.

However my sister as living area (cats made seemed set for a love)

## Kath Evans Connecting

Relating to 4200Dialh 4Health #Nashy #Welfare #Rising #K10

## Black box thinking 🧠 World Patient Safety Day #AskAboutAsthma

## Community Education: One thing I am doing to improve asthma outcomes for CYP



**Adama Kargbo**

Children and Young People Atopy Clinical Nurse Specialist

SEP

16

2019

My name is Adama and I work as a Clinical Nurse specialist in Atopic condition affects those with a predisposition to allergic conditions, such as eczema, h asthma.

One thing I am doing to improve outcomes for local children and young people is to run nurse led community clinics in Camden. In these clinics I see children

## Addressing fuel poverty: One thing I am doing to improve asthma outcomes for children and young people

Asthma, like many long term illnesses, is made worse by coldness at home. SHINE addresses that inequality by increasing energy efficiency in people's homes.

By: Eamon Rooke  
19 Sep 2019

More »



# Involvement of London Ambulance Service – the level of engagement was greater than ever before – we will build on this for 2020



Patrick Hunter

@patrickshunter · Sep 16

Fully supporting #AskAboutAsthma with @HealthyLDN @Ldn\_Ambulance Preventing child asthma deaths by making every contact count. Do you know how to use your inhaler? Do you have an action plan? When is your Annual Review? Life saving conversations.

[pic.twitter.com/YTWMtEPVBT](https://pic.twitter.com/YTWMtEPVBT)



2 15 54



# Local events: #AskAboutAsthma in North Central London

Chantel, mum to youngster with asthma, [#OnethingLdn](#) I value is the annual asthma review with a professional. It means I am not floundering around in the dark and that I'm getting the reassurance I need that we are managing it as well as we can. [@HealthyLDN](#)



**#OneThingLDN...**  
All children with asthma in Islington to have an asthma management plan, be able to use their inhalers effectively and receive an annual asthma review.

[#AskAboutAsthma](#) [#NCLondon](#) [@hckp](#) [@IslingtonCC](#) [@IslingtonCC13](#)

## Connecting, Collaborating, Reciprocating – Journeys in the Asthma System

16th September 2019

BY TOM HOLLIDAY, PEDIATRIC NURSE/TEAM LEADER & SHAZZI TO FELLOW

I never see myself working in paediatric asthma. As a paediatric registrar working in secondary care, my experience of asthma was as an acute condition. Every winter large numbers of young people would flood into A&E and I would help by treating their acute attack. Either the attack improved and the family would go home, or it didn't and they'd go to the ward. At the end of my shift I would leave safe in the knowledge that this was the way of things and that I'd done my bit. Except this isn't the way of things. And to realise this I needed to step outside of the hospital walls and see the bigger picture.

Adama offers [#asthma](#) education to professionals in communities and hospitals so all families can receive the same information regarding asthma management regardless of which health professional they see [@healthyLDN](#) [#OneThingLDN](#)

## #AskAboutAsthma



Charlotte Pomery

Assistant Director of Commissioning at Haringey Council and S Responsible Officer for Children and Young People at North London Partners

SEP  
11  
2018

As senior responsible officer for the Children and Young People workstreams of North London Partners in health and care, our local sustainability and transformation partnership (STP), I am passionate about delivering better outcomes for children and young people within our communities.

[#OneThingLDN](#) [#Enfield](#) will ensure that all children with asthma have a personalised asthma management plan to help them understand the use of their inhalers



**#OneThingLDN...**

In Camden we will work closely with the school nursing team to help children in schools to control their asthma

[#AskAboutAsthma](#) [#NCLondon](#) [@hckp](#) [@CamdenCouncil](#)



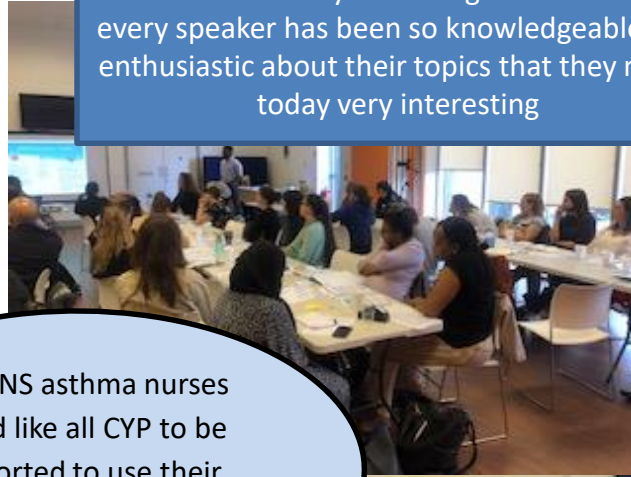


# Local events: #AskAboutAsthma in North East London

## 'Take a Breather' full day study event – 17<sup>th</sup> September

- Organised by Tower Hamlets CEPN and Barts Health Trust
- 54 attendees from multidisciplinary backgrounds; GPs, HCAs, community pharmacists, physio and management roles.

The study day has been very empowering to me as a health care professional. Not only it has reinforced my knowledge in asthma but every speaker has been so knowledgeable and enthusiastic about their topics that they made today very interesting



NEL CNS asthma nurses would like all CYP to be supported to use their spacers and reliever inhalers properly .



In addition, Tower Hamlets CNS asthma nurse team ran training sessions delivered to:

- 59 community pharmacists
- 15 school nurses
- 60 staff on wards across the Royal London Hospital and Whipps Cross, Newham sites
- Additional sessions delivered by Tower Hamlets asthma champions



**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](http://www.healthy london.org)

[england.healthy london@nhs.net](mailto:england.healthy london@nhs.net)

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

