

#AskAboutAsthma campaign evaluation

20th – 26th September 2021

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NHS England (London)

November 2021



#AskAboutAsthma
#AAAShareTheMessage

#AskAboutAsthma 2021: Background

Three key messages (as in last four campaigns). CYP should:

- Have an annual review every year and after every attack
- Have a personalised asthma management plan
- Know how to use their inhalers effectively

#AskAboutAsthma - #AAAShareTheMessage

A week-long schedule of webinars, podcasts, blogs, social media activity and a one-day virtual conference

The campaign also highlights:

Air pollution as a major trigger of asthma

The London Asthma Standards, Ambitions and Toolkit

In 2021, the #AskAboutAsthma campaign went from London wide to national.

#AAA 2021: The virtual week

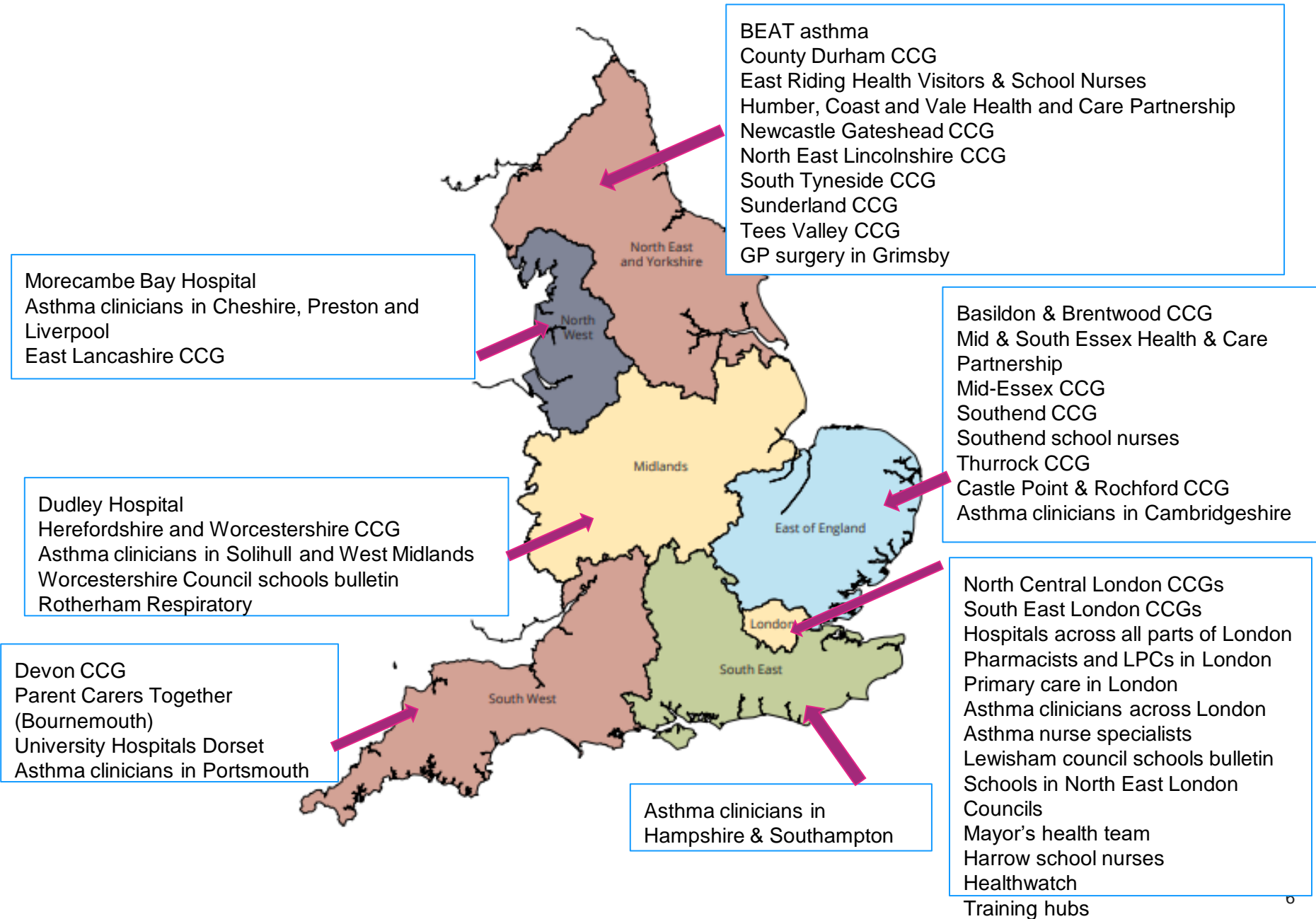
CHILDREN & YOUNG PEOPLE AND THEIR FAMILIES/CARERS	NURSES DAY	AIR QUALITY	VIRTUAL CONFERENCE DAY	PRIMARY CARE DAY	WHOLE SYSTEMS	PHARMACY DAY
Mon 20 Sept	Tue 21 Sept	Wed 22 Sept	Thurs 23 Sept	Fri 24 Sept	Sat 25 Sept	Sun 26 Sept
WEBINAR - 12.30-1.30 PM	WEBINAR - 12.30-1.30PM	WEBINAR - 12-1.30PM	NATIONAL CONFERENCE	WEBINAR - 12.30-1.30PM	PODCAST	PODCAST
Ask the Expert	Nurse-led delivery of excellent CYP asthma care: Case based discussion	Whole systems: delivering optimal care across the asthma pathway	Conference slides	Best practice CYP asthma for primary care: Enhanced asthma reviews; Refresher on asthma medication	Benefits and challenges on making schools asthma friendly	Preventer adherence guardians
WEBINAR 4-5PM	PODCAST	WEBINAR 2-3PM	BLOG	BLOG	BLOG	BLOG
Royal Brompton CYP asthma parent support group pilot study	Is it possible to complete a good virtual asthma assessment?	Impact of air quality on lung health and management strategies	Right Asthma Image Campaign	The things I wish I didn't know about asthma	High risk patient work: CNS perspective	Staying positive in 2021 – a pharmacist's view
PODCAST	BLOG	PODCAST		BLOG	BLOG	BLOG
Encouraging behavioural change in teenagers - Rob Horne	A day in the life of a paediatric respiratory nurse	Using and prescribing inhalers effectively to help the environment	ICS paediatric asthma priorities and workplans	From evidence to implementation, data-driven approach to improving quality standards in asthma	Asthma awareness week: A local perspective (Whipps Cross Hospital)	Incentivising young people to take their asthma medication
BLOG	BLOG	BLOG		BLOG		
Association of Young People's Health scoping review on CYP engagement	Transition and non-biologic patients	Asthma and air quality: Working together to improve lung health		Diagnostic hubs and respiratory champions at PCN level	Learning from an asthma death in Waltham Forest	
BLOG	BLOG	BLOG				
Asthmanauts launch - education and activity guide for CYP	Setting up a CNS asthma network	Asthma, pollen & pollution – selecting the best plants for healthy living				
VLOG	WEBINAR - 7.30-8.30PM	BLOG				
How the Asthma UK/BLF helpline supports our families	Pharmacy focus: Case study demonstrating opportunities for care; inhaler technique optimisation; making every contact count/Healthy living pharmacy	Have you heard about house dust mites?				
		BLOG				
		Damp buildings and human health				



NHS organisations promoting #AAA in 2021



Local involvement in #AAA 2021



#AskAboutAsthma 1 day virtual conference

It was an excellent day,
thanks, really well organised
and interesting, varied agenda.
– Chief Executive, Asthma UK/
British Lung Foundation
Partnership

A wonderful day of learning and sharing ideas 💡 always a nice boost in the most dreaded week of the asthma calendar! Thank you to all the presenters—Asthma nurse specialist

What a collection of extraordinary people you have brought together, and judging by some of the questions, quite an audience too – GP, Oxfordshire

I think the campaign went brilliantly, and I especially like the three core messages as I feel that is what needs to improve, particularly with my asthma care in the past. – Young patient representative

I sense something
(good) in the air for
childhood asthma this
week - Consultant
respiratory paediatrician

You outdid yourselves again! I thought it was great and have also had some good feedback – ICS CYP Transformation Director

230 + attendees

Without doubt the best
conference I've attended in a
long time - Asthma nurse
specialist and educator

Attended the fantastic #AskAboutAsthma conference today....16 pages of A4 notes written throughout the day!! Think I can safely say I have a lot of food for thought – Community children's asthma nurse specialist

Many thanks for organising and supporting the conference so well - it's been brilliant to see the amazing response from everyone – Young patient representative



Campaign engagement

✧ What a week! ✧

Thank you to everyone who's contributed to #AskAboutAsthma week - whether that be through attending the @HealthyLDN conference or engaging with the podcasts. I hope everyone's taken something away from it & understands the importance of asthma care in CYP! – Young patient representative

Over 260 downloads of our daily themed [blogs](#) – two most downloaded:

[A day in the life of a paediatric respiratory nurse specialist](#) by Claire Jackman, Royal Brompton Hospital

[Setting up a regional CNS asthma network](#) by Emily Guilmant-Farry, Children's Community Asthma Nurse Specialist, Newham, London

Over 230 people attended the one-day conference and over 345 attended a [webinar](#). Highest attendance for [Nurse-led delivery of excellent CYP asthma care](#) led by asthma CNSs Emily Guilmant-Farry, Alison Summerfield, Sarah Latham and Natasha Brennan with a case-based discussion on best practice from a nursing perspective.

273 people completed SurveyMonkey evaluations with 99% respondents rating the events as good or excellent

A further 208 downloaded the webinar recordings



Over 235 downloads of [podcasts](#) - most downloaded was [Encouraging behaviour change in teenagers](#) with Rob Horne, Professor of Behavioural Medicine at UCL

#AskAboutAsthma social media



clare twigg-peckham ❤️ @cl... Sep 23
Love this @UHMBT
@PaedResp_UHMBT
@MorecambeBHCP @MBResp we
need to promote this please !



NHS County Durham CCG ... Sep 26
⚠️ 1 in 11 children and young people
in have #asthma but less than half of
them have an asthma management



South Tyneside CCG ✓ @STy... Sep 26
If a child has a personalised asthma
action plan, they are four times less
likely to have an asthma attack that



NHS Herefordshire & Worc... Sep 29
1 in 11 children and young people in
have #asthma but less than half of
them know how to use their inhaler



NHS Devon CCG ✓ @NHSDevo... Sep 20
This week is National Asthma
Awareness Week. Did you know that 1
in 11 young people have asthma?



Mid and South Essex Healt... Sep 29
If your child has asthma it's important
they have an asthma plan to help you



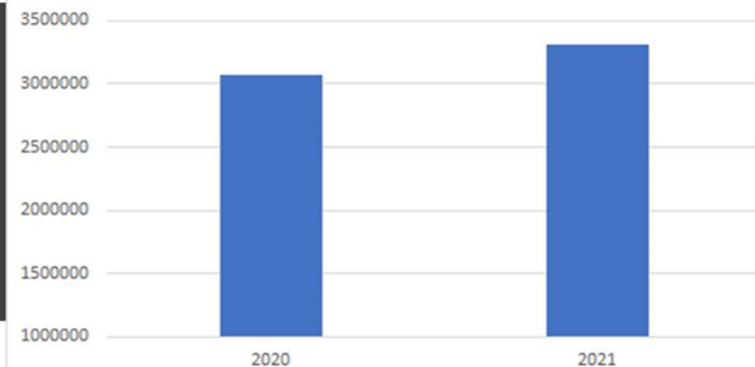
**NHS England and NHS
Improvement**
23 September at 15:00 · 🌐

'Despite taking my asthma inhalers regularly, as
my regime prescribed, I found that using my
inhalers properly was the key to keeping my
asthma well controlled. Learning the correct
technique by using a spacer helped me ensure
that I was effectively breathing in the full dosage
of my inhaler medication.'

NHS Youth Forum advisor Aishah shares the
steps she's taken to help improve her life and
manage her asthma more effectively.

1 in 11 children and young people are affected...
[See more](#)

Twitter reach, YOY comparison



Twitter continues
to be highly
successful at reaching
people. There was an
8% growth in reach
of Ask About Asthma
hashtags.

LinkedIn

2291 impressions

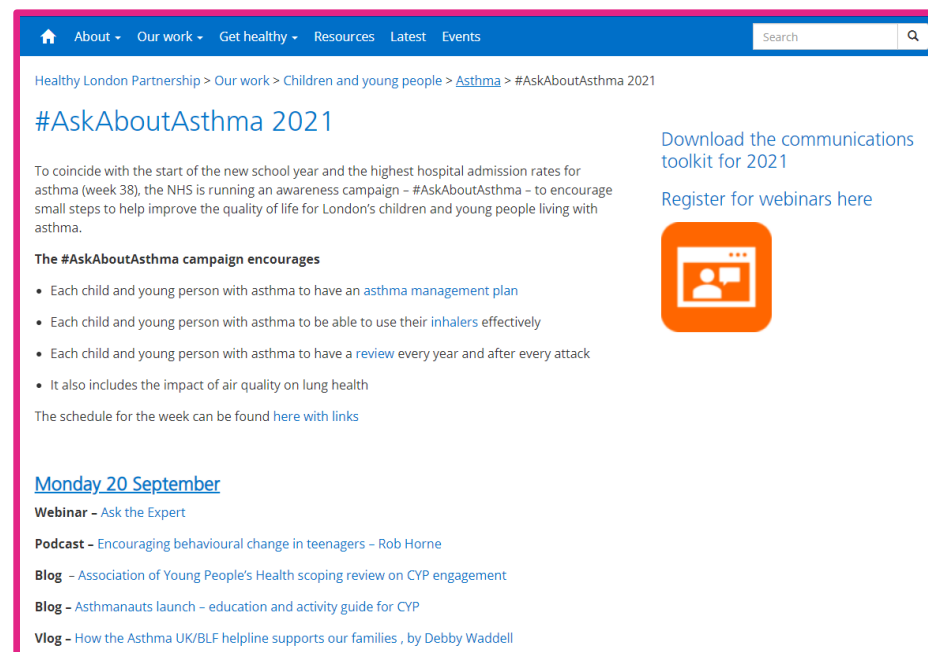
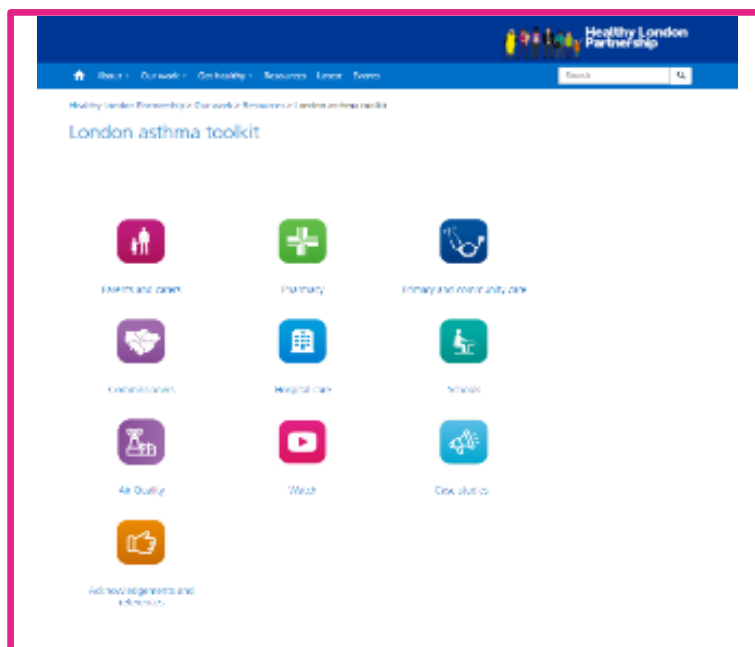
2.25% engagement rate



Twitter 3,291,886 reach of #AskAboutAsthma hashtag
(#AAAsarethemessage potential reach of 347,134) **732** contributors

Engagement with London asthma resources

Page views from 1 Aug to end Sept	2017	2018	2019	2020	2021
#AskAboutAsthma campaign page	-	6804	1202	1203	2724
Asthma toolkit	6114	1853	1789	2908	882 *



* The toolkit was not a main focus for 2021 campaign)

Support from North East London ICS

Newsletter and resources sent out to Trust staff, schools, pharmacy...

Barts Health 4 Asks for #Askaboutasthma

See our [Online Asthma Resources](#) to help support asthma management

1. Make sure they have correct diagnosis and on treatment: [Barts Asthma Guidelines](#)
BTS Guidance
Make sure all children with [asthma/wheeze/allergy](#) should be discharged can be done on [CRS](#). *This year 55% of children who attended Tower Hamlets asthma clinic did not have an asthma/wheeze plan. A weaning plan is not needed a Asthma/wheeze plan as this prevents a hospital admission by 4 folds*
2. Make sure they have a [Patient Information Leaflets](#) includes weaning plan
3. Make sure you have a [Asthma Action Plan](#)

Some Useful Online Resources

- [What is asthma?](#) – this handy video explains what asthma is
- [Barts Health Asthma and Wheeze Clinic](#)
- [Using your peak flow meter](#) – a technique to help you monitor your asthma
- [Look at your School email](#)
- [Please help promote Asthma awareness by sharing this information in CYP in Tower Hamlets](#)
- [Using your spacer](#)
- [Using your inhaler](#)
- [Introduction to asthma](#)

The 3 key messages are:

1. [Make sure you have the correct spacer](#)
2. [Make sure you have your Annual Asthma review](#)
3. [Make sure you Have an asthma plan](#)
[Make sure you use your preventer](#)
[What to do in an emergency](#)

Here are some posters you can display around school

Could you share with parents #AskAboutAsthma Monday 20 September at 4pm a free LIVE online session for parents and guardians to put their questions to the experts on how schools can be more 'Asthma Friendly'. You can find out more and sign up on the [BEAM website](#).

School Asthma/Wheeze Newsletter

August 2021: [Click on the underlined Hyperlinks to see more](#)

The September return to school is a peak time for asthma attacks

YOU CAN PROTECT YOUR CHILD BY FOLLOWING THIS ADVICE

- Take your preventer (brown, purple or orange inhaler) with a spacer EVERY DAY – this calms lung inflammation, prevents attacks, and reduces symptoms.
- Take your spacer home and wash it (you should get a new one every year) – school aged children don't need a masked spacer, and do better with a mouthpiece.
- Make sure you have a wheeze/asthma/allergy plan at school and home.

[How to use a spacer over 5](#)
[How to use a spacer under 5](#)
[Check you know how and when to wash and use your spacer](#)

Changes to school Nurse reviews

School Nurse will not be doing Asthma reviews in school this will be done yearly by the GP at your annual review.

Every child will have a Standard Asthma plan that school will provide and you will need to sign. **Make sure you give a copy of your individual Asthma Plan from your Review to the school.**

School nurses will still be doing Allergy Plans which needs to be updated yearly.

[Back to school Advice on Asthma](#)

Hayfever triggers asthma

TREATING YOUR HAYFEVER TREATS YOUR ASTHMA

- Take your hay fever medication and nasal spray daily in the summer months when the pollen is high
[Contact your GP or Nurse if your hay fever is not controlled](#)

When your asthma/wheeze gets worse

FOLLOW YOUR ACTION PLAN

- Think:** Are they coughing or wheezing? Breathing difficulty? Tight chest?
- Intervene:** Reassure the child, sit them upright and slightly forward.
- Medicine:** Give 10 puffs of the blue inhaler using a spacer.
- Emergency:** If there is no improvement or if you are worried call 999. If you're waiting for an ambulance give another 10 puffs of salbutamol.

ADRENALINE PEN and not getting better? IF IN DOUBT – USE IT!!!!
There may be no signs as the signs of an anaphylaxis (severe allergic reaction) may not always be obvious.
NEED YOUR BLUE INHALER MORE THAN 10 PUFFS EVERY 4 HOURS?
See your GP or hospital asthma team - you may need extra medication or even hospitalisation

[Make sure you know how to use your auto injector pen \(EpiPen, EpiPen Jr\)](#)



Sister Tori Hadaway August 2021

Every child has an asthma/wheeze/allergy plan
Management Plans These plans are used across NEL to prevent confusion for CYP.
Consistent information helps children, young people and their family manage their condition. Every child with asthma and wheeze should have a management plan. It prevents hospital admission by 4 folds.

They should be given yearly or if medication has changed and a copy should be at school.

[How to write an asthma/wheeze plan](#)

Document templates	Name	Description	Type
0-5 yrs Asthma Clinical Effectiveness Group	0-5 yrs Asthma Wheeze Action Plan CEG (NP) v2	Children, wheeze, inhaler.	Document Template
1-5 yrs Asthma Clinical Effectiveness Group	1-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Children, wheeze, inhaler.	Document Template
2-5 yrs Asthma Clinical Effectiveness Group	2-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
3-5 yrs Asthma Clinical Effectiveness Group	3-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
4-5 yrs Asthma Clinical Effectiveness Group	4-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
5-5 yrs Asthma Clinical Effectiveness Group	5-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
6-5 yrs Asthma Clinical Effectiveness Group	6-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
7-5 yrs Asthma Clinical Effectiveness Group	7-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
8-5 yrs Asthma Clinical Effectiveness Group	8-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
9-5 yrs Asthma Clinical Effectiveness Group	9-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
10-5 yrs Asthma Clinical Effectiveness Group	10-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
11-5 yrs Asthma Clinical Effectiveness Group	11-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
12-5 yrs Asthma Clinical Effectiveness Group	12-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
13-5 yrs Asthma Clinical Effectiveness Group	13-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
14-5 yrs Asthma Clinical Effectiveness Group	14-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
15-5 yrs Asthma Clinical Effectiveness Group	15-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
16-5 yrs Asthma Clinical Effectiveness Group	16-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
17-5 yrs Asthma Clinical Effectiveness Group	17-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
18-5 yrs Asthma Clinical Effectiveness Group	18-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
19-5 yrs Asthma Clinical Effectiveness Group	19-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
20-5 yrs Asthma Clinical Effectiveness Group	20-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
21-5 yrs Asthma Clinical Effectiveness Group	21-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
22-5 yrs Asthma Clinical Effectiveness Group	22-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
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30-5 yrs Asthma Clinical Effectiveness Group	30-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
31-5 yrs Asthma Clinical Effectiveness Group	31-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
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43-5 yrs Asthma Clinical Effectiveness Group	43-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
44-5 yrs Asthma Clinical Effectiveness Group	44-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
45-5 yrs Asthma Clinical Effectiveness Group	45-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
46-5 yrs Asthma Clinical Effectiveness Group	46-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
47-5 yrs Asthma Clinical Effectiveness Group	47-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
48-5 yrs Asthma Clinical Effectiveness Group	48-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
49-5 yrs Asthma Clinical Effectiveness Group	49-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template
50-5 yrs Asthma Clinical Effectiveness Group	50-5 yrs Asthma Wheeze Action Plan CEG (NP) v1	Allergy management, no.	Document Template

Document-Create letter-Search magnify glass-Tower Hamlets Clinical effectiveness Group



If you have any questions or concerns please contact Tori Hadaway Community Children Specialist Asthma Nurse
07591989962 TH.paedasthmanurse@nhs.net



about asthma from 20th of September
This is when we see the most exacerbations of
asthma and wheeze with the return to school.



Make sure you are prepared for Annual Asthma Reviews
Size and [Asthma Guidelines](#) Barts Health information leaflet with
weaning plan and [Asthma & Allergy Resources](#).

Now: Associate Nurse Practitioners GP Care group Hub
Report of all the children with Asthma and wheeze that have presented to
hospital and call them 48 hours and triage symptoms
They have acute symptoms and need to be referred back to hospital
symptoms and not able to wean salbutamol needs GP face to face
Green: Improving symptoms

Review at 1 month with Practice if it is there first presentation.
Inhaler technique, medication up take, asthma/wheeze plan, ? Changes
Diagnosis. Essential information for teaching CYP and families about asthma
Visit or an admission they will be reviewed in Specialist Asthma Clinic.

Every child has an asthma/wheeze/allergy plan
Management Plans These plans are used across NEL to prevent
confusion for CYP.

Consistent information helps children, young people and their family
manage their condition. Every child with asthma and wheeze should have a management
plan. It prevents hospital admission by 4 folds.

They should be given yearly or if medication has changed and a copy should be at school.

[How to write an asthma/wheeze plan](#)

Support from North Central London ICS

30 September 2021

NCL System Update

[« back to cover page](#)

NCL promotes Ask About Asthma week

The #AskAboutAsthma track record of support to share good practice in asthma care.

Why I proudly support #AskAboutAsthma 2021



Sam Rostom

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

NHS North Central London ... Sep 26
#AskAboutAsthma - three key messages for good asthma care:

1. make sure you have an asthma action plan in place
2. ensure that you/your child have the correct inhaler technique
3. make sure you have an annual asthma review @nclstp @HealthyLDN

More info
northlondonpartners.org.uk/askaboutasthma

NORTH LONDON PARTNERS in health and care **NHS**

Does **your child** have asthma?

Your child will need:

- an asthma management plan**
- the correct inhaler technique**
- an annual asthma review**

What you can do:

- 1 Ask your GP or school nurse for an asthma
- 2 Ask your pharmacist, GP or nurse how to use their inhaler correctly
- 3 Ask your GP, asthma nurse or consultant for an annual asthma review for your child

Three important steps can prevent emergency admission to hospital and save a life.

Thanks to Healthy London Partnership for the poster idea



SEP
16
2021

I am once again really proud to be supporting which, this year, is running from 20th – 26th September. This is the perfect time to remind ourselves about asthma care as it coincides with returning to school and is also the month where hospital admissions for asthma increase.

Asthma. Why are we talking about asthma?



Dr Oliver Anglin

Camden GP, clinical lead for north central London people's asthma

The Three Pillars of Asthma Management



Dr Shubhasree Mukherjee FRCPCH

Dr Shubhasree Mukherjee FRCPCH, Consultant Paediatrician with interest in Paediatric Asthma, North Central London ICS

Improving asthma care in Camden



Shema Begum

Strategic Commissioning Manager

Ask about asthma

#AskAboutAsthma week took place from Monday 20 to 26 September. It 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.

NCL-response-to-Covid-19

- COVID-19 vaccinations in North Central London

Digital

Review of adult elective orthopaedic services

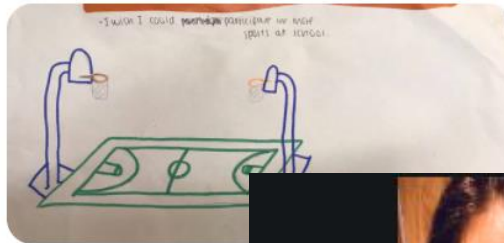
Support from North West London Hospitals



Connecting Care @CC4CLondon

Sep 23

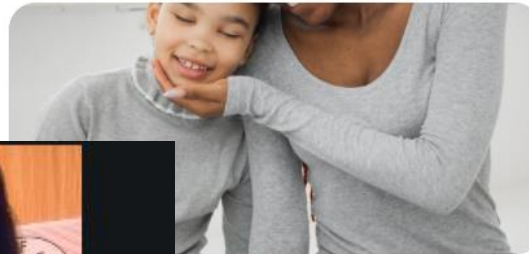
Sport themes recurred today: one young person with asthma drew this picture of how their symptoms restrict their ability to play school sports 🏀🏈🏐
#AskAboutAsthma @CHAHasthma @asthmauk @AllergyAsthmaHQ @PaedAsthma



Connecting Care @CC4CLondon

Sep 22

Today we talked to parents of children with asthma. Key themes were how frightening the first asthma attack is and what a long journey it can be to getting your child's asthma under control - let's see what we learnt... #AskAboutAsthma #parenting @CHAHasthma @HealthyLDN



Connecting Care @CC4CLondon

5d

As part of our @ImperialNHS #Week38 campaign, our paediatric trainees were given a fantastic talk this afternoon by Dr Zainab Awan on asthma care! #knowledgeispower #AskAboutAsthma @Imperialpeople @CHAHasthma @asthmauk



View original

Flag media

Connecting Care @CC4CLondon

6d

Today we talked to young people with asthma about what advice they would give to patients receiving a diagnosing of asthma for the first time. Here's what we learnt... #AskAboutAsthma #SharingIsCaring #Week38 @asthmauk @Imperial @CHAHasthma @HealthyLDN



Connecting Care @CC4CLondon

Sep 23

One of our favourite tips came from a child who said 'Don't feel like an outsider - lots of people have asthma so you're not alone.' What advice would you give to a child recently diagnosed with asthma? 🤔 #AskAboutAsthma @HealthyLDN @ImperialCharity @asthmauk @BeatAsthmaUK



Connecting Care @CC4CLondon

'He starts coughing and properly' - one parent to terrifying'. It's important to remember this is for parents as well as one young child drew the mother crying when he has an asthma attack #AskAboutasthma



Royal Brompton and Harefield @RBandH · Sep 21

For #AskAboutAsthma week, our paediatric respiratory nurse specialist, Claire Jackman, shares a typical day in the life of an asthma nurse in a special @HealthyLDN blog.

Read Claire's blog here: healthylondon.org/our-work/child...



Support from South East London ICS



Evelina London @EvelinaLondon · Sep 20
Are you a parent or carer looking for support with your child's asthma?

Watch a video with advice about how to seek help: [youtube.com/watch?v=VizhD7...](https://www.youtube.com/watch?v=VizhD7...)

#AskAboutAsthma



Evelina London @EvelinaLondon · Sep 24
To mark #AskAboutAsthma week, read a blog by one of our asthma clinical nurse specialists.

Learn why Ashira is passionate about helping children and young people to manage their #asthma:
bit.ly/WhatDoYouDoAsh...

#AASharethmessage

#NHS #Nursing #TeamEvelina



Ask about Asthma 2021 – CYP webinars

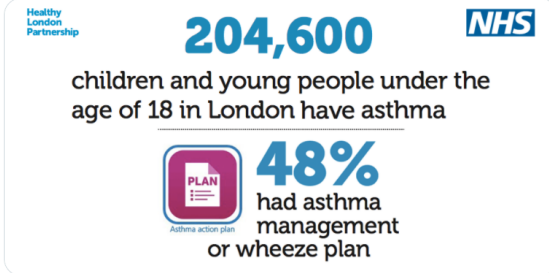
NHS England Children and Young People's Team are running daily webinars from 20 - 24 September 2021 as part of #AskAboutAsthma 2021. These focus on children and young people's asthma care.

south east London update for GP practices



Evelina London @EvelinaLondon · Sep 21
It's #AskAboutAsthmaWeek, which is a great time to learn about how we can help children, young people and families to manage the condition.

Watch Mya's poem for some tips, including the importance of having an #asthma management plan. [youtube.com/watch?v=XfAz2b...](https://www.youtube.com/watch?v=XfAz2b...)



What do you do, Ashira?

What do you do, Ashira?

Ashira is an asthma clinical nurse specialist



September 2021

What is your current role?

I am one half of Evelina London's asthma clinical nurse specialist (CNS) team. I work alongside other health professionals including

Support from South West London

#AskAboutAsthma 2021

- Know how to use your
- Know your asthma action plan – take your regular preventer treatments.
- After an acute attack – have a check up later with your GP
- Overuse of means your asthma is poorly controlled – Arrange an urgent check up
- Being careful with germs may reduce the risk

View original

St George's NHS FT @StGeorgesTrust Sep 21
This week's #AskAboutAsthma Week coincides with people returning to education. It encourages small improvements in the quality of life of those living with asthma. Our Paediatric team have provided some...

St George's NHS FT @StGeorgesTrust Sep 21
As part of the campaign, there are webinars, podcasts, blogs and ongoing social media activity this week as well as a virtual conference on Thursday 23 September arranged by @HealthyLDN @NHSEnglandLDN.

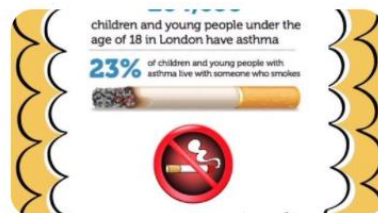
Find out more [#AskAboutAsthma](#)

[ldn.org/our-work/child...](#)

♥ 4

thread

CHAH Asthma @CHAHAstH... Sep 24
Good verbal discussions on smoking cessation are essential. It's not enough to say "I smoke outside". We always signpost parents and carers to local support services [#AskAboutAsthma](#)



#AskAboutAsthma week we delivered an Update to the Paediatric Nurses at University Hospital. This session covered Inhaler technique and the use of personalized asthma action plans.



CHAH Asthma @CHAHAstH... Sep 24
"the only thing better than education is re-education + re-education + re-education." Love this philosophy! [#AskAboutAsthma](#)

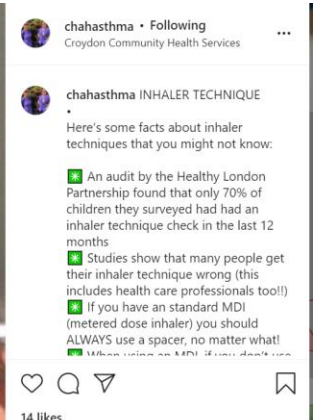
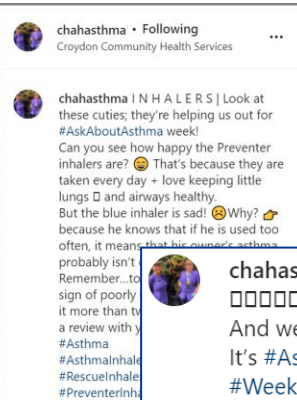


Jakki's busy following up our high risk patients today..

#ASHABOUTASTHMA

Asthma @CHAHAstH... Sep 21
As all of our new referrals, we also have over 70 high risk asthma patients on our caseload. Today Jakki has been following up some of our patients by telephone to check their symptom control #Week38 #AskAboutAsthma

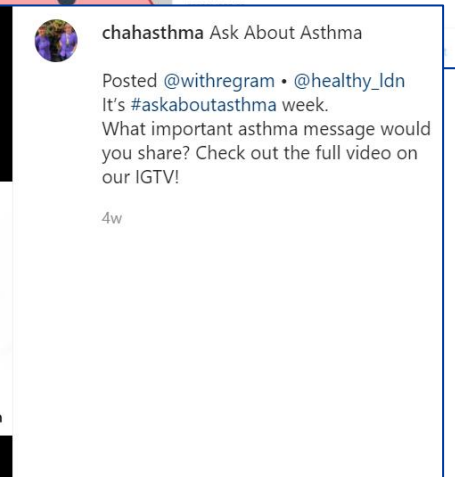
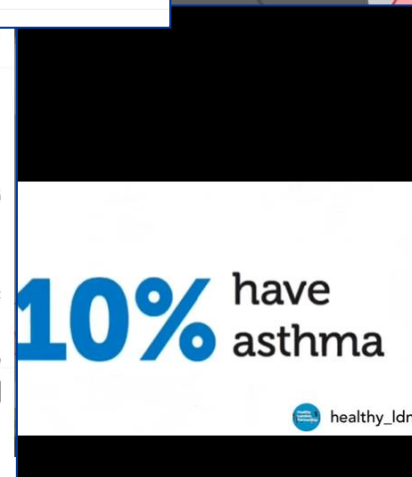
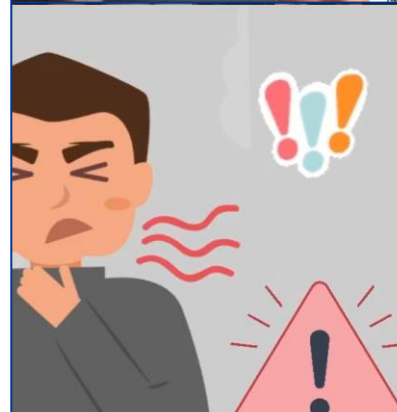
Innovative support from Croydon at Home



chahasthma #AskAboutAsthma
And we're off guys!
It's #AskAboutAsthma week, which is #Week38 of the calendar year, and our busiest time of year for emergency asthma admissions

We are taking part in the Healthy London Partnership and NHS England London's 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 campaign focuses on 3 simple steps to help children and young people manage their asthma:



National organisational support



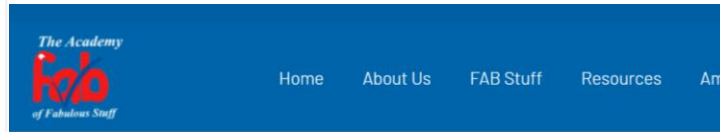
PCRS @PCRSUK

The recently launched [#AskAboutAsthma](#) campaign from Healthy London Partnership encourages children and young people to have an asthma action plan, to be able to use inhalers effectively and to have an annual review.

Find out more ow.ly/cqci50Gcxuz



2d



AskAboutAsthma



AllergyUK



From: McMurray, Ann <Ann.McMurray@nhslothian.scot.nhs.uk>
Sent: 10 September 2021 15:39
Subject: NPRANG email

Dear Members

#Askaboutasthma

Don't forget to register for the FREE events **#AskAboutAsthma week** is 20th - 26th September. The campaign aims to share best practice, highlight innovation and bring people working in CYP asthma together, along themselves. It focuses in particular on 3 areas, encouraging children and young people to:

- Have an asthma review every year and after every attack
- Ensure their inhaler technique is right



Asthma UK @asthmauk

6d

One in 11 children in the UK are affected by asthma. The [#AskAboutAsthma](#) campaign is raising awareness of managing asthma well, including following an asthma action plan, using inhalers effectively and attending asthma reviews. Check out more advice here: bit.ly/39sw5L2



RCPCH_and_Us
7,109 Tweets

Following



RCPCH_and_Us @RCPCH_and_Us · 24 Sep

Another great [#AskAboutAsthma](#) resource is this podcast by @YPHealth from the brilliant piece of [#asthma](#) work from earlier in the year that children and young people from @RCPCHtweets supported!



YPHealth Partnership @YPHealth · 24 Sep

In a new podcast about our asthma work with @raceequality, @GypsyTravellers & @RCPCH_and_Us a young person shares their reflections on why engagement with different communities is important & what they value in their asthma care. [#AskAboutAsthma](#) ayph.org.uk/lets-hear-from...



8

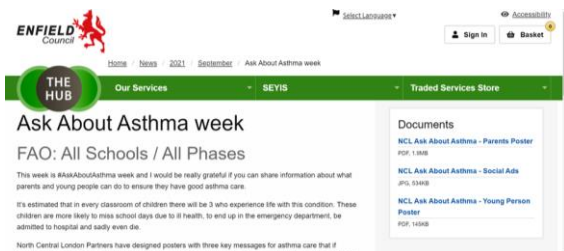
7



RCPCH_and_Us @RCPCH_and_Us · 24 Sep

Thanks for sharing @NACAPaudit and for involving children, young people and families in the audit through @RCPCHtweets. They are working on lots of great ideas to support improving [#asthma](#) care, more to follow! [#AskAboutAsthma](#) @wheezylikesund1 @heretolearnkids @HealthyLDN

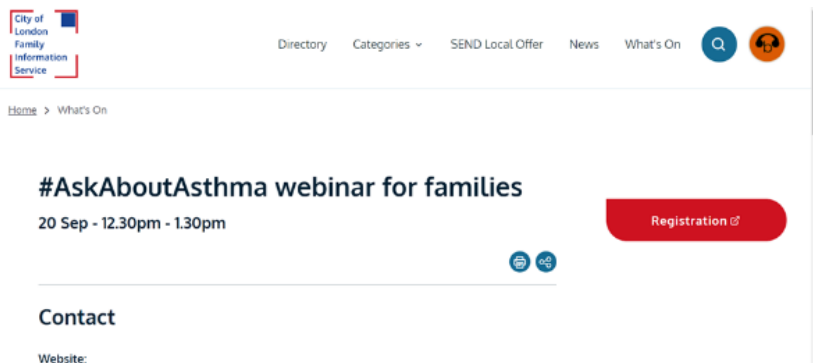
Local authority and school support



Ask About Asthma 2021

September, the start of a new school year and typically the month in which the number of children with asthma admitted to hospitals rises. To ensure Asthma is under control during the COVID pandemic we are supporting the national #AskAboutAsthma campaign – to encourage families and professionals to take small steps to help improve the quality of life for children and young people living with asthma.

Asthma is the most common long-term medical condition affecting children and young people (CYP). 1 in 11 CYP in the UK are affected by the condition, around 3 in every classroom – meaning approximately 15, 500 CYP have asthma in Herefordshire and Worcestershire. Poorly controlled



Harrow Council

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Home | Latest news | #AskAboutAsthma – Harrow joins campaign this 'asthma season'

#AskAboutAsthma – Harrow joins campaign this 'asthma season'

Harrow Council is supporting a London-wide campaign this September to improve the health of young people who live with the condition.

This year's campaign was recently launched by Healthy London Partnership and the NHS in London and is supported by the Mayor of London.

Cllr Krishna Suresh, Harrow's Cabinet Member for Public Health and Equalities, said:

“We know that most asthma related admissions to hospital for children occur in September. We want to encourage young people, teachers, carers and parents to understand the risks asthma poses and be aware that these can be particularly acute at this time of year.

Share on
f in t



St Paul with St Luke C of E Primary School

Website: www.spsl.towerhamlets.sch.uk

Email: admin@spsl.towerhamlets.sch.uk

Twitter: [@stpaulstluke](https://twitter.com/stpaulstluke)

<https://www.facebook.com/spslschool>

17th September 2021

Jesus said “Love one another as I have loved you”

#AskAboutAsthma

Ask The Expert CYP and Families webinar
(Monday 20 September 12.30 – 13.30)



This September, to coincide with the start of the new school year and the peak of hospital admission rates for asthma (week 38), NHS England London are running their fourth public awareness campaign #AskAboutAsthma. Please find the link <https://www.healthylondon.org/our-work/children-young-people/asthma/askaboutasthma-2021/> for more information. Thank you.

Conclusions

- Feedback shows that the campaign was well received, with many more CCGs and ICSs nationally getting involved despite Covid-19. Fewer patient facing events took place this year due to the pandemic.
- Attendees welcomed the fact that #AskAboutAsthma took place, was well planned and executed. There were many requests for more educational events like this.
- The variety of content (podcasts, webinars, blogs and social media) engaged participants. There has been positive feedback that all content is available on the HLP website
- Participants particularly appreciated sessions that focused on case studies. They requested longer Q&A sections in future, indicating that interaction during events is positive for this group
- In terms of future content, there were requests for a focus on data/digital, pharmacy in the main conference, adherence, MART, management of asthma in community settings, integration of services including schools (and the value of school nursing), in rural as well as urban areas, promotion of a standardised approach, practical support (e.g. business cases), looking at asthma in under-5s, and air quality – internal and external triggers.
- There are clear benefits of holding the events virtually, but a number of respondents mentioned they would appreciate face to face events as well

Next steps

Working with ICSs to increase the number of Local Authorities involved with #AskAboutAsthma, particularly in relation to school nursing, health visiting and social prescribing

Increasing involvement of ICSs England-wide, including feedback on this year's campaign and what they'd like to see in 2022

Start planning for 2022 campaign in March, determining theme and strategy

#AskAboutAsthma can also 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 – linking to air quality more generally, including housing
- At the start of the flu vaccination period October/November
- Supportive material launched when there is an asthma death and inquest