



**Healthy London  
Partnership**

# **#RightInhalerImage campaign Evaluation**

Sara Nelson RGN, QN and Viv Marsh, RGN

Updated April 2022

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

# Aims and objectives – Right Inhaler Image Campaign

**To improve the quality of information for patients, health care professionals and the public about use of inhalers by promoting use of images representing inhalers being used accurately and appropriately.**

It will focus on children, young people, and adults with asthma

- 1. Awareness:** Raise awareness, increase, and improve knowledge of asthma management across the country using the right images, (right person, right preventative treatment, right way, right technique, right time, right place, e.g no MDI without spacer, with secondary 'not blue', no mask message)
- 2. Inform:** To inform the media, professionals, adults, CYP and families about the correct use of inhalers to manage asthma (Use the right image provide the right message)
- 3. Support:** Support media companies and health professionals to help people with asthma to reduce their risks of an attack

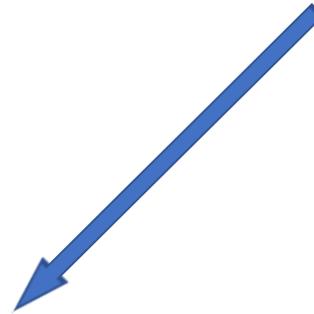
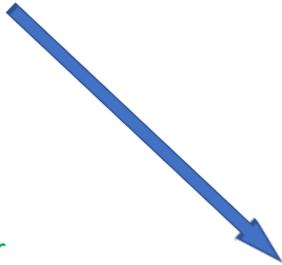
Launched campaign on [World Asthma day](#) on 5 May 2021 – aligned to **Uncovering Asthma Misconceptions**

# #RightInhalerImage Campaign

Media

Public

Professionals



- Open letter
- Guide
- Access to good images
- Access to expert patient & professional opinion
- Articles
- Interviews
- Blogs

- **Infographic**
- **Image repository/library**
- **Story telling**

- Open letter
- Guide
- Access to good images
- Glossary of hashtags

World Asthma Day 2021 – Launched

# Outcomes to date

## Engagement:

- Health care professionals
- Patient & Public Involvement
- Media

## Resources:

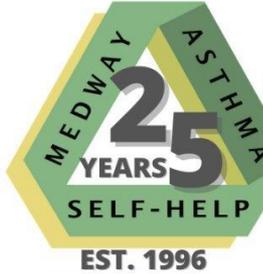
- Images
- News headlines
- [Blogs x 5](#)

Toolkit available [#RightInhalerImage campaign - Healthy London Partnership](#)

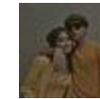
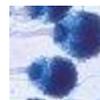
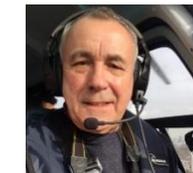
# Engagement



Barking, Havering and Redbridge University Hospitals



Greater Manchester Health and Social Care Partnership



TinyMedicalApps.

Journal of Community Nursing



## Viewpoints



Sara Nelson, deputy director of transformation, Healthy London Partnership

## Let's improve media portrayal of inhalers

### ASTHMA IMAGES IN THE MEDIA

In recent years, images of inhalers have frequently been portrayed in the media inaccurately leading to misconceptions about their use. Media coverage depicts children, young people and adults using blue reliever inhalers and often incorrectly. #RightInhalerImage would like to change this to use images of preventer inhalers to encourage their use rather than relievers. Choice of image needs to be right with the correct type of inhaler and method of delivery being considered, dependent on age and ability of the user

dose inhalers (pMDI) much easier to use and help medicine deposition. Thus, images in the media need to reflect this for both children and adults, as incorrect ones contribute to the adoption of poor inhaler technique and counteract medical advice.

### Blue inhalers are the most important

People with asthma usually need two different inhalers: a preventer (brown, pink, red, orange, etc) and a reliever (generally blue). However, the preventer inhaler is often forgotten about, despite being one of the most important parts of asthma treatment

One in five people in the UK has asthma, chronic obstructive pulmonary disease (COPD) or another long-term respiratory illness. Half of them are currently on treatment (mainly inhalers) for lung disease and they



(not all quite got it right!)

# COMMUNITY PRACTITIONER

NEWS, VIEWS AND ANALYSIS FOR COMMUNITY PRACTITIONERS



## ASTHMA'S IMAGE PROBLEM

Pictures used by the media and healthcare providers to illustrate asthma treatment can be misleading. But a Twitter campaign is starting to rectify the problem, explain *Emily Guilment-Farry and Sara Nelson*.

BEST PRACTICE | HEALTH AND WELLBEING

<https://www.communitypractitioner.co.uk/features/2021/05/asthmas-image-problem>

ISSUE 12 MARCH 2021

NPRANG NEWSLETTER



ISSUE 12 MARCH 2021

[Nprang NEWSLETTER](#)

# Newsletters



## QUEEN'S NURSE UPDATE

APRIL 2021



### The #RightInhalerImage Campaign - social movement launched on World Asthma Day

Sara Nelson (Deputy Director of Transformation at Healthy London Partnership) and Viv Marsh (Specialist nurse and advisor for Dudley Respiratory Group) recently convened a large group of expert adult and children's respiratory health care professionals from across the UK (many of them Queen's Nurses) who have united to address their concerns about the way asthma inhalers are portrayed in the media.

This resulted in the launch of a social movement for change on World Asthma Day (May 5<sup>th</sup>) to try and address this through the [#RightInhalerImage Campaign](#)

Please see the [communications toolkit](#) which includes a letter and invitation to join your colleagues in pledging your organisations support to join us in this social movement for change.

The initial focus for this campaign is the pressurised Metered Dose Inhalers (pMDI) inhaler, with and without a spacer device, and inhaler colour; there may be opportunities to expand on this in the future.

Sara and Viv ask you to pledge your organisations support the [#RightInhalerImage campaign](#) by using the campaign materials attached and by participating in communication activities to raise awareness and spread the word. This can be as simple as calling out poor images or praising good ones when you see them, or involve writing for publication or running local teaching sessions in the coming months.



Greater Manchester and Eastern Cheshire Strategic Clinical Networks

**Children and Young People Network**

The Children and Young People Network marked World Asthma Day on May 5<sup>th</sup> with the inaugural meeting of the Greater Manchester Children's Asthma Working Group, followed by the soft launch of a new app.

The working group was chaired by Dr Kul Chak, GM Children's Asthma clinical advisor, and was well-attended by a wide range of clinicians and non-clinicians who contributed to discussions about the purpose of the group and its objectives.

The meeting led into a soft launch of the GM Asthma App pilot, and many more colleagues from across Greater Manchester joined to hear about this digital health passport for children with asthma, which is being piloted in Manchester for six months.

The app has been developed by Tiny Medical Apps and will support children and young people aged 14-17 years to self-manage their condition.

Fran Cobby, the Children and Young People Network's programme manager, said: "It was excellent to see so many people who are passionate about improving children's asthma care and we look forward to working with them all to take forward this important piece of work."

"The presentation by Tiny Medical Apps offered a very poignant reminder of the importance of improving asthma outcomes for our children and young people."

Also on World Asthma Day, a campaign was launched to raise awareness with healthcare professionals, the public and the media about the importance of using inhalers correctly.

National bodies, such as the Primary Care Respiratory Society and Children and Young People's Transformation team, joined forces with the Healthy London Partnership London to highlight the issue. You can find out more about the #RightInhalerImage campaign on the website.

The photos at the top of this story show how to use inhalers correctly and the photos below depict the incorrect use of inhalers.



NEWSLETTER

#### WELCOME

- Big changes over the last few weeks at Rotherham Respiratory. We have moved to a new office in Manvers, Rotherham. A much bigger space so our team can work together again, safely in the new Covid19 world. We have a new office address and contact number listed on the last page.
- NICE have also released a new single guideline on managing Covid19 [NG191] which will be regularly updated as new evidence emerges. Click [here](#) to view.
- Wednesday 5<sup>th</sup> May 2021 is World Asthma Day, with this year's focus on Uncovering Asthma Misconceptions, read on to find out more...

#### Topic of the month:

### 5<sup>th</sup> May 2021 - World Asthma Day

The theme for the year is Uncovering Asthma Misconceptions. Rotherham Respiratory is delighted to be involved with and support [#RightInhalerImage](#) campaign to raise awareness with healthcare professionals, the public and the media the importance of using inhalers appropriately. This includes proper use of images in the media because images are powerful tools that should be used to role model important health messages and help encourage improvement in care generally across the population. Watch out for our tweets [@RotherhamRespi](#) over the next few weeks; there will be lots of interesting snippets and topics of conversation.

[Issue-3-May-2021.pdf](#)  
[rotherhamrespiratory.com](http://rotherhamrespiratory.com)

## In the Know



The Dudley Group NHS Foundation Trust

### World Asthma Day

Today is World Asthma Day and we are joining the [#RightInhalerImage](#) campaign to help improve the lives of those living with asthma by ensuring they know how to use their inhalers correctly.

Did you know that lung diseases are responsible for more than 700,000 hospital admissions in the UK each year? One in five people have a respiratory disease and half of these people manage their condition with inhalers. Positive images of adults, children and young people using inhalers correctly will go a long way to help improve the care and outcomes for our population.



Inhalers are not always easy to use, and the correct technique is important to ensure the medicine is deposited in the lungs where it is needed.

People with asthma usually need two different inhalers:

- a preventer (brown, pink, red, or orange etc.)
- a reliever (generally blue).

The preventer inhaler is often forgotten about but is one of the most important parts of asthma treatment as it helps reduce inflammation. A pressurised metered-dose inhaler (pMDI) also known as a "puffer", is the most common inhaler device used in the UK. There are lots of different coloured devices, and the colour indicates the type of medicine inside the inhaler.

If images depicting preventer inhalers are used rather than blue inhalers this demonstrates good asthma management.

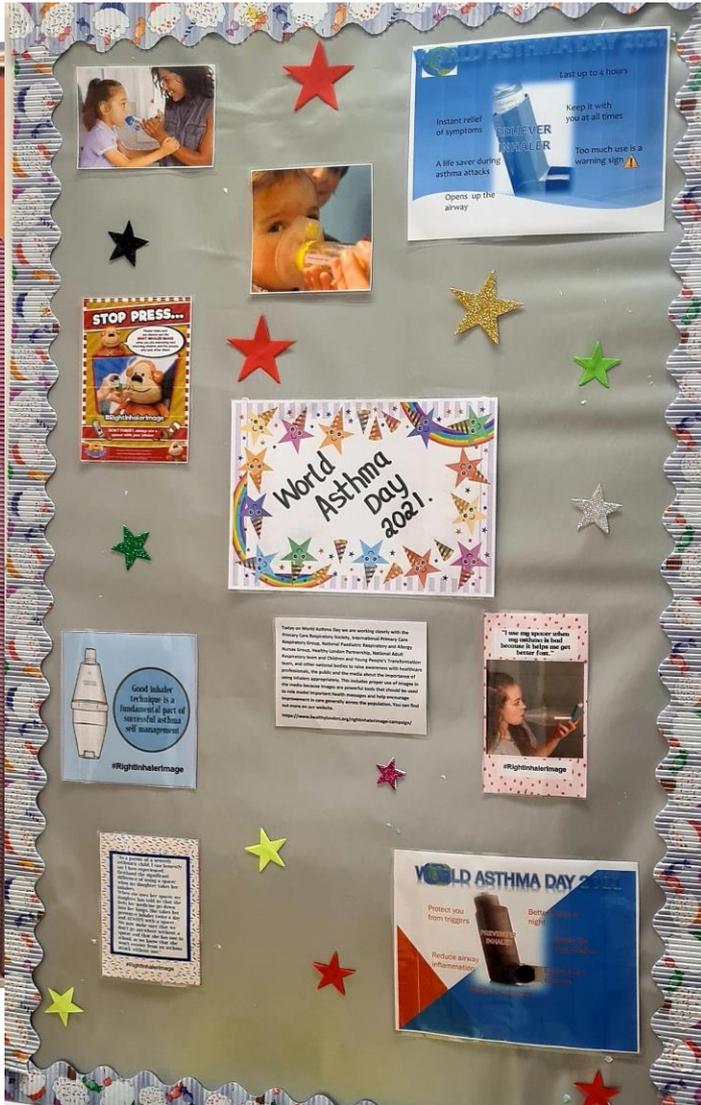
Together we can show images that show the right person, with the right preventative treatment, in the right way, with the right technique, at the right time, in the right place.

For more information about the campaign please visit <https://www.healthyLondon.org/rightinhalerimage-campaign/>

The screenshot shows a news article titled "Taking the lead on correct use of inhalers this World Asthma Day" from Barking, Havering and Redbridge University Hospitals NHS. The article discusses the importance of correct inhaler use and mentions the #RightInhalerImage campaign. It also includes a list of news archives.

[Taking the lead on correct use of inhalers this World Asthma Day | Latest news | BHR Hospitals](#)

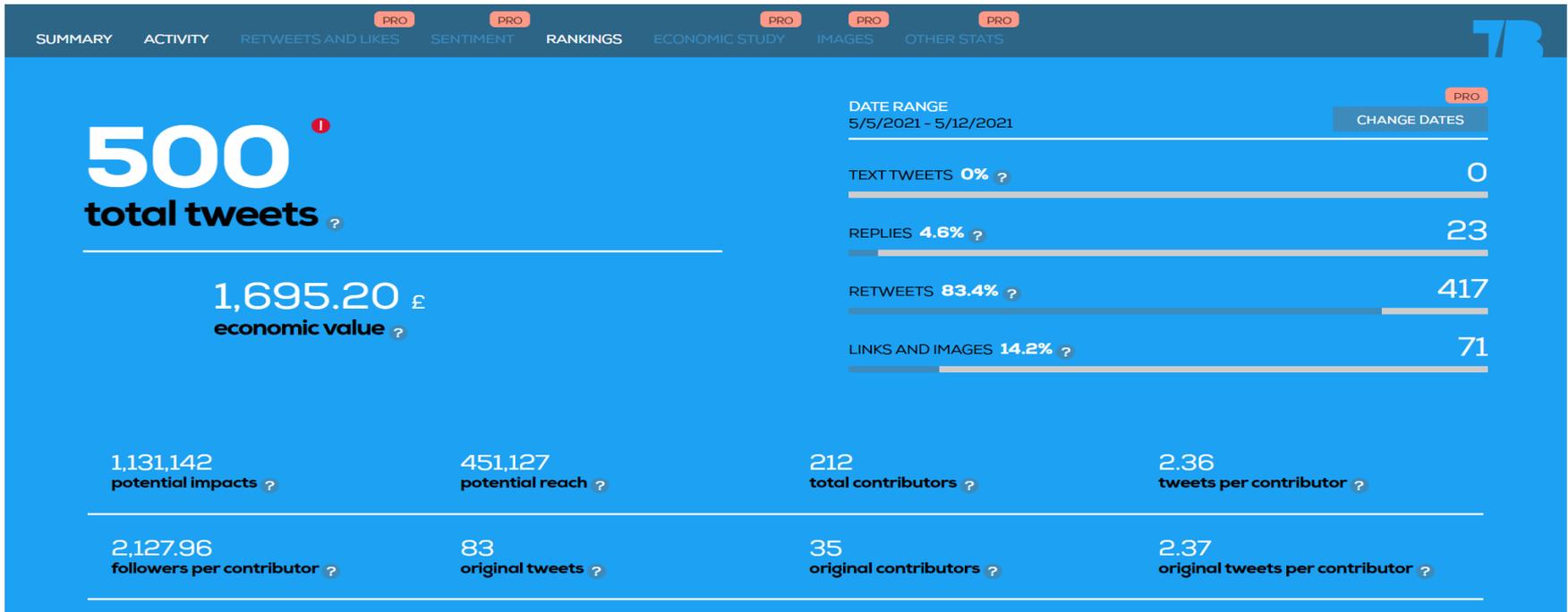
# Displays in hospital



# Example of outreach and value

Estimated for one week as we didn't have a paid for account so was blocked at 500 tweets

5<sup>th</sup>-12<sup>th</sup> May 21



Highlights from ['#RightInhalerImage'](#) Keyhole Tracker from last week (May 10 - May 16 2021): 29 users sent 48 posts, with a potential 224,325 impressions

2021- 2022

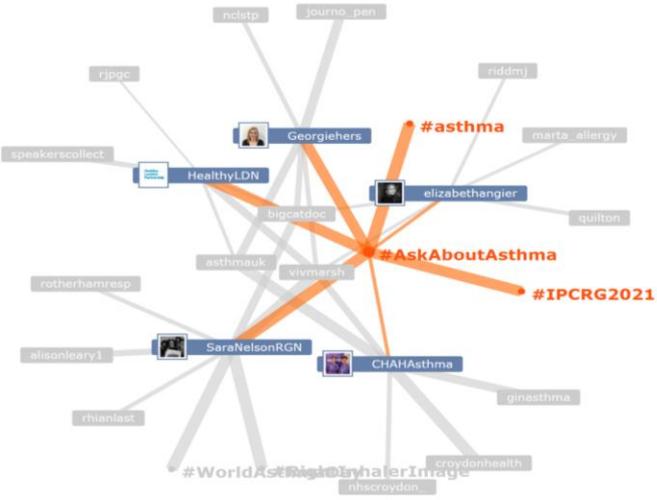
841 posts (from 356 different accounts)

Reach - 2,169,759

# Page views and analytics

## Page views to date (April 2022):

Page	Pageviews ↓	Unique Pageviews
	3,133 % of Total: 0.66% (477,935)	2,401 % of Total: 0.66% (366,154)
1. /rightinhalerimage-campaign/	1,129 (36.04%)	867 (36.11%)



**843 mentions** from 11/06/2020 to 12/05/2021<sup>1</sup> Modify range

2.5 per day 23.5% replies to you 1,246 retweets

Download: Chart

**270 users** Potential Reach **4,537,285**

**Most influential users**

- 348,633
- 261,807
- 54,559
- 43,307
- 35,711
- 33,514
- 28,574
- 23,231
- 21,699
- 17,581

**Most engaging users**

Premium feature Upgrade to Twitonomy Premium to view the users who generated the most retweets and favorites when mentioning you.

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**Mentions** Download & Print

**Ann McMurray** @annie\_296 10:46 AM - 12 May 2021 to **628** followers 13 0 10

**Zaki Aimalah MD** @BladderC 10:06 AM - 12 May 2021 to **57** followers 13 3 4

**Rhian Last RN** @rhianlast 11:00 PM - 11 May 2021 to **3,563** followers 13 0 0

**viv marsh** @vymarsh 10:53 PM - 11 May 2021 to **1,269** followers 13 0 2

**Kath Evans RGN RSCN** @KathEvans2 10:14 PM - 11 May 2021 to **33,514** followers 13 1 4

**Andrew Attfield** @AAAttfield 10:02 PM - 11 May 2021 to **555** followers 13 1 6

**Dame Awen Williams** @A\_WilliamsNHS 9:30 PM - 11 May 2021 to **7,358** followers 13 2 5

**Most retweeted mentions**

Premium Feature Upgrade to Twitonomy Premium to see which one of your mentions got retweeted the most

**Most favored mentions**

Premium feature Upgrade to Twitonomy Premium to see which one of your mentions got favored the most

# Instagram and Twitter



 @CHAHasthma  
7 days ago 



 @CHAHasthma  
7 days ago 



 @CHAHasthma  
7 days ago 



 @CHAHasthma  
7 days ago 

“

Important to know about correct inhaler techniques!  
**#RightInhalerImageCampa**  
**#WorldAsthmaDay2021**  
<https://t.co/6nsLMjvqZh>

”

 @croydonhealth  
7 days ago 



 @CHAHasthma  
7 days ago 



Instagram Account   
7 days ago



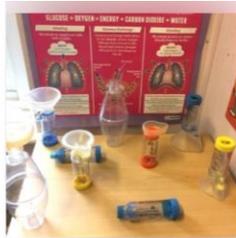
 @CHAHasthma  
7 days ago 



Instagram Account   
12 days ago



 @CHAHasthma  
7 days ago 



Instagram Account   
7 days ago



 @CHAHasthma  
7 days ago 



Instagram Account   
7 days ago

# Facebook: message went out to 22,040 forum members

 The Association of Respiratory Nurse Specialists  
May 4 · 🌐

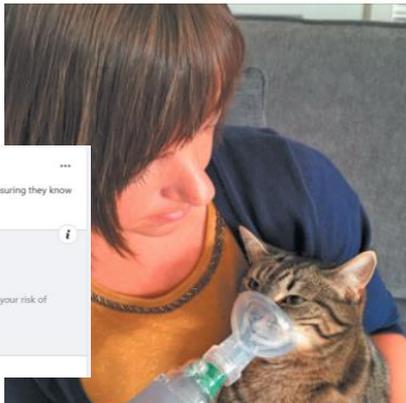
Inhalers can be difficult to use and #spacer devices are invaluable. Find out more 📌

#WorldAsthmaDay #RightInhalerImage

<https://www.healthylondon.org/rightinhalerimage-campaign/>

General Practice Nurse UK forum  
RCN GPN RCN Children and Young Peoples Forum  
Primary Care UK Facebook group  
Paediatric ED Nurse Network

  
April 23 · 🌐  
#RightInhalerImage  
Join the campaign!  
Inhalers are frequently portrayed in the media incorrectly leading to misconceptions about their use. We know lung diseases are responsible for more than 700,000 hospital admissions in the UK each year. One in five people have a respiratory disease and half of those people manage their condition with inhalers.  
We have joined the campaign to have images of improper inhaler use removed from the medial. Even that cat knows how to take their inhaler properly! We want to see more positive images of correct inhaler technique. This is a simple skill which when done right can reduce admissions and save lives!



  
May 4 · 🌐

Posted @withregram  
@monkey\_wellbeing Monkey is very proud to be involved with this years World Asthma Day. On the eve of #WorldAsthmaDay we are helping to spread the word about using the #RightInhalerImage in media articles. This years focus is on miscon... See More



HEALTHYLONDON.ORG  
#RightInhalerImage campaign - Healthy London Partnership  
Inhalers are frequently portrayed in the media incorrectly leading to misconceptions about their use. We know lung diseases are responsible for more than 700,000 hospital admissions in the UK each year. One in five...

  
The Queen's Nursing Institute  
May 5 · 🌐

Today is World Asthma Day and good inhaler technique can make a real difference to how well you manage your asthma.  
To check if you're using an inhaler the correct way, watch these videos from @asthmauk or speak to your nurse specialist for more advice: <http://asthma.org.uk/advice/inhaler-videos/>  
#WorldAsthmaDay #RightInhalerImage



6 Shares  
Tower Hill Partnership Medical Practice  
May 5 · 🌐  
This #WorldAsthmaDay help improve the lives of those living with asthma by ensuring they know how to use their preventer inhalers correctly #RightInhalerImage  
[https://www.asthma.org.uk/\\_/inhalers-and.../preventer/](https://www.asthma.org.uk/_/inhalers-and.../preventer/)

  
Ren's Crafty Curiosities  
April 28 · 🌐  
Today is World Asthma Day! I wish to raise awareness of a inhalers appropriately. This includes the proper way to use frequently portrayed inaccurately, leading to misconception easy to use, and the correct technique is important to ens lungs where it is needed. You can support the campaign b media platforms. You can also support me with my fundra #etsyuk #asthmaawareness #facecoveringsforsale #inkint #happysidehustle #supportlocalbusiness #smallbusinessu <https://www.etsy.com/uk/shop/RensCraftyCurios>



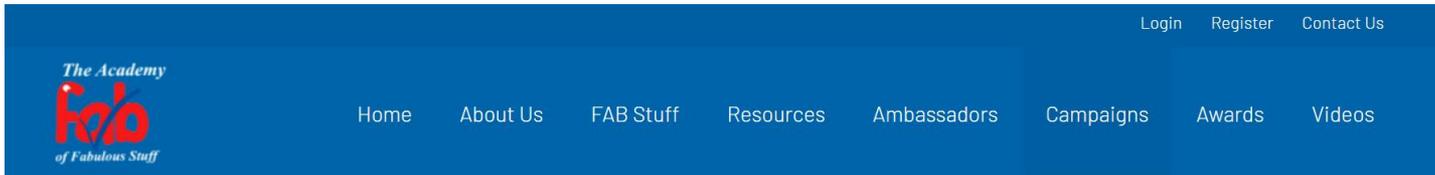
St Helens and Whiston Hospitals  
May 5 · 🌐  
This #WorldAsthmaDay help improve the lives of those living with asthma by ensuring they know how to use their preventer inhalers correctly #RightInhalerImage  
<https://bit.ly/2QGoOBk>



NHS Tayside  
May 5 · 🌐  
Today is World Asthma Day!  
This #WorldAsthmaDay join the campaign to help improve the lives of those living with #asthma by ensuring they know how to use their inhalers correctly <https://bit.ly/2QGoOBk>... See More



# Available on The Academy of Fab NHS Staff



## Asthma #RightInhalerImage Campaign



Inhalers are frequently portrayed in the media incorrectly leading to misconceptions about their use. We know lung diseases are responsible for more than 700,000 hospital admissions in the UK each year. One in five people have a respiratory disease and half of these people manage their condition with inhalers.

We have convened a large group of expert respiratory health care professionals from across the UK who have united to address their concerns about the way asthma inhalers are portrayed in the media. We have observed that most images used by the media depict incorrect use of inhalers, therefore continually re-enforcing the wrong messages to people with asthma who rely on these vital treatments.

Login

Or

Register

Benefits of having an account:

- Personalised content relevant to you
- Ability to interact and comment
- You can comment directly to a share and ask the author for more information

Share:



<https://fabnhsstuff.net/fab-stuff/asthma-rightinhalerimage-campaign>

# Huge Thanks to all our stakeholders

## Core team

**Olivia Fulton**, Patient rep/ Patient Co-Chair for SHARP ( Severe Hetrogenous Asthma Research collaboration)

**Viv Marsh**, Asthma Clinical Nurse Sprcialist (CNS) Dudley and Rotherham Respiratory

**Sara Nelson**, Deputy Director of Transformation, Healthy London Partnership

**Georgie Herskovits**, Programme manager, Healthy London Partnership

**Chris Kirpatrick**, Programme manager, Healthy London Partnership

**Amana SUBHANI**, Comms, Healthy London Partnership

## Pharmacists

**Darush Attar Zedeh** (London) Grainne Danconna (GSTT)

**Garry Macdonald**, Pharmacist, Scotland

**Toby Capstick**, Consultant Pharmacist, Chair of UKCPA Respiratory Group St James Leeds Hospital

**Lynne Elsey**, Lead Respiratory/ Severe asthma pharmacist Manchester Foundation Trust and North West Severe Asthma Network

**Brian Mackenna** Specialist Pharmacist Adviser & Medicines Data Clinical Lead, Medicines and Diagnostics Policy Unit, NHS England and NHS Improvement

**Neil Caldwell**, Deputy Chair Paediatric formulary committee for BNFC.

## Acute Trusts

**Richard Chavasse**, Paediatrician, St George's Hospital, London

**Will, Carroll**, Consultant Paediatrician, University Hospitals of North Midlands

**Ian Sinha**, Paediatrician Alderhey Children's Hospital

**Irem Patel**, London Respiratory Network Lead, King's College Hospital NHS Foundation Trust

**Sarah Elkin**, London Respiratory Network Lead, Imperial College Healthcare NHS Trust

**Paediatric Respiratory Team**, Birmingham Women's and Children's Hospital

**Sally Griffin**, University of Southampton

## Paediatric Asthma and Allergy Nurse Specialists

**Hospital at Home team** Community nursing team, Croydon team

**Emily Guilmont Farrow**, Asthma Nurse Specialist (Newham) East London NHS Foundation Trust

**Amanda Harris** PCD & Children's Respiratory Nurse, special interest in Transition, Southampton

**Tricia McGinty**, Asthma CNS, University Hospital Southampton

**Victoria Worrall**, Asthma CNS, Paediatric Respiratory Team, Alderhey Children's Hospital

**Lynsey Brown** Asthma CNS, Paediatric Respiratory Team, Alderhey Children's Hospital

**Victoria Wheeler**, Asthma CNS, Paediatric Respiratory Team, Alderhey Children's Hospital

**Susan Frost**, Lead Respiratory Nurse Specialist, Birmingham Women's & Children's NHS Foundation Trust)

**Lesley Kennedy**, Asthma allergy CNS, Antrim, Northern Ireland

**Joanne King**, AIR Team Consultant Nurse - Respiratory Clinical HOS Lead, Chest Clinic, King Edward VII Hospital

**Laura King**, Asthma CNS, Barking Havering and Redbridge University Trust

**Rachel Nicholсан**, Paed Asthma CNS, Barking Havering and Redbridge University Trust

**Andrew Farquharson**, Paed Asthma CNS, Barking Havering and Redbridge University Trust

**Julie Westwood**, Paediatric CNS NHS Lothian

**Ruth Morrow**, Asthma CNS, Asthma Society of Ireland

**Alyson Pearce**, Community Childrens Asthma Nurse Specialist, Solent NHS Trust

**Emma Shepherd** Paediatric Cns Sheffield Children's NHS Foundation Trust

**Rotherham Respiratory Team** HCP Education Provider, Julie Catchpole, Director of Rotherham Respiratory,

**Heather Robinson**, Children's Nurse and School Nurse, Newham CCG

**NPBRANG Rebecca Bryson**, Wirral University Teaching Hospital,

**Ann McMurray**, Asthma CNS, NHS Lothian

**Asthma UK/ British Lung Foundation**, **Adam Croom**, **Andy Whitamore**, GP, Clinical advisor  
**UK Inhaler Group (UKIG)**,

**Jane Scullion**, Respiratory Nurse Specialist and UKIG Steering Committee, UKIG

**Gill Hall**, Project support, UKIG

**Primary Care Respiratory Society** -**Lynn Ladbrook** CEO PCRS

**Steve Holmes**, GP Somerset and PCRS education lead

**Carol Stonham**, Senior Nurse Practitioner (Respiratory), Chair PCRS and Gloucester CCG

**ARNS - Alison Hughes** Respiratory Specialist Nurse, SOLENT NHS TRUST / ARNS Chair

**Royal College of Nursing**, **Wendy Preston**, Head of Nursing Practice

**Queen's Nurse Institute**

**SAPHNA** Sharon White

**International Primary Care Respiratory Group**, **Sian Williams**, CEO

**British Thoracic Society/ Respiratory Futures**

**Royal Society of paediatrics and child health**

**NHS England & NHS Improvement**,

**Katie Puplett**, Asthma Lead,

**Sonia Jane Beard**, Business Support Officer

**Simon Kenny**, National clinical director

**Mathew Clarke**, National Clinical advisor

**James Connell**, PPI lead

**Rosemary Preston-Cook**, Comms

**Mark Levy**, GP and digital lead, independent and NHSE

**Helen Sadler**, Monkey Wellbeing

**Victoria Millar**, Monkey wellbeing

**Practice Nurse Journal Bostock Beverley** Advanced Nurse practitioner and Editor in Chief,

**Monica Fletcher**

# Next steps

## Since the campaign we have engaged with:

- NHSE/I Sustainability medicines inhaler working group
- World Health Organisation
- UK Inhaler Group
- International Primary Care Respiratory Group

## We needed to:

### Identify website hosting/Partner organisations

### Commission photo's -

#### Ensuring:

- Right use of inhalers (including spacers)
- Reflective of diversity of people with asthma
- Reflective of diversity of primary care professionals
- Free at point of use



**Who can we partner with to take this forward? Who can support its development?**

**Where will the campaign and it's resources be hosted?**

# 02

## Next steps

### Proposal for partnership with IPCRG



Movement for Global Change

## Principles:

- Make it easy to do the right thing
- Use social movement approaches
- Go where the energy is
- Seek commitment to change
- Respect different contexts

1

**Kickstarting action**  
Emerging and building momentum

2

**Nurturing voices**  
Cultivating diverse interests and motivations

3

**Influencing and interacting**  
Navigating a complex array of relationships

**Going deeper:  
Paradigm /  
behaviour  
shift**



Unconscious Incompetence

Conscious Incompetence: **what could I do better?**

Conscious Competence

Unconscious Competence

**Mastery:** Conscious Competence of Unconscious Incompetence

Asthma Slide Rule & Question Cards

Case studies, education about right care, Reliever Reliance Test

Regional Teach The Teacher Master Classes to create trusted regional master teachers



# Asthma Right Image: objectives



- To source images (digital photos, videos, drawings, digital photos of real photos) that can be
- Used by healthcare professionals, journalists and others who have the chance to influence public and professional knowledge about asthma to illustrate up to three things:
  1. The right use of the right medicines and devices
  2. The diversity of the global population of children, adolescents, adults living with asthma
  3. The reality of who delivers most asthma care: that is, a balance in favour of global primary care rather than hospitals
- To host images on our open access website
- To enable their download and reuse

# Considerations



- Open source
- Creative Commons licence:
  - Attribution: must credit IPCRG (not the original provider)
  - Non-commercial: they can't sell it
  - No derivatives: only verbatim copies, although can add logo, change size, but not proportions
  - Share alike: others can only share it on the same terms
- Consent received
  - To host the image on [www.ipcrg.org](http://www.ipcrg.org)
  - To permit its download and use for educational and information purposes
  - For image to become property of IPCRG (but retain right to use it)
  - Right reserved to ask for image to be removed from website – but not internet
- Will explore potential to use new “blockchain” technology
- May expand to include COPD Right Care (new work about to start)

## Ongoing promotion and communication

- [#AskAboutAsthma](#) Campaign in September
- AsthmaUK/ British Lung Foundation - [Back to school](#) campaign in August
- World Asthma Day 2022
- IPCRG Conference in Malaga – poster presentation