



#AskAboutAsthma 2022

**Communications toolkit for campaign
supporters**

#asthmacareforall

Due to the sad news of the passing of Her Majesty The Queen, the #AskAboutAsthma campaign has been rescheduled as a mark of respect during the period of National Mourning. The new campaign week will take place from 3 – 9 October 2022.

#AskAboutAsthma2022 campaign communications toolkit

Updated September 2022

Please download and share the updated promotional materials within this toolkit to help communicate the rescheduled campaign week of 3 – 9 October 2022.

#AskAboutAsthma is back for 2022. Now in its sixth year, the campaign is about making simple changes to children and young people's care that will make a big difference to how they experience their asthma.

Our aims

The #AskAboutAsthma campaign encourages children and young people, their families, and those involved in their care, to follow four simple and effective measures to help manage their asthma:

1. Get an [asthma action plan](#) in place



A written asthma action plan drawn up between a clinician and patient means people are four times less likely to have to go to hospital for their asthma.

2. Understand how to use [inhalers](#) correctly



Less than three-quarters of children and young people have any form of instruction in how to use their inhaler. Poor inhaler technique means patients don't get the full benefit of their asthma medication.

3. Schedule an [asthma review](#) – every year and after every attack



An asthma review by an appropriately trained clinician after every attack helps to work out what went wrong. An annual review ensures effective management of the condition.

And for 2022, we've added a fourth ask:

4. Consider [air pollution](#) and its impact on lung health



We want to ensure that **every asthma conversation** considers the impact of outdoor and indoor air pollution on children and young people's asthma.

Theme:

This year we are highlighting the additional challenges caused by **inequalities** in care for children and young people with asthma and how these can be addressed **#asthmacareforall**.

Getting ahead of week 38

For 2022, we've been spreading the word about the #AskAboutAsthma campaign even earlier ahead of week 38 – the week where, nationally, there is a rise in asthma attacks following the return to school after the summer holidays.

By sharing learning, resources and key information, we can help even more children and young people to ask about asthma and get the right care in place, particularly as we head into the winter months.

What's included in the toolkit:

- [How to get involved with the #AskAboutAsthma 2022 campaign](#)
 - [Long and short copy for organisations' own publications, websites and newsletters](#)
 - [A selection of social media assets and accompanying messages for Twitter, Facebook, Instagram and LinkedIn](#)
 - [Downloadable campaign poster](#)
- [Asthma fact sheet](#)
- [Other useful resources](#)

How to get involved with the #AskAboutAsthma 2022 campaign

This communications toolkit is for supporters of children and young people with asthma, helping you to get involved during the #AskAboutAsthma 2022 campaign week and raise awareness of the measures that can help children and young people to manage their asthma.

We have also prepared tailored toolkits to help spread the message to specific settings and audiences including primary and secondary schools, colleges and universities, youth organisations, amongst others, which you can download [here](#).

As a supporter of the #AskAboutAsthma campaign, you can get involved in a number of ways:

1. Developing your own **knowledge and understanding of children and young people's asthma** by joining the #AskAboutAsthma conference and daily webinars, reading our blogs, listening to our podcasts and sharing what you learn on social media.
2. **Help spread awareness** that asthma is a chronic condition and can be managed with the four asks.

3. You can display the **#AskAboutAsthma campaign poster** (found later in this toolkit) in local community settings to encourage children, young people and their parents or carers to speak to their GP, nurse or pharmacist if they need help managing their asthma.

Virtual events and learning resources

During the campaign week, new content will be released daily so check out the [2022 campaign web page](#) for more details, and join in as much as you can.

Below, you can find a range of resources to help publicise the campaign locally, including newsletter copy, social media assets and other resources.

Tailored resources for your use

Longer article copy to share in your blogs, local newsletters, community forums etc.

Title: Getting ready for #AskAboutAsthma 2022

#AskAboutAsthma is back for 2022. Now in its sixth year the campaign is about making simple changes to children and young people's care that will make a big difference to how they experience their asthma:

1. get an asthma action plan in place
2. understand how to use inhalers correctly
3. schedule an asthma review – every year and after every attack.

And for 2022, there's a new ask:

4. consider air pollution and its impact on lung health – we want to ensure that every asthma conversation considers indoor and outdoor air pollution.

This year the campaign highlights the additional challenges caused by **inequalities** in care for children and young people with asthma and how these can be addressed.

Please help share the message to get even more people involved and informed to **#AskAboutAsthma**.

Due to the sad news of the passing of Her Majesty The Queen, the #AskAboutAsthma campaign has been rescheduled as a mark of respect during the period of National Mourning. The new campaign week will take place from 3 – 9 October 2022.

See the 2022 webpage for more information and the campaign week schedule: www.healthylondon.org/ask-about-asthma-2022.

(188 words)

Short article copy, can also be used for shorter bulletins, social media captions (excluding Twitter due to character count) or Whatsapp groups

Title: #AskAboutAsthma 2022 – join the campaign

#AskAboutAsthma is back for 2022. The campaign encourages simple changes to children and young people’s care that will make a big difference to how they experience their asthma. The campaign encourages children, young people and their parents and carers to understand how to best manage their asthma:

1. get an asthma action plan in place,
2. understand how to use inhalers correctly,
3. schedule an asthma review – every year and after every attack, and
4. consider air pollution and its impact on lung health.

Please help share the message to get even more people involved and informed to **#AskAboutAsthma**.

Find out more about the campaign including the 2022 theme on **health inequalities**: www.healthyLondon.org/ask-about-asthma-2022.

(113 words)

Social media assets and accompanying messaging

You can use the following social media assets and messaging to raise awareness around #AskAboutAsthma on your channels.

Remember to follow Healthy London Partnership and tag us on social media using the campaign hashtag: **#AskAboutAsthma**. We will retweet and like any messages you share:

Instagram: @healthy_idn

Facebook: @HealthyLDN

Twitter: @HealthyLDN

LinkedIn: @Healthy London Partnership

To download the full-sized images, please click the download links below and save the relevant file for Twitter, Instagram, Facebook or LinkedIn.

Twitter asset 1

Suggested Tweets:

1.
Are you aware of the four asks that help children and young people with #asthma to manage their condition? Join the #AskAboutAsthma campaign from 3 – 9 October to learn and raise awareness about the right asthma care.

See more at: www.healthylondon.org/ask-about-asthma.

2.
I am/We are proud to support #AskAboutAsthma so every child and young person with asthma knows about the four asks to manage their condition.

Learn more about the campaign here:
www.healthylondon.org/ask-about-asthma

#asthmacareforall



[Download here](#)

Twitter asset 2

Suggested Tweets:

1.
Every child and young person with asthma can manage their condition and live full lives by following four #asthma asks.

Find out what they are here:
www.healthylondon.org/ask-about-asthma

#AskAboutAsthma #asthmacareforall

2.
By being aware of the 4 #AskAboutAsthma campaign asks, every child and young person with asthma can be supported to live active lives without missing out.



Learn more at: www.healthylondon.org/ask-about-asthma

#asthmacareforall

3.
Every child and teenager should have the right asthma care to live full, active lives without missing



[Download here](#)

<p>out on experiences at school or with their family and friends.</p> <p>That's why #AskAboutAsthma is back for 2022. Join the campaign from October 3 – 9: www.healthy london.org/ask-about-asthma.</p>	
<p>Instagram asset 1</p> <p>I am/We are proud to support the #AskAboutAsthma campaign.</p> <p>Every child and young person with #asthma – and their supporters – should know about the four steps they can take to manage their asthma:</p> <ol style="list-style-type: none"> 1. Get an asthma action plan in place 2. Understand how to use inhalers correctly 3. Schedule an asthma review – every year and after every attack 4. Consider air pollution and its impact on lung health <p>Learn more about the campaign at: www.healthy london.org/ask-about-asthma #asthmacareforall</p>	 <p>Download here</p>
<p>Instagram asset 2</p> <p>Every child and young person living with #asthma – regardless of their circumstance or where they are in the country – should be supported to access the right asthma care so they can:</p> <ol style="list-style-type: none"> 1. Get an asthma action plan in place 2. Understand how to use inhalers correctly 3. Schedule an asthma review – every year and after every attack 4. Consider air pollution and its impact on lung health <p>I am/We are proud to support #AskAboutAsthma.</p> <p>Search: #AskAboutAsthma on Google to find out how you can join the campaign. #asthmacareforall</p>	 <p>Download here</p>

Facebook asset 1

I am/We are proud to support #AskAboutAsthma. Every child and young person with asthma – and their parents/carers – should be supported to access the right asthma care to manage their condition so they can live full, active lives. The four asks are:

1. Get an asthma action plan in place
2. Understand how to use inhalers correctly
3. Schedule an asthma review – every year and after every attack
4. Consider air pollution and its impact on lung health.

Find out more about the campaign here: www.healthylondon.org/ask-about-asthma



[Download here](#)

Facebook asset 2

Asthma shouldn't stop a child or young person from getting active or taking part in group activities.

That's why I am/We are proud to support #AskAboutAsthma. Together we can raise awareness so that every child and teenager has the right asthma care in place to manage their condition and go on to live full, active lives.

Join the campaign: www.healthylondon.org/ask-about-asthma

#asthmacareforall



[Download here](#)

LinkedIn asset 1

Good #asthma care includes: 1. having an asthma review after every attack and at least once a year by an appropriately trained clinician, 2. knowing how to use your inhaler correctly, 3. having a written asthma action plan, and 4. knowing about the potential impact of air pollution.

We can all play a part by supporting children and young people with asthma to live full lives. Join us during #AskAboutAsthma 2022 to learn and help raise awareness so that every child and young person has the right asthma care in place.

Find out more by visiting the 2022 #AskAboutAsthma campaign page at: www.healthylondon.org/ask-about-asthma.



[Download here](#)

LinkedIn asset 2

Did you know that children and young people with asthma should have an asthma action plan to help manage their condition? This is one of four #AskAboutAsthma asks which we want every Londoner to be aware of:

1. Get an asthma action plan in place
2. Understand how to use inhalers correctly
3. Schedule an asthma review – every year and after every attack
4. Consider air pollution and its impact on lung health

Together we can raise awareness around #healthinequalities and how to address them so every child and teenager has the right asthma care in place and go on to live a full, active life.

I am/We are proud to support #AskAboutAsthma.

Find out more about the 2022 campaign at www.healthylondon.org/ask-about-asthma.



[Download here](#)

Downloadable campaign poster and digital resources



Downloadable campaign poster and other digital resources

- Click here for a [downloadable poster](#) which can be printed out and displayed locally
- Click here for a [downloadable poster in easy read format](#) to print out and display locally
- Click to download the campaign [desktop background image](#)
- Download a [short campaign animation](#) to play on waiting room screens in public/patient areas

Asthma fact sheet

Asthma fact sheet

Asthma is the most common long-term medical condition affecting children and young people

1 in 11 are affected by the condition, which is around **3 in every London classroom**

Many have badly managed asthma, with **over 20,000 admitted to hospital every year** in England. Over 4% of these have such a severe episode that they are admitted to intensive care

Children die in London because of asthma every year. 90% of asthma deaths are preventable: these children should have gone on to lead full and productive lives

(National review of asthma deaths, 2014)

London has a higher rate of illness and death in children and young people because of asthma compared to other European countries

Asthma is one of the top three causes of emergency admission to hospital (4,000 in London each year).

75% of these admissions would be avoidable through the implementation of simple interventions such as having a regular asthma review by an appropriately trained clinician, knowing how to use your inhaler correctly, having a written asthma action plan and knowing about the potential impact of air pollution

Nearly half of children admitted to hospital have had an asthma attack in the previous year and 30% have had daytime symptoms in the previous week. But only a fraction have a personalised asthma action plan on how their asthma should be managed

Nitrogen dioxide, particulate matter and other forms of air pollution are known triggers for asthma and poor health more widely, particularly in children and young people

In 2018 London Ambulance Services (LAS) attended 2,737 children for asthma and 9,855 children for breathlessness

In 2019/20 there were 154 children admitted into London intensive care units who had a primary diagnosis of asthma (compared to 170 in 2016/17). The average length of stay was 3 days

While COVID-19 is not thought to be a particular risk for children and young people with asthma, good asthma control and avoidance of unnecessary ED attendances is more important than ever

We do not have to wait for new medicines or a cure for asthma: we need to educate and support everyone treating or supporting children and young with asthma to use these tools and work together to achieve improved outcomes.

Other useful resources

- [Children and young people's asthma fact sheet](#)
- [Asthma and Lung UK](#)
- [NHS England - London children and young people's asthma programme](#)
- [London toolkit for children and young people with asthma](#)
- [London schools' guide for the care of children and young people with asthma](#)
- [The International Primary Care Respiratory Group \(IPCRG\) image gallery](#)
- [Translated asthma action plans \(suitable for adults and children aged over 12\)](#)