



#AskAboutAsthma 2022

Communications toolkit for Integrated Care Systems

#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 communications toolkit for London's integrated care systems (ICS)

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

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 Facebook, Instagram, Twitter and LinkedIn](#)
 - [Downloadable campaign poster and digital resources](#)
- [Further information](#)

How to get involved with the #AskAboutAsthma 2022 campaign

With the establishment of integrated care systems (ICSs) across England and their associated integrated care boards (ICBs) and integrated care partnerships (ICPs), 2022 is an exciting year for individual clinicians, teams and ICSs as a whole to show their support for the #AskAboutAsthma campaign.

Your ICS can play an important part by bringing together partners and highlighting local examples of good practice to raise awareness of the asthma management measures that should be taken to enable children and young people in your boroughs to live full lives.

This communications toolkit has been prepared for [colleagues working within London's ICSs](#) to get involved in #AskAboutAsthma 2022 campaign week. Show your support by:

1. Encouraging local teams and partners to develop their understanding of children and young people's asthma by attending the #AskAboutAsthma conference and daily webinars, reading our blogs and listening to our podcasts.

2. Using our resources to develop your own ICS #AskAboutAsthma campaign which brings the audience closer. Examples from previous years include; sending regular emails to all staff within CYP asthma networks highlighting the campaign resources and local initiatives and content; developing blogs from local stakeholders showing what they do to support good asthma care; running asthma training sessions within local primary and secondary care settings, etc.
3. Developing your ICS intranet page highlighting local events and activities taking place to mark #AskAboutAsthma 2022 as well as local examples of good practice or innovations.
4. Asking if your local teams and partners are aware of the campaign asks and are routinely recommending them to children and young people and their parents and carers. Do they have an asthma action plan? Have they had an inhaler technique check and asthma review by an appropriately trained clinician in the last year? Do they know the impact of air pollution on their asthma?
5. **Commissioners and programme leads** can:
 - a. Advocate for air quality to be considered in your planning and development of CYP whole system asthma programmes.
 - b. Actively plan CYP asthma projects and campaigns alongside local environmental health teams to address the impact of air pollution (both indoor and outdoor) on asthma sufferers.
 - c. Consider how health inequalities are worsening the effects of asthma among children and young people across your local boroughs.

Virtual events and daily content

A week of events is planned, with daily webinars, an online conference, podcasts, blogs and other content from people working with children and young people with asthma from all over the country. Information about the events will be uploaded throughout the week so do check the page for more details, and join in with as much as you can.

You can view the 2022 campaign web page: www.healthylondon.org/ask-about-asthma-2022.

Below you can find a range of resources to help publicise the campaign across your ICS area, including newsletter copy, social media assets and a downloadable campaign poster.

Tailored resources for your use

Longer article copy for use in your newsletters, bulletins, intranets

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.

The campaign encourages children and 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 – we want to ensure that every asthma conversation considers indoor and outdoor air pollution.

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

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.

As the ICS for [insert area] we can help share the message so that all colleagues and local teams within our partnership are in the know about #AskAboutAsthma.

See our intranet page for more information on local events and activities taking place to mark #AskAboutAsthma 2022: [INSERT LINK or remove line if not applicable].

And visit the [#AskAboutAsthma 2022 webpage](#) for more information and the campaign week schedule.

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(244 words)

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

Title: Getting ready for #AskAboutAsthma 2022

#AskAboutAsthma is back for 2022 aiming to encourage 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 and 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.

As the ICS for **[insert area]** we can help share the message so that all colleagues and local teams within our partnership are in the know about #AskAboutAsthma.

See our intranet page for more information on local events and activities taking place to mark #AskAboutAsthma 2022: **[INSERT LINK or remove line if not applicable]**.

Find full information, including the 2022 theme on **health inequalities** at: <https://www.healthylondon.org/ask-about-asthma>.

(143 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_ldn

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.

Assets and suggested messaging for your social media channels

Suggested tweets:

1.
Are you aware of the four asthma asks to support children and young people with #asthma? Join us from 3 – 9 October for #AskAboutAsthma 2022 to learn and raise awareness about the right asthma care.

RT and visit: www.healthylondon.org/ask-about-asthma to learn more about this campaign.

2.
We are proud to support #AskAboutAsthma. Our partners and local teams are making sure that every child and



[Download here](#)

young person in [insert ICS area e.g south east London] is supported to manage their asthma with four simple asks.

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

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3.
 We believe with the right care, every child and young person with asthma in [insert ICS area] can live a full, active life.

Will you help children and young people to [#AskAboutAsthma](#)? Four simple asks can help manage their asthma. Find out what they are:
www.healthy london.org/ask-about-asthma

Instagram caption:

We are proud to support #AskAboutAsthma in 2022 by making sure that every child and young person with #asthma – and their parents or carers – are aware of the four asks to 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
4. Consider air pollution and its impact on lung health

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

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LinkedIn posts and suggested messaging:

1. We are proud to support #AskAboutAsthma for 2022 and help raise awareness around the additional challenges caused by #inequalities in care for children and young people with asthma.

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

2. As we develop our ICS, we will ensure that all local teams are routinely recommending the four asks to



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[Download here](#)

manage asthma to help children and young people live full, active lives:

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 by visiting the 2022 #AskAboutAsthma webpage at www.healthy london.org/ask-about-asthma

3.
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 webpage at www.healthy london.org/ask-about-asthma

Facebook posts:

We are proud to support #AskAboutAsthma by making sure that every child and young person in [insert ICS area] with asthma knows how to manage their asthma and is supported to ask for the right asthma care:

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.healthy london.org/ask-about-asthma



[Download here](#)

Downloadable campaign poster and digital resources



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

Further information

- [CYP 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 \(suitable for adults and children aged over 12\)](#)

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.