



# #AskAboutAsthma 2022

## Communications toolkit for Local Authorities #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

# #AskAboutAsthma 2022 communications toolkit for Local Authorities

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

## Updated September 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. We believe that **Local Authorities** and **Public Health teams** have a major role in understanding the impact of childhood asthma in their local boroughs, spreading awareness about asthma, the health impacts of air pollution, and ensuring London is a safe and equitable place to live.

Your local authority can play an important part by bringing together teams and colleagues across services including health, education, and environment to raise awareness of the asthma management measures that enable children and young people in your borough to live full lives. You can help further by considering the impact of air pollution on your residents' health, and designing and implementing strategies to improve air quality and protect their lungs.

## Our aims

The #AskAboutAsthma campaign encourages children and young people, their families, and those involved in their care, to ensure simple and effective measures to help them control 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, we've added a fourth ask: **4.** Consider **air pollution** and its impact on lung health – which is where local authorities can do a lot to mitigate the impact of outdoor and indoor air pollution on children and young people's asthma.

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**

## What's included in the toolkit:

- [How to get involved with the #AskAboutAsthma 2022 campaign](#)
  - [Long and short copy for borough publications, websites and newsletters](#)
  - [A selection of social media assets and accompanying messages for Facebook, Instagram, Twitter and LinkedIn](#)
- [Downloadable campaign poster and other digital resources](#)
- [More information](#)

## How to get involved with the #AskAboutAsthma 2022 campaign

This communications toolkit has been prepared for [colleagues working within London's local authorities](#) to get involved in the #AskAboutAsthma 2022 campaign week, for example by:

- Spreading the word using our assets (found later in this toolkit) in localised campaigns to raise awareness around the four asthma asks
- Sharing the campaign on your public facing website, through your resident newsletters and on social media so you can help improve knowledge and confidence across members of your communities to seek the right asthma care
- Encouraging frontline staff and service leads within your council 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.
- Considering how to work with your integrated care system, housing, education and air quality teams in your boroughs to develop longer term strategies which consider health inequalities and air quality as part of a wider strategy to improve children and young people's asthma care. Practical suggestions include:
  - Connecting with your schools by sharing campaign information in your boroughs' school newsletters to parents
  - Support your schools to become [asthma friendly](#) – good asthma management and care will reduce school absences due to asthma attacks and help pupils to take part in physical activities to support their overall health and wellbeing, as well as reducing their risk of childhood obesity
  - Discussing asthma with housing colleagues as damp and mould for example will have implications for asthma sufferers
  - Encouraging borough-wide initiatives to improve local air quality – for example, no idling outside schools or parks, active travel to get around locally, etc.

## Virtual events and learning resources

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: [www.healthylondon.org/ask-about-asthma-2022](http://www.healthylondon.org/ask-about-asthma-2022).

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 for use in your newsletters, intranets and websites*

### Get ready to #AskAboutAsthma in 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 with four measures:

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.

Simple changes can improve the air quality within **[insert borough]** and help safeguard the lung health of everyone – not just people with asthma. For example walking or cycling to school or work, carpooling and turning off engines when idle, or having more greenery in and around homes, schools and offices.

This year the campaign also highlights 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.**

Within **[insert borough]**, we can help share the message so that children, young people and their parents or carers feel informed and supported to #AskAboutAsthma.

Visit the [#AskAboutAsthma 2022 webpage](#) for more information.

(261 words)

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

### **Get ready to #AskAboutAsthma in 2022**

The #AskAboutAsthma campaign is back for 2022, encouraging simple changes to children and young people's care that will make a big difference to how they experience their asthma.

The campaign focuses on 4 measures that children, young people and their parents and carers can take 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, and **4.** consider air pollution and its impact on lung health.

Within our borough, we can all make simple changes that help improve the local air quality to benefit us all; for example walking or cycling to school or work, carpooling, and turning off engines when idle.

Help share this campaign locally so that children, young people and their supporters in our communities know that they can #AskAboutAsthma.

Learn more at: <https://www.healthy london.org/ask-about-asthma>.

(147 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.

**Twitter asset 1 and suggested tweets**

1.  
Are you aware of the four 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 to share the message and visit [www.healthylondon.org/ask-about-asthma](http://www.healthylondon.org/ask-about-asthma) to join the campaign.

2.  
[\[Insert borough\]](#) is 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](http://www.healthylondon.org/ask-about-asthma)

[#asthmacareforall](#)



[Download here](#)

**Twitter asset 2 and suggested tweets:**

1.  
We are proud to support [#AskAboutAsthma](#) this week. Within [\[insert local borough\]](#) we believe that every child and young person should be supported to manage their asthma.

Learn more about the campaign here:  
[www.healthylondon.org/ask-about-asthma](http://www.healthylondon.org/ask-about-asthma)

[#asthmacareforall](#)

2.  
With the right care, every child and young person with asthma in [\[insert borough\]](#) can live a full, active life.

Will you help them to [#AskAboutAsthma](#)? Four simple asks can help. Find out what they are here:  
[www.healthylondon.org/ask-about-asthma](http://www.healthylondon.org/ask-about-asthma)

[#asthmacareforall](#)



[Download here](#)

**Instagram asset 1:**

We are proud to support #AskAboutAsthma in 2022. Every child and young person in [insert borough] with #asthma – and their parents or carers – should be aware of the four asks to manage their condition:

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.healthylondon.org/ask-about-asthma](http://www.healthylondon.org/ask-about-asthma)  
[#asthmacareforall](https://twitter.com/asthmacareforall)



[Download here](#)

**Instagram asset 2:**

Every child and young person living with #asthma in [insert borough] should be supported to access the right asthma care so their asthma does not stop them from living 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

We are proud to support #AskAboutAsthma.

Search: #AskAboutAsthma on Google to find out how you can join the campaign.

[#asthmacareforall](https://twitter.com/asthmacareforall)



[Download here](#)




**Facebook asset 1:**

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



[Download here](#)

<p>4. Consider air pollution and its impact on lung health.</p> <p>Find out more about the campaign here:  <a href="http://www.healthy london.org/ask-about-asthma">www.healthy london.org/ask-about-asthma</a></p>	
<p><b>Facebook asset 2:</b></p> <p>We are proud to support #AskAboutAsthma by making sure that every child and young person in <b>[insert borough]</b> with asthma knows how to manage their condition – and is supported by their local healthcare teams – to access the right asthma care:</p> <ol style="list-style-type: none"> <li>1. Get an asthma action plan in place</li> <li>2. Understand how to use inhalers correctly</li> <li>3. Schedule an asthma review – every year and after every attack</li> <li>4. Consider air pollution and its impact on lung health</li> </ol> <p>Find out more about the campaign here:  <a href="http://www.healthy london.org/ask-about-asthma">www.healthy london.org/ask-about-asthma</a></p> <p><a href="https://twitter.com/asthmacareforall">#asthmacareforall</a></p>	 <p><a href="#">Download here</a></p>
<p><b>LinkedIn asset 1:</b></p> <p><b>[Insert borough]</b> is proud to support #AskAboutAsthma for 2022.</p> <p>We believe that with the right care, every child and young person with asthma in can live a full active life.</p> <p>Find out more by visiting the 2022 #AskAboutAsthma campaign page and the four asks to manage asthma: <a href="http://www.healthy london.org/ask-about-asthma">www.healthy london.org/ask-about-asthma</a></p>	 <p><a href="#">Download here</a></p>
<p><b>LinkedIn asset 2:</b></p> <p>With the right care, every child and young person with asthma in <b>[insert borough]</b> can live a full active life.</p> <p>That's why we are supporting the #AskAboutAsthma campaign which encourages children and young people to manage their asthma with 4 simple measures:</p> <ol style="list-style-type: none"> <li>1. Get an asthma action plan in place</li> <li>2. Understand how to use inhalers correctly</li> </ol>	 <p><a href="#">Download here</a></p>



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](http://www.healthy london.org/ask-about-asthma)

[#asthmacareforall](https://twitter.com/asthmacareforall)

## 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 in community settings

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

## More 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 \(suitable for adults and children aged over 12\)](#)