



# #AskAboutAsthma 2022

## Communications toolkit for colleges and universities

#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 campaign communications toolkit for colleges and universities

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.*

One in 11 London young people have asthma. There's a lot that you can do to help keep them safe and well while they're studying at your institutions.

Now in its sixth year, the #AskAboutAsthma campaign is about making simple changes that will make a big difference to how young people experience their asthma.

**All young people** should have an asthma plan, a review every year and after every attack, and know how to use their inhalers properly. They should also be aware of the impact of air pollution.

## How can colleges and universities help?

Colleges and universities can play an important part in supporting the overall wellbeing of students. By getting involved in this campaign, you can help your students with asthma to manage their condition independently and be more likely to participate fully in academic as well as social and sporting activities.

Your welfare staff can help share the campaign asks with students on campus and encourage them to speak to their GP or nurse if they are unsure how to manage their asthma.

You can also encourage new students to register with a local GP practice or health centre – and remind existing students to register if they haven't already done so. Platforms like CampusDoctor enable students to register online, which you may also wish to include in your welcome packs for first year students: <https://www.campusdoctor.co.uk/>

This communications toolkit has been produced to help you join the #AskAboutAsthma 2022 campaign week and raise awareness of the simple measures to manage asthma that students in higher education, and their supporters should be aware of.

## 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](#)
- [Asthma fact sheet](#)
- [Other useful resources](#)

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

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. You can get involved in a number of ways:

1. Develop your own **knowledge and understanding of 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. **Spread awareness** among students and colleagues that asthma is a chronic condition which can be managed with the four asks (see below).
3. Display the **#AskAboutAsthma campaign poster** (found later in this toolkit) in common rooms or notice boards to encourage students to speak to their GP, nurse or pharmacist if they need help managing their asthma.
4. Think about air pollution on campus or college and its impact on your students' lung health:
  - a. Encourage students to walk or cycle
  - b. Introduce no vaping zones in indoor areas

A week of events is planned, with short videos, 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 here: [www.healthylondon.org/ask-about-asthma-2022](http://www.healthylondon.org/ask-about-asthma-2022)

## Campaign aims

The #AskAboutAsthma campaign encourages children and young people, their families, and those involved in their care to ensure four simple and effective measures to help them control 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.

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.

## Tailored resources for your use

*Longer article copy for use in your blogs, local newsletters, community forums*

### Title: Getting ready for #AskAboutAsthma 2022

#AskAboutAsthma is back for 2022. Now in its sixth year the campaign is about making simple changes to 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.
4. consider air pollution and its impact on lung health – we want to ensure that every asthma conversation considers the impact of indoor and outdoor air pollution.

This year we are also highlighting the additional challenges caused by **inequalities** in care for 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.

[University/College] students can be just as prepared and supported to #AskAboutAsthma to manage their condition independently so they don't miss out on academic, social or sporting activities.

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

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

#asthmacareforall

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

### **Title: Getting ready for #AskAboutAsthma 2022**

#AskAboutAsthma is back for 2022 aiming to encourage simple changes to young people's care that will make a big difference to how they experience their asthma.

The campaign encourages young people and their supporters 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 full information, including the 2022 theme on health inequalities at: [www.healthylondon.org/ask-about-asthma-2022](http://www.healthylondon.org/ask-about-asthma-2022)

(106 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.

## Assets and messaging to reach college or university students

### Suggested tweets:

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

Visit [www.healthy london.org/ask-about-asthma](http://www.healthy london.org/ask-about-asthma) to learn more.

#AskAboutAsthma #asthmacareforall

2.  
We are proud to support #AskAboutAsthma by making sure that young people with asthma and their families are aware of the four asks to manage their condition.

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

#asthmacareforall

3.  
Young people with asthma can manage their condition and live full, active lives by following the four #asthma asks. Find out what they are here:  
[www.healthy london.org/ask-about-asthma](http://www.healthy london.org/ask-about-asthma)

#AskAboutAsthma #asthmacareforall

4.  
By being aware of four #AskAboutAsthma campaign asks, every young person with asthma can be supported to manage their condition to live full, active lives.

Visit [www.healthy london.org/ask-about-asthma](http://www.healthy london.org/ask-about-asthma) to learn more.

#asthmacareforall

### Download here



**Instagram caption:**

We are proud to support #AskAboutAsthma in 2022 by making sure that our students with #asthma are aware of the four asks to manage their asthma independently and 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

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

**Download here**



**LinkedIn posts:**

Good asthma care includes having an asthma review after every attack and at least once a year 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.

We can all play a part by supporting young people to manage their asthma independently to live full, active lives.

Join in during #AskAboutAsthma 2022 to learn and help raise awareness so that every young person has the right asthma care in place.

Find out more about the #AskAboutAsthma 2022 campaign here: [www.healthylondon.org/ask-about-asthma](http://www.healthylondon.org/ask-about-asthma).

**Download here**



**Facebook posts:**

We are proud to support #AskAboutAsthma by making sure that every student attending our college/university is aware of the four asks to manage their asthma independently:

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**



#### 4. Consider air pollution and its impact on lung health

We are proud to support #AskAboutAsthma. Together we can raise awareness around the need to address #inequalities in care for young people #asthmacareforall

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

### Downloadable poster for community settings



Click here for a [downloadable poster](#) which can be printed out and displayed on campus or in colleges.

### 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 \(suitable for adults and children aged over 12\)](#)
- [Clean Air Day 2022 information and resources](#)

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