

#AskAboutAsthma 2022: October 3 – 9 campaign week schedule and content

Monday: Children, young people and their families day	Tuesday: Nurses day	Wednesday: Pharmacy day	Thursday: Conference day	Friday: Primary care day	Saturday: Whole-systems day	Sunday: Air quality day
Webinars			Conference	Webinar	Video	Videos
<p>Ask the Experts webinar</p> <p>Watch here</p> <p>Learn from experts responding to the most common questions children, young people and their families have on asthma with a focus on health inequalities</p>	<p>How nurses can help address health inequalities in asthma care</p> <p>Watch here</p> <p>Topics include CYP asthma transformation at PCN level, reducing salbutamol use post-discharge and addressing health inequalities through the Asthma in Schools project in Norfolk. For further information and registration details, please click here</p>	<p>How pharmacy can improve equitable access to asthma care</p> <p>Watch here</p>	<p>One-day virtual conference</p> <p>Watch here</p> <p>Sessions include:</p> <ol style="list-style-type: none"> 1. Air pollution and asthma 2. The impact of the National Bundle of Care on reducing health inequalities 3. Asthma and the green agenda 4. How data can improve care and reduce health inequalities 5. Clinical and national updates 	<p>Children and young people's asthma update for primary care</p> <p>Watch here</p>	<p>Why we need to consider a child or young person's environment as part of their asthma management</p> <p>With Aishah Farooq, NHS England Youth Forum member and patient public voice partner for the NHS England children and young people's transformation programme asthma workstream</p>	<p>How can clinicians bring air pollution into the asthma management conversation?</p> <p>Professor Jonathan Grigg, Academic Paediatrician at Queen Mary University of London</p> <p>Asthma and air quality resources</p> <p>Produced by North Central London Integrated Care System – resources include a campaign poster, translated leaflets and videos</p>
Podcasts						
<p>Moving on asthma – how to help your teen transition to adult services</p> <p>With Nicki Barker and Moira Gibbons – Respiratory Research Team at Sheffield Children's NHS Foundation Trust</p>	<p>Challenges, struggles and helpful tips on setting up asthma friendly schools in Camden</p> <p>With Sammy Ndlovu-Dawika - Paediatric Respiratory Nurse at Royal Free London</p> <p>Missed asthma reviews and appointments – how to ensure families don't slip through the net</p>	<p>Highlighting the role of pharmacy across asthma care</p> <p>With Raj Matharu – Community Pharmacy Contractor in Bromley and Chair of Pharmacy London, Darush Attar-Zadeh – Respiratory Pharmacist and part of the children and young people's network in North West London, Sukeshi Makhecha – a Paediatric Respiratory Pharmacist at the Royal Brompton and Evelina London hospitals</p>	<p>Ensuring every CYP with asthma is treated by an appropriately trained professional</p> <p>With Oliver Anglin – Clinical Director of Children and Young People's Transformation Programme NHS England – London, and Jennifer Townshend – National Lead for children and young people's asthma, NHS England</p>	<p>MART therapy for asthma symptoms – what it is and how it works</p> <p>With Louise Fleming - Paediatric Respiratory Consultant at the Royal Brompton Hospital and Imperial College provides</p>	<p>How North West London implemented an ICS-wide guideline on children and young people's asthma care</p> <p>With Stephen Goldring, Consultant Paediatrician and Director of Clinical Studies – The Hillingdon Hospitals NHS Foundation Trust Alison Summerfield, Nurse Consultant, Paediatric Respiratory & Allergy - The Hillingdon Hospital NHS Trust Zainab Awan, Consultant Paediatrician and Asthma lead – Imperial College Healthcare NHS Trust Idan Budoka – Paediatric registrar</p> <p>Transforming asthma care in the North East and North Cumbria</p>	<p>How London is addressing air pollution to help children and young people with asthma</p> <p>With Shirley Rodrigues, Deputy Mayor for environment and energy in London, and Gary Fuller, Air Pollution Scientist at Imperial College London</p>

	<p>With Cloe Smith, Children's Community Asthma Nurse, working in Newham</p>				<p>With Louise Dauncey – CYP Transformation Programme Network Delivery Manager for North East and North Cumbria Child (NENC) Health and Wellbeing Network, Luke Bramhall, Head of Youth Services and Poverty Proofing at Children in North East, Samantha Moss – Paediatric Respiratory Consultant at Great North Children's Hospital in Newcastle and Child Asthma Lead across NENC, and Nichola Jackson, Community Asthma Advisor and specialist community children's nurse</p>	
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Blogs

<p>How Mums for Lungs are campaigning to improve air pollution</p> <p>By Ruth Fitzharris, Mums for Lungs</p> <p>How asthma has affected me throughout my life</p> <p>By Robert Adoo Kissi-Debrah, young person and supporter</p>	<p>Taking control of my own asthma management</p> <p>By Olivia Fulton, expert by experience and patient advocate</p>	<p>High-risk reviews and mentoring pharmacy support to improve care for children and young people with asthma in North West London</p> <p>By Darush Attar-Zadeh – Respiratory Pharmacist and part of the children and young people's network in northwest London, and Alison Summerfield – Paediatric Nurse Consultant working with the NWL CYP asthma network</p> <p>Greener asthma treatment – a golden opportunity or a red flag? – PaediatricFOAM by Dr Seb Gray</p>	<p>The latest on the #RightInhalerImage campaign</p> <p>By Sara Nelson RGN, BSc (Hons), MSc, Queens Nurse, Programme Lead, CYP Transformation Programme NHS England (London Region) and Viv Marsh RGN, RSCN, BSc (Hons), Queen's Nurse, Clinical Lead for CYP Asthma Transformation for the Black Country Integrated Care Board</p>	<p>How a Digital Health Passport can support your asthma management</p> <p>By Greg Burch, Joint CEO & Clinical Director, Tiny Medical Apps</p>	<p>Improving accessibility to asthma services in Norwich through school-based reviews</p> <p>By Gina Eyles, Children's Asthma Nurse Specialist OneNorwich Practices</p> <p>What the Haringey public health team are doing to support children with asthma</p> <p>By the Haringey Public Health team</p>	<p>Making the invisible visible – where health meets housing</p> <p>By Melanie Pilling, Torus Foundation and Douglas Booker, NIHR Applied Research Collaboration</p> <p>Tackling Air Pollution At School</p> <p>By Kat Roberts (Network Manager, TAPAS Network, University of Cambridge)</p>
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Videos

<p>Living with asthma as a young person</p> <p>By Robert Adoo Kissi-Debrah, young person and supporter</p>	<p>Why become an asthma champion?</p> <p>By Jo Massey and Jakki Sutherland the Croydon at Home Asthma Team</p>	<p>Do you know when your inhaler is empty?</p> <p>By Prasad Nagakumar, Paediatric Respiratory Consultant, Birmingham Children's Hospital</p>	<p>What should clinicians know about health inequalities in asthma</p> <p>By Ian Sinha, Consultant Respiratory Paediatrician, Alder Hey Children's Hospital</p>	<p>How vaping affects your asthma</p> <p>By Seb Gray, General Paediatric Consultant</p> <p>The making of 'Preventable' a short film about asthma created by teenagers for teenagers</p>	<p>Additional partner content:</p> <ul style="list-style-type: none"> • AYPH health and wellbeing animations for CYP • Benefits of setting up an Asthma Friendly Schools initiative – shared by Heather Robinson • RCPH and Me Ambassadors asthma resources created by young people for children and young people
<p>Five tips on reducing exposure to indoor allergens</p> <p>Catherine Sutton, Founder of Airborne Allergy Action</p>			<p>How digital health passports can help with asthma management</p> <p>By Greg Burch, Joint CEO & Clinical Director, Tiny Medical Apps</p>	<p>By Wojtek Lubowiecki, Executive Producer of Preventable</p>	