



#AskAboutAsthma 2022

Communications toolkit for Primary Care

#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 Primary Care

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.

Our 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.

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 in the #AskAboutAsthma 2022 campaign week](#)
 - [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 poster and digital resources for GP reception areas](#)
- [Other useful resources](#)

How to get involved in the #AskAboutAsthma 2022 campaign week

This communications toolkit is tailored for [primary care colleagues](#) to get involved in the #AskAboutAsthma 2022 campaign week and help raise awareness of the measures that should be taken to manage all children and young people with asthma.

If you work in primary care, you can support this campaign in a number of ways:

1. Developing your own 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. **GPs** can talk to their patients with asthma – and their parents/carers – about their asthma care management: are they aware of the four asks? 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 how air pollution affects their asthma?
3. **Practice nurses** can talk to their patients – and their parents/carers – about their asthma care management, helping them to understand that asthma is a chronic condition and can be managed with the four asks.
4. **Practice managers and reception staff** can check records and call in patients who have not had an asthma review in the past year, or have been prescribed reliever inhalers but not preventers.

5. You can display the **#AskAboutAsthma campaign poster** (found later in this toolkit) in reception areas to encourage patients and parents/carers to speak to their GP, nurse or pharmacist if they need help managing their asthma.

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.

This toolkit contains a range of resources to help publicise the campaign locally, including newsletter copy, social media assets and other resources to use in primary care settings. You may wish to highlight local examples of good practice or innovations as part of the campaign.

Tailored resources for your use

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

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 manage their asthma.

This year #AskAboutAsthma will also highlight the additional challenges caused by **inequalities** in care for children and young people with asthma and how these can be addressed.

The campaign also continues to look at air pollution and the impact it has on lung health – we want to ensure that every asthma conversation considers indoor and outdoor air pollution.

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.

Please help share the message so that all colleagues working across primary care are in the know about #AskAboutAsthma.

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

#asthmacareforall

(168 words)

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

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.

Help share the message so all colleagues working across primary care can get involved and #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.

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

(98 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 messaging tailored to patients and their parents or carers

Suggested tweets:

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



[Download here](#)

Visit www.healthy london.org/ask-about-asthma to learn more.

#asthmacareforall

1. We are proud to support #AskAboutAsthma so we can help you support your children and teenagers to manage their asthma.

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

#asthmacareforall

2. By being aware of the four asks, we can help you to support your children and teenagers with asthma to live full, active lives.

Visit www.healthy london.org/ask-about-asthma to learn more.

#asthmacareforall

Instagram caption:

We are proud to support #AskAboutAsthma in 2022 by making sure that every child and young patient 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

#asthmacareforall

Download here



LinkedIn post:

We are here to support every child and teenage patient with asthma to manage their condition and live full lives by following the four #asthma asks:

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

2. We are proud to support #AskAboutAsthma for 2022 and believe that every child and young person with asthma – regardless of their circumstances or where they are in the country – deserves the right asthma care to live full, active lives #asthmacareforall

Find out more by visiting the 2022 #AskAboutAsthma webpage.

www.healthy london.org/ask-about-asthma

3. 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.

Colleagues working across Primary Care including #GPs, practice managers, reception staff and GP nurses, can all play a part in 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 webpage.

www.healthy london.org/ask-about-asthma



[Download here](#)

Facebook posts:

We are proud to support #AskAboutAsthma by making sure that our patients with asthma 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

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



[Download here](#)

Assets and messaging tailored to primary care professionals

Suggested tweet:

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

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

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

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

#asthmacareforall

3. Primary care can support every child and young patient with asthma to manage their condition and live full lives by following the four #asthma asks.

Find out what they are and how we can all help here:
www.healthylondon.org/ask-about-asthma

#asthmacareforall



[Download here](#)

Instagram caption:

We are proud to support #AskAboutAsthma in 2022 by making sure that every child and young patient 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.healthylondon.org/ask-about-asthma

#asthmacareforall

Download here**LinkedIn posts:**

1. Do your child and young patients with asthma have an asthma action plan to help manage their condition? This is one of four #asthma asks we want every colleague in primary care to be aware of so CYP can live full 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 for 2022 and help raise awareness around the additional challenges caused by #inequalities in care for children and young people with asthma and how primary care can help address these gaps.

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

2. 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.

Colleagues working across Primary Care including #GPs, practice managers reception staff and GP nurses, can

**Download here**

<p>all play a part in 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.</p> <p>Find out more by visiting the 2022 #AskAboutAsthma webpage at www.healthy london.org/ask-about-asthma</p>	
<p><u>Facebook posts:</u></p> <p>We are proud to support #AskAboutAsthma by making sure that our patients with children and young people's asthma are aware of the four asks 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>Find out more about the campaign here: www.healthy london.org/ask-about-asthma</p>	<p><u>Download here</u></p> 

Downloadable poster and digital resources for GP reception areas

Downloadable campaign poster



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

Other useful resources

- [Children and young people's asthma fact sheet](#)
- [Asthma and Lung UK](#)
- [NHS England & Improvement \(London region\) 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.