



# #AskAboutAsthma 2022 Campaign

#asthmacareforall

London Ambulance Service  
communications Toolkit

**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 Ambulance Service

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. Around 1 in 11 children in every London school have asthma, that's 3 children in every classroom. There's a lot that the London Ambulance Service can do to help keep them safe and well.

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

London ambulance teams can support this campaign in a number of ways:

1. Communicating with parents of children with asthma about asthma care management after an attack. Does their child have an asthma action plan? Have they had an inhaler technique check and asthma review by an appropriately trained clinician in the last year?
2. Ensuring that parents understand how to ensure that their child's asthma is well controlled following an attack
3. Making sure parents and children are aware of correct asthma management and actions to take following an asthma attack
4. Everyone can 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.

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

## 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**

## What's included in the toolkit:

- [How to get involved with the #AskAboutAsthma 2022 campaign week](#)
- [Long and short copy for Trust publications, websites and newsletters](#)
- [A selection of social media assets and accompanying messages for Facebook, Instagram, Twitter and LinkedIn](#)

- [Downloadable poster and digital resources](#)
- [Asthma fact sheet](#)
- [Further information](#)

## 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 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.

And for 2022, we have added a fourth ask:

4. consider air pollution and its impact 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, parents and children are in the know about #AskAboutAsthma.

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

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(168 words)

*Short article copy, can also be used for shorter bulletins and social media captions (excluding Twitter 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.

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.

Help share the message so all colleagues, parents and children will #AskAboutAsthma.

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

(94 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 CYP

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

#### Download here



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**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 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 every child and young person with asthma and their families are aware of the four asks to manage their asthma.

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

#asthmacareforall

3. Parents can support every child and young person 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.healthy london.org/ask-about-asthma](http://www.healthy london.org/ask-about-asthma)

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4. By being aware of the four asks, parents can help support every child and young person with asthma to manage their condition to live full lives.

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

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**LinkedIn posts:**

1. Has your child recently had an asthma attack? Has their asthma action plan been reviewed to help them manage their condition? This is one of four #asthma asks we want parents and children to be aware of so they 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 to address these gaps.

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)

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.

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

**Download here****Facebook posts:**

We are proud to support #AskAboutAsthma by making sure that children and young people with asthma are aware of the four 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

**Download here**

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

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

### Assets and messaging tailored to LAS and paramedic teams

#### 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:

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

#### Download here



#### Suggested tweet:

1. Are you aware of the four asthma asks to support children and young people with #asthma? Join us from 3 – 19 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 every child and young person with asthma and their families are aware of the four asks to manage their asthma.

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

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#### Download here





3. After treating a child with an asthma attack, LAS teams can support every child and young person with asthma to manage their condition and live full lives by ensuring they review their asthma action plan with their GP or asthma nurse.

Make sure your patients are following the four #asthma asks. Find out what they are and how we can all help here: [www.healthylondon.org/ask-about-asthma](http://www.healthylondon.org/ask-about-asthma)

#asthmacareforall

### **LinkedIn posts:**

Have you treated a child for an asthma attack? Did you ensure they review their asthma action plan with their GP or asthma nurse to help manage their condition?

Make sure your patients know the four #asthma asks 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 clinicians can help address these gaps.

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

London Ambulance Teams can 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 at [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 our CYP patients and their parents 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](http://www.healthylondon.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

**Asthma fact sheet**

Asthma is the most common long-term medical condition affecting children and young people

1 in 11 are affected by the condition, which is around **3 in every London classroom**

Many have badly managed asthma, with **over 20,000 admitted to hospital every year** in England. Over 4% of these have such a severe episode that they are admitted to intensive care

Children die in London because of asthma every year. 90% of asthma deaths are preventable: these children should have gone on to lead full and productive lives

(National review of asthma deaths, 2014)
London has a higher rate of illness and death in children and young people because of asthma compared to other European countries
<p>Asthma is one of the top three causes of emergency admission to hospital (4,000 in London each year).</p> <p>75% of these admissions would be avoidable through the implementation of simple interventions such as having a regular asthma review by an appropriately trained clinician, knowing how to use an inhaler correctly, having a written asthma action plan and knowing about the potential impact of air pollution</p>
Nearly half of children admitted to hospital have had an asthma attack in the previous year and 30% have had daytime symptoms in the previous week. But only a fraction have a personalised asthma action plan on how their asthma should be managed
Nitrogen dioxide, particulate matter and other forms of air pollution are known triggers for asthma and poor health more widely, particularly in children and young people
In 2018 London Ambulance Services (LAS) attended 2,737 children for asthma and 9,855 children for breathlessness
In 2019/20 there were 154 children admitted into London intensive care units who had a primary diagnosis of asthma (compared to 170 in 2016/17). The average length of stay was 3 days
While COVID-19 is not thought to be a particular risk for children and young people with asthma, good asthma control and avoidance of unnecessary ED attendances is more important than ever

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.

## Other useful resources

- [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](#)