



#AskAboutAsthma 2022 Campaign

#asthmacareforall

Communications toolkit for pharmacy

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
Pharmacy communications toolkit

#AskAboutAsthma2022 communications toolkit for pharmacy professionals

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 and young people in every London school have asthma, that's 3 in every classroom. There's a lot that pharmacists and their teams can do to help keep them safe and well.

How to get involved with #AskAboutAsthma 2022 campaign week

Pharmacists and their teams can support this campaign in a number of ways:

1. Checking with parents if their child has 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?
2. Ensuring that parents understand that if a child or young person's asthma is well controlled, that they will be less likely to miss school, have an asthma attack and will have a better quality of life.
3. Making sure parents, children and young people are aware of correct asthma management.
4. Offering all children and young people an inhaler technique check
5. Displaying [this](#) poster for parents in pharmacy waiting areas.
6. Identifying which children and young people are not regularly collecting their preventer medication and communicating this to the GP practice
7. Identifying which children and young people are collecting large numbers of reliever medication and communicating this to the GP practice
8. Developing 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.healthylondon.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 #AskAboutAsthma 2022 campaign week](#)
 - [Long and short copy for pharmacy publications, websites and newsletters](#)
 - [A selection of social media assets and accompanying messages for Facebook, Instagram, Twitter and LinkedIn](#)
 - [Additional downloadable flyer to print out and place in reception areas](#)
- [Asthma fact sheet](#)
- [Other useful Further information resources](#)

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.

For 2022, the #AskAboutAsthma campaign will run from **12 – 18 September**, ahead of the annual rise in asthma attacks when students go back to school after their summer holidays.

Please help share the message so that all colleagues, parents, children and young people are in the know about #AskAboutAsthma.

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

#asthmacareforall

(190 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.

For 2022, the #AskAboutAsthma campaign will run from **12 – 18 September**, ahead of the annual rise in asthma attacks when students go back to school after their summer holidays.

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

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

(111 words)

Social media assets and accompanying messaging

In the lead up to the #AskAboutAsthma campaign week and week 38, you can use our 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, click on any of the images below, right click and select ‘open link’ where you can save the file for the relevant social media channel:

Assets and messaging tailored to clinicians and secondary care 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 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



Suggested tweet:

For use from June 2022:

Are you aware of the four asthma asks to support children and young people with #asthma? Join us from 12 – 18 September 2022 for #AskAboutAsthma 2022 to help learn and raise awareness to improve asthma care for every CYP with asthma.

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

#AskAboutAsthma #asthmacareforall

To schedule between 12 – 18 September 2022:

1. 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.healthylondon.org/ask-about-asthma

Download here



#asthmacareforall

2. Pharmacists can support every child and young person with asthma to manage their condition and live full lives by ensuring they speak to parents and carers about reviewing 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.healthy london.org/ask-about-asthma

#asthmacareforall

LinkedIn posts:

Are you a pharmacist who provides medication for children with asthma? Do you ensure they review their asthma action plan with their GP or asthma nurse to help manage their condition?

Make sure your patients know about 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.

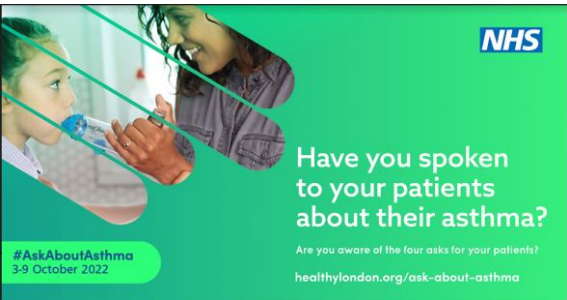
Find out more by visiting the 2022 #AskAboutAsthma webpage at www.healthy london.org/ask-about-asthma

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.

Pharmacists 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

Download here



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| <p>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 young patients and their parents 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

- Click [here](#) for a poster to print out and place in pharmacy waiting areas
- 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

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| <p>Asthma fact sheet</p> |
| <p>Asthma is the most common long-term medical condition affecting children and young people</p> |
| <p>1 in 11 are affected by the condition, which is around 3 in every London classroom</p> <p>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</p> |

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

Asthma is one of the top three causes of emergency admission to hospital (4,000 in London each year).

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

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 the London Ambulance Service (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.

Further information

- [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](#)