



## #AskAboutAsthma 2022 campaign evaluation

Babies, Children and Young People's Transformation – London

Healthy London Partnership Communications team

# Key messages

- Due to the passing of Her Majesty The Queen, the #AskAboutAsthma campaign was postponed from 12 – 19<sup>th</sup> September to **3 – 9<sup>th</sup> October**. All events and content were rescheduled
- Over **385 different organisations** promoted [#AskAboutAsthma](#) in 2022
- **Twenty ambassadors from across the country** volunteered to promote and support the campaign in their local areas, increasing engagement and awareness of the campaign outside London
- **Innovative and inspiring ideas** were used for promoting this year's campaign, such as hosting information stands at local leisure centres and advertising on local buses
- The twitter reach of the campaign was over double compared to last year and the campaign reached **over 8 million people** despite the sudden change of plan
- New content was released each day including **blogs, videos and podcasts**. Promoting videos from recognisable faces such as Sadiq Khan on social media helped to increase the reach of the campaign

# What is #AskAboutAsthma?

- Sixth year of London's awareness raising campaign and second year involving colleagues from across the country
- Coincides with start of the new school year and the highest hospital admission rates for asthma (week 38)\*
- It highlights small steps to help improve the quality of life for children and young people living with asthma
- **This year the theme was health inequalities**



1. Each child or young person with asthma to have an [asthma management plan](#)



2. Each child or young person with asthma to be able to use their [inhalers](#) effectively



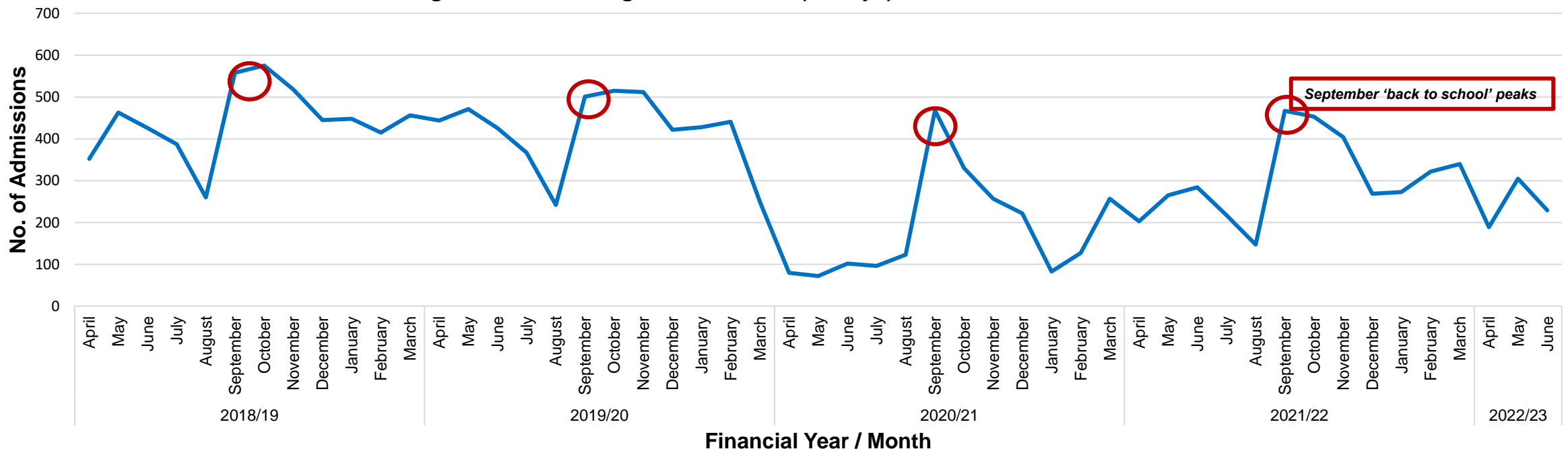
3. Each child or young person with asthma to have a [review](#) every year and after every attack



**And for 2022 we added a 4<sup>th</sup> ask:**

4. Consider [air pollution](#) and its impact on lung health

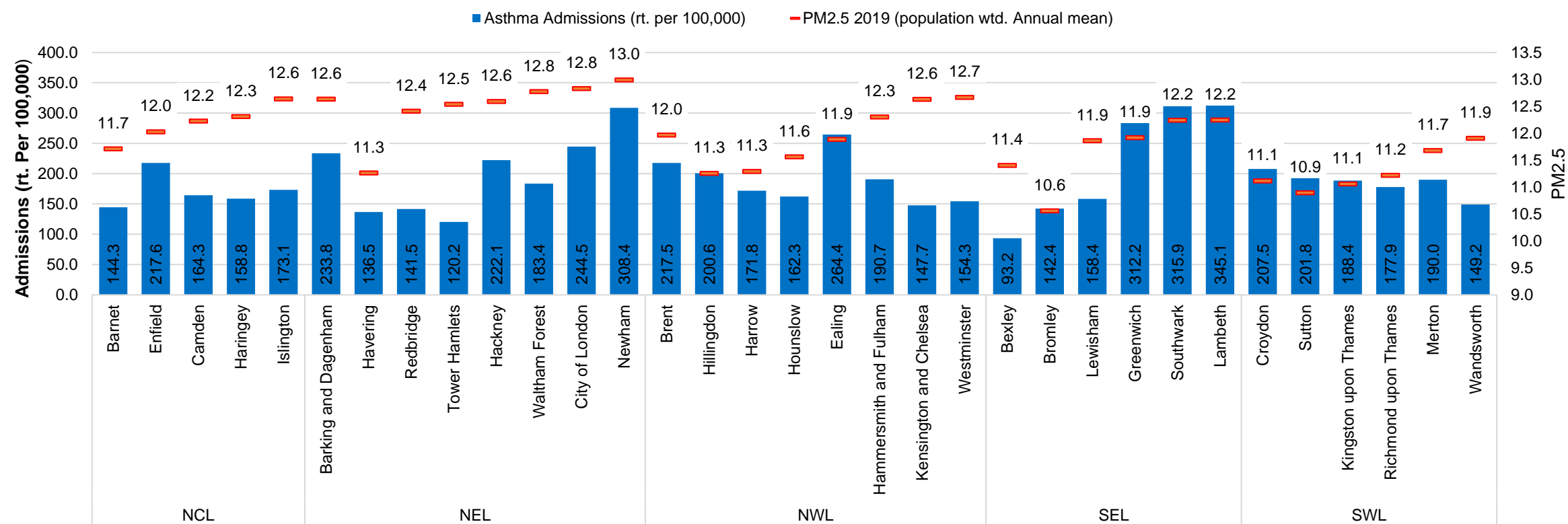
Figure 1: London Region – Paediatric ( 5- 24yo) Asthma Admissions



# Why the fourth ask was included

- Air pollution can exacerbate asthma for some people and research has also shown that **high levels of air pollution can cause asthma in both children and adults<sup>(1)</sup>**. Therefore, children living in areas with high pollution are more at risk of developing asthma and being admitted to hospital due to their asthma.
- London has **higher rPM2.5 pollution** than both England and the WHO 2021 Target
- There is a **significant link between air pollution, health inequalities and asthma**

Figure 2: 2019/20 London asthma related admissions (rt. per 100,000) against air quality by Local Authority

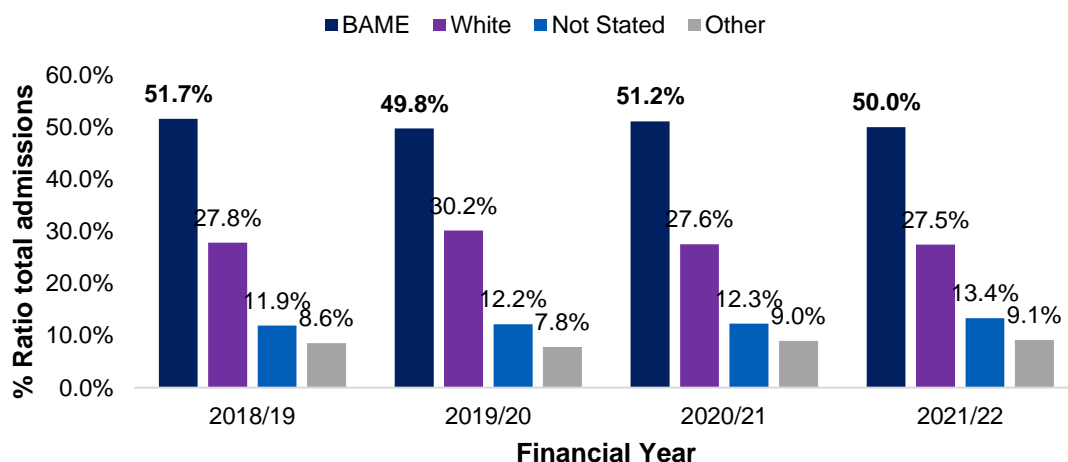


(1) Asthma + Lung UK, 2022. Air pollution and asthma

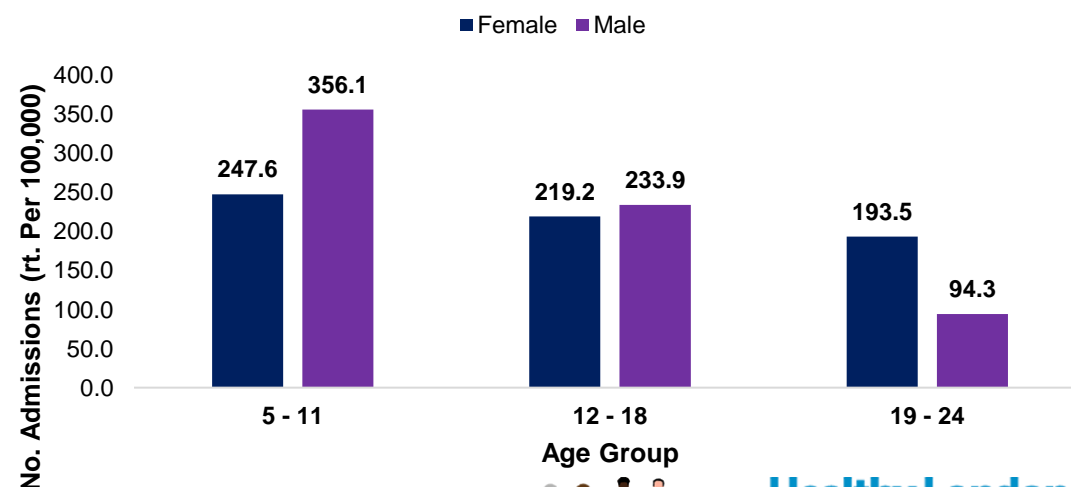
# The focus on health inequalities

- Children and young people living in areas where there are **higher levels of deprivation** are **more likely to be exposed to the causes and triggers of asthma.** <sup>(1)</sup>
- Children and young people growing up in **homes with mould and damp** are **between one and a half and three times more prone to coughing and wheezing** <sup>(1,2)</sup>
- Asthma + Lung UK have identified an association between asthma admissions and deprivation: **children and young people growing up in more deprived areas are more likely to go to hospital due to their asthma.** <sup>(1)</sup>
- Children from **BAME backgrounds have a higher rate of hospital admissions** compared to white children and young people (Figure 3)
- There are differences in asthma admissions between males and females and these change with age (Figure 4)

**Figure 3: London asthma related emergency admissions - ethnicity breakdown**



**Figure 4: Asthma related admissions rt. per 100,000 by gender and age group - 2019/20**



# The virtual week

Monday: Children, young people and families day	Tuesday: Nurses day	Wednesday: Pharmacy day	Thursday: Conference day	Friday: Primary care day	Saturday: Whole-systems day	Sunday: Air quality day
<b>Webinar:</b> <a href="#">Ask the expert</a>	<b>Webinar:</b> <a href="#">How nurses can help address inequalities in asthma care</a>	<b>Webinar:</b> <a href="#">How pharmacy can improve equitable access</a>	<b>Conference:</b> <a href="#">One-day virtual conference</a>	<b>Webinar:</b> <a href="#">Children and young people's update for primary care</a>	<b>Video:</b> <a href="#">Why we need to consider a child or young person's environment as part of their asthma management</a>	<b>Video:</b> <a href="#">How can clinicians bring air pollution into the asthma management conversation?</a>
<b>Podcast:</b> <a href="#">Moving on asthma - helping teens to transition to adult services</a>	<b>Podcast:</b> <a href="#">Challenges, struggles and helpful tips on setting up asthma friendly schools in Camden</a>	<b>Podcast:</b> <a href="#">Highlighting the role of pharmacy across asthma care</a>	<b>Podcast:</b> <a href="#">Ensuring every CYP with asthma is treated by an appropriately trained professional</a>	<b>Podcast:</b> <a href="#">MART therapy for asthma symptoms – what it is and how it works</a>	<b>Podcast:</b> <a href="#">How North West London implemented an ICS-wide guideline on children and young people's asthma care</a>	<b>Podcast:</b> <a href="#">How London is addressing air pollution to help children and young people with asthma</a>
<b>Blog:</b> <a href="#">How asthma has affected me throughout my life</a>	<b>Podcast:</b> <a href="#">Missed asthma reviews and appointments - how to ensure families don't slip through the net</a>	<b>Blog:</b> <a href="#">High-risk reviews and mentoring pharmacy support to improve care for children and young people with asthma in North West London</a>	<b>Blog:</b> <a href="#">The latest on the #RightInhalerImage campaign</a>	<b>Blog:</b> <a href="#">How a Digital Health Passport can support your asthma management</a>	<b>Podcast:</b> <a href="#">Transforming asthma care in the North East and North Cumbria</a>	<b>Blog:</b> <a href="#">Making the invisible visible – where health meets housing</a>
<b>Blog:</b> <a href="#">Asthma and its link to air pollution</a>	<b>Blog:</b> <a href="#">Taking control of my own asthma management</a>	<b>Blog:</b> <a href="#">Greener asthma treatment – a golden opportunity or a red flag? – PaediatricFOAM</a>	<b>Video:</b> <a href="#">What should clinicians know about health inequalities in asthma</a>	<b>Video:</b> <a href="#">The making of 'Preventable' a short film about asthma created by teenagers for teenagers</a>	<b>Blog:</b> <a href="#">Improving accessibility to asthma services in Norwich through school-based reviews</a>	<b>Blog:</b> <a href="#">Tackling Air Pollution At School</a>
<b>Video:</b> <a href="#">What is asthma and how can young people manage it?</a>	<b>Video:</b> <a href="#">Why become an asthma champion</a>	<b>Video:</b> <a href="#">Do you know when your inhaler is empty?</a>	<b>Video:</b> <a href="#">How vaping affects your asthma</a>		<b>Blog:</b> <a href="#">What the Haringey public health team are doing to support children with asthma</a>	<b>Video:</b> <a href="#">Asthma and air quality resources</a>
<b>Video:</b> <a href="#">Five tips on reducing exposure to indoor allergens</a>			<b>Video:</b> <a href="#">How digital health passports can help with asthma management</a>			



# Campaign engagement

- The postponement of the campaign following the death of The Queen meant that #AskAboutAsthma effectively had **two opportunities for promotion** in 2022.
- Overall, an additional **629 contacts** were engaged in the week who had not been engaged in previous years.
- This year saw a **91% increase** in traffic to the Healthy London Partnership site versus last year, and a **33% uplift** on the year before (Figure 5).
- The **twitter reach of the campaign was over double** compared to last year (Figure 6). This was mainly helped by the Mayor of London, Sadiq Khan, which highlights the importance of getting key influencers involved.
- People are mostly engaged with the campaign during the working week and within working hours. This year there was a mid-week drop off in tweet activity, on Pharmacy day, possibly because the daily webinar took place in the evening rather than at lunchtime.
- The Asthma + Lung UK media release was **picked up by over 130 titles** with our NHSE London Clinical Director for CYP, Oliver Anglin quoted in [national](#) and [regional](#) publications. Our own media release to London news outlets was picked up by a handful of local/community publications including the [London Post](#).

Figure 5. Website visits by year, 1 Sept - 16 Oct 2020-22

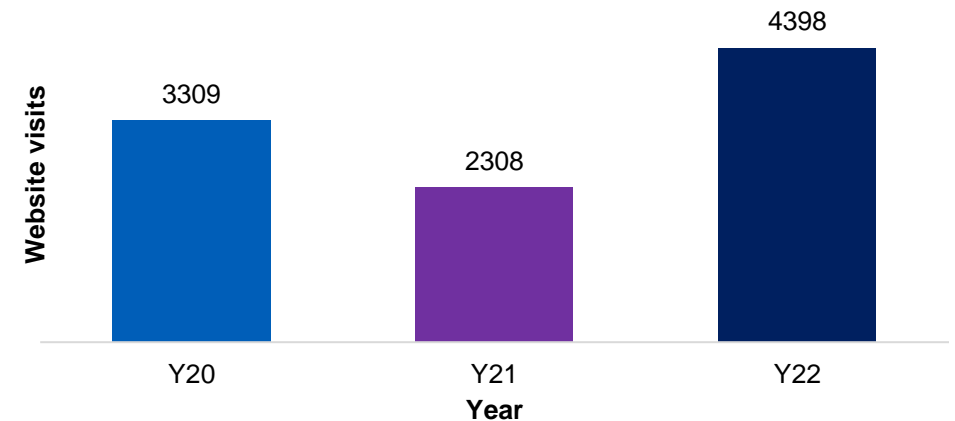
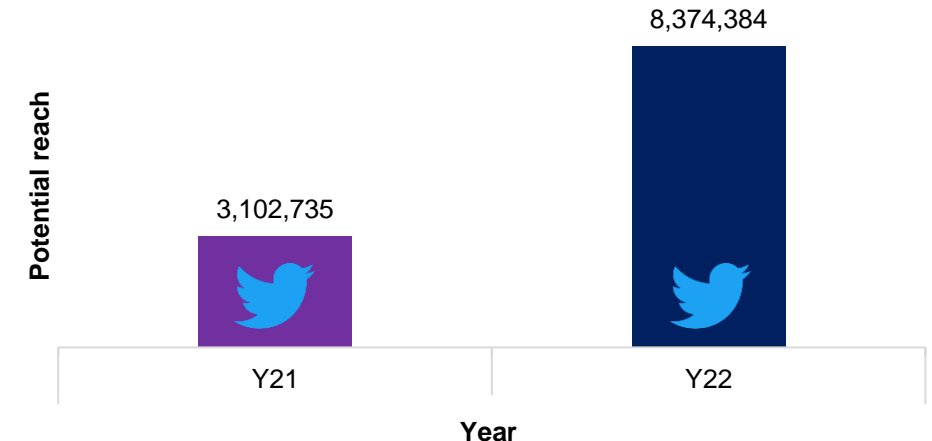


Figure 6. Potential reach of #AskAboutAsthma Y21 vs. Y22



# One day conference

- This year's virtual conference was held on **6<sup>th</sup> October** and included sessions on health inequalities and the patient voice, air pollution and asthma, a focus on teenagers as well as presentations from the national NHSE team and a clinical update.
- Speakers at the conference included Sarah Woolnough (CEO, Asthma + Lung UK), Rosamund Kissi-Debrah and Professor Sir Stephen Holgate.



*"Absolutely blown away by the #AskAboutAsthma conference today. Have come away fizzing with ideas."*

Regional Nurse Advisor

*"I have come away with many ideas, thoughts and areas to research further to improve my practice."*

Asthma nurse

*"This was an enjoyable event, and the representation was very thorough."*

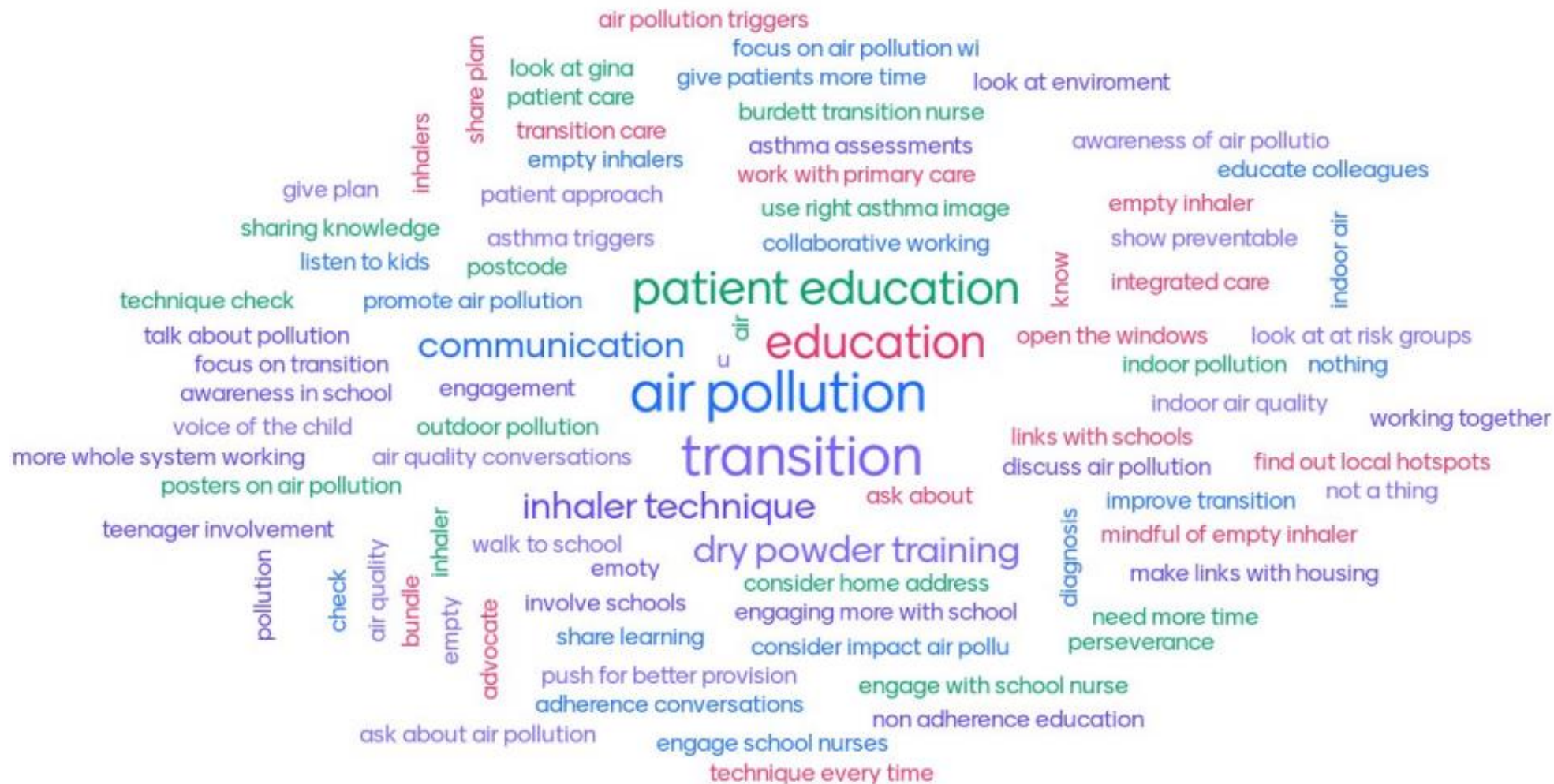
Commissioner

*"I found the day incredibly informative, but it also provided realistic ways to move forward and improve services."*

Asthma nurse



## What attendees would change in their practice following the conference:



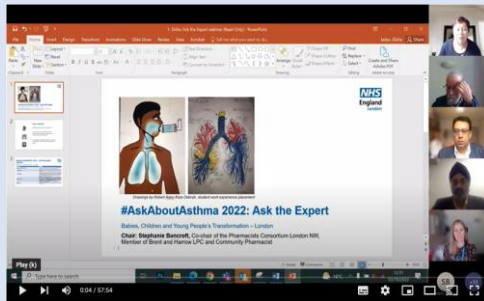
# Webinars

- During the week four virtual webinars were held. The primary care webinar had the most attendees and recording views and the pharmacy webinar had the fewest which could be related to it being held in the evening.

## Ask the expert

Attendees: **94**

Recording views: **76**



**100%**

of attendees rated the webinar **Good** or **Excellent**

## Nursing

Attendees: **125**

Recording views: **81**



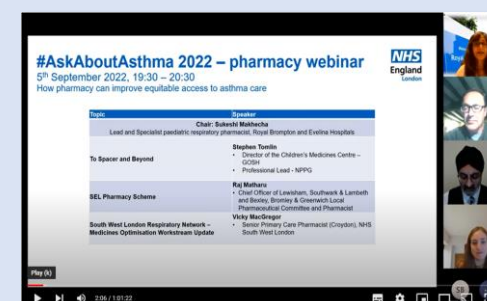
*"inspired to do more work and gives enthusiasm that people are making a difference"*

Doctor

## Pharmacy

Attendees: **36**

Recording views: **44**



*"The information re-spacers was all very useful for example large vs small"*

Pharmacist

## Primary care

Attendees: **139**

Recording views: **149**



**100%**

of attendees rated the webinar **Good** or **Excellent**

# Other content

- New content was released each day including blogs, videos and podcasts. Content was promoted on social media each day, also signposted in **daily emails** for the first time.

## Blogs

Total blogs: 10

Total reads: 398

Most popular blog:  
**Making the invisible visible –  
where health meets housing  
(73 reads)**

### Making the invisible visible – where health meets housing

30th September 2022

Did you know that the average person spends 90% of their lifetime indoors? If you are 40 years old, that's a massive 36 years. We spend so much time indoors that we should be called the Indoor generation!

Sure, there are lots of studies, evidence and awareness of what contributes to outdoor pollution and how it is harmful to health, but have you ever considered the quality of the air that you breathe indoors? Outdoor air pollution does not bounce off the front door, and there can also be significant sources of indoor air pollution. This all means that indoor air can be more polluted than outdoor.

To address this, Torus Foundation and our Healthy Neighbours Project Hubs have teamed up with the Beyond Transformation Programme, NIHR Applied Research Collaboration (ARC NWC) Equitable Place Based Health and Care team and Airthings to install indoor air quality monitors in the homes of eligible residents of leading North West social housing provider, Torus, across Liverpool, St Helens and Warrington.

The aim of our campaign is to use the indoor air quality monitors to get a better picture of the home environment, identify any structural causes of poor indoor air quality, and to empower households to make changes to improve their surroundings.

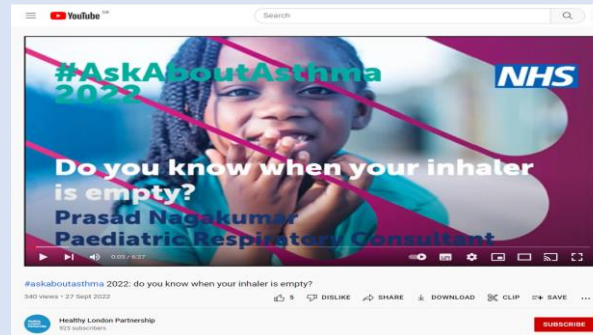
Visualize the air you breathe

## Videos

Total videos: 16

Total views: 1,250

Most popular video:  
**Do you know when your inhaler  
is empty? (219 views)**

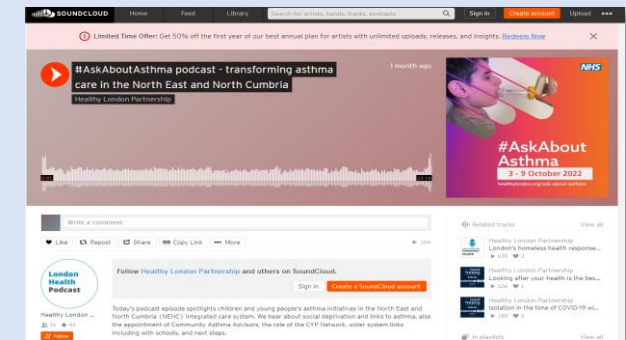


## Podcasts

Total podcasts: 9

Total listens: 573

Most popular podcast:  
**Transforming asthma care in  
NE England (101 listens)**





# Communications resources

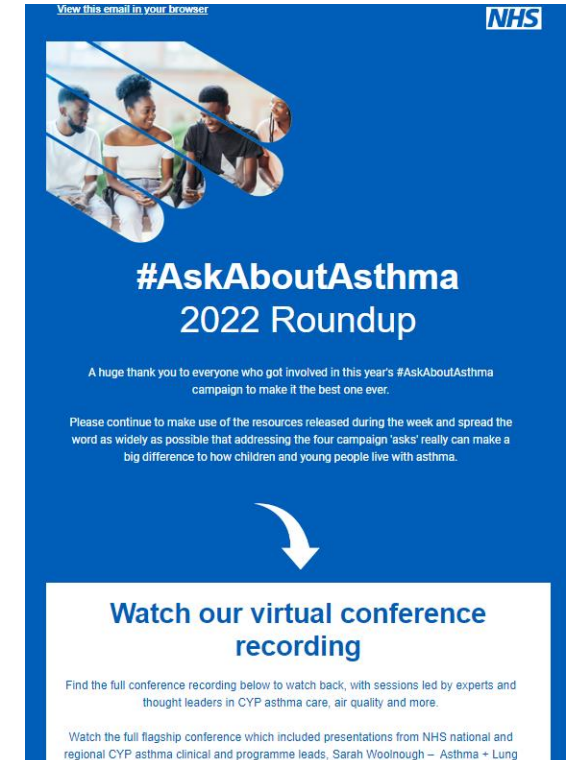
## Toolkits

- There were over **1,200 unique downloads** of all the communications toolkits
- The general/supporters comms toolkit was most downloaded (485), followed by the tailored version for primary care (202)
- The universities/colleges comms toolkit was downloaded the fewest times



## Daily emails

- Sending daily emails provided over 500 clicks to #AskAboutAsthma content – more than all social media throughout the Y21 campaign.
- Out of all the click throughs, webinar recordings and podcasts were the most popular.



# Ambassadors

- This was the first year we recruited ambassadors for the campaign. **Twenty #AskAboutAsthma ambassadors** from across the country volunteered to promote and support the campaign in their local areas (Figure 7).
- After the campaign week feedback was gathered from the ambassadors around the support from the regional team, the timing of their involvement and their thoughts around the group calls. Some further feedback can be found on this slide.

*"I think having ambassadors is such a lovely idea, really connects us with people across the county and you guys did a great job of holding all that together"*

Senior Pathway Integration Manager, Leeds Health and Care Partnership

*"Nationally there is a great ethos to share new initiatives and ideas around CYP asthma care and I think that your generosity in sharing the campaign resource has helped to support this."*

CYP Asthma Lead, NHS Herefordshire and Worcestershire

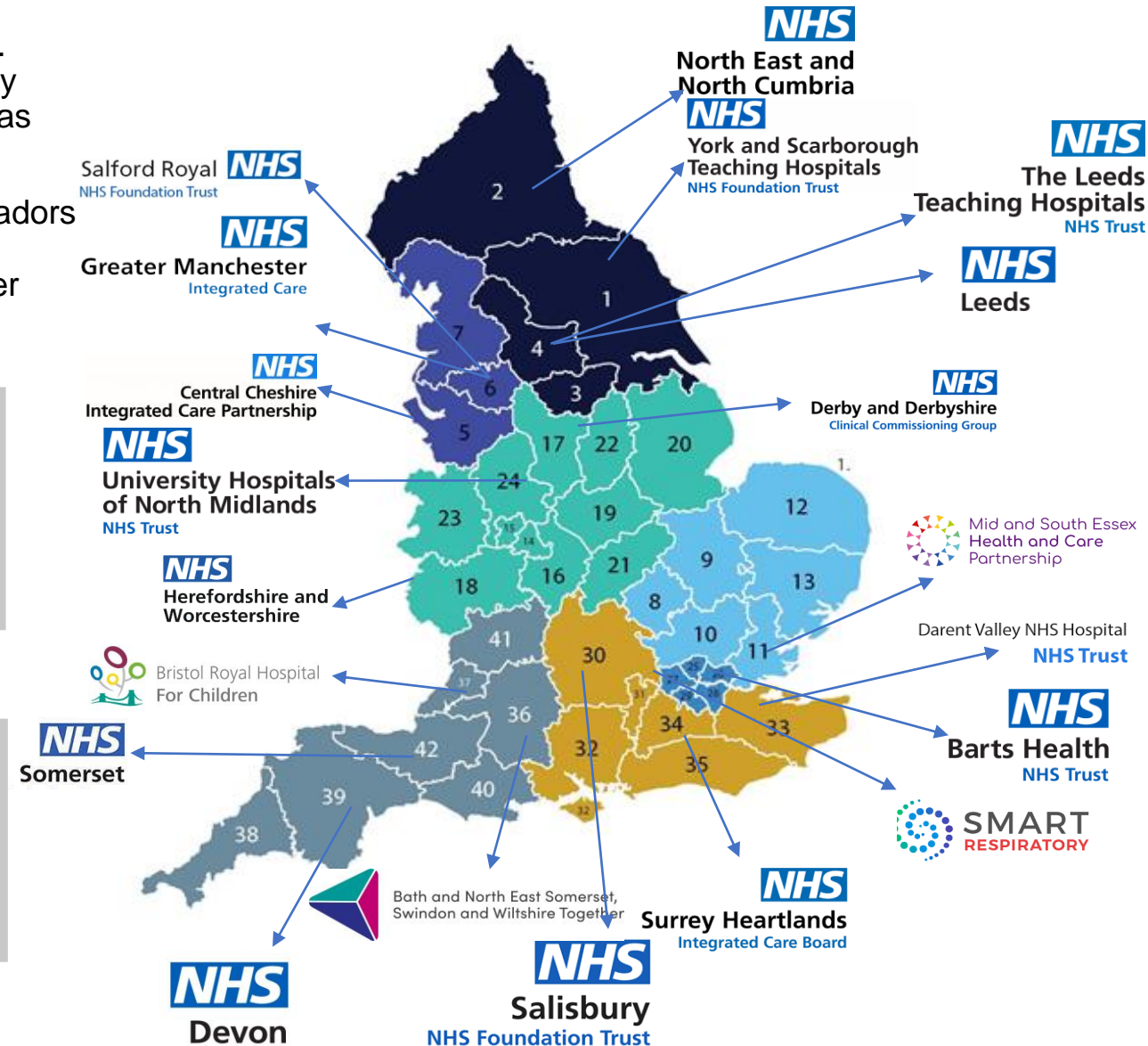
*"I found the group calls helpful as it was inspiring to see what the other ambassadors were planning and hopefully, we learnt from each other."*

Head of Commercial, Smart Respiratory

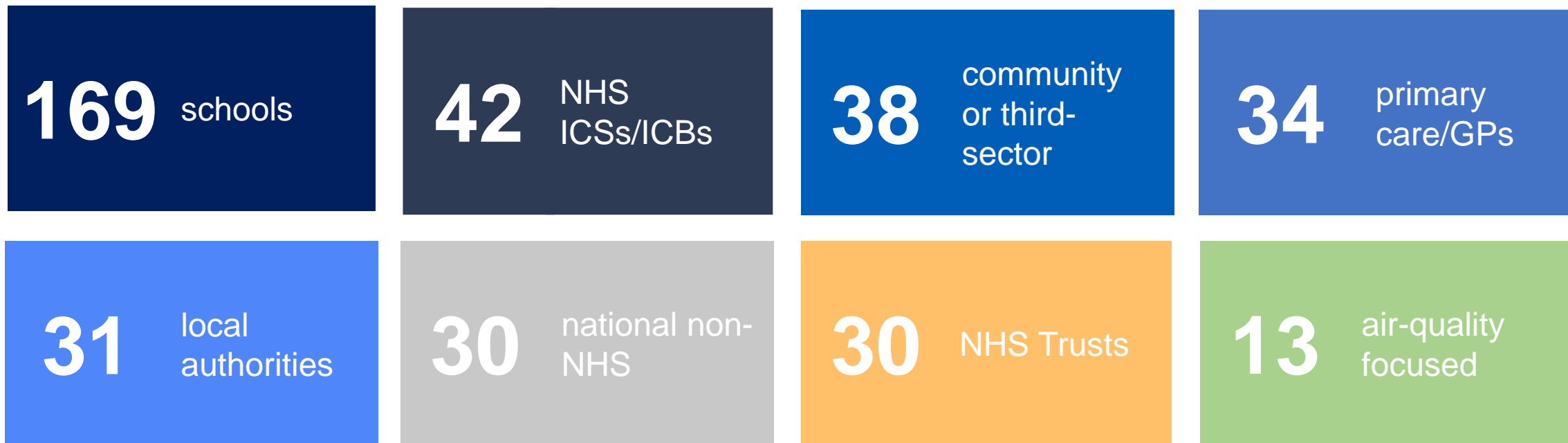
*"Lots of support it was an example how to run a brilliant campaign!"*

GP, Bradford NHS

Figure 7: Map of #AAA ambassador locations



## Organisations promoting #AAA in 2022





# Local involvement - London

- Across London 53 organisations including ICSs, NHS Trusts, councils, schools and local Healthwatch organisations helped to promote the campaign.

Promoting the 'P's of paediatric asthma  
@HillingdonNHSFT #AskAboutAsthma



1:14 PM · Oct 3, 2022

Ensuring all Children, Young people and Carers go home from clinic with a personalised Asthma Management Plan and education. #AskAboutAsthma @NorthMidNHS @Ohrav\_Rastogi



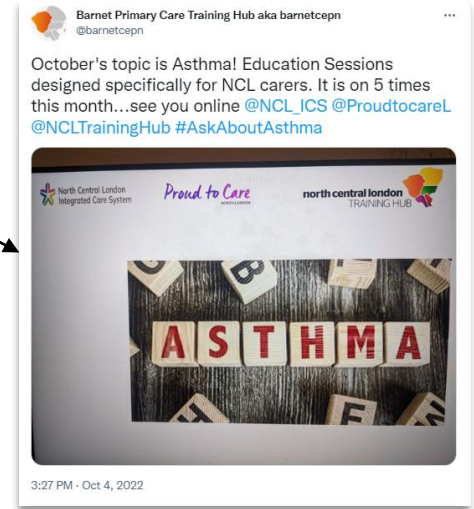
9:26 AM · Oct 5, 2022



SWL planned an asthma study day which unfortunately had to be rescheduled after the delay of the campaign. At St Georges, they created an asthma awareness stand outside the asthma clinic room.



NCL launched a suite of resources around asthma and air quality. The Air We Breathe video had 123 total views



Barnet Primary Care training hub ran asthma education sessions for NCL carers



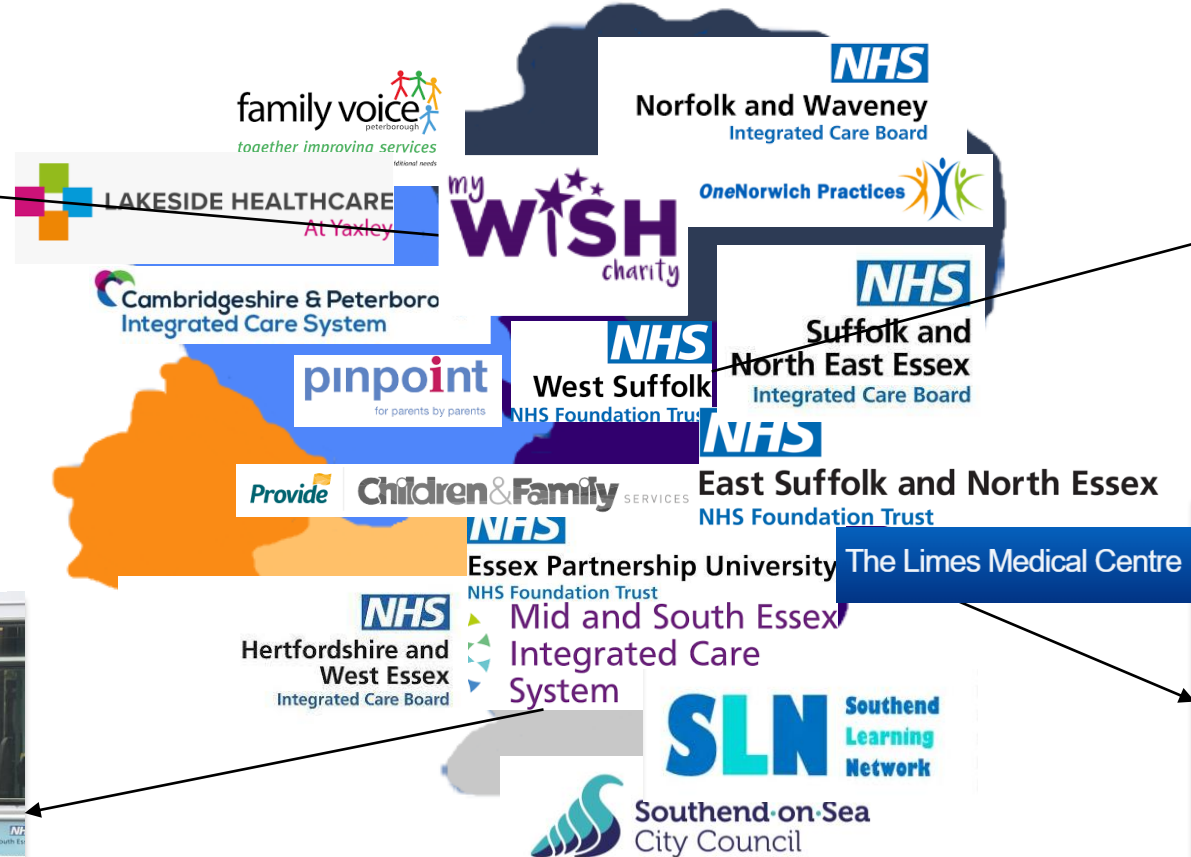


# Local involvement – East of England

- Across the East of England, 16 different organisations helped to promote the campaign.



Mid and South Essex ICS worked with local bus services to display the campaign



West Suffolk NHS Trust's social media channels featured Liz, a paediatric respiratory nurse and one of her young patients.



EPUT's specialist asthma nurse went to a Shopping Centre to talk with members of the public about managing children and young peoples asthma

# Local involvement – South East

- Across the South East, 24 organisations helped to promote the campaign.



Bucks radio media coverage of the campaign including quote from a local clinician.



The Frimley Health team visited leisure centres to speak to families of children attending swimming lessons.



Dartford and Gravesham NHS Trust created an information board displayed at Darent Valley Hospital outpatient department.

Stickers sent out to 40 schools across Surrey Heartlands (focusing on deprived areas) promoting #askaboutasthma week and the relaunch of their asthma toolkit.

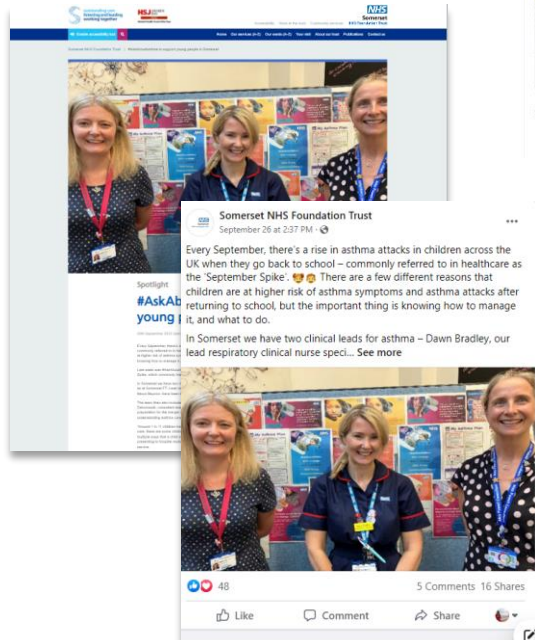




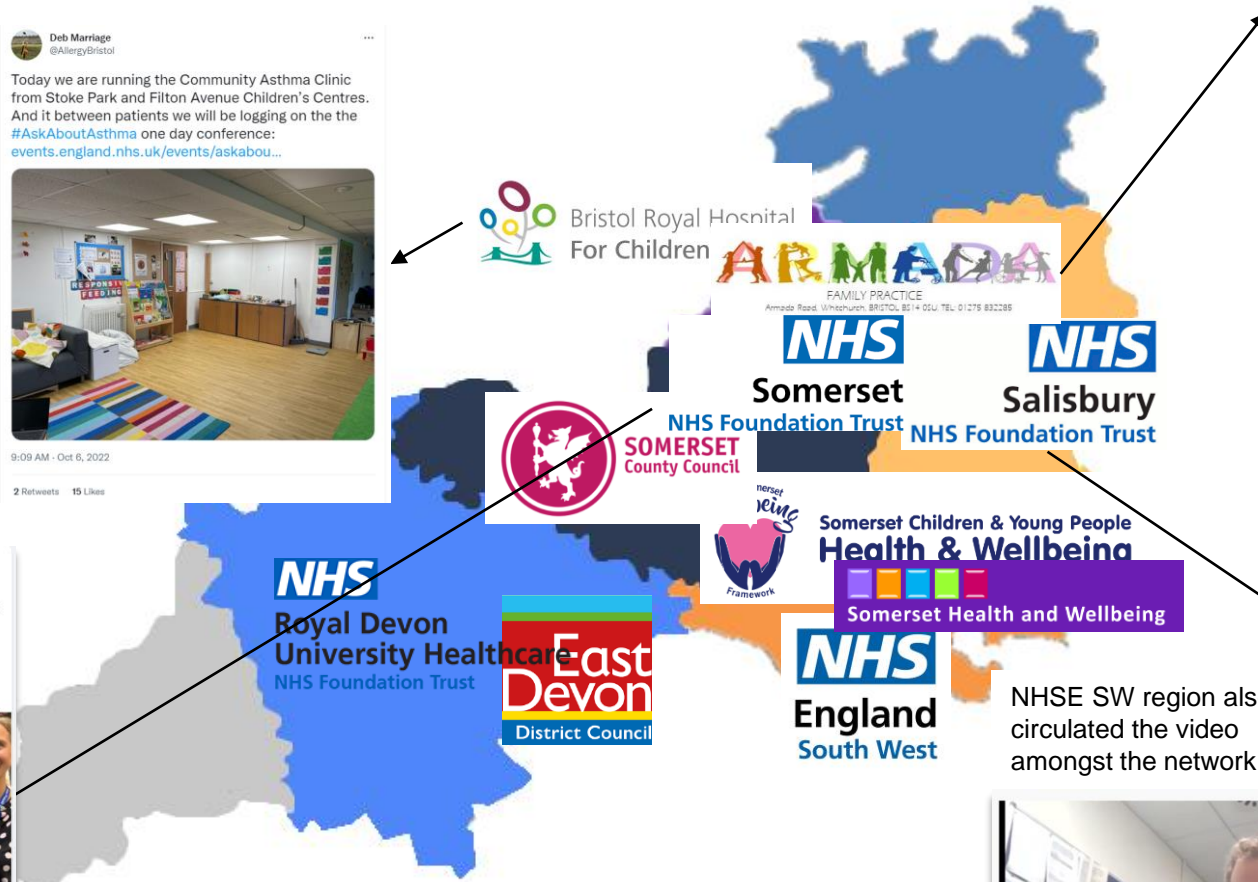
# Local involvement – South West

- Across the South West, 10 organisations helped to promote the campaign. Activity focused around organisations where ambassadors were based.

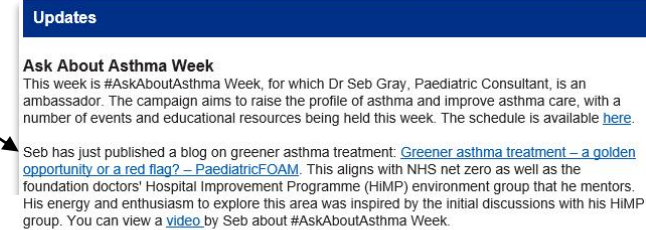
Bristol Children's Hospital team ran community asthma clinics



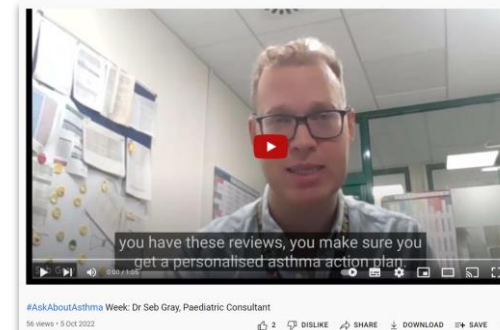
Somerset NHS FT introduced their asthma team across social media and their website.



Salisbury NHS FT shared a blog and video developed by Dr Seb Gray, a paediatric consultant and #AAA ambassador as part of their bulletin.



NHSE SW region also circulated the video amongst the network.





# Local involvement – Midlands

- Across the Midlands, 38 organisations helped to promote the campaign, including 10 GP surgeries who promoted the campaign on their websites.

Healthwatch promoting the launch of the Digital Health Passport app launched in Shropshire, Telford and Wrekin to coincide with the campaign week



NHS Leicester, Leicestershire and Rutland produced a video with Dr Ramphul answering the question "I feel fine, but am I fine?" and also ran a face to face workshop

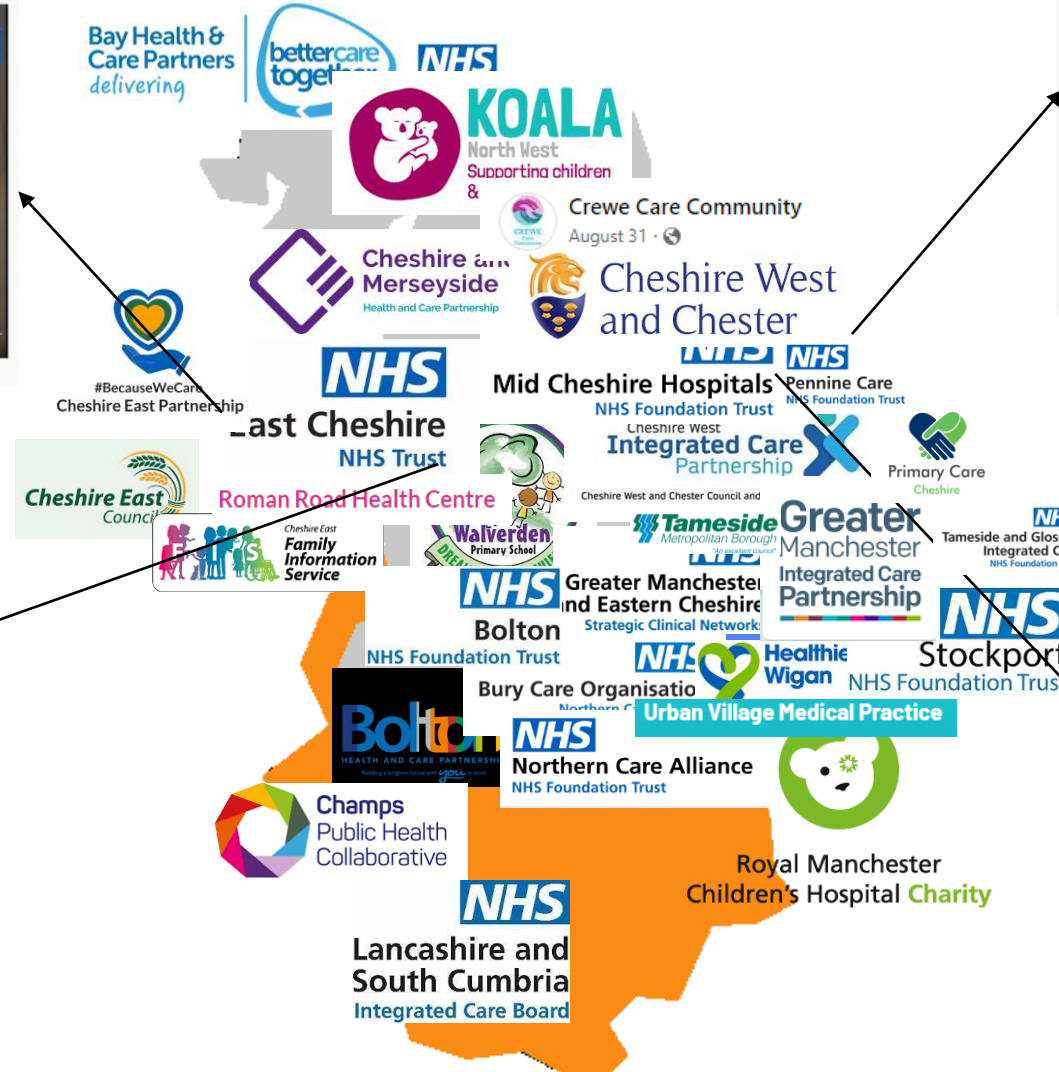


Herefordshire and Worcestershire NHS FT secondary care colleagues produced display, and our local leisure centres forwarded the campaign messages to almost 1000 followers via their social media.



# Local involvement – North West

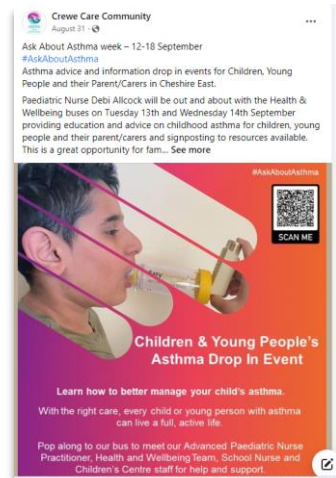
- Across the North West, 29 organisations helped to promote the campaign.



The Bury CCNT and school nurses at Asda Radcliffe and Radcliffe Children's centre to talk about children's asthma. Focus on inhaler technique, air pollution and annual reviews



Heywood, Middleton and Rochdale Children's Respiratory Specialists organised a Facebook Live Q&A session for parents



Central Cheshire Integrated Care Partnership's Community Nursing Service held advice and information drop in events on Health and Wellbeing buses



# Local involvement – North East and Yorkshire

- Across the North East and Yorkshire, 15 organisations helped to promote the campaign.

Wakefield District Health and Care Partnership  
@WakefieldHCP

.@MidYorkshireNHS Children's Asthma Nurse Specialist Libby shares some tips for parents and carers whose children suffer from asthma.

For further advice, visit [bit.ly/3SvABOC](https://bit.ly/3SvABOC)  
[#AskAboutAsthma](https://twitter.com/AskAboutAsthma)

242 views 0:01 / 1:42

12:00 PM · Oct 4, 2022

6 Retweets 10 Likes

Dr Hickman, one of our ambassadors linked with Learn Live events to broadcast an information and Q&A session for schools which engaged with 156 schools across the country

Partner Organisation
Bradford District and Craven Health and Care Partnership
ACTasONE
Primary Live
Dr Hickman
Mr Seed
Dr Hickman
lydia_y3
Dr Hickman

Statistics
7,955 LIVE VIEWS
8,440 PAGE VISITS
1,904 ON DEMAND VIEWS
156 NUMBER OF SCHOOL

Twitter Conversation
<p><b>#AskAboutAsthma</b></p> <p>jack_y4 Can you catch asthma?</p> <p>Chris_Kirkpatrick_NHS @jack_y4 No - you definitely cannot catch asthma</p> <p>Miss_dale Does regular exercise help with your asthma?</p> <p>Dr_Hickman @Miss_dale yes it's really important to encourage regular exercise and asthma, if properly treated with inhaled steroids, should not stop you exercising.</p> <p>lydia_y3 how old do you need to be to get asthma?</p> <p>Dr_Hickman @lydia_y3 We tend to make the diagnosis in children after the age of 5 when their airways are a bit bigger</p>

# National non-NHS organisations

Primary Care  
Respiratory Academy



UK Health  
Security  
Agency



SMART  
RESPIRATORY



British  
Thoracic  
Society

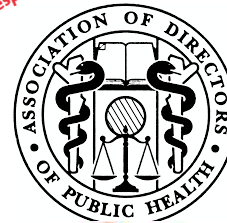
Tiny  
Medical  
Apps.



Association of Respiratory  
Nurse Specialists



Rapid Actionable Insight Driving Reform



Asthma and Allergy Founda



Royal College of  
Paediatrics and Child Health  
Leading the way in Children's Health



The Queen's  
Nursing  
Institute



Asthma UK Centre  
for Applied Research



Learn Live

James Pembroke Media  
@JPMediaLtd

The autumn issue of Milestones is out now! Read about the success of their latest RCPCH conference; the ask about asthma campaign; and how to stay calm in stressful situations. @RCPCHtweets #RCPCH #paediatrics #childhealth #askaboutasthma



7:00 AM · Sep 29, 2022 · Buffer

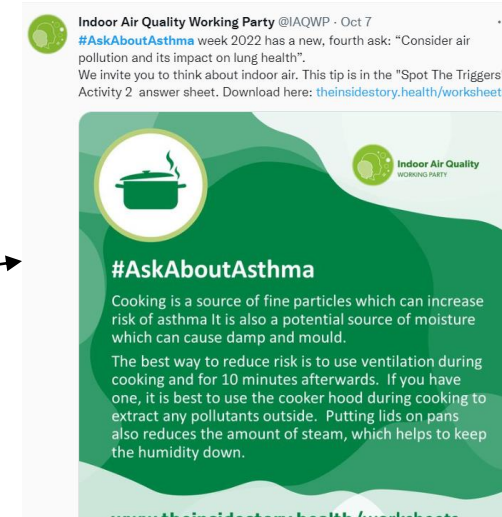


# Air quality organisations

- Highlighting the fourth ask and inequalities theme helped capture interest outside of healthcare including 13 environmental/air quality organisations. This was particularly helped through support from health and environment teams at the GLA and UKHSA who cascaded information to their stakeholders.



MAYOR OF LONDON



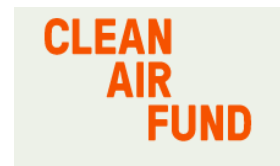
The Ella Roberta Foundation



AirRated™



BreezoMeter



# Conclusions

- As we approached both the original and rescheduled campaign weeks, we saw growing momentum in visits to the campaign webpage and partners sharing information nationally, suggesting that **starting social media engagement earlier benefits the campaign.**
- Over **385 different organisations promoted #AskAboutAsthma** in 2022, however, there was less engagement from local authorities, schools (outside of Learn Live) and primary care.
- Highlighting the **fourth ask and inequalities theme helped capture interest outside of healthcare** through local public health teams and air quality organisations.
- The 20 **ambassadors** were a wonderful resource for the campaign, **supporting wider national engagement** and providing new and innovative ideas that we can build on for 2023.
- Sending **daily emails increased engagement and awareness.**
- Promoting content from **recognisable faces such as Sadiq Khan on social media helped to increase the reach** of the campaign.