

# World Asthma Day 2023

## Communications toolkit for London region

**This communications toolkit can be used by partners in London who are working to raise awareness and transform the care of children and young people with asthma.**

### About World Asthma Day

World Asthma Day (WAD) 2023 takes place on Tuesday 2 May. This annual event is organised by the [Global Initiative for Asthma](#) (GINA), a World Health Organization collaborative organization.

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, knowing how to use your inhaler correctly, having a written asthma action plan and knowing about the potential impact of air pollution. These are the 'asks' of London's #AskAboutAsthma campaign, coming up in September.

In the UK, children and young people are missing out on the basic care they need to manage their asthma, which puts them at greater risk of having a potentially life-threatening asthma attack.

World Asthma Day is a chance to promote good inhaler technique and how good asthma care can reduce the risk of a life-threatening asthma attack. The target audience is parents of children and young people in London with a focus on those who do not have an asthma plan in place.

### More information

You can find more information and resources by visiting [Asthma + Lung UK](#).

Also learn about the NHS England and NHS Improvement [\(London region\) children and young people's asthma programme](#).

## Get involved

This toolkit provides assets and messages to support teams to promote World Asthma Day on social media. Join us on social media on Tuesday 2 May by sharing the below assets and messaging.

Tag us to help share your posts on the day:

**Instagram:** [@tphc22](#)

**Facebook:** [@HealthyLDN](#)



**Twitter:** [@bcyp\\_nhsldn](#)


**LinkedIn:** [@Transformation Partners in Health and Care](#)

## Graphics for social media


You can find assets and messaging including suggested tweets and longer messaging for Instagram captions, Facebook posts and LinkedIn updates below.


Please click [here](#) to view and download the full-sized images below for use on your channels.

Asthma Action Plan		
<b>Twitter</b>	<p>An asthma action plan has all the information you need to look after your child's asthma.</p> <p>Speak to you child's GP or asthma nurse if you do not have an asthma action plan in place.</p> <p>Learn more: <a href="https://www.asthmaandlung.org.uk/conditions/asthma/your-asthma-action-plan">https://www.asthmaandlung.org.uk/conditions/asthma/your-asthma-action-plan</a></p> <p>#AskAboutAsthma#WorldAsthmaDay</p>	 <p>The graphic features a purple background with the NHS logo in the top right corner. On the left, a purple box contains the text: "All children and young people with asthma need a personalised asthma action plan". On the right, a circular inset shows a young boy sneezing into his arm. In the top left corner, there is a circular logo with the text "#WorldAsthmaDay Asthma Care for All".</p> <p><b>Alt text:</b> A young boy sneezing into his arm. Text to the left reads: All children and young people with asthma need a personalised asthma action plan.</p>
<b>Facebook/ LinkedIn</b>	<p>An asthma action plan has all the information you need to help look after and manage your child's asthma.</p> <p>An asthma action plan:</p> <ul style="list-style-type: none"><li>→ Reminds you what to do every day to keep your child well</li><li>→ Shows you the symptoms to look out for and what to do if asthma gets worse</li><li>→ Tells you what to do if your child has an asthma attack</li></ul> <p>Speak to you child's GP or asthma nurse if you do not have an asthma action plan.</p> <p>Learn more: <a href="https://www.asthmaandlung.org.uk/conditions/asthma/your-asthma-action-plan">https://www.asthmaandlung.org.uk/conditions/asthma/your-asthma-action-plan</a></p>	 <p>The graphic is identical to the one for Twitter, featuring a purple background, NHS logo, a purple text box on the left, a circular inset of a boy sneezing on the right, and a circular logo in the top left corner with the text "#WorldAsthmaDay Asthma Care for All".</p> <p><b>Alt text:</b> A young boy sneezing into his arm. Text to the left reads: All children and young people with asthma need a personalised asthma action plan.</p>


<p><b>Instagram</b></p>	<p>An asthma action plan has all the information you need to help look after and manage your child's asthma.</p> <p>An asthma action plan:</p> <ul style="list-style-type: none"> <li>→ Reminds you what to do every day to keep your child well</li> <li>→ Shows you the symptoms to look out for and what to do if asthma gets worse</li> <li>→ Tells you what to do if your child has an asthma attack</li> </ul> <p>Speak to you child's GP or asthma nurse if you do not have an asthma action plan.</p>	 <p>#WorldAsthmaDay Asthma Care for All</p> <p>NHS</p> <p>All children and young people with asthma need a personalised asthma action plan</p> <p><b>Alt text:</b> A young boy sneezing into his arm. Text to the left reads: All children and young people with asthma need a personalised asthma action plan.</p>
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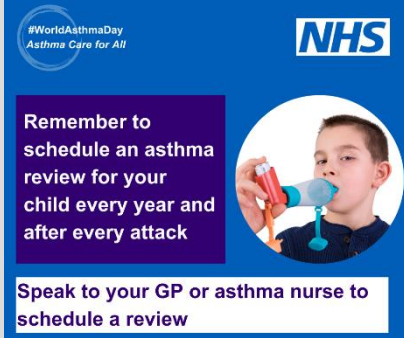
**Correct use of inhaler**


<p><b>Twitter</b></p>	<p>Good inhaler technique could prevent 75% of asthma admissions in London each year.</p> <p>Check your child is using an inhaler correctly with these videos from @asthmalunguk, or speak to your asthma nurse to learn more. ↓  <a href="https://www.asthmaandlung.org.uk/living-with/inhaler-videos">https://www.asthmaandlung.org.uk/living-with/inhaler-videos</a></p> <p>#WorldAsthmaDay #AskAboutAsthma</p>	 <p>#WorldAsthmaDay Asthma Care for All</p> <p>NHS</p> <p>Asthma is one of the top causes of emergency admission to hospital, with 2,400 children and young people admitted on average each year in London</p> <p><b>Alt text:</b> A young girl being given an inhaler with a spacer. Text to the left reads: Asthma is one of the top causes of emergency admission to hospital, with 2,400 children and young people admitted on average each year in London</p>
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<p><b>Facebook/ LinkedIn</b></p>	<p>This #WorldAsthmaDay, make sure your child has good inhaler technique.</p> <p>Each year, around 2,400 children and young people are admitted to London's hospitals with asthma.</p> <p>75% of these admissions can be prevented with good inhaler technique. Good technique and using a spacer correctly can lower the risk of:</p> <ul style="list-style-type: none"> <li>→ <a href="#">asthma attack and symptoms</a> such as coughing, wheezing, or feeling breathless</li> </ul>	 <p>#WorldAsthmaDay Asthma Care for All</p> <p>NHS</p> <p>Asthma is one of the top causes of emergency admission to hospital, with 2,400 children and young people admitted on average each year in London</p>
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	<p>→ <a href="#">side effects</a> such as thrush on the face (if using a mask), or oral thrush in the mouth from steroid inhalers</p> <p>For more information on good inhaler technique, visit <a href="http://asthmaandlung.org.uk">asthmaandlung.org.uk</a></p> <p>#AskAboutAsthma</p>	<p><b>Alt text:</b> A young girl being given an inhaler with a spacer. Text to the left reads: Asthma is one of the top causes of emergency admission to hospital, with 2,400 children and young people admitted on average each year in London</p>
Instagram	<p>This #WorldAsthmaDay, make sure your child has good inhaler technique.</p> <p>Each year, around 2,400 children and young people are admitted to London's hospitals with asthma.</p> <p>75% of these admissions can be prevented with good inhaler technique. Good technique and using a spacer correctly can lower the risk of:</p> <p>→ <a href="#">asthma attack and symptoms</a> such as coughing, wheezing, or feeling breathless</p> <p>→ <a href="#">side effects</a> such as thrush on the face (if using a mask), or oral thrush in the mouth from steroid inhalers</p>	 <p><b>Alt text:</b> A young girl being given an inhaler with a spacer. Text to the left reads: Asthma is one of the top causes of emergency admission to hospital, with 2,400 children and young people admitted on average each year in London</p>

Asthma review		
Twitter	<p>Nearly half of children admitted to hospital have had an asthma attack in the previous year.</p> <p>Yearly asthma reviews help manage symptoms better and reduce the risk of an asthma attack.</p> <p>Speak to your GP or asthma nurse to schedule an asthma review.</p> <p>#AskAboutAsthma</p>	 <p><b>Alt text:</b> A young boy using an inhaler with a spacer. Text to the left reads: Remember to schedule an asthma review for your child every year and after every attack. Speak to your GP or asthma nurse to schedule a review</p>

<p><b>Facebook/ LinkedIn</b></p>	<p>An asthma review is a routine asthma check-up with your child's GP or asthma nurse.</p> <p>Your child should have an asthma review at least once every year and after every attack.</p> <p>An asthma review is an opportunity to talk about:</p> <ul style="list-style-type: none"> <li>→ your child's asthma symptoms, triggers and medicines</li> <li>→ reducing asthma attacks</li> </ul> <p>Speak to your GP or asthma nurse to schedule a review.</p> <p>#AskAboutAsthma</p> <p>#WorldAsthmaDay</p>	 <p><b>Alt text:</b> A young boy using an inhaler with a spacer. Text to the left reads: Remember to schedule an asthma review for your child every year and after every attack. Speak to your GP or asthma nurse to schedule a review</p>
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<p><b>Instagram</b></p>	<p>An asthma review is a routine asthma check-up with your child's GP or asthma nurse.</p> <p>Your child should have an asthma review at least once every year and after every attack.</p> <p>An asthma review is an opportunity to talk about:</p> <ul style="list-style-type: none"> <li>→ your child's asthma symptoms, triggers and medicines</li> <li>→ reducing asthma attacks</li> </ul> <p>Speak to your GP or asthma nurse to schedule a review.</p> <p>#AskAboutAsthma</p> <p>#WorldAsthmaDay</p>	 <p><b>Alt text:</b> A young boy using an inhaler with a spacer. Text to the left reads: Remember to schedule an asthma review for your child every year and after every attack. Speak to your GP or asthma nurse to schedule a review</p>
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<p><b>Air pollution</b></p>		
<p><b>Twitter</b></p>	<p>Do you know your child's asthma triggers?</p> <p>Colds and flu, allergies and pollution can all trigger asthma.</p> <p>Knowing their triggers makes it easier to manage their condition.</p> <p>Read more on common asthma triggers. <a href="https://www.asthmaandlung.org.uk/conditions/asthma/asthma-triggers">https://www.asthmaandlung.org.uk/conditions/asthma/asthma-triggers</a></p>	 <p><b>Alt text:</b> A young girl coughing into a tissue with a city view behind her. Text to the left reads: Air</p>

	#WorldAsthmaDay	pollution affects children and young people with asthma
<p>Facebook/ LinkedIn</p>	<p>Knowing your child's asthma triggers can make managing their condition easier.</p> <p>Asthma symptoms can be triggered by tiny pieces of solids or liquids in the air, known as particulate matter.</p> <p>Particulate matter includes:</p> <ul style="list-style-type: none"> <li>• Domestic wood burning and candles</li> <li>• Busy roads and road dust</li> <li>• Smoke from fireworks and bonfires</li> <li>• Natural matter such as sea spray, pollen and soil</li> </ul> <p>Know your child's triggers and take particular care on high pollution days.</p> <p>#AskAbout Asthma</p> <p>#WorldAsthmaDay</p>	 <p><b>Alt text:</b> A young girl coughing into a tissue with a city view behind her. Text to the left reads: Air pollution affects children and young people with asthma</p>
<p>Instagram</p>	<p>Knowing your child's asthma triggers can make managing their condition easier.</p> <p>Asthma symptoms can be triggered by tiny pieces of solids or liquids in the air, known as particulate matter.</p> <p>Particulate matter includes:</p> <ul style="list-style-type: none"> <li>• Domestic wood burning and candles</li> <li>• Busy roads and road dust</li> <li>• Smoke from fireworks and bonfires</li> <li>• Natural matter such as sea spray, pollen and soil</li> </ul> <p>Know your child's triggers and take particular care on high pollution days.</p> <p>#AskAbout Asthma</p> <p>#WorldAsthmaDay</p>	 <p><b>Alt text:</b> A young girl coughing into a tissue with a city view behind her. Text to the left reads: Air pollution affects children and young people with asthma</p>



## Asthma fact sheet

You can help raise awareness around children and young people's asthma using the information and fact sheet below.

<b>Asthma fact sheet</b>
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, knowing how to use your 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 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