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.

WAD is held each year to raise awareness of asthma worldwide. Although asthma cannot be cured, it is possible to manage asthma to reduce and prevent asthma attacks.

GINA has chosen ‘Asthma Care For All’ as the theme for the 2023 World Asthma Day.

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

Good asthma care includes having an asthma review after every attack and at least once a year, knowing how to use your inhaler correctly, having a written asthma action plan and knowing about the potential impact of air pollution on your asthma. These are the ‘asks’ of London’s #AskAboutAsthma campaign, coming up in September.

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

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 right-click to save the full-sized images for use on your channels.

<table>
<thead>
<tr>
<th>Four Ways</th>
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| **Twitter** | Every child and young person with #asthma should know about the 4 steps they can take to manage their asthma.

On #WorldAsthmaDay we want to make sure every child and young Londoner with asthma has the right asthma care to live full lives.

#AskAboutAsthma

#WorldAsthmaDay |

| **Facebook/LinkedIn** | Every child and young person with #asthma – and their supporters – should know about the four steps they can take 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

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#AskAbout Asthma  
#WorldAsthmaDay |

| Conference        | We support good asthma care for children and young people on #WorldAsthmaDay and every day. Join us for our annual #AskAboutAsthma 2023 conference on 14 Sept 2023. Look out for more details at https://bit.ly/3mNuHwM  
For more information on asthma care and management, visit: https://www.healthylondon.org/london-asthma-toolkit/  
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| Twitter           | We support good asthma care for children and young people on #WorldAsthmaDay and every day. Join us for our annual #AskAboutAsthma 2023 conference focusing on ‘Widening our View’ on 14 Sept 2023. Look out for more details at https://bit.ly/3mNuHwM  
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#WorldAsthmaDay

### Asthma care For All

#### Twitter

Did you know that children and young people with asthma should have an asthma action plan to help manage their condition? Together we can raise awareness around ensuring #asthmacareforall

Learn more: https://www.healthylondon.org/cyp-asthma-resources

#AskAbout Asthma

#WorldAsthmaDay

#### Facebook/LinkedIn

Did you know that children and young people with asthma should have an asthma action plan to help manage their condition? Together we can raise awareness around ensuring #asthmacareforall so every child and teenager has the right asthma care in place to live a full, active life.

Learn more: https://www.healthylondon.org/cyp-asthma-resources

#AskAbout Asthma

#WorldAsthmaDay
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| Twitter                 | Environmentally sustainable inhalers can help the NHS commitment to reduce its environmental impact  
On #WorldAsthmaDay it’s important to remember good asthma care means the right inhaler for the right person  
Find out more at [bit.ly/3J6i58U](https://bit.ly/3J6i58U)  
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#AskAboutAsthma
#WorldAsthmaDay

### Good Asthma Care

**Twitter**
For #WorldAsthmaDay we want to make sure every child and young person in London is supported with good asthma care so they can live full lives.

#AskAboutAsthma
#WorldAsthmaDay

**Facebook/Linkedin**
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| **Facebook/LinkedIn** | More children and young people are taking up vaping leading to nicotine addiction with 9% of 9-11 year olds now vaping. |
|                     | Read the [Position Statement From the European Academy of Paediatrics - E-Cigarettes as a Growing Threat for Children and Adolescents](https://www.europeanacademyofpaediatrics.org) |
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**Asthma fact sheet**

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

<table>
<thead>
<tr>
<th>Asthma fact sheet</th>
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<tr>
<td><strong>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.</strong> <em>(National review of asthma deaths, 2014)</em></td>
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<td><strong>London has a higher rate of illness and death in children and young people because of asthma compared to other European countries</strong></td>
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<td><strong>Asthma is one of the top three causes of emergency admission to hospital (4,000 in London each year).</strong></td>
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<td><strong>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</strong></td>
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<td><strong>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</strong></td>
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<td><strong>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</strong></td>
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<td><strong>In 2018 London Ambulance Services (LAS) attended 2,737 children for asthma and 9,855 children for breathlessness</strong></td>
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<td><strong>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</strong></td>
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<td><strong>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</strong></td>
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