

#AskAboutAsthma 2024 Campaign toolkit



#AskAboutAsthma: helping children and young people live their best lives

Theme:

This year's campaign theme is about: helping children and young people live their best lives.

Key messages

NHS



- **Asthma should not limit children and young people's lives in any way.**
- **Good asthma control means having no symptoms.**
- **Children and young people with asthma should be supported to manage their condition in all areas of their lives – at home, school/college, and in the community.**
- **Following the 4 asks can help children and young people to live their best lives.**

About the campaign


[#AskAboutAsthma](#) returns for its eighth year, led by the NHS England – London Babies, Children and Young People's Transformation team. The #AskAboutAsthma 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 and culminates with a campaign week of learning, taking place this year from **9-15 September 2024**.

The Four Asks


The #AskAboutAsthma campaign encourages children and young people, their families, and those involved in their care, to follow four simple and effective measures to help manage 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.

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.

Do you know why we talk about asthma and week 38?

#AskAboutAsthma campaign week will take place from **9-15 September 2024**.

This is timed ahead of week 38 of the year: the week where, nationally, there is a rise in asthma attacks following the return to school after the summer holidays.

Supporters of the campaign can take the learning, resources and key information shared to be even more prepared ahead of week 38.

Help share the campaign

- How to get involved with the #AskAboutAsthma 2024 campaign
 - Suggested copy for your websites, newsletters and publications
 - Social media assets and messages for Twitter/X, Facebook, Instagram and LinkedIn
 - Campaign posters
- Asthma fact sheet
- Other useful resources

How to get involved with the #AskAboutAsthma 2024 campaign

As a supporter of the #AskAboutAsthma campaign, you can get involved in a number of ways:



1. Improve your own **knowledge and understanding of children and young people's asthma**: find information on [the #AskAboutAsthma webpage](#), sign up to the #AskAboutAsthma conference and daily webinars, during the week find new blogs, podcasts and videos and share your learning with colleagues, friends and on social media.
2. **Help spread awareness** that well managed asthma means having no symptoms so children and young people can live their best lives. Find messaging below that's ready to be shared on your channels.
3. Display the [#AskAboutAsthma campaign poster](#) in local community settings to encourage children, young people and their parents or carers to speak to their GP, nurse, or pharmacist if they need help managing their asthma.

This communications toolkit will help you to get involved during the #AskAboutAsthma 2024 campaign week and raise awareness of the measures that can help children and young people to manage their asthma.

We have also prepared tailored factsheets and ideas on how specific organisations can get involved. This includes:

- Schools
- Youth organisations
- Healthcare: through Pharmacy, Primary Care, NHS Trusts, and ICBs.
- Local authorities

Download #AskAboutAsthma fact sheets [here](#)

Virtual events and learning resources

During the campaign week, new content will be released daily, so check out the [2024 campaign webpage](#) for more details and join in as much as you can. Find information about the focus areas of the campaign week below:

9-Sep	10-Sep	11-Sep	12-Sep	13-Sep	14—15 Sep
Air Pollution	Primary care and pharmacy	Nursing	Whole systems and Conference Sign up here.	Children and young people	Recap

Article copy

To share on your websites, blogs and newsletters:

#AskAboutAsthma 2024: helping children and young people to live their best lives

#AskAboutAsthma returns for its eighth year in September 2024. The campaign encourages simple changes to children and young people's care that will make a big difference to how they experience their asthma. The 2024 #AskAboutAsthma campaign will run from 9 – 15 September, ahead of the rise in asthma attacks in September when students go back to school after their summer holidays. The campaign is run by the NHS England – London Babies, Children and Young People's Transformation team and each year sees cross-sector support including healthcare, education, local authorities, VCSE and London region partners.

This year's theme is focusing on helping children and young people with asthma to live their best lives. Asthma should not limit children and young people's lives in any way and good asthma control means having no symptoms.

#AskAboutAsthma promotes getting these four asks in place:

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 – every asthma conversation should include indoor and outdoor air pollution.

Visit the [2024 campaign webpage](#) for more information and resources to help you share the campaign. (201 words)

Shorter article copy

To include in your bulletins, on community forums or WhatsApp Communities and Groups:

#AskAboutAsthma 2024: helping children and young people to live their best lives

#AskAboutAsthma 2024 takes place from 9-15 September. This year's campaign is focusing on helping children and young people with asthma to live their best lives. Good asthma control means having no symptoms, and can be achieved by following these 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, and
4. consider air pollution and its impact on lung health.

Visit the [2024 campaign webpage](#) for more information and resources to help you share the campaign.

(93 words)

Social media assets and accompanying messaging

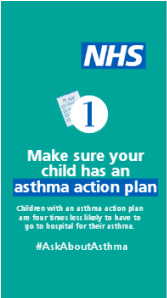

You can post about #AskAboutAsthma on your social media channels leading up to the campaign week and ahead of week 38 (18-24 September). Remember to use the campaign hashtag: **#AskAboutAsthma** so we can reshare your posts.



Follow the NHS England – London babies, children and young people's transformation team on:


Twitter/X: @BCYP_NHSLDN


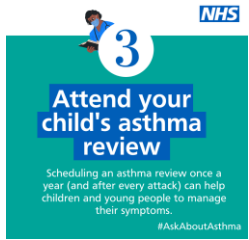
Instagram: @BCYP_NHSLDN

You can find social media suggested messaging below. To download full-sized images for each social media channel, follow this link to our [Google Drive folder](#).



Channel	Caption/asset	How to use this asset
<p>Instagram Reel/TikTok</p>	<p>Four steps can help children and young people to manage their asthma and live their best lives.</p> <p>Search #AskAboutAsthma to learn more.</p> 	<p>Tag: @BCYP_NHSLDN</p> <p>Asset: Upload rotating .mp4 file</p> <hr/> <p>Alt text: Text reads: Follow the four steps to help manage your child's asthma. 1. Make sure your child has an asthma action plan. Children with an asthma action plan are four times less likely to have to go to hospital for their asthma. 2. Make sure you know how to use an inhaler. Getting the inhaler technique right with a spacer or facemask is one of the most important things you can do to help your child stay well. 3. Attend your child's asthma review. Scheduling an asthma review once a year (and after every attack) can help children and young people to manage their symptoms. 4. Consider air pollution and its impact on lung health. Air pollution can trigger asthma, knowing the triggers can help children and young people to manage their condition.</p>
<p>Instagram post</p>	<p>Four steps can help children and young people to manage their asthma and live their best lives.</p> <p>🔗 Search #AskAboutAsthma or follow the link in our bio to learn more about children and young people's asthma care.</p> 	<p>Tag: @BCYP_NHSLDN</p> <p>(bio link) https://www.transformationpartnersinhealthandcare.nhs.uk/your-asthma-care/</p> <p>Asset: Upload rotating .mp4 file</p> <hr/> <p>Alt text: Text reads: Follow the four steps to help manage your child's asthma. 1. Make sure your child has an asthma action plan. Children with an asthma action plan are four times less likely to have to go to hospital for their asthma. 2. Make sure you know how to use an inhaler. Getting the inhaler technique right with a spacer or facemask is one of the most important things you can do to help your child stay well. 3. Attend your child's asthma review. Scheduling an asthma review once a year (and after every attack) can help children and young people to manage</p>





		<p>their symptoms. 4. Consider air pollution and its impact on lung health. Air pollution can trigger asthma, knowing the triggers can help children and young people to manage their condition.</p>
<p>Facebook/LinkedIn</p>	<p>Four steps can help children and young people to manage their asthma and live their best lives.</p> <p>📍 Learn more at: https://www.transformationpartners.nhs.uk/askaboutasthma-2024/</p> 	<p>Asset: Upload rotating .mp4 file</p> <hr/> <p>Alt text: Text reads: Follow the four steps to help manage your child’s asthma. 1. Make sure your child has an asthma action plan. Children with an asthma action plan are four times less likely to have to go to hospital for their asthma. 2. Make sure you know how to use an inhaler. Getting the inhaler technique right with a spacer or facemask is one of the most important things you can do to help your child stay well. 3. Attend your child’s asthma review. Scheduling an asthma review once a year (and after every attack) can help children and young people to manage their symptoms. 4. Consider air pollution and its impact on lung health. Air pollution can trigger asthma, knowing the triggers can help children and young people to manage their condition.</p>
<p>X (Twitter)</p>	<p>Four steps can help children and young people to manage their asthma and live their best lives.</p> <p>📍 Learn more about asthma care: https://www.transformationpartners.nhs.uk/askaboutasthma-2024/</p> <p>OR</p> <p>Search #AskAboutAsthma to learn about asthma care.</p> 	<p>Tag: @BCYP_NHSLDN</p> <p>Asset: Upload rotating .mp4 file</p> <p>Alt text: Text reads: Follow the four steps to help manage your child’s asthma. 1. Make sure your child has an asthma action plan. Children with an asthma action plan are four times less likely to have to go to hospital for their asthma. 2. Make sure you know how to use an inhaler. Getting the inhaler technique right with a spacer or facemask is one of the most important things you can do to help your child stay well. 3. Attend your child’s asthma review. Scheduling an asthma review once a year (and after every attack) can help children and young people to manage their symptoms. 4. Consider air pollution and its impact on lung health. Air pollution can trigger asthma, knowing the triggers can help children and young people to manage their condition.</p>


For use on X, Instagram, Facebook, LinkedIn		To post individually or as a carousel
	<p>An asthma action plan has all the information you need to manage a child or young person's asthma. Speak to a GP or asthma nurse if you do not have an asthma plan.</p> <p>📍 Find out more about asthma action plans for children and young people: https://www.transformationpartners.nhs.uk/resource/london-asthma-toolkit/clinical-care/personal-asthma-action-plans-paap/</p> <p>#AskAboutAsthma</p> 	<p>Alt text: Text reads: Follow the four steps to help manage your child's asthma. 1. Make sure your child has an asthma action plan. Children with an asthma action plan are four times less likely to have to go to hospital for their asthma.</p> <hr/> <p>Asset: upload png</p>
	<p>Knowing how to use an inhaler correctly can help prevent 75% of asthma hospital admissions in London each year.</p> <p>Check if you or your child is using their inhaler correctly: https://www.transformationpartners.nhs.uk/resource/london-asthma-toolkit/pharmacy/inhaler-technique/</p> <p>#AskAboutAsthma</p>	<p>Alt text: Text reads: 2. Make sure you know how to use an inhaler. Getting the inhaler technique right with a spacer or facemask is one of the most important things you can do to help your child stay well.</p> <hr/> <p>Asset: upload png</p>

		
	<p>Scheduling an asthma review once a year (and after every attack) can help children and young people to manage their symptoms.</p> <p>Speak to your GP or asthma nurse to book your next asthma review.</p> <p>📍 Learn more about asthma care: https://www.transformationpartners.nhs.uk/askaboutasthma-2024/</p> <p>#AskAboutAsthma</p> 	<p>Alt text</p> <p>Text reads: 3. Attend your child's asthma review. Scheduling an asthma review once a year (and after every attack) can help children and young people to manage their symptoms</p> <hr/> <p>Asset: upload png</p>
	<p>Indoor and outdoor air pollution can trigger asthma, but knowing the triggers can help children and young people to manage their condition.</p> <p>📍 Learn more about managing air pollution triggers: https://www.transformationpartners.nhs.uk/resource/london-asthma-toolkit/air-quality-asthma-trigger/</p> <p>#AskAboutAsthma</p>	<p>Alt text:</p> <p>Text reads: 4. Consider air pollution and its impact. Air pollution can trigger asthma, knowing the triggers can help children and young people to manage their condition.</p> <hr/> <p>Asset: upload png</p>



Platform	Asset/caption	Usage
<p>Instagram Reel/TikTok</p>	<p>Good asthma care means having no symptoms.</p> <p>Search #AskAboutAsthma for 4 steps that can help children and young people with asthma to get the right asthma care in place.</p> 	<p>Alt text:</p> <p>A young boy smiling and holding a football, text reads: Good asthma control means having no symptoms. #AskAboutAsthma</p> <p>Asset: Upload mp4 file</p>
<p>Instagram post</p>	<p>Good asthma care means having no symptoms. 🔍 Search #AskAboutAsthma or follow the link in our bio to learn more about children and young people's asthma care.</p> 	<p>Tag: @BCYP_NHSLDN</p> <p>Change bio link to: https://www.transformationpartnersinhealthandcare.nhs.uk/your-asthma-care/</p> <p>Alt text:</p> <p>A young girl is smiling, text reads: Good asthma control means having no symptoms. #AskAboutAsthma</p> <p>Asset: Upload mp4 file</p>

<p>Facebook/LinkedIn</p>	<p>Good asthma care means having no symptoms.</p> <p>These four steps can help children and young people to manage their asthma and live their best lives:</p> <ol style="list-style-type: none">1. Get an asthma action plan in place2. Understand how to use inhalers correctly3. Schedule an asthma review – every year and after every attack4. Consider air pollution and its impact on lung health. <p>Learn more about children and young people’s asthma care: https://www.transformationpartners.nhs.uk/askaboutasthma-2024/</p>  	<p>Alt text: A young girl is smiling, text reads: Good asthma control means having no symptoms. #AskAboutAsthma</p> <p>Asset: Upload mp4 file</p>
<p>X (Twitter)</p>	<p>Good asthma care means having no symptoms.</p> <p>📍 Learn more about #AskAboutAsthma 2024 at: https://www.transformationpartners.nhs.uk/askaboutasthma-2024/</p>  	<p>Alt text: A young girl is smiling, text reads: Good asthma control means having no symptoms. #AskAboutAsthma</p> <p>Asset: Upload mp4 file</p>

<p>Instagram Reel/TikTok</p>	<p>#AskAboutAsthma 2024 is all about helping children and young people with asthma to live their best lives.</p> <p>🔍 Search #AskAboutAsthma to learn more about children and young people's asthma care.</p> 	<p>Asset: Upload mp4 file</p>
<p>Instagram post</p>	<p>#AskAboutAsthma 2024 is all about helping children and young people with asthma to live their best lives.</p> <p>🔍 Search #AskAboutAsthma or follow the link in our bio to learn more about children and young people's asthma care.</p>	<p>Tag: @BCYP_NHSLDN Change bio link to: https://www.transformationpartners.nhs.uk/askaboutasthma-2024/</p> <p>Asset: Upload mp4 file</p>



Facebook/LinkedIn

#AskAboutAsthma 2024 is all about helping children and young people with asthma to live your best lives.

📎 Learn more at:
<https://www.transformationpartners.nhs.uk/askaboutasthma-2024/>



X (Twitter)



#AskAboutAsthma 2024 is all about helping children and young people with asthma to live your best lives.

Asset: [Upload mp4 file](#)

Asset: [Upload mp4 file](#)

📄 Learn more at:
<https://www.transformationpartners.nhs.uk/askaboutasthma-2024/>



Channel	Asset/caption	Usage
TikTok/Instagram Reels	<p>Don't underestimate asthma: when a child or young person under your care has an asthma attack, it doesn't always look severe.</p> <p>Symptoms can include a cough, wheezing, tight chest or shortness of breath.</p> <p>Follow the link in our bio or search #AskAboutAsthma to find information on what steps must be taken following an asthma attack</p>  	<p>Tag: @BCYP_NHSLDN</p> <p>Change bio link to: https://www.transformationpartners.nhs.uk/askaboutasthma-2024/</p> <p>Asset: Upload mp4 file</p>
Facebook/LinkedIn	<p>Don't underestimate asthma: when a child or young person under your care has an asthma attack, it doesn't always look severe.</p> <p>Symptoms can include a cough, wheezing, tight chest or shortness of breath.</p>	<p>Asset: Upload mp4 file</p>

	<p>Find information on what steps must be taken following an asthma attack: https://www.transformationpartners.nhs.uk/askaboutasthma-2024/</p> 	
<p>X</p>	<p>Don't underestimate asthma: when a child or young person under your care has an asthma attack, it doesn't always look severe.</p> <p>Find information on what steps must be taken following an asthma attack: https://www.transformationpartners.nhs.uk/askaboutasthma-2024/</p> 	<p>Asset: Upload mp4 file</p>

Downloadable campaign resources

- #AskAboutAsthma [campaign poster](#) and [easy read version](#) which can be printed out and displayed locally
- Click here to download a digital poster about [signs/symptoms of asthma](#)

Asthma fact sheet

Good asthma management reduces exacerbations and allows children and young people to lead full lives. Find information and facts which highlight the risks and outcomes of poorly managed asthma below.

Asthma fact sheet

1 in 11 children and young people are affected by asthma, which is around **3 in every London classroom** – it is the most common long-term medical condition affecting this group.

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 with good asthma management: these children should have gone on to lead full and productive lives.

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 (3,700 in London in 2023/24).

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 inhalers 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 2022 London Ambulance Services (LAS) took **1,375 children** to hospital for asthma and **6,191 children** for breathlessness.

In 2023/24, **3,672** children and young people were admitted to hospital with a primary diagnosis of asthma in London and of those, **174** were admitted into London intensive care units. The average length of stay was 1.4 days.

Using nebuliser devices at home for the acute treatment of asthma in children and adolescents, without medical supervision, can make it harder to spot signs of worsening asthma. This could result in delays in seeking medical attention and have serious and even fatal consequences.

Only use nebuliser devices at home for the acute treatment of asthma in under 18s if recommended, initiated, and managed by an asthma specialist.

We **do not have to wait** for new medicines or a cure for asthma: together we can raise awareness and encourage everyone treating or supporting children and young people with asthma to use existing tools and work together to achieve improved outcomes for them.

Other useful resources

- [Children and young people's asthma fact sheet \(online version\)](#)
- [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](#)
- [Messaging on vaping for young people](#)
- [Advice on indoor allergies including mould](#)

For more information or to find out how you can get involved, contact the #AskAboutAsthma team at england.cyptransformationldn@nhs.net.