## Briefing for Director of Children’s Services in London on #AskAboutAsthma 2023 awareness campaign

*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.*

## [#AskAboutAsthma](https://www.transformationpartnersinhealthandcare.nhs.uk/our-work/children-young-people/asthma/ask-about-asthma-2023?utm_source=DCH&utm_medium=briefing&utm_campaign=aaa2023) is a campaign that aims to improve children and young people’s asthma by sharing small changes that can make a big difference:

**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 quality and its impact on lung health.

Children’s services can play a vital role in raising the profile of childhood asthma in your boroughs, spreading awareness about asthma, the health impacts of air quality including smoking, vaping and issues affecting housing including damp and mould. Children who have poorly controlled asthma will be more likely to miss school and less likely to take part in exercise, dance or sport.

**About the campaign**

The campaign has been running for 7 years, led by NHS England – London’s babies, children and young people’s transformation team. This year’s campaign takes place from **11-17 September 2023**.

Well-controlled asthma also reduces the chance of emergency hospital attendances and admissions for asthma attacks and helps children and young people to lead full, active lives as they transition into adulthood.

**How to get involved**

Ways to support the campaign and get involved include:

* connect and collaborate with other agencies in your local authorities to roll out localised awareness campaigns based on the four asks, helping to improve knowledge and confidence among members of your communities to seek the right asthma care
* sharing the key campaign messages with local schools and promoting the [asthma friendly schools](https://www.transformationpartnersinhealthandcare.nhs.uk/resource/london-asthma-toolkit/schools/asthma-friendly-schools/) initiative within your local authority
* consider how children and young people both in care and leaving social care can be supported to manage their asthma independently
* consider where English is not the first spoken language in households and where their families can be supported to learn about asthma management. Beat asthma’s website can be translated in six languages.
* understanding and communicating the health impacts of air pollution and ways to improve air quality locally
* sharing clear and accessible messaging to help inform teenagers of the risks of vaping – [see suggested messaging here](https://www.nhs.uk/better-health/quit-smoking/vaping-to-quit-smoking/#young-people)
* working with colleagues across the local authority to implement the new damp and mould assessment toolkit developed by OHID, ADPH London, the GLA and NHS England-London which will be launched in July 2023
* considering how to work with your integrated care system, housing, education and air quality teams in your boroughs to develop longer term strategies which address health inequalities in children and young people’s asthma care.

**Campaign resources and more information**

Download our [**communications toolkit for local authorities**](https://www.transformationpartnersinhealthandcare.nhs.uk/our-work/children-young-people/asthma/ask-about-asthma-2023?utm_source=DCH&utm_medium=briefing&utm_campaign=aaa2023)which contains pre-prepared materials to help you get involved and share the campaign through your digital channels and community networks.

During the [campaign](https://www.transformationpartnersinhealthandcare.nhs.uk/our-work/children-young-people/asthma/ask-about-asthma-2023?utm_source=DCH&utm_medium=briefing&utm_campaign=aaa2023) week, there will also be sessions on the impact of housing, green spaces, air pollution, and school on the health and wellbeing of children with asthma.

**[Find the 2023 campaign webpage here](https://www.healthylondon.org/our-work/children-young-people/asthma/ask-about-asthma-2023)**

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

**Other useful resources**

* [Asthma and Lung UK](https://www.asthma.org.uk/)
* [NHS England – London children and young people’s asthma programme](https://www.healthylondon.org/our-work/children-young-people/asthma/)
* [London toolkit for children and young people with asthma](https://www.healthylondon.org/resource/london-asthma-toolkit/)
* [London schools’ guide for the care of children and young people with asthma](https://www.healthylondon.org/london-schools-guide-for-the-care-of-children-and-young-people-with-asthma-pre-school-primary-and-secondary-school-years/)
* [The International Primary Care Respiratory Group (IPCRG) image gallery](https://www.ipcrg.org/gallery)
* [Messaging on vaping for young people](https://www.nhs.uk/better-health/quit-smoking/vaping-to-quit-smoking/#young-people)
* Advice on allergies at [home](https://www.asthmaandlung.org.uk/living-with/indoor-air-pollution/allergies) including mould