## #AskAboutAsthma 2023

## Briefing for Local Authorities in London

## #AskAboutAsthma is a campaign that aims to improve children and young people’s asthma through implementing 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 pollution and its impact on lung health.

2023 is the seventh year of this awareness campaign in London, led by the [NHS England – London babies, children and young people’s transformation team](https://www.england.nhs.uk/london/london-clinical-networks/our-networks/london-babies-children-and-young-peoples-transformation-team/). This year’s campaign theme is “**Widening our view**” to shine a light on the wider factors of children and young people’s asthma care including housing, mould and vaping.

Widening our view also helps us to raise the profile of asthma; reaching out to everyone who has asthma, their friends, families and the whole system that cares for them.

**Local Authorities** and **Public Health teams** have a major role in understanding the impact of childhood asthma in their boroughs, spreading awareness about asthma, the health impacts of air pollution, and ensuring London is a safe and equitable place to live.

London’s Directors of Public Health can support the #AskAboutAsthma campaign by:

* rolling out localised awareness campaigns based on the four asks to help improve knowledge and confidence across members of your communities to seek the right asthma care
* leading enhanced data collection on childhood asthma within your boroughs
* highlighting 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)
* Implementing the new damp and mould assessment toolkit developed by OHID, ADPH London, the GLA and NHS England-London which will be launched in July
* 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.

Local Authorities can support the campaign by sharing messages and assets through your digital channels, networks and communities. See our **communications toolkit** which contains pre-prepared materials to help you get involved.

During the [campaign](https://www.healthylondon.org/ask-about-asthma-2022/) week, there will also be sessions on the impact of housing, green spaces and developments, air pollution, and school on the health and wellbeing of children with asthma.

The #AskAboutAsthma 2023 campaign week will run from **11 – 17 September**, ahead of week 38 – the week where, nationally, there is a rise in asthma attacks following the return to school after the summer holidays.

## Campaign aims

The #AskAboutAsthma campaign encourages children, young people and their families, and others involved in their care, to follow four simple and effective measures to help control their asthma:

**1. Get an asthma 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 CYP 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 and its impact on lung health.

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

**Local Authorities and Public Health teams are encouraged to join us during #AskAboutAsthma campaign week. Please share this briefing widely with colleagues across your council’s health, housing, air quality and children’s services.**

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)
* [Indoor allergies including mould](https://www.asthmaandlung.org.uk/living-with/indoor-air-pollution/allergies)