

Why is asthma important?

Asthma is the most common long-term medical condition affecting children and young people

1 in 11 are affected by the condition, which is around **3 in every London classroom**

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**: these children should have gone on to lead full and productive lives.

If a child's asthma is controlled they will be less likely to have an asthma attack, miss school, clubs and sports and will have better overall quality of life.

Place-based Partnerships factsheet: promoting asthma care awareness

London's annual **#AskAboutAsthma** campaign raises awareness of 4 simple measures that can make a big difference to how children and young people experience their asthma – having an asthma plan and regular review, using inhalers properly and knowing how air pollution affects them.

This 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**. [Find out more here.](#)

Raising the profile of childhood asthma across London boroughs

Place-based partnerships within Integrated Care Systems (ICS) play a vital role in joining up and coordinating local services, and working closely with your neighbourhoods' communities in designing and delivering changes in services to meet the distinctive needs and characteristics of local populations.

Asthma is often seen as a minor health condition despite its prevalence and the potentially fatal consequences of poor management. You can support the #AskAboutAsthma campaign by raising the profile of childhood asthma across your communities, and sharing the message that healthcare professionals and providers are here to help children and young people with asthma, and their families, to learn how to manage their asthma and improve their overall health and wellbeing. Well-managed asthma means children and young people can have the same quality of life as their peers.

Have you thought about...?

- What is local data telling you about the number of children and young people with asthma diagnoses, and hospital admissions for asthma? Building up a local picture can help inform planning and commissioning of services which best meet the needs of your residents from a young age and as they transition to adult services.
- How health inequalities are worsening the effects of asthma among children and young people across your local boroughs. Are there ways to work closer with local communities to understand if they have the tools and information they need to manage asthma in their households? It may help to think about how to connect residents with their local GP practices and pharmacies for advice on the four measures promoted by the #AskAboutAsthma campaign including inhaler technique, asthma reviews, asthma plans, and mitigating the risk of triggers such as air pollution.
- How are you working with your ICS and local authorities' health and environment teams to improve residents' awareness around the impact of air quality on lung health? Rolling out local awareness campaigns around smoking, vaping and damp and mould in homes as triggers of asthma and other respiratory conditions could help reduce the risk of asthma attacks at home and in the community.
- Could you look at prescribing data to see if children and young people are requesting large numbers of salbutamol inhalers or not collecting their preventers? Could you target these groups for an asthma review?
- If you have any links with schools, could you encourage them to become Asthma Friendly? Find out more here: [Asthma Friendly Schools](#)