

#AskAboutAsthma 2023

Campaign evaluation

What is #AskAboutAsthma?

- Seventh year of London's awareness raising campaign and third year involving colleagues from across the country
- #AskAboutAsthma highlights the simple changes to children and young people's care that will make a big difference to how they experience their asthma.
- #AskAboutAsthma coincides with start of the new school year in England and directly precedes the annual spike in hospital admission rates for asthma (week 38).

No. of admissions



2023 campaign theme:

We are shining 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.



For #AskAboutAsthma
2023, we are **widening
our view** of young
people's asthma

#AskAboutAsthma
11-17 September 2023



The virtual week:

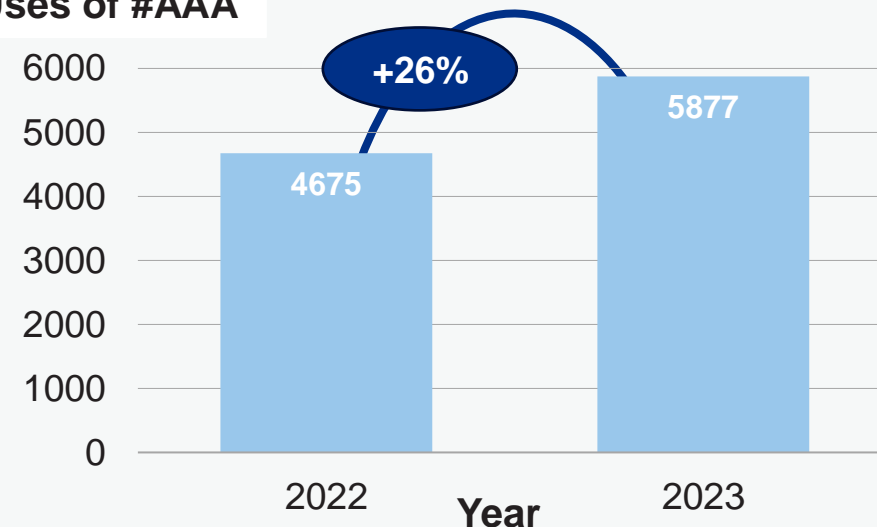


Monday Children, young people and families	Tuesday Primary care and community care	Wednesday Nursing	Thursday Whole systems	Friday Air pollution
Virtual event: Learn Live broadcast to schools	Virtual events: Primary care webinar and Pharmacy webinar	Virtual event: Nursing webinar	Virtual event: One-day conference	Virtual event:
Blog: Addressing stigma through co-production	Blog: Using asthma inhalers without an asthma diagnosis	Blog: A case study - the value of child and family centred integrated care	Blogs: <ul style="list-style-type: none"> • Calling all healthcare professionals: Spark Action on Air Pollution • Development of a moderate asthma pathway for London • Housing and Health working together to support children with asthma in Walsall 	Blogs: <ul style="list-style-type: none"> • How we tackle poor quality housing and it's impact on our patients • How can health professionals help in tackling air pollution
Podcast: Vaping and young people	Podcast: Helping healthcare professionals to identify and address challenges with medication adherence	Podcast: Where we are with SABA over-reliance	Podcast: Partner working in Hounslow to improve children and young people's asthma care	Podcast: How can healthcare professionals help in tackling air pollution
Videos: <ul style="list-style-type: none"> • A young person's thoughts and experiences of asthma care • The risks of vaping ojn children and young people's health • Addressing stigma through co-production 	Videos: <ul style="list-style-type: none"> • How Anti-Inflammatory Reliever Therapy works • Dangers of using bought nebulisers at home - advice for healthcare professionals • Diagnosing childhood asthma • Top tips for making every contact count for children and young people with asthma • The use of oximetry for people with black or brown skin tones 	Videos: <ul style="list-style-type: none"> • The safe use of salbutamol: a nursing perspective • How group consultations can support transition from children's to adult's asthma services 	Videos: <ul style="list-style-type: none"> • Dangers of using bought nebulisers at home • Top tips on reducing health inequalities in asthma • The dangers of an asthma attack: one young person's experience 	Videos: <ul style="list-style-type: none"> • Thoughts from Mums for Lungs campaigners and parents of children with asthma • Air pollution, asthma and findings from teh Black Child Clean Air report

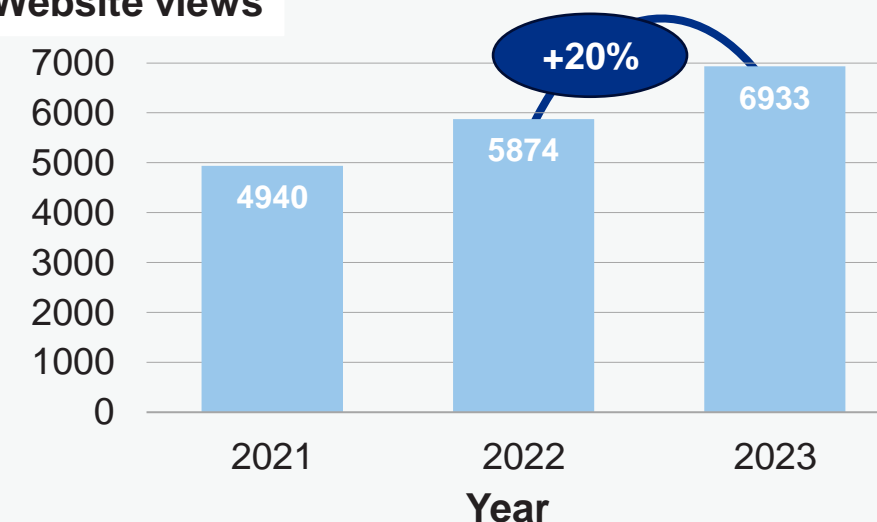
Campaign engagement

- Over **3.5 million people** were reached via social media in 2023.
- The impressions from our social media posts increased by **12,000** compared to 2022.
- Uses of the hashtag #AskAboutAsthma on X/Twitter increased by **26%** in 2023.
- The two posts from the Mayor of London had **200,800 views**. This more than doubled our organic engagement for this year.
- 2023 saw a continuation of the increase in asthma-related pageviews which we saw in 2022. However, the number of unique pageviews reduced. 58.1% of viewers were from London.
- To increase engagement for 16-24 year olds, we developed paid-for social media adverts for the first time, which were shared on TikTok, Facebook and Instagram. Paid advertising delivered **670,000 impressions** from our target audience. When compared to our organic performance, this is nearly five times as much, however, the click-through rates are lower.

Uses of #AAA



Website views



Media

In 2023, we had **12** known media mentions nationally. The quote from Dr Oliver Anglin was picked up by the Evening Standard and The Sun. This compares to **15** in 2022.

BACK TO CRUEL My son's asthma is so bad I have to homeschool him – I'm terrified the journey to class could kill him

Steep rise in children in deprived areas hospitalised with asthma when schools return



How a Walsall social landlord is fast-tracking damp repairs for children with asthma

Dr Oliver Anglin, NHS England – London Clinical Director for babies, children and young people's transformation programme, said: "Asthma is one of the most common reasons for children to end up in hospital and sadly remains a cause of death which could be prevented. It is also a condition where outcomes are impacted by wider factors with those from more deprived backgrounds, more than two times more likely to end up in hospital than their less deprived peers."



PARENTS AND CARERS ENCOURAGED TO ASK ABOUT ASTHMA



BLACK COUNTRY RADIO

The Standard

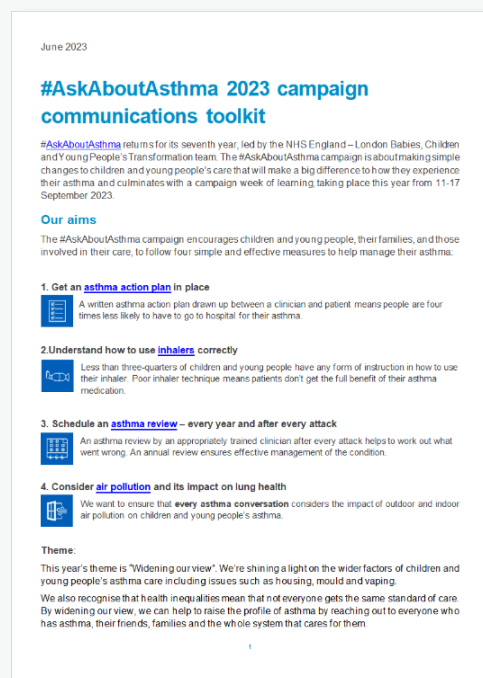
heart

This week is #AskAboutAsthma week! Did you know
Posted on September 11, 2023

Communications resources

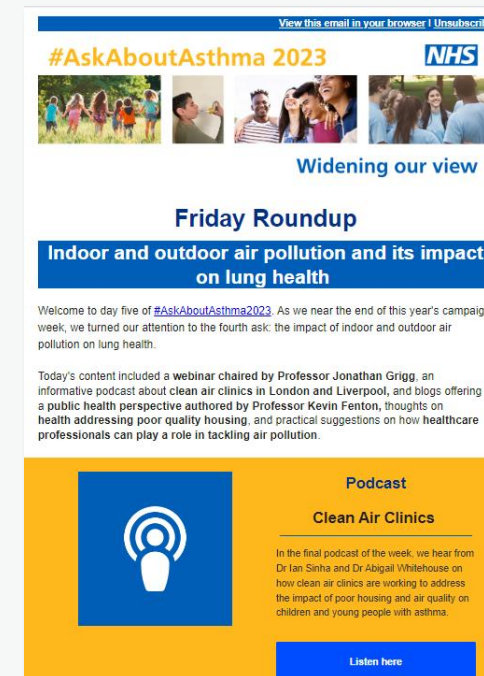
Toolkits

- There were **1,280 downloads** of all the communications toolkits
- The general comms toolkit was the most downloaded (303), followed by the tailored version for primary care (273)



Daily emails

- Sending daily emails provided **2,833 clicks** to #AskAboutAsthma content – 1,829 more compared to 2022 (466% increase).
- The top click content type was videos (accounting for 15% of clicks).



Schools mailing

- A paid-for schools mail out was sent in June. This had a **16%** open rate, **3%** click through rate with the majority of clicks from SLT roles.

#AskAboutAsthma 2023 virtual events summary

For the five virtual events organised by the NHS England London team, **943** different individuals from **761** different organisations registered to attend a webinar of the one-day conference. **45%** of these were from London. Overall, an additional **724 contacts** engaged in the week by signing up to the virtual events who had not been engaged in previous years. Further details about Learn Live can be found on the following slide.

Monday – Learn Live

Watched live: 5399 (180 schools)
Watched on demand: 5144
Top three viewing locations:
London, Reading and Manchester

Tuesday (am) – Primary care

Attendees: 186
Rating: 97% rated the event good or excellent

Tuesday (pm) - Pharmacy

Attendees: 66
Rating: 100% rated the event good or excellent

Wednesday - Nursing

Attendees: 123
Rating: 100% rated the event good or excellent

Thursday – one day conference

Attendees: 408
Rating: 99% rated the event good or excellent

Friday – Air pollution

Attendees: 93
Rating: 100% rated the event good or excellent

Daily content

Blogs

Total blogs: **9**

Total reads: **461**

Most popular blog:

Using asthma inhalers without a diagnosis
(113 reads)

Reads were 55% higher than to 2022's most popular blog



Videos

Total videos: **17**

Total views: **1,238**

Most popular video:

Dangers of using bought nebulisers at home
(214 views)

Views were 2% lower than to 2022's most popular video



Podcasts

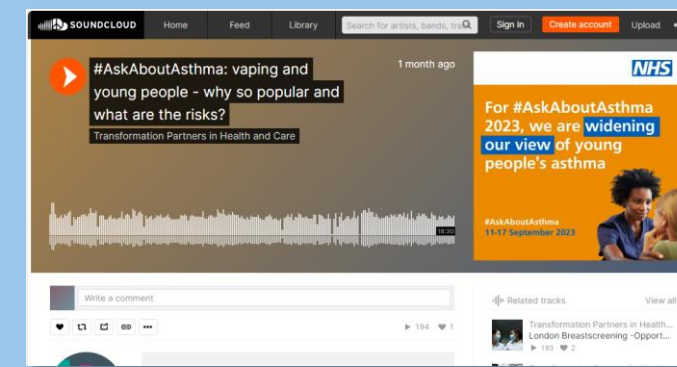
Total videos: **5**

Total listens: **485**

Most popular podcast:

Vaping and young people – why so popular and what are the risks?
(168 listens)

Listens were 66% higher than to 2022's most popular podcast



Learn Live broadcast to schools

For 2023, the programme team for the first time commissioned Learn Live to develop a “live” broadcast focused on children and young people’s asthma. This was broadcast Monday 11th September at 11am. The broadcast included a presentation from Oliver Anglin on children and young people’s asthma, an activity with specialist asthma nurse, Tori Hadaway, and a Q&A session with asthma paediatricians Jonny Coppel and Patricia Lutalo.

5,399

people watched the broadcast
live (approx. 180 schools)

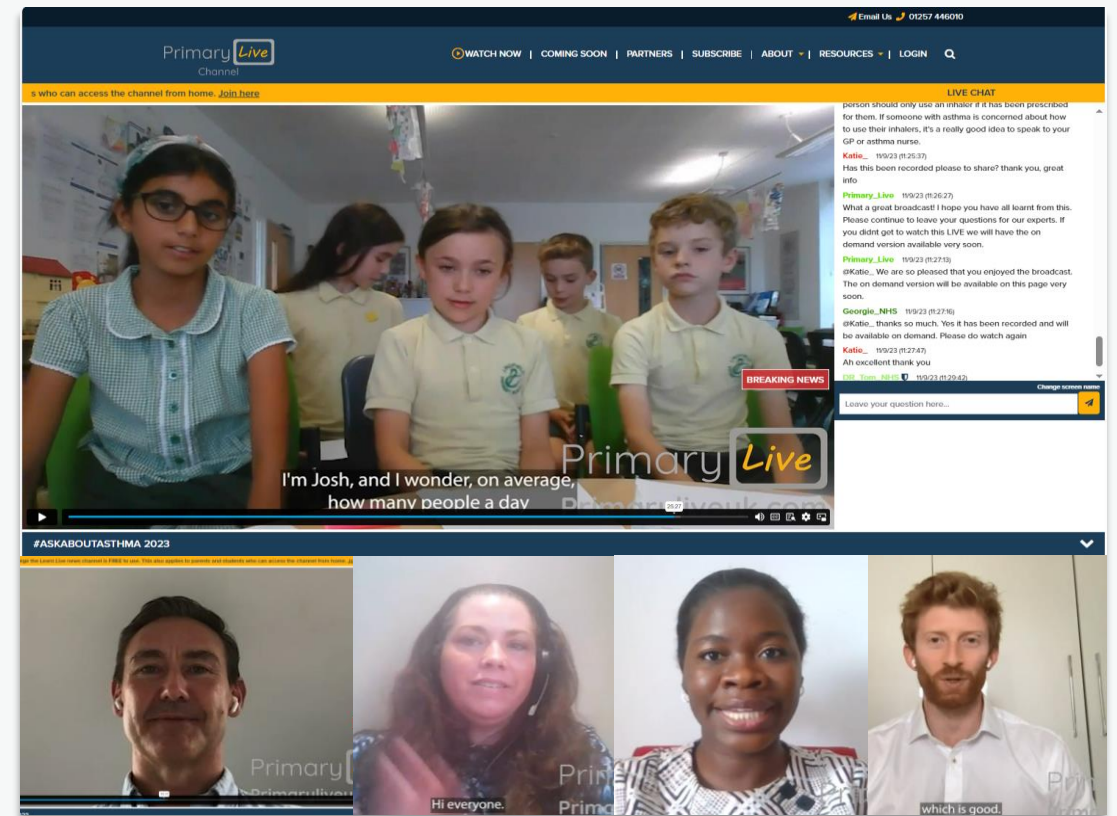
87%

of views were from London

“One of my students is
embarrassed about having an
inhaler so this broadcast is helping
educate the class too!”

3,217

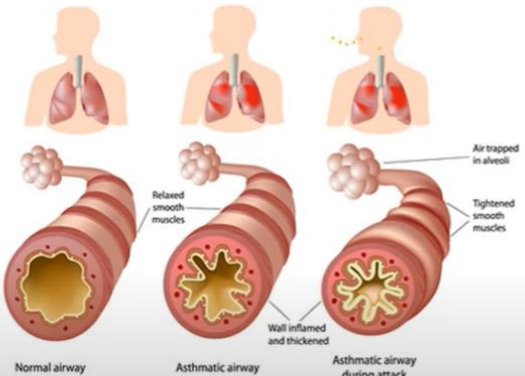
people watched the broadcast
on demand



Refresh and update of CYP asthma for primary care

The primary care webinar was held on Tuesday 12 September between 1:00-2:00pm. The webinar involved two presentations followed by a Q&A. The presentations were focused on updates for primary care and a 48-hour review pilot at Whipps Cross Hospital.

Asthma definition



Recurrent symptoms
Reproducible triggers
Variable lung function
Airway inflammation
BTS/ NICE/ GINA

Normal airway Asthmatic airway Asthmatic airway during attack

Asthma Triggers: What Really Matters? - PMC (nih.gov)

Play (k)

8:26 / 54:33

TAYLOR, Josephine (NHS ENGLAND - X24)

NHS North West London

#AskAboutAsthma 2023 Primary care webinar

186

people attended the webinar
(an increase of 34% compared to 2022)

87

views of the recording after the
webinar

48-hour reviews, Salbutamol
guidance and new primary care
updates and guidance were the
most useful topics

Sharing learning, identifying
SABA overuse and improving
reviews were the top next steps
mentioned by attendees

69%

who completed the evaluation had not
been to an #AAA event before

97%

rated the overall event good or
excellent

Innovations in pharmacy for CYP asthma

The pharmacy webinar was held Tuesday 12 September between 7:30-8:30pm. The webinar involved three presentations followed by a Q&A. The presentations were focused PCN pharmacy support, South East London's pharmacy incentive scheme and the effectiveness of the Discharge Medicines Service (DMS).

66

people attended the webinar
(an increase of 83% compared to 2022)

65

views of the recording after the
webinar

**SABA use, inhaler recycling and
group consultations and forums**
were the most useful topics for
attendees

62%

Attendance rate
(an increase of 114% compared to 2022)

56%

who completed the evaluation had not
been to an #AAA event before

100%

rated the overall event good or
excellent

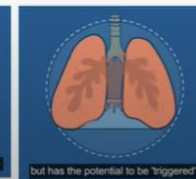
Inhaled Corticosteroid containing treatments

What words do you like to use to describe how they work?

- 1) The treatment to dampen down inflammation/stop eruptions
- 2) The treatment to open up the airways
- 3) Becoming your own plumber
- 4) The preventer treatment/Every day inhaler
- 5) All of the above
- 6) None of the above



Inflammation can lie dormant like a volcano



but has the potential to be 'triggered'

Metaphor:
Does this work for explaining
when to use relievers and
preventers for asthma?
"You have a leak in your house.
You can do one of two things:
use a bucket or call a plumber."
What metaphors do you use?

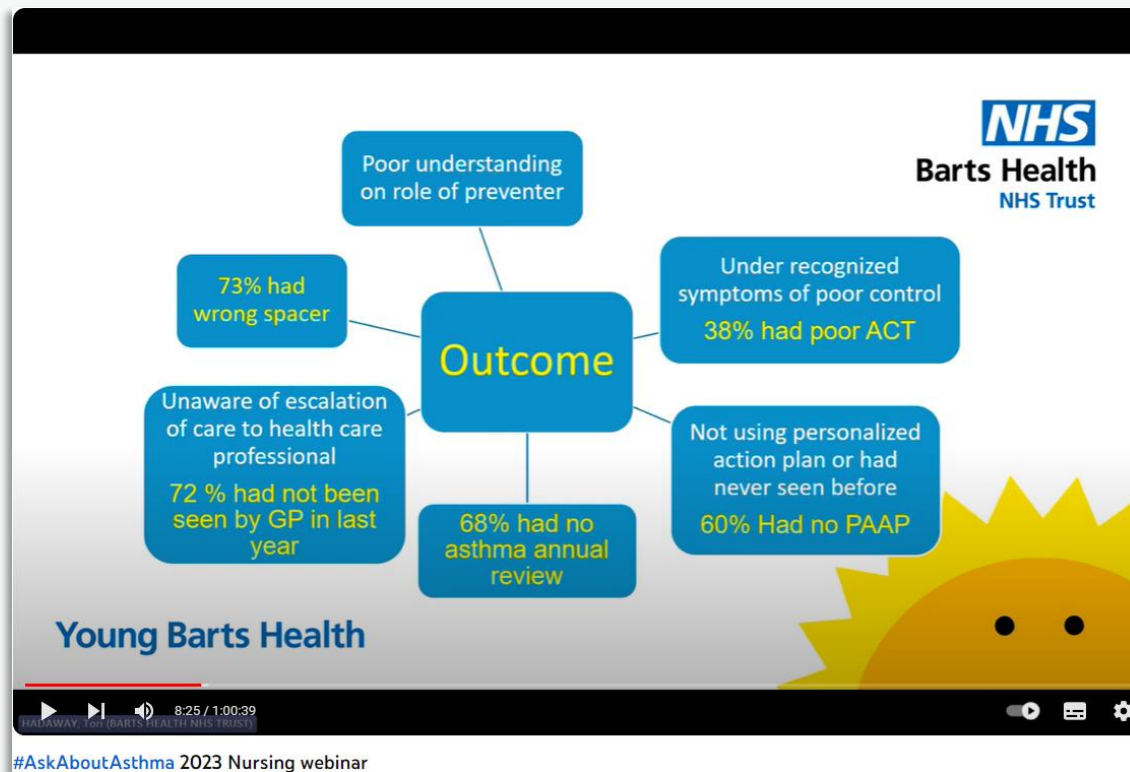
North West London
Integrated Care System

15:03 / 1:07:10

#AskAboutAsthma 2023 pharmacy webinar

How nurses are transforming CYP asthma

The nursing webinar was held Wednesday 13 September between 1:00-2:00pm. The webinar involved three presentations followed by a Q&A. The presentations were focused on group consultations in schools, the North East London asthma practitioner pilot and maintenance and reliever therapy (MART).



125

people attended the webinar
(a decrease of 2% compared to 2022)

67

views of the recording after the webinar

MART, group consultations, salbutamol guidance and Asthma Friendly Schools were the most useful topics for attendees

Attendees next steps are most likely to be **sharing learning**, increasing **MART** and looking for **further information/resources**

41%

who completed the evaluation had not been to an #AAA event before

100%

rated the overall event good or excellent

New and old inhaled toxins and children with asthma

The air pollution webinar was a new webinar for 2023. It was held on Friday 15 September at 1:00 – 2.00pm. The webinar involved three presentations followed by a Q&A. The presentations were focused on air pollution and the impact on children and improving air quality in schools and healthcare settings.

93

people attended the webinar

36

views of the recording after the webinar

Impact from birth, information on trees and learning about Global Action Plan were the most useful topics for attendees

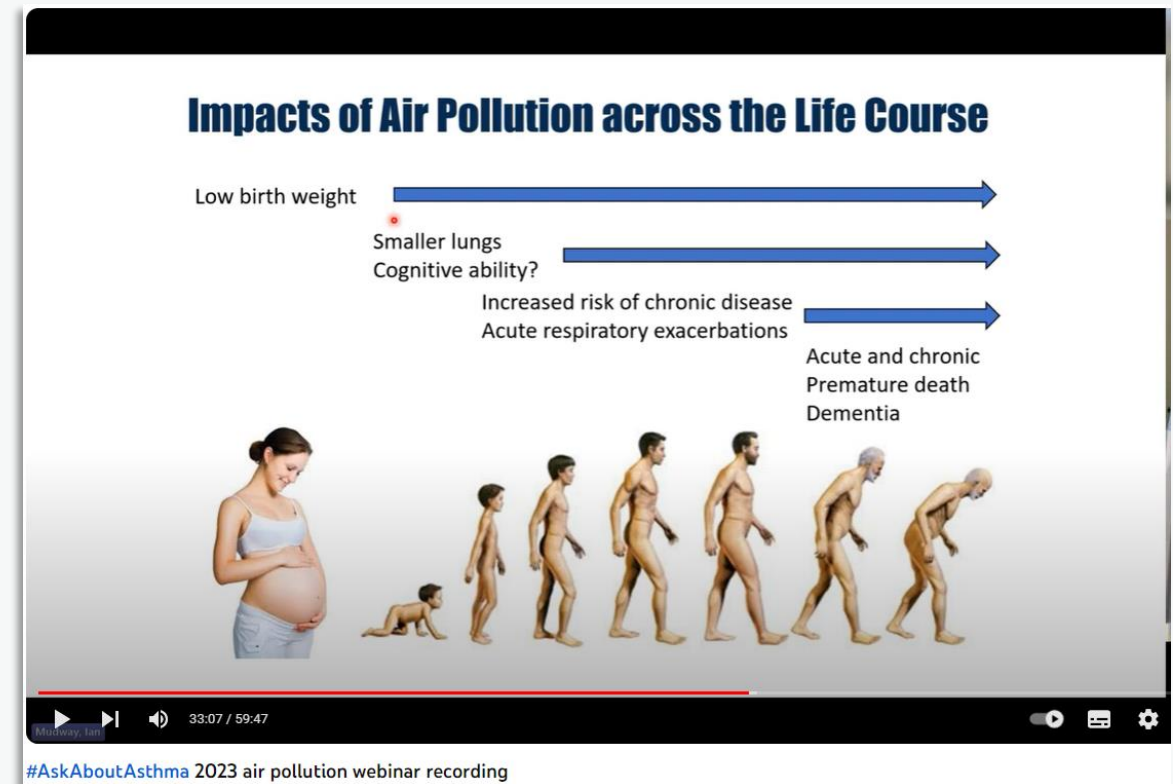
Attendees next steps would involve linking better with schools and their ICS and considering air pollution in reviews.

42%

who completed the evaluation had not been to an #AAA event before

100%

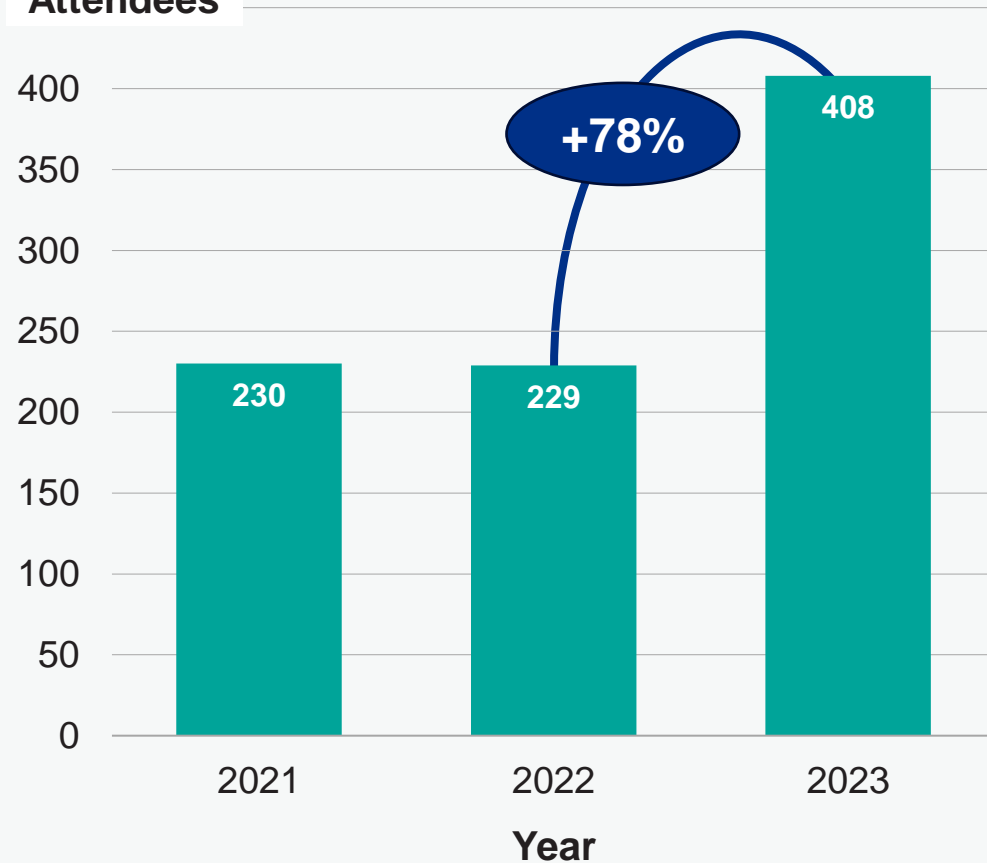
rated the overall event good or excellent



One-day virtual conference

This year's virtual conference was held on 14 September and included sessions on health inequalities, patient voice, vaping as well as presentations from the national NHSE team and a clinical update.

Conference Attendees



408

people attended
(65% attendance rate)

55% of registrations
were from **Nurses**,
followed by **Doctors**
(14%)

Of those registered to
attend, **39%** were
from **London**

66%

who completed the evaluation had
not been to an #AAA event before

74

views of the recording after the
webinar

99%

rated the conference good or
excellent

One-day virtual conference feedback

"This was such an informative conference. Thank you for the great and engaging content. It was great to hear the views from young people directly."

Nurse, Imperial NHS FT

"The conference went well above my expectation. So much new information and ideas to enrich my practice."

Nurse

"Just thank you for an amazingly informative day."

Nurse

"This was a great conference, so educational. I have been left with a real passion and drive to put what I learnt into practise and educate those around me."

Nurse

"Many thanks for a really engaging event."

Paediatrician, Chelsea and Westminster NHS FT

"Keep it up!!!"

Commissioner

"The conference/webinar was packed with lots of useful information and time keeping was valued."

School Nurse, Hackney

"Excellent range of topics and speakers. Particularly enjoyed the updates around the bundle of care."

Paediatric Respiratory Nurse, Manchester

"Great conference, very informative with a wide selection of speakers with great knowledge."

Asthma Charity Coordinator

"Excellent to have real examples and young persons participating to give their perspective."

Doctor

"This was excellent with knowledgeable speakers. The patient testimonies were brilliant and thought provoking."

Consultant Paediatrician, Midlands

"Having the personal experience of young people with asthma, was so insightful and also brought a personal impact on to the day. It allowed you understand exactly what their experiences can be and opened your eyes to how many challenges they face that we may not think about."

Paediatric Asthma Clinical Nurse Specialist, South East

"I love hearing from young people / parents. This really helps to hit messages home and alter practice based on lived experiences."

Nurse

Conference mentimeter



#AAA ambassadors

- **35 #AskAboutAsthma Ambassadors** from around the country were involved with the campaign in 2023 compared to 22 in 2022.
- Ambassadors play a key role in disseminating campaign materials for patients and professionals, drumming up involvement locally including participation in #AAA events and inspiring each other (and us) with their innovative ideas and approaches.



Stay & Play at an SEL nursery



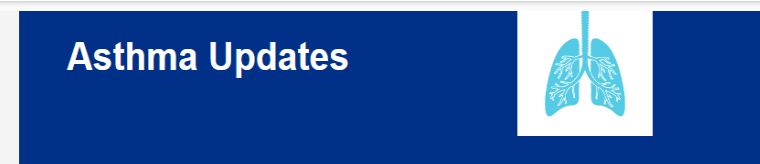
54 live spots and adverts played 550,000 times over streamed devices in EoE

Laser tag in Mid and South Essex



Presenting research at the European Respiratory Society Meeting

North West CYP Transformation Newsletter - September 2023

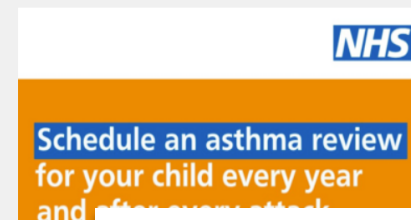


#AskAboutAsthma Latest news from the Greater Manchester and Eastern Cheshire Strategic Clinical Networks

#AskAboutAsthma
you to be pa
he wider fact
and vaping.
out to every
cares for the

Children and Young People Network

Parents, doctors and nurses urged to #AskAboutAsthma



Campaign details included in regional newsletters

Organisations promoting #AAA online in 2023

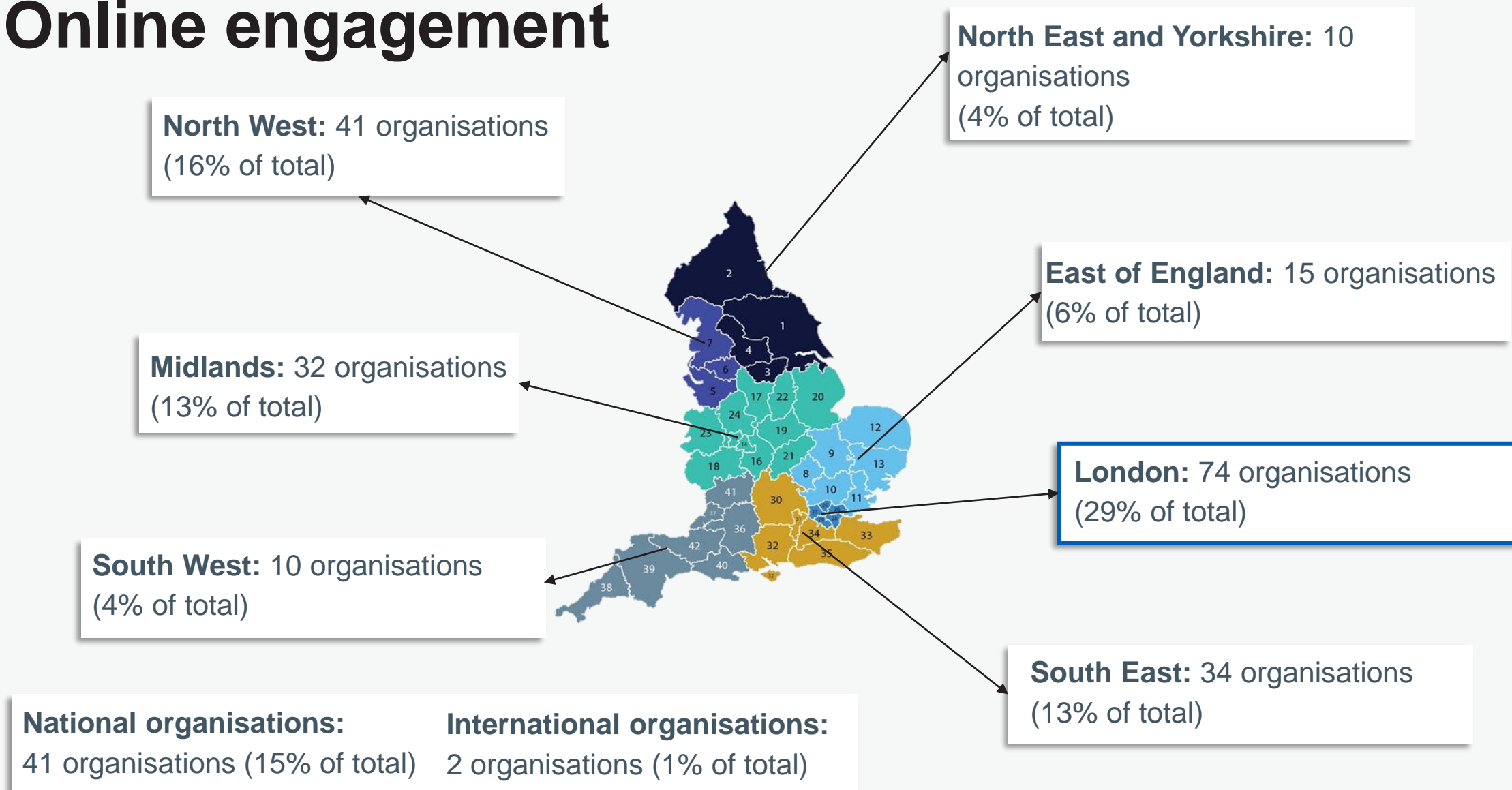
435 organisations were involved in 2023, this is up 13% from 2022



*includes GP practices, PCNs and training hubs

+ includes integrated care partnerships

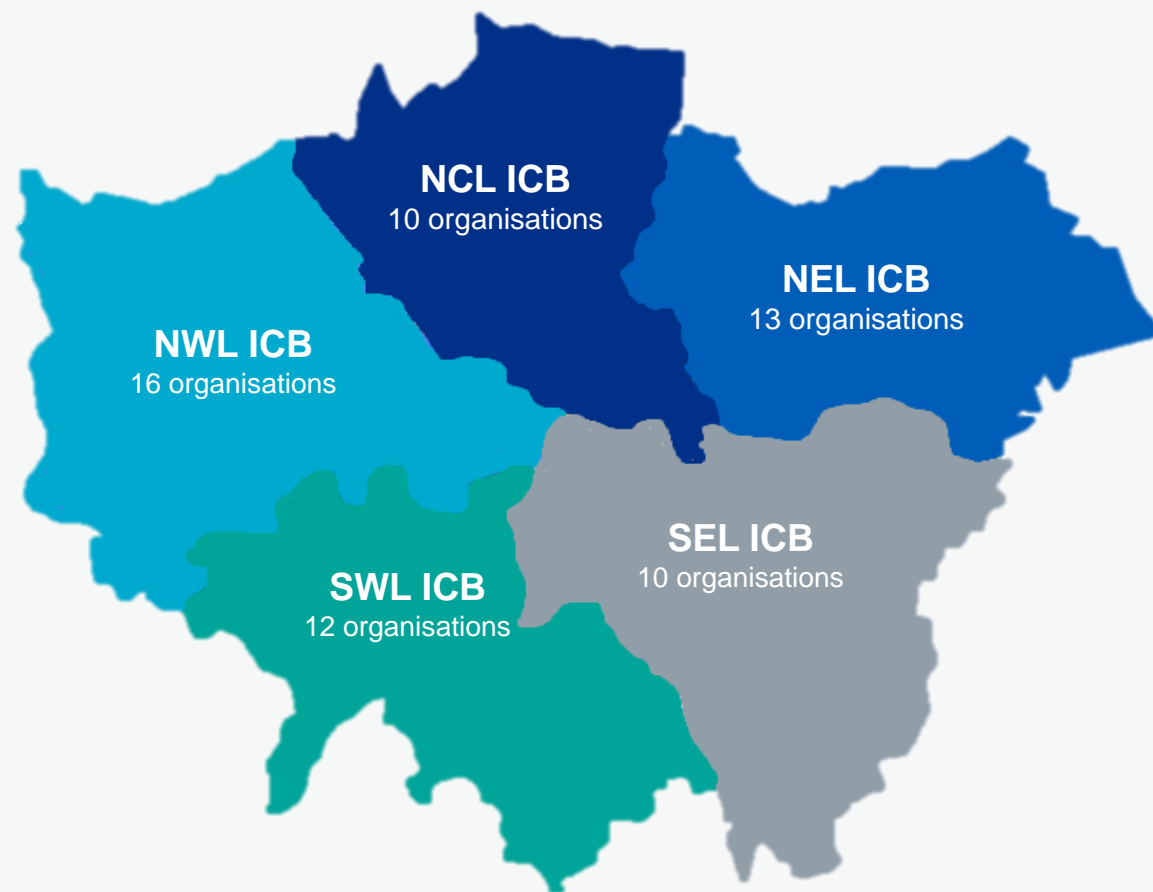
Online engagement



Please note this slide excludes the 180 schools engaged with in Learn Live. Outside of London, the places where the most schools who watched the broadcast were located are Reading and Manchester.

Online engagement (London)

- **5/5 London ICBs** were involved in the 2023 campaign. The next slides show highlights from local activity.
- **16/32 (50%) local authorities** in London engaged in the campaign in 2023. 67% of all local authorities involved in the campaign were in London. This is an increase from 10 in 2022.
- **11/18 Acute Trusts (61%)** in London engaged in the campaign in 2023, the same as in 2022. 33% of all NHS Trusts involved in the campaign were from London.
- **85%** of schools engaged in the campaign were London schools.



Examples of London region engagement

Hillingdon Paediatric Team asthma-specific junior doctor training

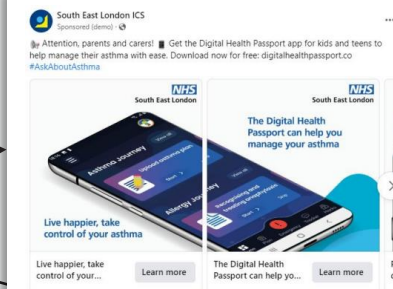


Kicking off #AskAboutAsthma week with Junior Doctor training Hillingdon Paeds Team - spot the trigger!



BHRUT "asthma angels" delivering trolley dash teaching

Dr Richard Chavasse took part in an interview at a local radio station explaining the importance of the campaign and how to get involved



SEL ICB launched a social media campaign to encourage downloads of the Digital Health Passport app. The adverts reached 255,099 people, with 1440 clicks



Croydon organised an asthma champion study day as part of the campaign week

Evelina stall in community centre



Examples of national engagement

North West



Tameside & Glossop Children's Community nurses made pledges & visual tools about asthma to improve education, support, and advice to empower the children & families in their locality.

North East and Yorkshire



Lancashire and South Cumbria ICB also launched a social media campaign to encourage people to download the Digital Health Passport App. This was featured on local radio, Cando FM.

Midlands



Shropshire, Telford and Wrekin asthma nurses developed a series of videos to raise awareness. This included a video on reliever inhalers and spacers.

East of England



Ashford and St Peters Clinical Education team ran a MDT Paediatric SIM session on the importance of inhaler technique

South West

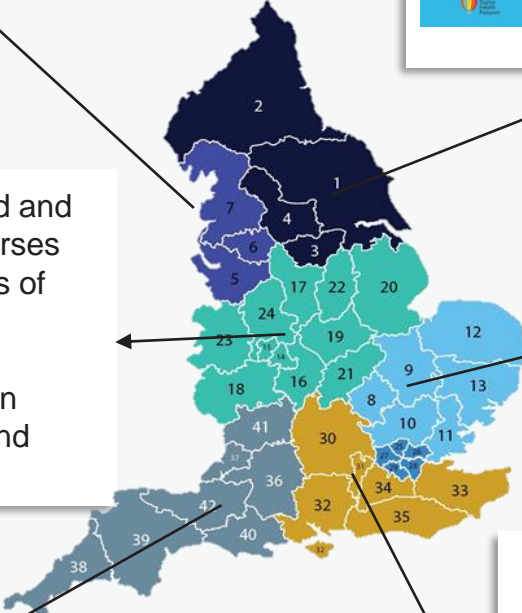


Dr Seb Gray launched a free webinar during the week on the 'Sept spike', the asthma bundle, impact of poverty and health inequalities.

South East



Frimley Health NHS FT had information stands at Wexham Park Hospital and Frimley Park Hospital encouraging people to #AskAboutAsthma





Learning for 2024

- Explore using fewer targeted communications toolkits as these are less downloaded and a lot of work to develop
- Paid for social media to 16-24 year olds didn't provide the return we hoped for. This was a good opportunity to try and reach this group but alternative methods will be identified for next year – for example through FE colleges and sixth form routes as part of transition to adult care and improved self-management
- LearnLive proved to be successful in engaging with primary schools; to consider whether a similar approach could be used for secondary schools
- School mail out to be delivered earlier
- To ensure the social media analytics are purchased in advance to ensure comparability across years
- Build on the #AAA ambassadors / champions
- For the virtual webinars feedback has included increasing the length of webinars, organising face to face events, having more audience interaction i.e. polls and to use fewer abbreviations to increase inclusivity.



Summary

- Key recommendations following the 2022 campaign were incorporated in the 2023 campaign – including increasing children and young people's voices, having a targeted social media campaign on relevant platforms to reach young people, moving to a 5-day campaign week reflecting limited engagement over the weekend period in previous campaigns, and an increased volume of video content.
- **943** different individuals from **761** different organisations registered to attend a virtual live event. **45%** of these were from London. Overall, an additional **724 contacts** engaged in the week by signing up to the virtual events who had not been engaged in previous years.
- **435** different organisations were involved in 2023; this is up **13%** from 2022.
- In London, all **5** ICBs, **50%** of local authorities and **61%** of acute trusts were involved in the 2023 campaign, representing a significant improvement on 2022.
- Increased engagement with partners, such as the GLA, London Councils, Association of DPHs, may have supported the improvement observed.
- Over **3.5 million people** were reached via social media in 2023 and the impressions from our social media posts increased by **12,000** compared to 2022. Uses of the hashtag #AskAboutAsthma on X/Twitter increased by **26%** in 2023.
- Sending daily emails provided **2,833 clicks** to #AskAboutAsthma content – 1,829 more compared to 2022 (466% increase).
- Excellent feedback was received from participants at the live events, and informally to the programme team.
- **BUT** there is always more to do, and we look forward to an even better campaign in 2024!

Thank You



@BCYP_NHSLDN