



World Asthma Day 2024

Communications toolkit for London region

This communications toolkit can be used by partners in London who are working to raise awareness and transform the care of children and young people with asthma.

About World Asthma Day

World Asthma Day (WAD) 2024 takes place on Tuesday 7 May. This annual event is organised by the [Global Initiative for Asthma](#) (GINA), a World Health Organization collaborative organization and the theme for this year is “Asthma Education Empowers”.

Asthma is one of the top three causes of emergency admission to hospital (4,000 in London each year). 75% of these admissions would be avoidable through the implementation of simple interventions such as having a regular asthma review, knowing how to use your inhaler correctly, having a written asthma action plan and knowing about the potential impact of air pollution. These are the ‘asks’ of London’s #AskAboutAsthma campaign, coming up in September.

In the UK, children and young people are missing out on the basic care they need to manage their asthma, which puts them at greater risk of having a potentially life-threatening asthma attack.

World Asthma Day is a chance to promote good inhaler technique and how good asthma care can reduce the risk of a life-threatening asthma attack. The target audience is parents of children and young people in London with a focus on those who do not have an asthma plan in place.

More information

You can find more information and resources by visiting [Asthma + Lung UK](#).

Also learn about the NHS England and NHS Improvement [\(London region\) children and young people’s asthma programme](#).

Get involved

This toolkit provides assets and messages to support teams to promote World Asthma Day on social media. Join us on social media on Tuesday 7 May by sharing the assets and messaging included in this toolkit.

Tag us to help share your posts on the day:

Instagram: [@tphc22](#)

Facebook: [@HealthyLDN](#)



Twitter: [@bcyp_nhsldn](#)

LinkedIn: [@Transformation Partners in Health and Care](#)


Graphics for social media


You can find assets and messaging including suggested tweets and longer messaging for Instagram captions, Facebook posts and LinkedIn updates below.



Download the full-sized images shown below for use on your channels from [Google Drive](#).

Asthma Action Plan			
	Message	Asset	Alt Text
Twitter	<p>An asthma action plan has all the information you need to look after your child's asthma.</p> <p>Speak to your child's GP or asthma nurse if you do not have an asthma action plan in place.</p> <p>Learn more: www.transformationpartners.nhs.uk/programmes/children-young-people/asthma/world-asthma-day-2024</p> <p>Sign up for this year's #AskAboutAsthma conference: www.events.england.nhs.uk/events/askaboutasthma-one-day-conference-6633556ab74eb</p> <p>#AskAboutAsthma #WorldAsthmaDay</p>	 The graphic for Twitter is a purple square. In the top left corner, there is a circular logo with the text "#WorldAsthmaDay Asthma Care for All". In the top right corner, the NHS logo is displayed. On the left side, there is a dark purple rectangular box containing the white text "All children and young people with asthma need a personalised asthma action plan". On the right side, there is a circular inset image of a young boy sneezing into his arm.	<p>A young boy sneezing into his arm. Text to the left reads: All children and young people with asthma need a personalised asthma action plan.</p>
Facebook /LinkedIn	<p>An asthma action plan has all the information you need to help look after and manage your child's asthma.</p> <p>An asthma action plan:</p> <ul style="list-style-type: none">→ Reminds you what to do every day to keep your child well→ Shows you the symptoms to look out for and what to do if asthma gets worse→ Tells you what to do if your child has an asthma attack <p>Speak to your child's GP or asthma nurse if you do not have an asthma action plan.</p>	 The graphic for Facebook and LinkedIn is a purple square. In the top left corner, there is a circular logo with the text "#WorldAsthmaDay Asthma Care for All". In the top right corner, the NHS logo is displayed. On the left side, there is a dark purple rectangular box containing the white text "All children and young people with asthma need a personalised asthma action plan". On the right side, there is a circular inset image of a young boy sneezing into his arm.	<p>Alt text: A young boy sneezing into his arm. Text to the left reads: All children and young people with asthma need a personalised asthma action plan.</p>

	<p>Learn more: www.transformationpartners.nhs.uk/programmes/children-young-people/asthma/world-asthma-day-2024</p> <p>Sign up for this year's #AskAboutAsthma conference: www.events.england.nhs.uk/events/askaboutasthma-one-day-conference-6633556ab74eb</p>		
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<p>Instagram</p>	<p>An asthma action plan has all the information you need to help look after and manage your child's asthma.</p> <p>An asthma action plan:</p> <ul style="list-style-type: none"> ➔ Reminds you what to do every day to keep your child well ➔ Shows you the symptoms to look out for and what to do if asthma gets worse ➔ Tells you what to do if your child has an asthma attack <p>Speak to your child's GP or asthma nurse if you do not have an asthma action plan.</p>	 <p>The graphic features a purple background. At the top left is the text '#WorldAsthmaDay Asthma Care for All' with a circular logo. At the top right is the NHS logo. In the center, a purple box contains the text 'All children and young people with asthma need a personalised asthma action plan'. To the right of this box is a circular image of a young boy sneezing into his arm.</p>	<p>A young boy sneezing into his arm. Text to the left reads: All children and young people with asthma need a personalised asthma action plan.</p>
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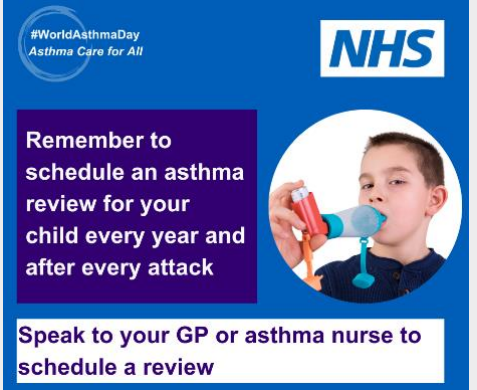
Correct use of inhaler			
	Message	Asset	Alt Text
<p>Twitter</p>	<p>Good inhaler technique could prevent 75% of asthma admissions in London each year.</p> <p>Check your child is using an inhaler correctly with these videos from @asthmalunguk or speak to your asthma nurse to learn more. ↓ https://www.asthmaandlung.org.uk/living-with/inhaler-videos</p> <p>Sign up for this year's #AskAboutAsthma conference: www.events.england.nhs.uk/events/askaboutasthma-one-day-conference-6633556ab74eb</p>	 <p>The graphic has a teal background. At the top left is the text '#WorldAsthmaDay Asthma Care for All' with a circular logo. At the top right is the NHS logo. In the center, a teal box contains the text 'Asthma is one of the top causes of emergency admission to hospital, with 2,400 children and young people admitted on average each year in London'. To the right of this box is a circular image of a young girl using an inhaler with a spacer.</p>	<p>A young girl being given an inhaler with a spacer. Text to the left reads: Asthma is one of the top causes of emergency admission to hospital, with 2,400 children and young people admitted on average each year in London.</p>

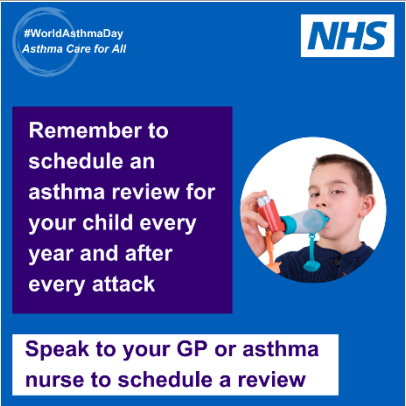
<p>Facebook /LinkedIn</p>	<p>#WorldAsthmaDay #AskAboutAsthma</p> <p>This #WorldAsthmaDay, make sure your child has good inhaler technique.</p> <p>Each year, around 2,400 children and young people are admitted to London's hospitals with asthma.</p> <p>75% of these admissions can be prevented with good inhaler technique. Good technique and using a spacer correctly can lower the risk of:</p> <ul style="list-style-type: none"> → asthma attack and symptoms such as coughing, wheezing, or feeling breathless → side effects such as thrush on the face (if using a mask), or oral thrush in the mouth from steroid inhalers <p>For more information on good inhaler technique, visit asthmaandlung.org.uk</p> <p>Sign up for this year's #AskAboutAsthma conference: www.events.england.nhs.uk/events/askaboutasthma-one-day-conference-6633556ab74eb</p> <p>#AskAboutAsthma</p>		<p>A young girl being given an inhaler with a spacer. Text to the left reads: Asthma is one of the top causes of emergency admission to hospital, with 2,400 children and young people admitted on average each year in London.</p>
<p>Instagram</p>	<p>This #WorldAsthmaDay, make sure your child has good inhaler technique.</p> <p>Each year, around 2,400 children and young people are admitted to London's hospitals with asthma.</p> <p>75% of these admissions can be prevented with good inhaler technique. Good technique and using a spacer correctly can lower the risk of:</p> <ul style="list-style-type: none"> → asthma attack and symptoms such as coughing, wheezing, or feeling breathless 		<p>A young girl being given an inhaler with a spacer. Text to the left reads: Asthma is one of the top causes of emergency admission to hospital, with 2,400 children and young people admitted on average each year in London.</p>


→ [side effects](#) such as thrush on the face (if using a mask), or oral thrush in the mouth from steroid inhalers

Asthma review

	Message	Asset	Alt Text
Twitter	<p>Nearly half of children admitted to hospital have had an asthma attack in the previous year.</p> <p>Yearly asthma reviews help manage symptoms better and reduce the risk of an asthma attack.</p> <p>Speak to your GP or asthma nurse to schedule an asthma review.</p> <p>Sign up for this year's #AskAboutAsthma conference: www.events.england.nhs.uk/events/askaboutasthma-one-day-conference-6633556ab74eb</p> <p>#AskAboutAsthma</p>	 The graphic features a blue background with the NHS logo in the top right. On the left, there is a purple box with white text: "Remember to schedule an asthma review for your child every year and after every attack". Below this is a white box with blue text: "Speak to your GP or asthma nurse to schedule a review". On the right, there is a circular image of a young boy using a blue and red inhaler with a spacer. In the top left corner, there is a circular logo with the text "#WorldAsthmaDay Asthma Care for All".	<p>A young boy using an inhaler with a spacer. Text to the left reads: Remember to schedule an asthma review for your child every year and after every attack. Speak to your GP or asthma nurse to schedule a review.</p>

Facebook /LinkedIn	<p>An asthma review is a routine asthma check-up with your child's GP or asthma nurse.</p> <p>Your child should have an asthma review at least once every year and after every attack.</p> <p>An asthma review is an opportunity to talk about:</p> <ul style="list-style-type: none">→ your child's asthma symptoms, triggers and medicines→ reducing asthma attacks <p>Speak to your GP or asthma nurse to schedule a review.</p> <p>Sign up for this year's #AskAboutAsthma conference:</p>	 The graphic is identical to the one for Twitter, featuring a blue background, NHS logo, purple and white text boxes, a circular image of a boy using an inhaler, and a "#WorldAsthmaDay Asthma Care for All" logo.	<p>A young boy using an inhaler with a spacer. Text to the left reads: Remember to schedule an asthma review for your child every year and after every attack. Speak to your GP or asthma nurse to schedule a review.</p>
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	<p>www.events.england.nhs.uk/events/askaboutasthma-one-day-conference-6633556ab74eb</p> <p>#AskAboutAsthma</p> <p>#WorldAsthmaDay</p>		
<p>Instagram</p>	<p>An asthma review is a routine asthma check-up with your child's GP or asthma nurse.</p> <p>Your child should have an asthma review at least once every year and after every attack.</p> <p>An asthma review is an opportunity to talk about:</p> <ul style="list-style-type: none"> ➔ your child's asthma symptoms, triggers and medicines ➔ reducing asthma attacks <p>Speak to your GP or asthma nurse to schedule a review.</p> <p>#AskAboutAsthma</p> <p>#WorldAsthmaDay</p>	 <p>The poster features the NHS logo, the hashtag #WorldAsthmaDay with the tagline 'Asthma Care for All', and a circular image of a young boy using an inhaler with a spacer. The main text reads: 'Remember to schedule an asthma review for your child every year and after every attack'. A call to action at the bottom says: 'Speak to your GP or asthma nurse to schedule a review'.</p>	<p>A young boy using an inhaler with a spacer. Text to the left reads: Remember to schedule an asthma review for your child every year and after every attack. Speak to your GP or asthma nurse to schedule a review.</p>

Air pollution			
	Message	Asset	Alt Text
<p>Twitter</p>	<p>Do you know your child's asthma triggers?</p> <p>Colds and flu, allergies and pollution can all trigger asthma.</p> <p>Knowing their triggers makes it easier to manage their condition.</p> <p>Read more on common asthma triggers. https://www.asthmaandlung.org.uk/conditions/asthma/asthma-triggers</p>	 <p>The poster features the NHS logo, the hashtag #WorldAsthmaDay with the tagline 'Asthma Care for All', and a circular image of a young girl coughing into a tissue. The main text reads: 'Air pollution affects children and young people with asthma'.</p>	<p>A young girl coughing into a tissue with a city view behind her. Text to the left reads: Air pollution affects children and young people with asthma.</p>

Sign up for this year's #AskAboutAsthma conference:
www.events.england.nhs.uk/events/askaboutasthma-one-day-conference-6633556ab74eb

#WorldAsthmaDay

Facebook
/LinkedIn

Knowing your child's asthma triggers can make managing their condition easier.

Asthma symptoms can be triggered by tiny pieces of solids or liquids in the air, known as particulate matter.

Particulate matter includes:

- Domestic wood burning and candles
- Busy roads and road dust
- Smoke from fireworks and bonfires
- Natural matter such as sea spray, pollen and soil


Know your child's triggers and take particular care on high pollution days.


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#AskAbout Asthma #WorldAsthmaDay



A young girl coughing into a tissue with a city view behind her. Text to the left reads: Air pollution affects children and young people with asthma.

<p>Instagram</p>	<p>Knowing your child's asthma triggers can make managing their condition easier.</p> <p>Asthma symptoms can be triggered by tiny pieces of solids or liquids in the air, known as particulate matter.</p> <p>Particulate matter includes:</p> <ul style="list-style-type: none"> • Domestic wood burning and candles • Busy roads and road dust • Smoke from fireworks and bonfires • Natural matter such as sea spray, pollen and soil <p>Know your child's triggers and take particular care on high pollution days.</p> <p>#AskAboutAsthma #WorldAsthmaDay</p>		<p>A young girl coughing into a tissue with a city view behind her. Text to the left reads: Air pollution affects children and young people with asthma.</p>
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London asthma toolkit for children and young people			
	Message	Asset	Alt Text
<p>Twitter</p>	<p>A healthy lifestyle and good asthma management can help people children and young people with asthma lead a normal and active life.</p> <p>Check out our toolkit for tips and resources on how to manage asthma ↓ https://www.transformationpartners.nhs.uk/resource/london-asthma-toolkit/</p> <p>Sign up for this year's #AskAboutAsthma conference: www.events.england.nhs.uk/events/askaboutasthma-one-day-conference-6633556ab74eb</p> <p>#WorldAsthmaDay</p>		<p>A picture of a mother carrying her daughter on her back. They are both looking at each other and smiling. Text to the left reads: good asthma management can lead to a normal and active life.</p>

Facebook
/LinkedIn

A healthy lifestyle and good asthma management can help people children and young people with asthma lead a normal and active life.

There are five easy steps to help manage a child's asthma well:

1. Use an asthma action plan
2. Help them take their preventer inhaler every day
3. Carry their reliever inhaler with you everywhere
4. Check their inhaler technique
5. Spotting symptoms

Find out more tips and resources on how to manage asthma in our toolkit [↓](#)

<https://www.transformationpartners.nhs.uk/resource/london-asthma-toolkit/>

Sign up for this year's #AskAboutAsthma conference:

www.events.england.nhs.uk/events/askaboutasthma-one-day-conference-6633556ab74eb

#AskAbout Asthma #WorldAsthmaDay



A picture of a mother carrying her daughter on her back. They are both looking at each other and smiling. Text to the left reads: good asthma management can lead to a normal and active life.

Instagram

A healthy lifestyle and good asthma management can help people children and young people with asthma lead a normal and active life.

There are five easy steps to help manage a child's asthma well:

1. Use an asthma action plan
2. Help them take their preventer inhaler every day
3. Carry their reliever inhaler with you everywhere
4. Check their inhaler technique
5. Spotting symptoms

#AskAbout Asthma #WorldAsthmaDay



A picture of a mother carrying her daughter on her back. They are both looking at each other and smiling. Text to the left reads: good asthma management can lead to a normal and active life.

Videos for social media

There are some great videos in the London asthma toolkit for children and young people that you can share and we have added suggested messaging and links below.

How children and young people can be helped to manage their asthma	
Message	Video link
<p>A healthy lifestyle and good asthma management can help people children and young people with asthma lead a normal and active life.</p> <p>Watch this video to learn more about how children and young people can be helped to manage their asthma.</p> <p>You can watch more short films about asthma care in our toolkit ↓ https://www.transformationpartners.nhs.uk/resource/london-asthma-toolkit/children-parents-and-carers/film/</p>	<p>https://www.youtube.com/watch?v=iNPSFal0OIM&t=133s</p>

Wheeze and asthma explained	
Message	Video link
<p>Knowing more about asthma and wheeze can help people with children and young people recognise when they need to get help.</p> <p>In this video, Dr Mando Watson from St Mary's Hospital in Paddington explains the different between asthma and wheeze in children and who to do if you child has asthma or wheeze.</p> <p>You can watch more short films about asthma care in our toolkit ↓ https://www.transformationpartners.nhs.uk/resource/london-asthma-toolkit/children-parents-and-carers/film/</p>	<p>https://www.youtube.com/watch?v=ehdM3yYSnG0</p>

Wheeze and asthma explained	
Message	Video link
<p>A healthy lifestyle and good asthma management can help people children and young people with asthma lead a normal and active life.</p> <p>This fantastic video explains asthma to children, including the importance of having an asthma plan, from the team at Operation Ouch.</p> <p>You can watch more short films about asthma care in our toolkit ↓ https://www.transformationpartners.nhs.uk/resource/london-asthma-toolkit/children-parents-and-carers/film/</p>	<p>https://www.transformationpartners.nhs.uk/resource/london-asthma-toolkit/children-parents-and-carers/film/</p>

Asthma fact sheet

You can help raise awareness around children and young people's asthma using the information and fact sheet 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 (4,000 in London each year).
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 2021/22, 3,645 children were admitted to hospital with asthma in London and of those, 132 were admitted into London intensive care units and had a primary diagnosis of asthma (compared to 76 in 2020/21). The average length of stay was 3.7 days. Rates in 2020/21 were lower due to lower exposure to pollution as well as (non-Covid) viral infections.
While COVID-19 is not thought to be a particular risk for children and young people with asthma, good asthma control and avoidance of unnecessary ED attendances is more important than ever.
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.