

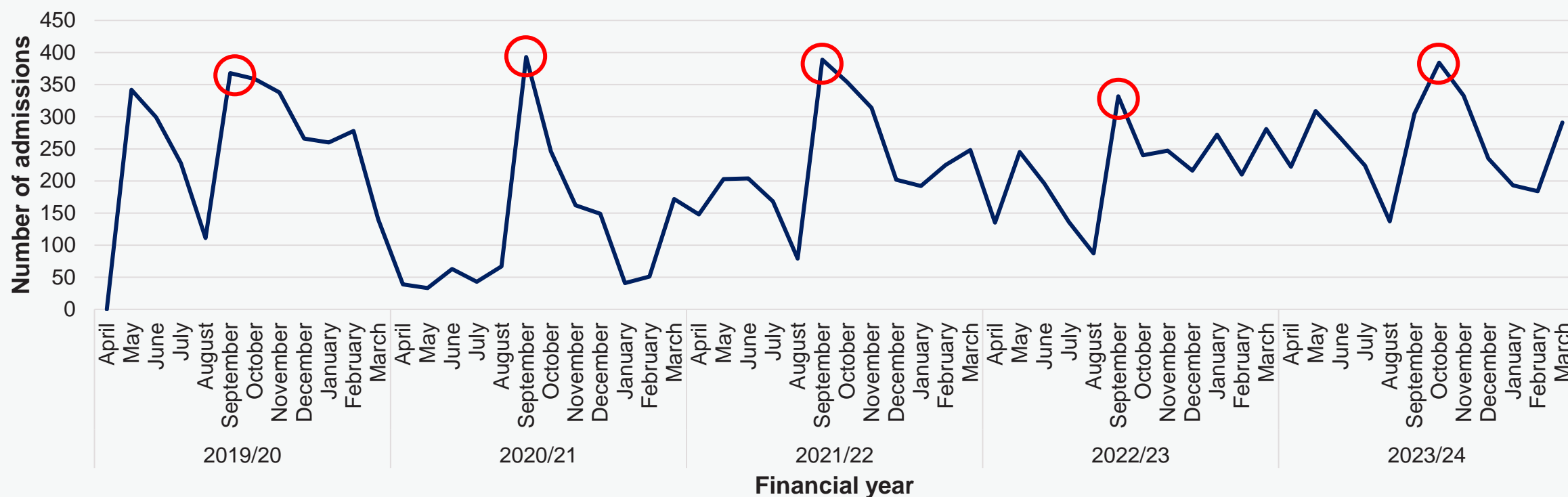
#AskAboutAsthma 2024

Campaign evaluation

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Programme Managers (CYP programme)

What is #AskAboutAsthma?

- Eighth year of London's awareness raising campaign and fourth 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).



CYP asthma in London

There are **1,898,000** children and young people under the age of 18 in London.

25% of children and young people live with someone who smokes



IMPACT

130 children and young people with asthma admitted to intensive care every year



Children in the most deprived quintile were

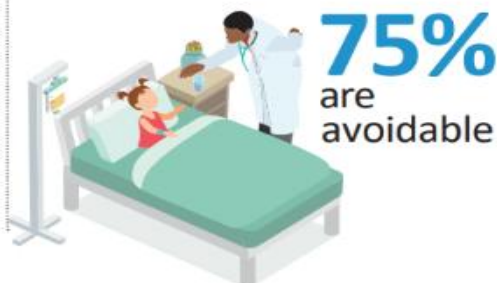
4x more likely to be admitted to hospital as an emergency with primary diagnosis of asthma than children in the least deprived quintile

9% have asthma



170,820 in total

2,707 unplanned hospital admissions per year for children and young people with asthma



75% are avoidable

A written asthma action plan drawn up between clinician and patients means people are

4x less likely to be admitted to hospital for their asthma



21% of children tried vaping in 2023

Less than **3/4** of children and young people have any form instruction in how to use their inhaler



Young adults who vape are **4x** more likely to start smoking cigarettes within 18 months



2024 campaign theme:

This year's theme was focused on **helping children and young people with asthma to live their best lives**. Asthma should not limit children and young people's lives in any way and good asthma control means having no symptoms.

Children and young people with asthma should be supported to manage their condition in all areas of their lives – at home, school/college, and in the community. Following the 4 asks can help children and young people to live their best lives.

Good asthma
control means
having
no symptoms



#AskAboutAsthma

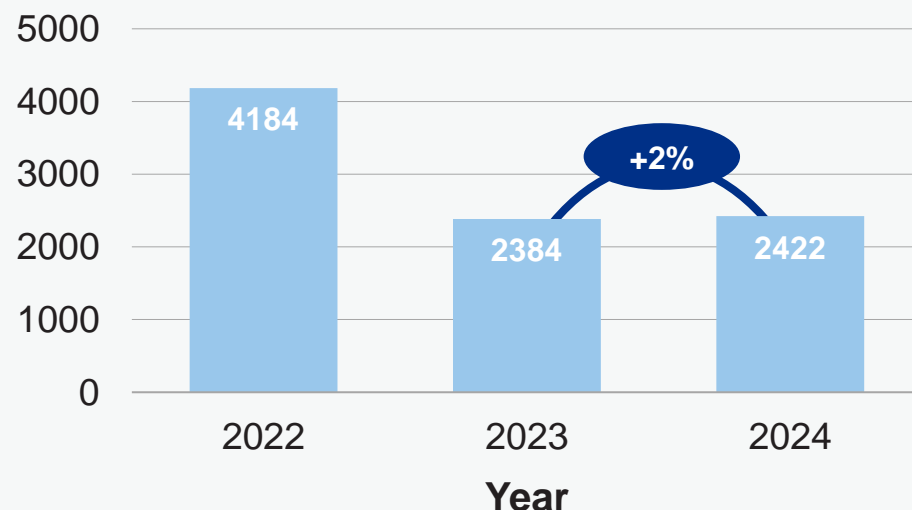
The virtual week:

| Monday Air quality | Tuesday Primary care and pharmacy | Wednesday Nursing | Thursday Whole systems | Friday Children, young people and families |
|---|--|---|---|--|
| Virtual event: asthma and air pollution webinar | Virtual events: primary care and pharmacy webinars | Virtual event: nursing webinar | Virtual event: one-day virtual conference | Virtual event: LearnLive on demand broadcast to schools |
| Podcast: How schools can support the air quality and asthma agenda to help CYP to live their best lives | Podcasts: <ul style="list-style-type: none"> A place based approach to improving asthma care Recycling of asthma inhalers – challenges and solutions | Podcast: Asthma friendly schools - how to implement them in your borough | | Podcast: Air Quality and asthma - young people's perspective |
| Videos: <ul style="list-style-type: none"> Helping GPs talk to patients about air pollution How can primary care support improved air quality? | Videos: <ul style="list-style-type: none"> Pharmacy and general practice: a strong partnership Safety and sustainability of salbutamol: advice and use after discharge of the wheezy child How community pharmacy incentives help to deliver improvements in CYP asthma care An example of the implementation of funded services for CYP asthma in community pharmacy How healthcare professionals can implement the MHRA montelukast safety alert | Videos: <ul style="list-style-type: none"> What does an asthma attack look like (a nurse's perspective) Dispelling myths about exercise induced asthma | Videos: <ul style="list-style-type: none"> Transition clinics - why they need to be great Why you should use London's new digital personalised asthma action plans Tier 3 training event for CYP asthma: a how to guide Talking to young people about vaping cessation | Videos: <ul style="list-style-type: none"> Asthma attack at school? How should schools respond "My son's symptoms were not always obvious" – a parent's perspective on supporting a child with asthma Would you know what to do if a child had an asthma attack at school? |
| Blogs: <ul style="list-style-type: none"> Southwark schools air quality monitoring project Improving air quality in schools How to effectively reduce exposure to house dust mite allergen and dust in the home and at school | Blog: asthma education through PLT (protected learning times) for PCNs | Blog: The refreshed Asthma Friendly Schools Guide: points to note | Blogs: <ul style="list-style-type: none"> Asthma. My Story! Over the Wall charity – The importance of inclusion: focus on asthma | Blog: Mums4Lungs – how they know their work is making a difference |

Campaign engagement

- Over **3.9 million people** were reached via social media in 2024. This is up from **3.5 million people** in 2023.
- The three posts from the Mayor of London had **139,300 views** in total. This is less than the two posts received in 2023. This could be due to factors such as ULEZ changes in 2023 and locking posts to comments.
- 2024 saw an **increase in unique website page views on compared to 2023** but less overall page views over the full event period. This means we have gained more viewers but overall they have viewed less than in previous years.

Unique page views



Total page views



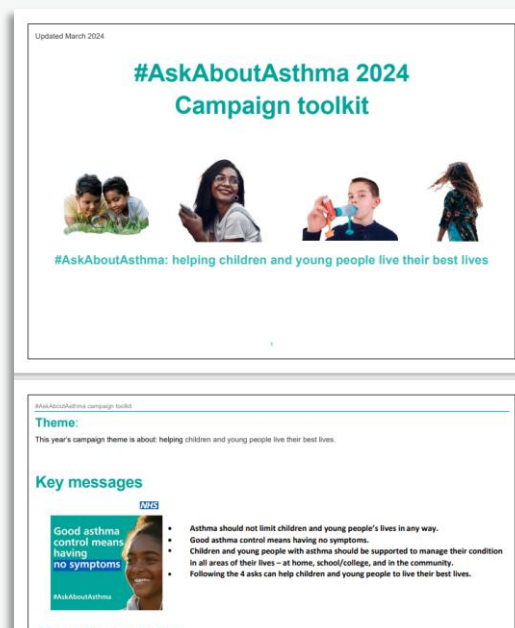
The "full event period" is two weeks before the event week, the event week and up to the Friday of the following week

Communications resources

Based on feedback from previous years, this year we developed one communications toolkit and 7 associated factsheets. In previous years, multiple communications toolkits for different audience were developed. As in previous years, emails summarising what had happened each day were sent.

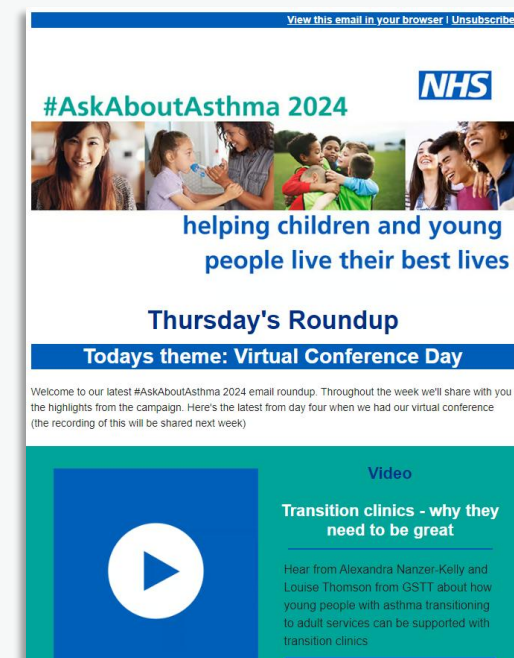
Toolkits

- There were **490** downloads of the communications toolkits and associated factsheets. This is a **decrease of 161%** from 2023 (1280 downloads)
- The primary care factsheet was the most downloaded (92), followed by the schools factsheet (77).
- Other resources such as the posters and schedule had **545 downloads**.



Daily emails

- Sending daily emails provided **4,320 clicks** to #AskAboutAsthma content – 1,487 more compared to 2023 (52% increase).
- The top click content type was videos



Daily content

Blogs

Total blogs: **9**

Total reads: **165**

Total reads were 64% lower than in 2023

Most popular blog:

How to effectively reduce exposure to house dust mite allergen and dust in the home and at school

(64 reads)

Reads were 43% lower than 2023's most popular blog

Videos

Total videos: **18**

Total views: **1,303**

Total reads were 5% higher than in 2023

Most popular video:

How healthcare professionals can implement the MHRA montelukast safety alert

(208 views)

Views were 3% lower than 2023's most popular video

Podcasts

Total videos: **5**

Total listens: **366**

Total listens were 25% lower than in 2023

Most popular podcast:

How schools can support the air quality and asthma agenda to help CYP to live their best lives

(99 listens)

Listens were 41% lower than 2023's most popular podcast

#AskAboutAsthma 2024 virtual events summary

- For the five virtual events organised by the NHS England London team, **1011** different individuals from **618** different organisations registered to attend. For Learn Live **6682** people watched live (74 schools).
- **346 (34%)** of individuals who registered were from London.
- On average, people registered for 2 virtual events.
- **809 (80%)** of individuals who registered to attend had not registered for an event in 2023.

Monday – Air pollution

Attendees: 187
(101% increase from 2023)
Recording views: 94

Tuesday (am) – Primary care

Attendees: 220
(18% increase from 2023)
Recording views: 132

Tuesday (pm) - Pharmacy

Attendees: 31
(-53% decrease from 2023)
Recording views: 62

Wednesday - Nursing

Attendees: 165
(34% increase from 2023)
Recording views: 44

Thursday – one day conference

Attendees: 487
(19% increase from 2023)
Recording views: 140

Friday – Learn Live

Watched live: 6682 (74 schools)
Watched on demand: 4871
(24% increase in viewers from 2023)

Asthma and air pollution webinar

The air pollution webinar was held on Monday 15 September at 1:00 – 2:00pm. The webinar involved three presentations followed by a Q&A. The presentations were focused on local activities to improve air quality in Camden, Walsall and Merton.

187

people attended the webinar
(an increase of 101% compared to 2023)

94

views of the recording after the
webinar

Learning about **local projects and successes**, **air quality monitors**, **indoor air pollution** and the importance of **collaborative working** were the most useful topics for attendees

Attendees next steps would involve **changing practice to consider air quality** and/or **collaborating with local organisations, ICBs or local authorities**

64%

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

100%

rated the overall event good or
excellent

Why does air pollution affect us?

- Respiratory inflammation
- Systemic inflammation
- Harmful chemicals (e.g. carcinogens such as BaP)

Health effects of air pollution

short-term effects

- exacerbation of asthma
- cough, wheezing and shortness of breath

long-term effects

- stroke
- lung cancer
- respiratory conditions
- cardiovascular disease
- reduced life expectancy

Health effects of air pollution (PM)

- Headache and anxiety (SO₂)
- Impacts on the central nervous system (PM)
- Irritation, inflammation and infections
- Asthma and reduced lung function (NO₂)
- Chronic obstructive pulmonary disease (PM)
- Lung cancer (PM, BaP)
- Irritation of eyes, nose and throat: Breathing problems (O₃, PM, NO₂, BaP)
- Cardiovascular diseases (PM, O₃, SO₂)
- Impacts on liver, spleen and blood (NO₂)
- Impacts on the reproductive system (PM)

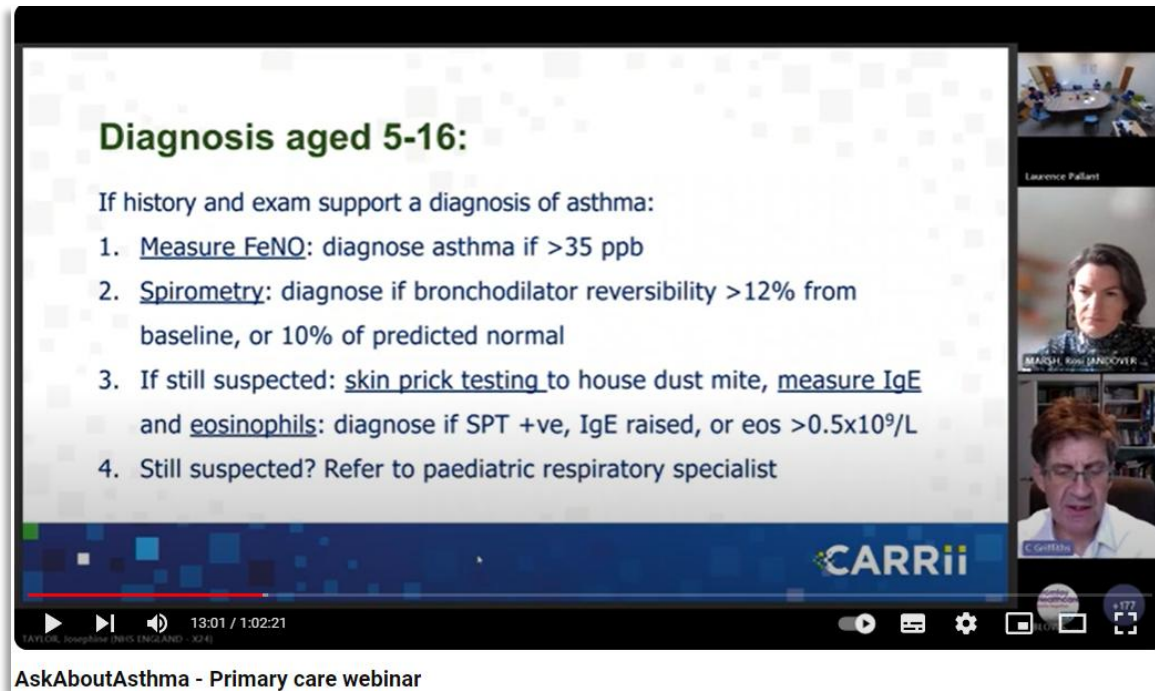
camden.gov.uk

Camden

AskAboutAsthma - Asthma and air pollution webinar

Primary care webinar

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 MART and AIR (as needed) and how the new NICE guidance will impact primary care.



220

people attended the webinar
(an increase of 18% compared to 2023)

132

views of the recording after the
webinar

**MART, guidance changes, AIR
as needed and SABA use** were
the most useful topics

**Using the MART regime,
reviewing the new guidance
once published and sharing
learning** were the top next steps
mentioned by attendees

70%

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

95%

rated the overall event good or
excellent

Innovations in pharmacy for CYP asthma

The pharmacy webinar was held Tuesday 10 September between 7:30-8:30pm. The webinar involved three presentations followed by a Q&A. The presentations were focused on a Pharmacist-led asthma service, how Newham are using community pharmacists to manage asthma holistically and using data to help drive change.

31

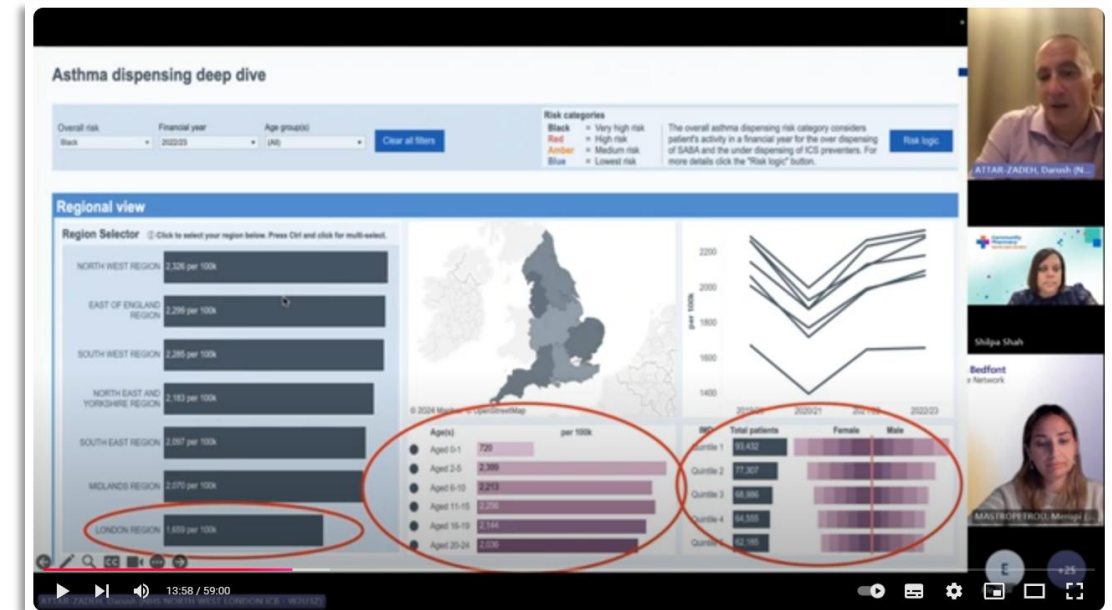
people attended the webinar
(a decrease of 53% compared to 2023)

62

views of the recording after the
webinar

62%

attendance rate
(a 47% decrease compared to 2023)



Nursing webinar

The nursing webinar was held Wednesday 11 September between 1:00-2:00pm. The webinar involved three presentations followed by a Q&A. The presentations were focused on dysfunctional breathing, the safe use of salbutamol and diagnostic pathway.

Children (5 to 16 years) - results

- 1
Exclude asthma if there is no evidence of sensitisation to house dust mite on skin prick testing or if the total serum IgE is not raised.
- 2
Diagnose asthma if there is evidence of sensitisation **or** a raised IgE level **and** the eosinophil count is more than 0.5×10^9 per litre.
- 3
If diagnosis still in doubt, refer. (how long is the wait?)

AskAboutAsthma - Nursing Webinar

165

people attended the webinar
(an increase of 34% compared to 2023)

44

views of the recording after the webinar

Diagnostic testing, SABA use and dysfunctional breathing were the most useful topics

Diagnostic testing, SABA weaning, reviewing the new guidance once published and undertaking more education and training were the top next steps mentioned by attendees

39%

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

100%

rated the overall event good or excellent

Learn Live broadcast to schools

For 2024, the programme team commissioned LearnLive to develop a “live” broadcast focused on children and young people’s asthma called **#AskAboutAsthma 2024: How we can all support young people with asthma to live their best lives.** This was broadcast Friday 13th September at 10am. It included a presentation from Seb Gray focussing on asthma for older primary school children and a Q&A session with asthma paediatrician Chin Nwokoro, young person with lived experience Issy Utley and asthma CNS Emily Guilmant-Farry.

6,682

people watched the broadcast
live (approx. 74 schools)

87%

of views were from London

“What steps should I take if a
student has an asthma attack
during class?”

8,391

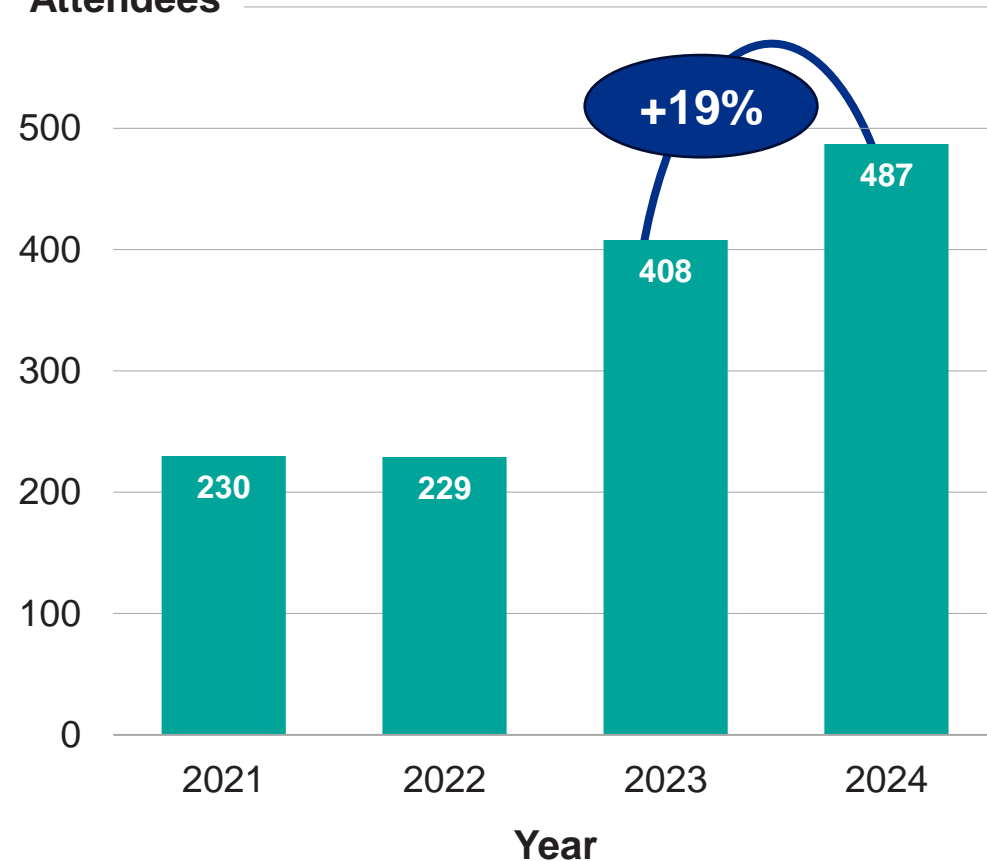
people watched the broadcast
on demand



One-day virtual conference

This year's virtual conference was held on 12th September and included sessions on patient voice, adolescent vaping, damp and mould as well as presentations from the national NHSE team and a clinical update.

Conference Attendees



487

people attended
(69% attendance rate)

54% of registrations were from **nursing staff**, followed by **medical** (21%)

Of those registered to attend, **30%** were from **London**

54%

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

140

views of the recordings after the conference

100%

rated the conference good or excellent

What is your main takeaway from today's event? (190 responses)



One-day virtual conference feedback

"I found the adolescent vaping presentation very useful ... I am also involved with our local Tobacco Control Alliance group so I found this presentation both informative and inspirational. It highlighted the importance of providing more health promotion, in an attempt to prevent use and addiction to these harmful products at such a young age, as well as the importance of providing cessation groups and clinics for this age group. "

Nurse

"Keep up the good work. I admire your enthusiasm and passion about holistic asthma care.."

Doctor

"well done, very educational sessions."

Nurse

"Many, many thanks to organisers and speakers- I really enjoyed the day and found it useful! I will go over my notes again to see all the things I learned today."

Paediatric Consultant, Bedfordshire

"Excellent conference."

School Nurse

"The balance of content was excellent today. Thank you for the hard work planning it"

Lecturer

"Great event, giving updates to practice and upcoming guidance. Really informative thank you."

Nurse

"very well presented. very informative.."

Nurse

"Today was great- thank you to all the speakers and organisers it was so informative."

Nurse, Northern Care Alliance

"This was a fabulous study day, all of the speakers were great. !"

Nurse

"Very informative and interesting event."

Air Quality Programme Manager

"Fantastic conference, great range of topics. Something for everyone I think. Advertise your events more widely. ."

Consultant Paediatrician, London

"loved Ian Sinha talk which highlighted inequalities in health."

Respiratory Nurse, Dudley

"Thanks so much for today, it was excellent. I found the public perception of asthma/patient experience interface very thought provoking."

Nurse

Additional feedback

As a spin off from [the] podcast about vaping, one of the young people involved has co-authored a piece about supporting CYP quit vaping which is currently sitting with editorial team at ADC Education and Practice [to] be published soon. This is a great example of how the campaign makes an impact during the event but also sows the seed for further progress and success that might not always be captured.

Paediatrician

What an amazing evaluation and far reaching campaign! The young people from the Asthma &Me Ambassadors really enjoyed the opportunity to take part in the podcast. Please do get in touch for next year

RCPCH engagement lead

Great week once again, well organised and structured and great engagement. Thank you for all that you do

Nurse Consultant

The sessions I was able to join were excellent.

Paediatric Respiratory Consultant

This is so impressive to see....
I have no additional comments, other than to say I hope the RCPCH can continue as a partner in this endeavour

Deputy President RCPCH

So many positives there – well done!

CEO A+LUK

It was a really impressive week of events – you did a great job publicising and organising everything to work so smoothly. I keep hearing of materials from it that have been shared with other teams coming back to me and saying “did you know about this?” – so it is doing a great job of reaching disparate parts of the system. V happy to be involved again in future.

GP clinical lead

It was a real pleasure and congratulations on another incredible week! Please send any relevant feedback our way.

National CYP Asthma Clinical Lead

It's an honour to be asked to contribute. Many thanks to the whole team for organising another very successful AAA week

Paediatric Respiratory Consultant

#AAA ambassadors

- **55 #AskAboutAsthma Ambassadors** from around the country were involved with the campaign in 2024 compared to 35 in 2023.
- 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.



NHS Kent and Medway launched Safer asthma campaign which included a video where young athletes shared their experiences of living with asthma

“From NEL particularly we had a lot more engagement from primary care this year. Our champions were almost all primary care, and largely clinicians who hadn't engaged before. .”

Ambassador from North East London ICB



Hospital stands across Frimley ICS hospitals



“This was my third campaign and the new group I reached out to this year was the Pearl Chemist Group in south London. It is a chain of 30 pharmacies. I shared the resources with the general manager as well as some of the key pharmacists I work with.”

Ambassador from Smart Respiratory



After school drop in around inhaler technique in Wolverhampton

Organisations promoting #AAA online in 2024

- **333 organisations** were involved online in 2024. This is a **31% increase** from the 255 organisations in 2023.
- The number of primary care organisations engaging increased by **153%** compared to 2023 where 59 primary care organisations engaged online. The increase has been mainly driven by the Midlands (44 organisations), South East (27) and East of England regions (24).

149 primary care organisations⁺

43 NHS Trusts

30 ICBs⁺⁺

24 local authorities

17 childrens, sport or youth organisations

14 schools and higher education^{*}

5 air quality organisations

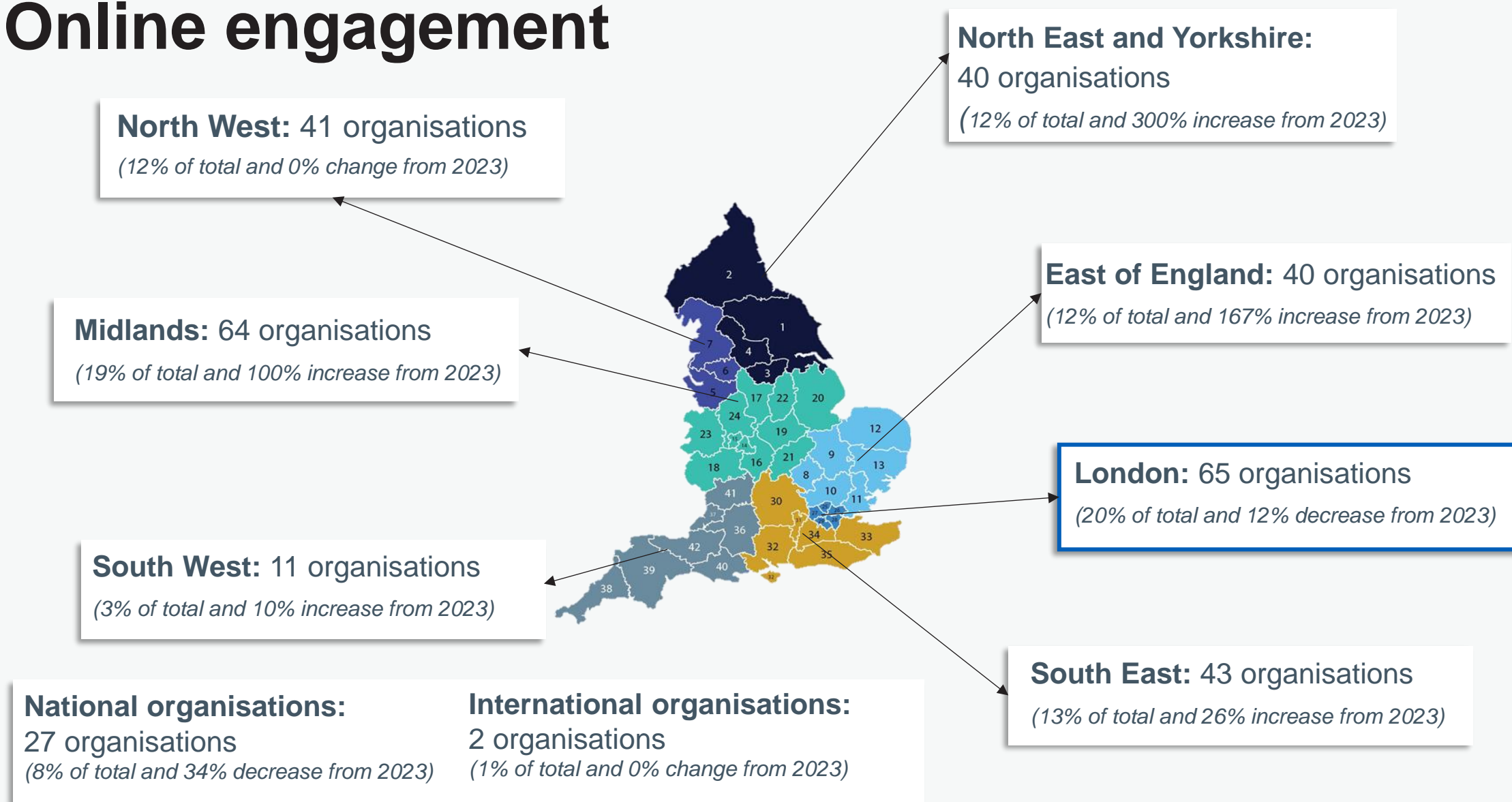
50 other organisations

** Excludes schools from Learn Live which were included in previous years*

+ includes GP practices, PCNs, training hubs, health visiting and school nursing

++ includes place-based organisations

Online engagement



National Organisations

- 27 national organisations were involved in the campaign in 2024. These included the following:

NIHR | National Institute for
Health and Care Research

BARNARDO'S Changing childhoods.
Changing lives.

NRAP

NCMD
National Child Mortality Database
Knowledge, understanding and
learning to improve young lives

**ASTHMA+
LUNG UK**


RCPCH
Royal College of
Paediatrics and Child Health
Leading the way in Children's Health

**beat
asthma**


**UK Health
Security
Agency**

 **ADPH
London**


education for health


ARNS
Association of Respiratory
Nurses


PCRS

iHV Institute of
Health Visiting
Excellence in Practice


**Medicines &
Healthcare products
Regulatory Agency**

The Academy
fab
of Fabulous Stuff

 **BMA**

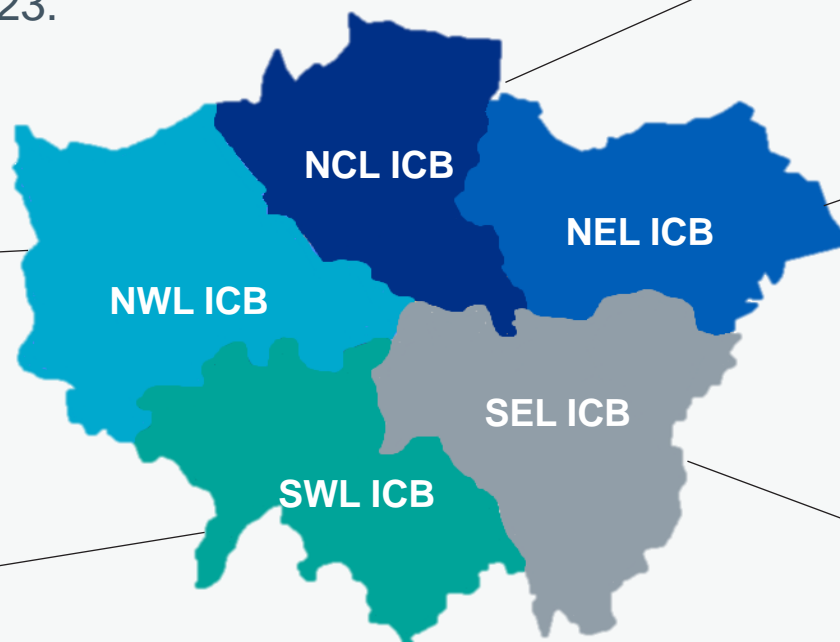
 **BRITISH
ICE SKATING**

Online engagement (London)

- **5/5 London ICBs** were involved in the 2024 campaign. The next slide shows highlights from local activity.
- **13/32 (41%) local authorities** in London engaged in the campaign in 2024. This is a 19% decrease from 16 in 2023.
- **8/18 Acute Trusts (44%)** in London engaged in the campaign in 2024, a 27% decrease from 11 in 2023.

North West London:

- 13 organisations engaged online
- 2/4 NHS Acute Trusts
- 4/8 local authorities



North Central London:

- 8 organisations engaged online
- 0/4 NHS Acute Trusts
- 2/5 local authorities

North East London:

- 12 organisations engaged online
- 2/3 NHS Acute Trusts
- 1/8 local authorities

South West London:

- 8 organisations engaged online
- 3/4 NHS Acute Trusts
- 2/6 local authorities

South East London:

- 14 organisations engaged online
- 2/3 NHS Acute Trusts
- 5/6 local authorities

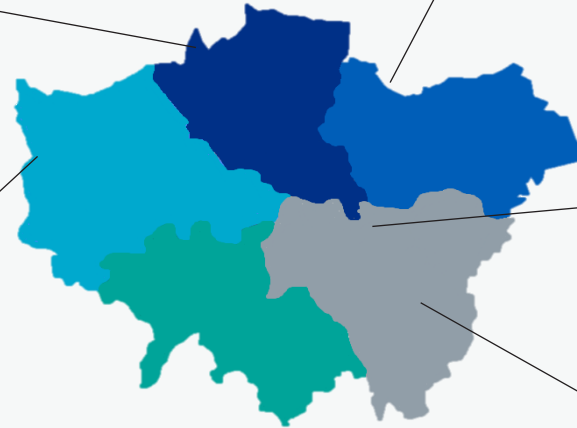
Examples of London region engagement

North Central London organised free 1-hour online webinars for parents and carers



Asthma and allergy awareness sessions delivered at all three Canary Wharf College Schools

Brent Council promoted their Asthma Friendly Schools programme



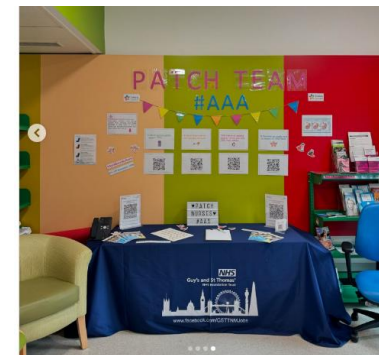
Southwark Council promoted their work to provide free indoor air quality sensors and resources for classrooms, and for the homes of pupils with asthma.

Southwark
Council



St George's Children's respiratory team set up a stall in the main entrance of the hospital

PATCH nursing team stall





Summary

- **1011** different individuals from **618** different organisations registered to attend a virtual live event. **34%** of these were from London. Overall, an additional **809 contacts** engaged in the week by signing up to the virtual events who had not been engaged in previous years.
- Engagement across London from local authorities and acute Trusts fell in 2024. However, there was a **153%** increase in engagement from primary care nationally compared to 2023 although most of this increase was not focused in London.
- Sending daily emails provided **4,320 clicks** to #AskAboutAsthma content – 1,487 more compared to 2023 (52% increase).
- Engagement with blogs and podcasts decreased compared to previous years but video engagement increased.
- The majority of feedback received from participants at the live events, and informally to the programme team, was positive.
- **BUT** there is always more to do, and we look forward to an even better campaign in 2025!



Learning for 2025

- Views and downloads of the communications toolkits went down this year. These had been streamlined based on feedback in previous years, but they still take a lot of resource to produce. **Consider streamlining communications resources further with no factsheets but covering emails for audiences.**
- The blog views and podcast listens also went down this year. Having 32 different podcasts, blogs and videos over the week may mean that content is lost, and messages are confused. Some blogs received very low views. **Reduce the number of blogs, videos and contents to one of each type per day with clear messaging linked to the campaign. Consider the use of blogs for the 2025 campaign.**
- The pharmacy webinar had very low attendance and the commissioned content linked to pharmacy had lower views and listens. **Consider how to better engage with pharmacy across the week.**
- Engagement from organisations in London dropped this year compared to previous years. **Consider how to improve engagement, particularly within primary care, in London.**

Thank You



@BCYP_NHSLDN