#AskAboutAsthma: from vision to reality

Dr David Finch
Interim Clinical Director Healthy London Partnership Children and Young People’s Programme
GP and Medical Director (NW London) NHS England

21st November 2017
Who's in the room?

- Nurse: 24
- Doctor: 8
- Commissioner: 5
- Pharmacist: 0
- Other: 5

42 participants
Which organisation do you work for?

- Hospital: 20
- General Practice: 1
- Clinical Commissioning Group: 3
- Community provider: 11
- Pharmacy: 0
- School: 0
- Other: 9

Total respondents: 44
What do you hope to get out of today?

Knowledge

Asthma updates
Up to date knowledge
Sharing ideas
Improve asthma adherence
Inspiration
Coordinated solutions
Networking
Pilot
Share good practice
Policy into practice
Asthma update And sharing
Delivering a message
Real system change

Innovative
Information
sharing information
Coordinated care
Free lunch
Guidelines
Ideas
Learning
01

A vision for transforming asthma care across London

Martin Wilkinson
Senior Responsible Officer
HLP Children and Young People’s Programme
and Chief Officer, Lewisham CCG

Transforming London’s health and care together
What are the issues around asthma care?

There are 2,046,000 children and young people under the age of 18 in London.
10% have asthma

That’s 3 in a classroom of 30
Poor control leading to hospitalisation

4,255 unplanned hospital admissions per year for children and young people with asthma

75% are avoidable
Severe asthma leading to PICU admission

170 children and young people with asthma admitted to intensive care every year
Tragic Deaths

12 deaths per year of children under the age of 19 years in London

The Ella Roberta Story

https://www.healthylondon.org/resource/london-asthma-toolkit/watch/ella-roberta-story/

The Ella Roberta story

https://app.box.com/s/h0sfrrmdczgcu9tk3fuweryugb2gh17a
Each organisation (primary and community care, acute care, pharmacy, schools) will have a clear named lead who will be responsible and accountable for asthma (which includes children) and the delivery of the following:

**As a child with asthma:**

**PROACTIVE CARE**

- I should have access to a named set of professionals working in a network.
- I will be supported to manage my own asthma so I am able to lead a life free from symptoms.
- I will grow up in an environment that has clean air that is smoke free.
- I will have access to an environment that is rich with opportunities to exercise.

**ACCESSIBLE CARE**

- I will have my diagnosis and severity of wheeze established quickly.
- I will have prompt access to my inhaler device and other medicines and asthma care and advice everywhere I go.
- I will have access to immediate medical care, advice and medicines in an emergency.
- I will have access to high quality, evidence based care whenever I need it.

**COORDINATED CARE**

- My carer and I will know how to manage my asthma with the help of a written asthma management plan.
- I will have a regular structured review.
- I will have a package of care which meets all my needs including my educational health and well-being.
- I will expect all professionals involved in my care will share clinical information to ensure my care is seamless.
- I will move safely into adult services when I grow up.
The London asthma standards for children and young people have been reviewed and published as a NICE Shared Learning example’.
On-line Asthma Toolkit

Support across the system to improve asthma care

https://www.healthylondon.org/children-and-young-people/london-asthma-toolkit

London Asthma Toolkit

Better care across the system for children and young people with asthma.

Overarching asthma toolkit film:
https://www.youtube.com/watch?v=ikdAB9qyk9U

Hospital care:
https://www.youtube.com/watch?v=UK8wHN0sdJ0

Schools:
https://www.youtube.com/watch?v=bIb80lOjoO8

Pharmacy:
https://www.youtube.com/watch?v=kCAzCmI-R_k

Primary and community care:
https://www.youtube.com/watch?v=A2iNQE7utRE

Parents and carers:
https://www.youtube.com/watch?v=iNPSFai0OIM
#AskAboutAsthma

Three simple messages

ASK your GP or asthma nurse for an asthma management plan

ASK your pharmacist, GP or asthma nurse how to use inhalers correctly

ASK your GP, asthma nurse or consultant for an annual asthma review

healthyLondon.org/ask-about-asthma
Around **half of London’s air pollution is caused by road transport**

**Poisonous gases and particles** lead to thousands of premature deaths each year

**Raises the risk of asthma**, dementia and strokes

London’s **toxic air has a severe impact on children**

A child born in London in 2010 will **lose two years of life expectancy** because of air pollution

1 in 10 Londoners under the age of 18 has asthma

Mayor’s support for the HLP #AskAboutAsthma campaign in September
Location of schools and nurseries

33% of nursery schools, 20% of primaries and 18% of secondary schools in the capital are in areas where toxic levels of nitrogen dioxide threaten children’s health.

The European nitrogen dioxide (NO2) legal limit is 40 micrograms of nitrogen dioxide per cubic metre of air.

**All schools over the limit**
802 schools in 25 boroughs

**State nurseries**
27 schools in 14 boroughs

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<tr>
<th>Location</th>
<th>Boroughs</th>
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<tr>
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<tr>
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<tr>
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<td>Kensington and Chelsea</td>
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<tr>
<td>49.5</td>
<td>Westminster</td>
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</table>
How is your breathing?

Annual Mean Nitrogen Dioxide Air Pollution

Modelled annual mean NO2 air pollution, based on measurements made during 2013.

This map was used with permission from The Greater London Authority and Transport for London, who fund, develop and maintain the London Atmospheric Emissions Inventory. For more information please visit data.london.gov.uk

Key: Annual mean NO2 air pollution for 2013, in microgrammes per metre cubed (µg/m3)

- <16
- 16
- 19
- 22
- 25
- 28
- 31
- 34
- 37
- 40
- 43
- 46
- 49
- 52
- 55
- 58
- 61
- 64
- 67
- 70
- 73
- 76
- 79
- 82
- 85
- 88
- 91
- 94
- >97

Passes annual mean objective
Fails annual mean objective
How is your long term health?

Annual PM 2.5 Particulate Matter

Modelled annual mean PM2.5 air pollution, based on measurements made during 2013.

This map was used with permission from The Greater London Authority and Transport for London, who fund, develop and maintain the London Atmospheric Emissions Inventory. For more information please visit data.london.gov.uk

Key: Annual mean PM2.5 air pollution for 2013, in microgrammes per metre cubed (ug/m3)

- <13
- 13
- 15
- 17
- 19
- 21
- 23
- 25
- 27
- >33
Collective responsibility to reduce air pollution

Toolkit for NHS organisations: supporting the NHS to reduce its impact on air pollution

Case Studies and Examples to support organisations to reduce their impact on air pollution

Supported by and delivering for:

Public Health England
NHS

SUPPORTED BY
MAYOR OF LONDON

London’s NHS organisations include all of London’s CCGs, NHS England and Health Education England
02

Achievements to date and planning next steps

Tracy Parr Head of CYP Programme
Healthy London Partnership

Sara Nelson CYP Programme Lead,
Healthy London Partnership
#AskAboutAsthma campaign

September 11<sup>th</sup> – 24<sup>th</sup>

Concentration on three key messages:

• Use of asthma management plan
• Effective inhaler technique
• Annual asthma review

• Promotion of London’s asthma ambitions and standards
• Supported by asthma toolkit
Supported by the Mayor

#AskAboutAsthma

#MyAsthmaPledge

Organisations and individuals were asked to pledge to

- implement the *asthma standards*
- implement *asthma ambitions* for London
- to reduce their impact on air pollution as a major trigger of asthma

3800 tweets
65 organisations and growing
140+ individuals
# Social media evaluation

**TWEETREACH SNAPSHOT FOR**

**#AskAboutAsthma**

<table>
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<th>ACCOUNTS REACHED</th>
<th>EXPOSURE</th>
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<tr>
<td>3,650,845</td>
<td>7,404,555 IMPRESSIONS</td>
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**ESTIMATED REACH**

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<th>&lt; 100</th>
<th>&lt; 1k</th>
<th>&lt; 10k</th>
<th>&lt; 100k</th>
<th>100K+</th>
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<td>424</td>
<td>45</td>
<td>6</td>
</tr>
</tbody>
</table>

Bars show number of tweets sent by users with that many followers.
NHS Go 15 September

DID YOU KNOW? *80%* of people with asthma use their inhaler incorrectly. Don't be afraid to #AskAboutAsthma! Find out more: https://nhsgo.uk/asthma/

House MD - Do I Look Like An Idiot (Asthma patient)

- Individuals who saw advert: 15,139
- Click through to campaign page: 487
Facebook campaign

Target audience 13-25 year olds in London and surrounding areas

Inhaler pictures

- Individuals: 3,956,928
- Click through to campaign page: 9,332
- Cyber attack!
Mumsnet campaign

- Ad seen by 64,013
- Ad clicks 63

#AskAboutAsthma
11th - 24th September

A good day living with asthma
I hear asthma
and I feel active

A bad day living with asthma
It is hard for me to breath

Parents, get the best care for your child

Healthy London Partnership
healthy.london.org/ask-about-asthma
Asthma toolkit

- Page views 44,415 (up by 6114 in Sept)
- Downloads 11,816 (up by 2363 in Sept)
Organisations signed up
Local activity in London to date

**Barnet**: 9 teaching sessions for HCP

**Harrow**: 18% reduction in admissions through HLP audit

**Hillingdon**: New integrated team, trained 70 school staff

**Islington**: Asthma Friendly Schools project. Child Integrated Network looking at asthma (CHINs)

**NEL MDT Paediatric Asthma working group**: Work with AUKUR on health passport

**Imperial**: GP training session for NWL 100+

**SWL CQUIN resulted in 4 new CNS, additional Dr, physio across SWL**

**GP pilots**: Hammersmith & Fulham CCG Bexley CCG Islington CCG

**CHAH- Croydon community hospital at home team**

**Interest from Boxing England, 2 football clubs and after schools clubs in SEL to train up their coaches**

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**NCL STP CYP network**: set up asthma is a priority. Whole system Peer review- nurses on panel

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**H&F Event for parents carers & clinicians**

**Testing Asthma dashboard and templates**

**Video on GP practice screens in nWL**

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**Chronic Health Conditions and Inequalities** (CHYP) programme

**Greenwich Right care project**

**Bexley Pharmacy project with 3 GP practices and 9 pharmacies**

---

**H & F Event for parents carers & clinicians**

**Testing Asthma dashboard and templates**

**Video on GP practice screens in nWL**

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03
Diagnosis/Prevalence
Asthma prevalence in London

Recorded % prevalence of asthma in London (all ages) 2011/12 (Quality and Outcomes Framework)
Asthma prevalence in London/UK

Sub-region
Lancashire and South Cumbria
South West
Cumbria and North East
Greater Manchester
East
Wessex
Yorkshire and Humber
Cheshire and Merseyside
North Midlands
South Central
West Midlands
Central Midlands
South East
London South
London North West
London North East and Central

England prevalence: 5.9%

Percentage point difference
Prevalence finder

- Developed to use GP systems to identify which patients could have asthma
- Patient records reviewed and potential asthmatics to be invited in for review
- The prevalence finder tool is currently available on EMIS and HLP is working to get it translated to Vision and SystmOne
- Currently being validated in Hammersmith and Fulham

With thanks to Dr Ross Dyer-Smith
GP Partner - Hurley Group
Former Director - North Lambeth Practices Ltd
Asthma Radar (dashboard in development NWL)

- Patient level radar showing patients diagnosed with Asthma, prescriptions, number of asthma admissions and date of last Asthma review
- Use to identify asthma patients who are having exacerbations and require a review of care and prescriptions

Long Term Conditions View | Asthma Radar

Filter and sort your patients with asthma into a priority list for proactive patient management

<table>
<thead>
<tr>
<th>NHS Number</th>
<th>Name</th>
<th>Gender</th>
<th>Age</th>
<th>Number of LTCs</th>
<th>Number of Prescriptions</th>
<th>Latest Review Date</th>
<th>Latest Asthma Admission</th>
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We are working with Dr. Mark Levy as the Clinical Lead for the Asthma Radar

Check for patients who have high asthma related admissions then check latest date for patients review

Patient Population 22,135

19 July 2017
Diagnosis

Information about how to identify and diagnose asthma and the tests expected

Asthma exacerbations can be classified as mild, moderate, severe, or life threatening. In the ambulatory, urgent care and emergency department settings, the treatment goals are correction of severe hypoxemia, rapid reversal of airflow obstruction and preventing reapse.

A useful quick reference guide to diagnosis and management: British guideline on the management of asthma

There is a need to improve asthma identification and access to treatment to improve quality of life for patients. However, diagnosis is difficult as there is no single diagnostic test, but it should be in line with BTS/Sign guidelines.

Spirometry is recommended for adults, but this is less useful in children, although new draft NICE guidance may suggest its use and that of Fractional exhaled Nitric oxide (FeNO). If this happens there will be a need to commission education to upskill the primary care workforce in a similar way to the commissioning of training for spirometry for COPD and consider ways to ensure there is quality assurance of any future services.

Which diagnostic tests are expected?

It will be important for commissioners to ensure that their local services include the following:

- Detailed relevant family and personal medical history recorded in notes:
  - Two weeks of peak flows
  - Document variable airflow obstruction

- Useful guidance on how you can aid diagnosis in the community

- What you are looking for in a child with symptoms of wheeze.
### Emergency admissions per 100,000 (England and London benchmarks (HES 2016))

<table>
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<tr>
<th>Area</th>
<th>Value</th>
<th>Lower CI</th>
<th>Upper CI</th>
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<td>198.6</td>
<td>196.2</td>
<td>201.1</td>
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<td>London NHS region</td>
<td>190.9</td>
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<td>-</td>
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<td>155.0</td>
<td>220.6</td>
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Source: Hospital Episode Statistics (HES). Copyright © 2016, Re-used with the permission of NHS Digital. All rights reserved.

Reduce the number of acute attacks

Reduce inappropriate attendance to ED
04

Asthma Management Plans

Transforming London’s health and care together
Health passport

Working with the national Professional Standards Review Body (PRSB) to develop the coding required to help with future system-wide interoperability
Swipeable Asthma Action Plan

Wednesday
Aug 23

8:06 PM

Wednesday
Sep 6

11:08 AM
Inhaler Technique
Inhaler Education for Pharmacists

Asthma pharmacy learning hub with free online inhaler technique training

London Asthma Toolkit / Pharmacists

Pharmacy
Pharmacists are an accessible and expert source of useful help and information for young people with asthma and their families. This section provides pharmacists in London with guidance and resources to help them improve asthma care, including examples of best practice.

Asthma learning hub

For more information about the asthma toolkit, or to provide feedback or exam contact england.london@cygnus.net

Asthma in Children and Young People

How to use this course

- Introduction
- Impact of asthma on children and young people
- Effective drug delivery
- Inhaler technique in children and young people
- Education
- Overview
- Learning outcome
- Education to support community pharmacists
- How pharmacy supports local communities
- The role of pharmacy in asthma audit
- Meet Harry and his family

Key:
- Not started
- Started
- Completed

https://pharmacyhub.educationforhealth.org/
Inhalers and other useful tools

• **Adherence and Medicines Use Reviews**
• **Pharmacy urgent repeat medication service**
• **Flu and immunisations**
• **Audit and case studies**
• **Pharmacy public health campaign**
• Bexley pilot
• Hammersmith and Fulham pilots
Annual Asthma Review
How to write a good asthma plan film

My Asthma Plan walkthrough with Dr Reena Bhatt and Dr Eugenia Lee

#AskAboutAsthma

My Asthma Plan Walkthrough - FINAL
Toolkit templates

Review

information and resources to support primary and community healthcare professionals meet number 23 and 28 of the standards

Asthma reviews

Doing a thorough asthma review takes at least 20 minutes and should be a combination of clinical assessment and patient education. The child’s asthma plan should be reviewed and inhaler technique should be checked. The annual review template provided in our online toolkit outlines the questions to ask.

It is important to conclude the following through asking the right questions and following the steps included in the template:

1. Is this asthma?
2. Is it controlled?

Asthma control tests

Action plans

Asthma control tests in a number of languages
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Other

Transforming London’s health and care together
Progress on original plans

- Public health campaign: #AskAboutAsthma
- Support for Mayor’s Air Quality strategy

Goal 1: Prevention & public awareness

Goal 2: Access to quality, proactive evidenced based co-ordinated care

Decrease burden of asthma on the child and their family:
- ↓ Mortality & Morbidity
- ↓ A & E attendances

Goal 3: Greater self management

Goal 4: Greater Integration of care

- Health passport for asthma
- Network development
- IT/READ codes
- Primary care templates

- London asthma standards
- London asthma toolkit
- Schools/Pharmacy projects
  - Baseline assessment
- Engaged empowered CYP
- London asthma toolkit
- Educated 75 HCP
- Peer education programmes
- Pharmacy on line learning
Other work across London

- Educational events and training
- Asthma peer review – whole system
- Assessment against standards
- CDOP asthma death template
- Asthma friendly schools and schools guide
- Training in football and boxing clubs
- Self care and parents pages on toolkit

London schools’ guide for the care of children and young people with asthma

Pre-school, primary and secondary school years

Managing your child’s asthma

It is important that you and your child understand asthma and the medicines prescribed to help control it. You may need to help your child make any necessary changes to their lifestyle.

Asthma reviews

All children and young people with asthma should have at least a yearly review, which is usually carried out either by their GP or practice nurse. An asthma review may also be done in hospital if your child is known to the asthma or allergy service. A review should also be held after every asthma attack to check whether changes are needed to their medication or care as an asthma attack is a sign that your child’s condition may not be controlled.

- Visit the 'Asthma and you' website and get help understanding how well your child’s asthma is controlled.
- The ‘Asthma and you’ website will ask questions about your child’s asthma will give you a score.

- Go to the Asthma UK website to find out more about peak flow diaries.
Next steps

- Follow up on pledges: who has implemented?
- Refresh data
  - Emergency admissions
  - PICU
  - Deaths
  - Asthma management plans
- Digital Health implementation:
  - Health Passport
  - Prevalence finder: validation and roll-out
  - Primary Care systems annual review templates (EMIS/SystmOne/Vision)
- Roll out of asthma peer reviews by STP area
- Asthma networks across STP areas through severe asthma CQUIN
- #AskAboutAsthma further campaign August/September 2018
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Turning the vision into reality – the STP view

Transforming London’s health and care together
An opportunity for you to consider how you could develop a local action plan to turn the vision into reality

In your STP areas, and given what you have heard today, please consider:

1. What are the quick wins?

2. What are the biggest challenges and how might you overcome them?

3. What can be delivered:
   • Pan London
   • STP level
   • Locally?

Nominate one person to feedback:
• One quick win
• One challenge and how you could address it
Final thoughts on the day
Which three words best describe what you have got out of today's session?
Name one thing that you'll do differently as a result of today