

## Suggested generic social media messages

1. This week, for the fourth year running, @Healthy\_LDN and #NHS\_Ldn supported by @MayorofLondon are running a campaign #AskAboutAsthma to help improve the lives of those living with asthma in the capital.  
#AskAboutAsthma
2. The NHS are calling on parents to keep asthma medicine close at hand this week, with children up to three times more likely to need medical help as the school year starts. Avoiding ED is even more important this year with Covid-19 #AskAboutAsthma
3. One in ten young people has asthma, with spikes in demand for help from GPs and hospitals in the weeks after school holidays. With Covid-19 it's even more important to control asthma and stay out of hospital.  
#AskAboutAsthma
4. Three simple steps save lives, an asthma management plan, being able to use an inhaler and having an annual asthma review. #AskAboutAsthma
5. #Airpollution is associated with the development and worsening of asthma in children. Children are more at risk from the effects of pollution because they have faster breathing rates and their lungs are still developing.  
#AskAboutAsthma

6. If a child has a personalised asthma action plan, they are four times less likely to have an asthma attack that requires emergency hospital treatment. Ask your GP for an asthma plan. #AskAboutAsthma
7. Your asthma action plan will tell you everything you need to know about looking after your asthma in one place. Ask your GP for an asthma plan. #AskAboutAsthma
8. Ask your GP for an annual review to help manage your asthma. #AskAboutAsthma
9. 1 in 10 children and young people in London have #asthma but less than half of these have an asthma management plan or know how to use their inhaler correctly. Ask your GP or health professional for help using your inhaler. #AskAboutAsthma
10. Ask your pharmacist to show you how to use your inhaler properly, and you don't even need to make an appointment #AskAboutAsthma
11. Good inhaler technique can make a big difference to how well people manage their asthma. It could also mean that they don't need to be prescribed higher doses of medication. #AskAboutAsthma
12. Living with asthma can take a big toll on mental health, especially in these difficult times. Find out where to get support and advice to stop stress triggering your asthma. #AskAboutAsthma [www.asthma.org.uk](http://www.asthma.org.uk)