

# #RightInhalerImage Campaign

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**NHS**



# What is the problem?



Labelled Dr  
applying oxygen  
treatment!!!



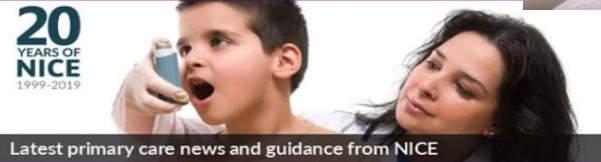
## World Asthma Day: What is asthma?

© 7 May 2019 Last updated at 08:37

Update for Primary Care | April 2019  
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**NICE** National Institute for Health and Care Excellence

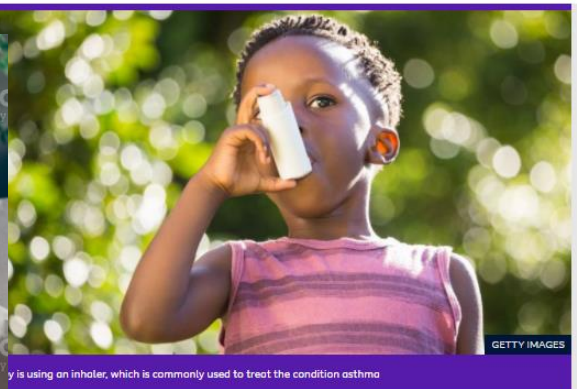
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... is using an inhaler, which is commonly used to treat the condition asthma



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# Aims and objectives - Right Inhaler Image Campaign

- **To improve the quality of information for patients, health care professionals and the public about use of inhalers by promoting use of images representing inhalers being used accurately and appropriately.**

Focussing on children, young people, and adults with asthma

1. **Awareness:** Raise awareness, increase, and improve knowledge of asthma management across the country using the right images, (right person, right treatment, right inhaler/spacer, right technique)
2. **Inform:** To inform the media, professionals, adults, CYP and families about the correct use of inhalers to manage asthma (Use the right image to send the right message)
3. **Support:** Support media companies and health professionals to help people with asthma by always using right inhaler images

Campaign Launch - [World Asthma Day](#) on 5<sup>th</sup> May 2021 – Uncovering Asthma Misconceptions

# Core campaign messages

## 1. Poor Inhaler Technique



Poor asthma control



Asthma attacks



Asthma death

## 2. Overuse of blue/reliever inhalers

Poor asthma control



Asthma attacks



Asthma death





# Right Inhaler Images should portray

- Inhaler device appropriate for the person
- Inhaler device being used correctly
- pMDI's used with spacer for all children (and adults)
- Spacer appropriate for the person
- Preventer inhalers (not blue)



# #RightInhalerImage Campaign

## Media

- Open letter
- Image guide
- Access to good images
- Access to expert patient & professional opinion
- Articles
- Interviews
- Blogs

## Public

- **Infographics**
- **Image library**
- **Story telling**
- **Guide badge**

## Professionals

- Open letter
- Image guide
- Access to good images
- Glossary of hashtags
- Educational resources

# #RightInhalerImage Campaign

Support the campaign, use the resources, spread the word

#RightInhalerImage campaign

Inhalers are frequently portrayed in the media incorrectly leading to misconceptions about their use. We know lung diseases are responsible for more than 700,000 hospital admissions in the UK each year. One in five people have a respiratory disease and half of these people manage their condition with inhalers.

<https://www.healthylondon.org/rightinhalerimage-campaign/>