

#AskAboutAsthma campaign evaluation

20th – 26th September 2021

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NHS England (London)

November 2021



#AskAboutAsthma
#AAAShareTheMessage

#AskAboutAsthma 2021: Background

Three key messages (as in last four campaigns). CYP should:

- Have an annual review every year and after every attack
- Have a personalised asthma management plan
- Know how to use their inhalers effectively

#AskAboutAsthma - #AAAShareTheMessage

A week-long schedule of webinars, podcasts, blogs, social media activity and a one-day virtual conference

The campaign also highlights:

Air pollution as a major trigger of asthma

The London Asthma Standards, Ambitions and Toolkit

In 2021, the #AskAboutAsthma campaign went from London wide to national.

#AAA 2021: The virtual week

CHILDREN & YOUNG PEOPLE AND THEIR FAMILIES/CARERS	NURSES DAY	AIR QUALITY	VIRTUAL CONFERENCE DAY	PRIMARY CARE DAY	WHOLE SYSTEMS	PHARMACY DAY
Mon 20 Sept	Tue 21 Sept	Wed 22 Sept	Thurs 23 Sept	Fri 24 Sept	Sat 25 Sept	Sun 26 Sept
WEBINAR - 12.30-1.30 PM	WEBINAR - 12.30-1.30PM	WEBINAR - 12-1.30PM	NATIONAL CONFERENCE	WEBINAR - 12.30-1.30PM	PODCAST	PODCAST
Ask the Expert	Nurse-led delivery of excellent CYP asthma care: Case based discussion	Whole systems: delivering optimal care across the asthma pathway	Conference slides	Best practice CYP asthma for primary care: Enhanced asthma reviews; Refresher on asthma medication	Benefits and challenges on making schools asthma friendly	Preventer adherence guardians
WEBINAR 4-5PM	PODCAST	WEBINAR 2-3PM	BLOG	BLOG	BLOG	BLOG
Royal Brompton CYP asthma parent support group pilot study	Is it possible to complete a good virtual asthma assessment?	Impact of air quality on lung health and management strategies	Right Asthma Image Campaign	The things I wish I didn't know about asthma	High risk patient work: CNS perspective	Staying positive in 2021 – a pharmacist's view
PODCAST	BLOG	PODCAST		BLOG	BLOG	BLOG
Encouraging behavioural change in teenagers - Rob Horne	A day in the life of a paediatric respiratory nurse	Using and prescribing inhalers effectively to help the environment	ICS paediatric asthma priorities and workplans	From evidence to implementation, data-driven approach to improving quality standards in asthma	Asthma awareness week: A local perspective (Whipps Cross Hospital)	Incentivising young people to take their asthma medication
BLOG	BLOG	BLOG		BLOG		
Association of Young People's Health scoping review on CYP engagement	Transition and non-biologic patients	Asthma and air quality: Working together to improve lung health		Diagnostic hubs and respiratory champions at PCN level!	Learning from an asthma death in Waltham Forest	
BLOG	BLOG	BLOG				
Asthmanauts launch - education and activity guide for CYP	Setting up a CNS asthma network	Asthma, pollen & pollution – selecting the best plants for healthy living				
VLOG	WEBINAR - 7.30-8.30PM	BLOG				
How the Asthma UK/BLF helpline supports our families	Pharmacy focus: Case study demonstrating opportunities for care; inhaler technique optimisation; making every contact count/Healthy living pharmacy	Have you heard about house dust mites?				
		BLOG				
		Damp buildings and human health				

Non-NHS organisations promoting #AAA in 2021

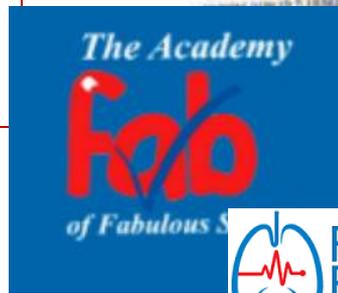


Association for Young People's

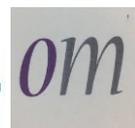
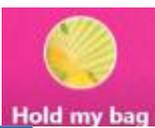


Asthma UK @asthmauk
One in 11 children in the UK are affected by asthma. The #AskAboutAsthma campaign is raising awareness of managing

City of London Family Information Service



MAYOR OF LONDON



NHS organisations promoting #AAA in 2021



St George's University Hospitals
NHS Foundation Trust



Thurrock
Clinical Commissioning Group



Mid Essex
Clinical Commissioning Group



Sunderland
Clinical Commissioning Group



NHS Harrow
Clinical Commissioning Group



Enfield
Clinical Commissioning Group

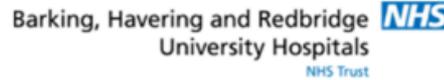


Devon

NHS England and NHS Improvement



Camden
Clinical Commissioning Group



North East Lincolnshire
Clinical Commissioning Group

England
London Region



Castle Point and Rochford
Clinical Commissioning Group



County Durham
Clinical Commissioning Group



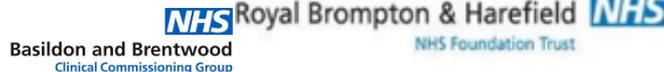
The Dudley Group
NHS Foundation Trust



Croydon Health Services
NHS Trust

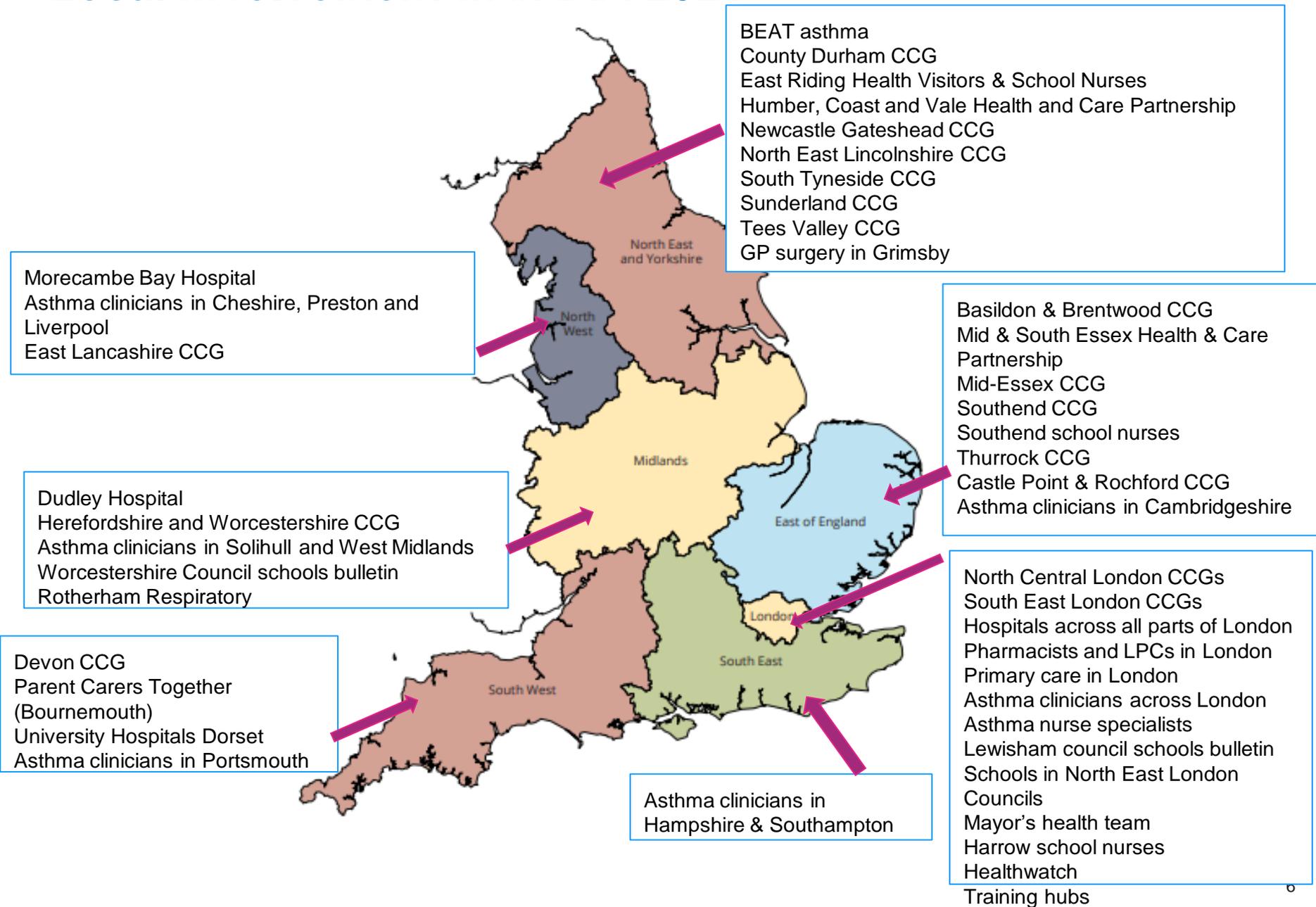


Barnet
Clinical Commissioning Group



North Central London
Clinical Commissioning Group

Local involvement in #AAA 2021



Campaign engagement

✨ What a week! ✨

Thank you to everyone who's contributed to #AskAboutAsthma week - whether that be through attending the @HealthyLDN conference or engaging with the podcasts. I hope everyone's taken something away from it & understands the importance of asthma care in CYP! – Young patient representative

Over 260 downloads of our daily themed [blogs](#) – two most downloaded:

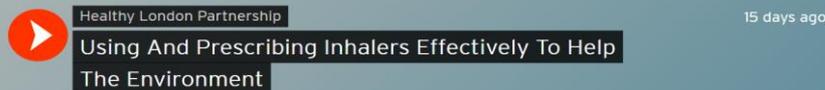
[A day in the life of a paediatric respiratory nurse specialist](#) by Claire Jackman, Royal Brompton Hospital

[Setting up a regional CNS asthma network](#) by Emily Guilmant-Farry, Children's Community Asthma Nurse Specialist, Newham, London

Over 230 people attended the one-day conference and over 345 attended a [webinar](#). Highest attendance for [Nurse-led delivery of excellent CYP asthma care](#) led by asthma CNSs Emily Guilmant-Farry, Alison Summerfield, Sarah Latham and Natasha Brennan with a case-based discussion on best practice from a nursing perspective.

273 people completed SurveyMonkey evaluations with 99% respondents rating the events as good or excellent

A further 208 downloaded the webinar recordings



Over 235 downloads of [podcasts](#) - most downloaded was [Encouraging behaviour change in teenagers](#) with Rob Horne, Professor of Behavioural Medicine at UCL

#AskAboutAsthma social media

clare twigg-peckham @cl... Sep 23
 Love this @UHMBT
 @PaedResp_UHMBT
 @MorecambeBHCP @MBResp we
 need to promote this please !

NHS County Durham CCG ... Sep 26
 ⚠️ 1 in 11 children and young people
 in have #asthma but less than half of
 them have an asthma management

NHS England and NHS Improvement
 23 September at 15:00
 'Despite taking my asthma inhalers regularly, as my regime prescribed, I found that using my inhalers properly was the key to keeping my asthma well controlled. Learning the correct technique by using a spacer helped me ensure that I was effectively breathing in the full dosage of my inhaler medication.'
 NHS Youth Forum advisor Aishah shares the steps she's taken to help improve her life and manage her asthma more effectively.
 1 in 11 children and young people are affected...
 See more

NHS Herefordshire & Worcester ... Sep 29
 1 in 11 children and young people in
 have #asthma but less than half of
 them know how to use their inhaler

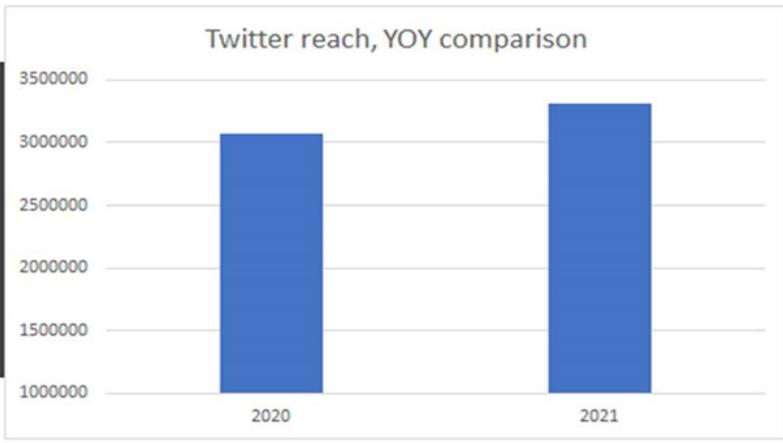
South Tyneside CCG @STy... Sep 26
 If a child has a personalised asthma
 action plan, they are four times less
 likely to have an asthma attack that

NHS Devon CCG @NHSDevo... Sep 20
 This week is National Asthma
 Awareness Week. Did you know that 1
 in 11 young people have asthma?

Mid and South Essex Health... Sep 29
 If your child has asthma it's important
 they have an asthma plan to help you



Twitter continues to be highly successful at reaching people. There was an 8% growth in reach of Ask About Asthma hashtags.

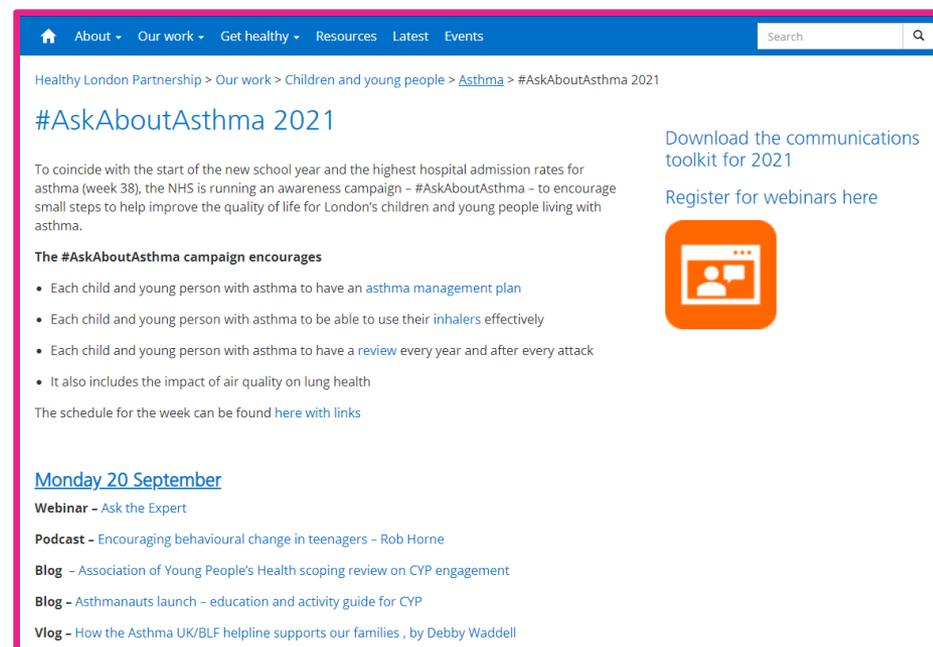
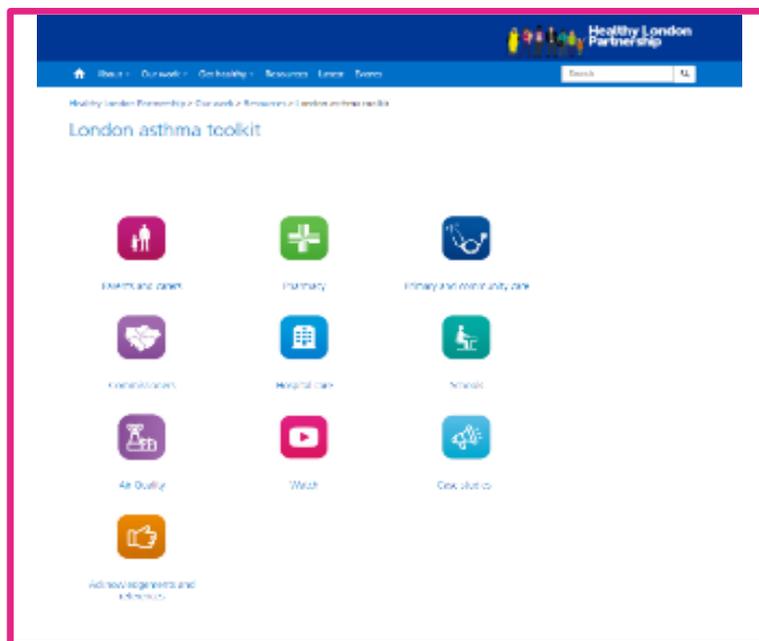


LinkedIn
 2291 impressions
 2.25% engagement rate

Twitter 3,291,886 reach of #AskAboutAsthma hashtag
 (#AAAsharethemessage potential reach of 347,134) **732** contributors

Engagement with London asthma resources

Page views from 1 Aug to end Sept	2017	2018	2019	2020	2021
#AskAboutAsthma campaign page	-	6804	1202	1203	2724
Asthma toolkit	6114	1853	1789	2908	882 *



* The toolkit was not a main focus for 2021 campaign)

Support from North East London ICS

Newsletter and resources sent out to Trust staff, schools, pharmacy...

Barts Health 4 Asks for #Askaboutasthma

See our [Online Asthma Resources](#) to help support asthma management

1. Make sure they have correct diagnosis and on treatment: [Barts Asthma Guidance](#)
 Make sure all children with [asthma/wheeze/allergy](#) should be discharged can be done on [CRS](#). *This year 55% of children who attended Tower Hamlets asthma clinic did not have an asthma/wheeze plan. A weaning plan is not needed as this prevents a hospital admission by 4 folds.*
2. Make sure they have a [Patient Information Leaflets](#) includes weaning plan
3. Make sure you have [Asthma Action Plan](#)

Some Useful Online Resources

- [What is asthma?](#) – this handy video explains what asthma is
- [Barts Health Asthma and Wheeze Guidance](#)
- [Using your peak flow meter](#) – a technique to help you monitor your asthma
- [Look at your spacer](#) – how to use it correctly
- [Using your inhaler](#) – how to use it correctly
- [Introduction to asthma](#)

School email

Please help promote Asthma awareness by sharing this information in CYP in Tower Hamlets

The 3 key messages are:

1. [Make sure you have the correct spacer](#)
2. [Make sure you have your Annual Asthma review](#)
3. [Make sure you Have an asthma plan](#)
[Make sure you use your preventer](#)
[What to do in an emergency](#)

Here are some posters you can display around school

Could you share with parents #AskAboutAsthma Monday 20 September at 4pm a free LIVE online session for parents and guardians to put their questions to the experts on how schools can be more 'Asthma Friendly'. You can find out more and sign up on the [BEAM website](#).

School Asthma/Wheeze Newsletter

August 2021: [Click on the underlined Hyperlinks to see more](#)

The September return to school is a peak time for asthma attacks

YOU CAN PROTECT YOUR CHILD BY FOLLOWING THIS ADVICE

- Take your preventer (brown, purple or orange inhaler) with a spacer EVERY DAY – this calms lung inflammation, prevents attacks, and reduces symptoms.
- Take your spacer home and wash it (you should get a new one every year) – school aged children don't need a masked spacer, and do better with a mouthpiece.
- Make sure you have a wheeze/asthma/allergy plan at school and home.



[How to use a spacer under 5](#)

[How to use a spacer over 5](#)

[Check you know how and when to wash and use your spacer](#)



Changes to school Nurse reviews

School Nurse will not be doing Asthma reviews in school this will be done yearly by the GP at your annual review.

Every child will have a Standard Asthma plan that school will provide and you will need to sign. **Make sure you give a copy of your individual Asthma Plan from your Review to the school.**

School nurses will still be doing Allergy Plans which needs to be updated yearly.

[Back to school Advice on Asthma](#)



Hayfever triggers asthma

TREATING YOUR HAYFEVER TREATS YOUR ASTHMA

- Take your hay fever medication and nasal spray daily in the summer months when the pollen is high

[Contact your GP or Nurse if your hay fever is not controlled](#)



When your asthma/wheeze gets worse

FOLLOW YOUR ACTION PLAN

- Think:** Are they coughing or wheezing? Breathing difficulty? Tight chest?
- Intervene:** Reassure the child, sit them upright and slightly forward.
- Medicine:** Give 10 puffs of the blue inhaler using a spacer.
- Emergency:** If there is no improvement or if you are worried call 999. If you're waiting for an ambulance give another 10 puffs of salbutamol.



ADRENALINE PEN and not getting better? IF IN DOUBT – USE IT!!!!
 There may be no signs as the signs of an anaphylaxis (severe allergic reaction) may not always be obvious.

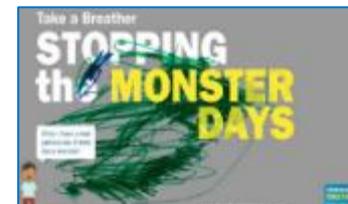
NEED YOUR BLUE INHALER MORE THAN 10 PUFFS EVERY 4 HOURS?

See your GP or hospital asthma team - you may need extra medication or even hospitalisation

[Make sure you know how to use your auto injector pen \(EXT, EPIPEN\)](#)



Sister Tori Hadaway August 2021



Ask about asthma from 20th of September onwards is when we see the most exacerbations of asthma and wheeze with the return to school.



Make sure you are prepared for Annual Asthma Reviews

Read the [Asthma Guidelines](#) Barts Health information leaflet with weaning plan and [Asthma & Allergy Recourses](#).

Remember: Associate Nurse Practitioners GP Care group Hub

Report of all the children with Asthma and wheeze that have presented to hospital and call them 148 hours and triage symptoms

Children who have acute symptoms and need to be referred back to hospital symptoms and not able to wean salbutamol needs GP face to face
 Green: Improving symptoms

Review at 1 month with Practice if it is their first presentation. Review inhaler technique, medication up take, asthma/wheeze plan, ? Changes in diagnosis. Essential information for teaching CYP and families about asthma

Review or an admission they will be reviewed in Specialist Asthma Clinic.

Make sure every child has an asthma/wheeze/allergy plan

Management Plans These plans are used across NEL to prevent confusion for CYP.

Essential information helps children, young people and their family understand their condition. Every child with asthma and wheeze should have a management plan. It prevents hospital admission by 4 folds.

They should be given yearly or if medication has changed and a copy should be at school. [How to write an asthma/wheeze plan](#)

Document templates	Name	Description	Type
Tower Hamlets Clinical Effectiveness Group	0-5 yrs Asthma Wheeze Action Plan CEG (RP) v2	Children, wheeze, inhaler	Document Template
	6-13yrs Asthma Action Plan CEG (RP) v1	Children, wheeze, inhaler	Document Template
	AMP EpiPen no asthma CEG (RP) v1	Allergy management, nit.	Document Template
	AMP EpiPen with asthma CEG (RP) v1	Allergy management, ast.	Document Template
	AMP Just no asthma CEG (RP) v1	Allergy management, no.	Document Template
	AMP Just with asthma CEG (RP) v1	Allergy management, ast.	Document Template
	AMP Inhaled to moderate CEG (RP) v1	Allergy management, nit.	Document Template
	AMP Inhaled to severe CEG (RP) v1	Allergy management, nit.	Document Template
	Asthma Action Plan CEG (RP) v1		Document Template
	Diabetes Results Letter CEG (RP) v2	mail merge, letter, diabet.	Document Template
	Learning Disabilities Health Action Plan CEG (RP) v3	added men's health system.	Document Template
	TEST		

Document-Create letter-Search magnify glass-Tower Hamlets Clinical effectiveness Group



If you have any questions or concerns please contact Tori Hadaway Community Children Specialist Asthma Nurse
 07591989962 TH.paedasthmanurse@nhs.net

Support from North Central London ICS

30 September 2021

NCL System Update

« back to cover page

NCL promotes Ask About Asthma week

The #AskAboutAsthma track record of support to share good practice in asthma care.

Why I proudly support #AskAboutAsthma 2021

 **Sam Rostom**
Sam Rostom, Programme Director, Children and Young People, North London Partners in health and care

NHS North Central London ... Sep 26

#AskAboutAsthma - three key messages for good asthma care:

1. make sure you have an asthma action plan in place
2. ensure that you/your child have the correct inhaler technique
3. make sure you have an annual asthma review @nclstp @HealthyLDN

More info northlondonpartners.org.uk/askaboutasthma



NORTH LONDON PARTNERS in health and care 

Does your child have asthma?
Your child will need:

-  **an asthma management plan**
-  **the correct inhaler technique**
-  **an annual asthma review**

What you can do:

- 1 Ask your GP or school nurse for an asthma
- 2 Ask your pharmacist, GP or nurse how to use their inhaler correctly
- 3 Ask your GP, asthma nurse or consultant for an annual asthma review for your child

Three important steps can prevent emergency admission to hospital and save a life.

Thanks to Healthy London Partnership for the poster idea

SEP 16
2021

I am once again really proud to be supporting a campaign which, this year, is running from 20th – 26th September. This is the perfect time to remind ourselves about asthma care as it coincides with returning to school and is also a time when hospital admissions for asthma increase.

Asthma. Why are we talking about asthma?

 **Dr Oliver Anglin**
Camden GP, Consultant Paediatrician for north central London, and for north central London people's asthma

The Three Pillars of Asthma Management

 **Dr Shubhasree Mukherjee FRCPCH**
Dr Shubhasree Mukherjee FRCPCH, Consultant Paediatrician with a special interest in Paediatric Allergy, Immunology and Respiratory Medicine, North London Partners in Health and Care Foundation

Ask about asthma

#AskAboutAsthma week took place from Monday 20 to 26 September. It is the perfect time to remind ourselves about the key messages for good asthma care as it coincides with returning to school and is also notably, the month where hospital admissions for asthma increase.

Improving asthma care in Camden

 **Shema Begum**
Strategic Commissioning Manager



Home About us Health and care services

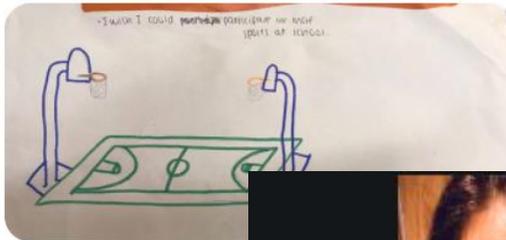
- NCL-response-to-Covid-19
 - COVID-19 vaccinations in North Central London
- Digital
 - Review of adult elective orthopaedic services

Support from North West London Hospitals



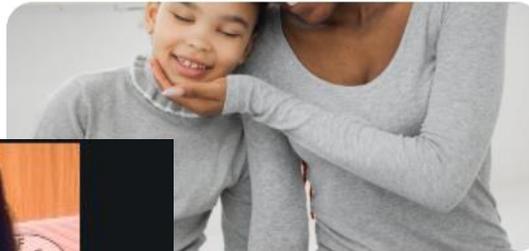
Connecting Care @CC4CLondon Sep 23

Sport themes recurred today: one young person with asthma drew this picture of how their symptoms restrict their ability to play school sports 🏀🏐🏈
[#AskAboutAsthma](#) @CHAHasthma
 @asthmauk @AllergyAsthmaHQ
 @PaedAsthma



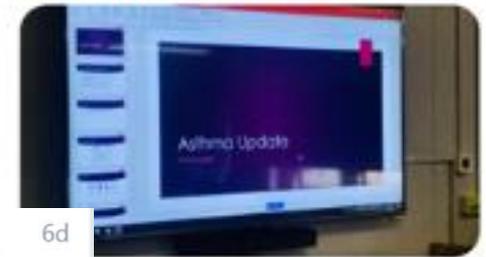
Connecting Care @CC4CLondon Sep 22

Today we talked to parents of children with asthma. Key themes were how frightening the first asthma attack is and what a long journey it can be to getting your child's asthma under control - let's see what we learnt... [#AskAboutAsthma](#) [#parenting](#)
 @CHAHasthma @HealthyLDN



Connecting Care @CC4CLondon 5d

As part of our @ImperialNHS [#Week38](#) campaign, our paediatric trainees were given a fantastic talk this afternoon by Dr Zainab Awan on asthma care! [#knowledgeispower](#)
[#AskAboutAsthma](#) @Imperialpeople
 @CHAHasthma @asthmauk



View original Flag media



Connecting Care @CC4CLondon
 Guess whose back - Dr Josie Elliott, FY1 @ImperialNHS - I'm hoping to be back running the @CC4CLondon Twitter account for a second week as we discuss [#Week38](#) and all things asthma! 🎉🎉🎉
[#AskAboutAsthma](#) [#Week38](#) [#MedTwitter](#) [#WatchThisSpace](#)

Connecting Care @CC4CLondon 6d

Today we talked to young people with asthma about what advice they would give to patients receiving a diagnosis of asthma for the first time. Here's what we learnt...
[#AskAboutAsthma](#) [#SharingsC](#)
[#Week38](#) @asthmauk @Imperial
 @CHAHasthma @HealthyLDN



Connecting Care @CC4CLondon Sep 23

One of our favourite tips came from a child who said 'Don't feel like an outsider - lots of people have asthma so you're not alone.' What advice would you give to a child recently diagnosed with asthma? 🤔
[#AskAboutAsthma](#) @HealthyLDN
 @ImperialCharity @asthmauk
 @BeatAsthmaUK



Connecting Care @CC4CLondon

'He starts coughing and properly' - one parent to terrifying'. It's important to remember this is for parents as well one young child drew the mother crying when he has an asthma attack [#AskAboutasthma](#)



Royal Brompton and Harefield @RBandH · Sep 21

For [#AskAboutAsthma](#) week, our paediatric respiratory nurse specialist, Claire Jackman, shares a typical day in the life of an asthma nurse in a special [@HealthyLDN](#) blog.

Read Claire's blog here: healthyldn.org/our-work/child...



Support from South East London ICS

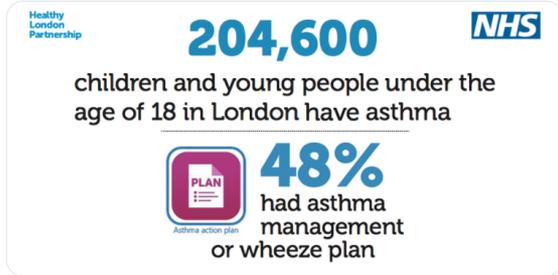
Evelina London @EvelinaLondon · Sep 20
 Are you a parent or carer looking for support with your child's asthma?
 Watch a video with advice about how to seek help: [youtube.com/watch?v=VizhD7...](https://www.youtube.com/watch?v=VizhD7...)

#AskAboutAsthma



Evelina London @EvelinaLondon · Sep 21
 It's #AskAboutAsthmaWeek, which is a great time to learn about how we can help children, young people and families to manage the condition.

Watch Mya's poem for some tips, including the importance of having an #asthma management plan. [youtube.com/watch?v=XfAZ2b...](https://www.youtube.com/watch?v=XfAZ2b...)



Evelina London @EvelinaLondon · Sep 24
 To mark #AskAboutAsthma week, read a blog by one of our asthma clinical nurse specialists.

Learn why Ashira is passionate about helping children and young people to manage their #asthma:
bit.ly/WhatDoYouDoAsh...

#AAAsharethmessage

#NHS #Nursing #TeamEvelina



Ask about Asthma 2021 – CYP webinars

NHS England Children and Young People's Team are running daily webinars from 20 - 24 September 2021 as part of #AskAboutAsthma 2021. These focus on children and young people's asthma care.

south east London update for GP practices

South East London Commissioning Group



September 2021

What is your current role?

I am one half of Evelina London's asthma clinical nurse specialist (CNS) team. I work alongside other health professionals including

Support from South West London

#AskAboutAsthma 2021

- Know how to use your 
- Know your asthma action plan – take your regular preventer treatments.
- After an acute attack – have a check up  later with your GP
- Overuse of  means your asthma is poorly controlled – Arrange an urgent check up
-  Being careful with germs may reduce the risk

View original

St George's NHS FT @StGeorgesTrust
This week's #AskAboutAsthma Week coincides with people returning to education. It encourages small improvements in the quality of life of those living with asthma. Our Paediatric Nurses have provided some...

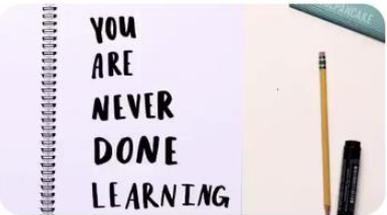
St George's NHS FT @StGeorgesTrust Sep 21
As part of the campaign, there are webinars, podcasts, blogs and ongoing social media activity this week as well as a virtual conference on Thursday 23 September arranged by @HealthyLDN @NHSEnglandLDN.

Find out more [#AskAboutAsthma](#)

[ndon.org/our-work/child...](#)
♥ 4
thread

CHAH Asthma @CHAHAst... Sep 24
Good verbal discussions on smoking cessation are essential. It's not enough to say "I smoke outside". We always signpost parents and carers to local support services [#AskAboutAsthma](#)

CHAH Asthma @CHAHAst... Sep 24
"the only thing better than education is re-education + re-education + re-education." Love this philosophy! [#AskAboutAsthma](#)



children and young people under the age of 18 in London have asthma

23% of children and young people with asthma live with someone who smokes



NHS
Croydon Health Services
NHS Trust

#AskAboutAsthma week we delivered an Update to the Paediatric Nurses at University Hospital. This session covered Inhaler technique and the use of personalized asthma action plans.

Jakki's busy following up our high risk patients today..

#ASHABOUTASTHMA

Asthma @CHAHAst... Sep 21
As part of our new referrals, we also have over 70 high risk asthma patients on our caseload. Today Jakki has been following up some of our patients by telephone to check their symptom control [#Week38](#) [#AskAboutAsthma](#)



Innovative support from Croydon at Home



chahasthma • Following
Croydon Community Health Services

chahasthma INHALERS | Look at these cuties; they're helping us out for #AskAboutAsthma week! Can you see how happy the Preventer inhalers are? 😊 That's because they are taken every day + love keeping little lungs & airways healthy. But the blue inhaler is sad! 😞 Why? 🤔 because he knows that if he is used too often, it means that his owner's asthma probably isn't Remember...to sign of poorly! it more than to a review with y #Asthma #AsthmaInhaler #RescueInhaler #PreventerInhaler



chahasthma • Following
Croydon Community Health Services

chahasthma INHALER TECHNIQUE

Here's some facts about inhaler techniques that you might not know:

- 📌 An audit by the Healthy London Partnership found that only 70% of children they surveyed had had an inhaler technique check in the last 12 months
- 📌 Studies show that many people get their inhaler technique wrong (this includes health care professionals too!)
- 📌 If you have a standard MDI (metered dose inhaler) you should ALWAYS use a spacer, no matter what!
- 📌 Always use an MDI from a distance

14 likes

chahasthma #AskAboutAsthma
□□□□□□□□□□

And we're off guys!
It's #AskAboutAsthma week, which is #Week38 of the calendar year, and our busiest time of year for emergency asthma admissions

- We are taking part in the Healthy London Partnership and NHS England London's fourth public awareness campaign #AskAboutAsthma to encourage small steps to improve the quality of life for children and young people living with asthma in London.

The campaign focuses on 3 simple steps to help children and young people manage their asthma:



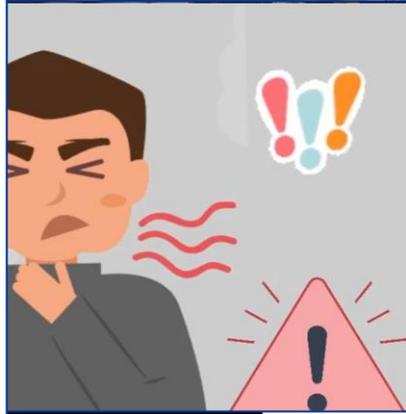
chahasthma Croydon Un

chahasthma ran a Paed nurses, stu assistants

This co #AskAbout were teach asthma ba

- 🌟 Asthma
- 🌟 Preventer
- 🌟 Inhaler

Here's Jak an inhaler #AskAbout



chahasthma • Following
Croydon Community Health Services

chahasthma ASTHMA ATTACK!

- ⚠️ We should never, ever normalize or minimize an asthma attack. ⚠️
- ⚠️ It's a sign that something has gone wrong, or that asthma treatment is not working
- ⚠️ An asthma attack is a red flag and should always trigger an urgent asthma review
- ⚠️ This (ideally) should be with your GP or asthma nurse.
- For more information on recovering

38 views



chahasthma • Following
Croydon Community Health Services

chahasthma ACTION PLAN

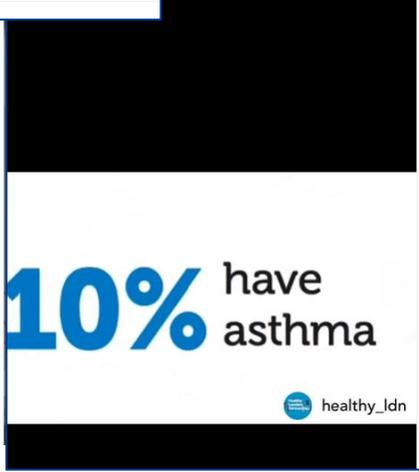
Rosie the Bear is our @chahasthma mascot, and here she is showcasing an asthma action plan!

Does your child have one?
It's a simple self management plan which tells you when and how to give them their inhalers.
It also explains what to do when your child's asthma is getting worse

An asthma action plan also outlines what their asthma triggers are and how to avoid them

Research shows that you are less likely to

Liked by healthy_ldn and 20 others
SEPTEMBER 21



chahasthma Ask About Asthma

Posted @withregram • @healthy_ldn
It's #askaboutasthma week.
What important asthma message would you share? Check out the full video on our IGTV!

4w

National organisational support



PCRS @PCRSUK

2d

The recently launched [#AskAboutAsthma](#) campaign from Healthy London Partnership encourages children and young people to have an asthma action plan, to be able to use inhalers effectively and to have an annual review.

Find out more ow.ly/cqci50Gcxuz



The Academy of Fabulous Staff website header includes: Home, About Us, FAB Staff, Resources, and Ambassadors.

AskAboutAsthma

Healthy London Partnership

#AskAboutAsthma

- Less than half of children and young people with asthma have an asthma management plan
- Many children and young people do not use their inhalers correctly or use a spacer device
- An annual asthma review is a good way of checking on your asthma and getting you the right treatment

ASK your GP or asthma nurse for an asthma management plan

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

ASK your GP or asthma nurse to review your asthma



Asthma UK @asthmauk

6d

One in 11 children in the UK are affected by asthma. The [#AskAboutAsthma](#) campaign is raising awareness of managing asthma well, including following an asthma action plan, using inhalers effectively and attending asthma reviews. Check out more advice here: bit.ly/39sw5L2



AllergyUK: Thirty years of supporting people living with allergy

#AskAboutAsthma 2021

In 2021 #AskAboutAsthma is more important than ever because of the effects of Coronavirus and the prospect of possible further winters.

This year's campaign, co-ordinated by the Healthy London Partnership, runs from 20th - 26th September and includes webinars, podcasts, blogs, social media and a virtual conference.

Our Head of Clinical Services, Amena Warren, has contributed a blog to the campaign which explains how allergic symptoms can be triggered by house dust mites - Discover

Published: 24 Sep 2021

Share this

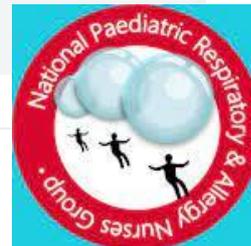
From: McMurray, Ann <Ann.McMurray@nhslothian.scot.nhs.uk>
Sent: 10 September 2021 15:39
Subject: NPRANG email

Dear Members

#Askaboutasthma

Don't forget to register for the FREE events
 #AskAboutAsthma week is 20th - 26th September. The campaign aims to share best practice, highlight innovation and bring people working in CYP asthma together, along themselves. It focuses in particular on 3 areas, encouraging children and young people to:

- Have an asthma review every year and after every attack
- Ensure their inhaler technique is right



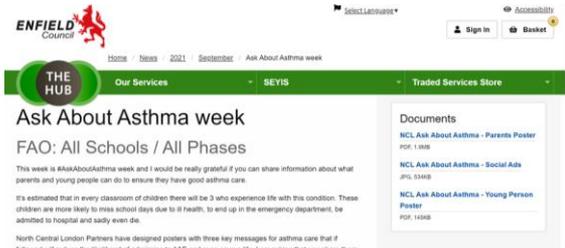
RCPCH_and_Us 7,109 Tweets

RCPCH_and_Us @RCPCH_and_Us · 24 Sep
 Another great [#AskAboutAsthma](#) resource is this podcast by @YPHealth from the brilliant piece of [#asthma](#) work from earlier in the year that children and young people from @RCPCHtweets supported!

YPHealth Partnership @YPHealth · 24 Sep
 In a new podcast about our asthma work with @raceequality, @GypsyTravellers & @RCPCH_and_Us a young person shares their reflections on why engagement with different communities is important & what they value in their asthma care. [#AskAboutAsthma](#) ayph.org.uk/lets-hear-from...

RCPCH_and_Us @RCPCH_and_Us · 24 Sep
 Thanks for sharing @NACAPaudit and for involving children, young people and families in the audit through @RCPCHtweets. They are working on lots of great ideas to support improving [#asthma](#) care, more to follow! [#AskAboutAsthma](#) @wheezylikesund1 @heretolearnkids @HealthyLDN

Local authority and school support



Camden Learning Headteachers' Bulletin

Clean Air for Camden Schools

Harrow Council

Log In / Register

Home | Latest news | #AskAboutAsthma - Harrow joins campaign this 'asthma season'

#AskAboutAsthma – Harrow joins campaign this 'asthma season'

Harrow Council is supporting a London-wide campaign this September to improve the health of young people who live with the condition.



This year's campaign was recently launched by Healthy London Partnership and the NHS in London and is supported by the Mayor of London.

Cllr Krishna Suresh, Harrow's Cabinet Member for Public Health and Equalities, said:

“We know that most asthma related admissions to hospital for children occur in September. We want to encourage young people, teachers, carers and parents to understand the risks asthma poses and be aware that these can be particularly acute at this time of year.”



Ask About Asthma 2021

September, the start of a new school year and typically the month in which the number of children with asthma admitted to hospitals rises. To ensure Asthma is under control during the COVID pandemic we are supporting the national #AskAboutAsthma campaign – to encourage families and professionals to take small steps to help improve the quality of life for children and young people living with asthma.

Asthma is the most common long-term medical condition affecting children and young people (CYP). 1 in 11 CYP in the UK are affected by the condition, around 3 in every classroom – meaning approximately 15, 500 CYP have asthma in Herefordshire and Worcestershire. Poorly controlled



St Paul with St Luke C of E Primary School

Website: www.spsl.towerhamlets.sch.uk

Email: admin@spsl.towerhamlets.sch.uk

Twitter: @stpaulstluke

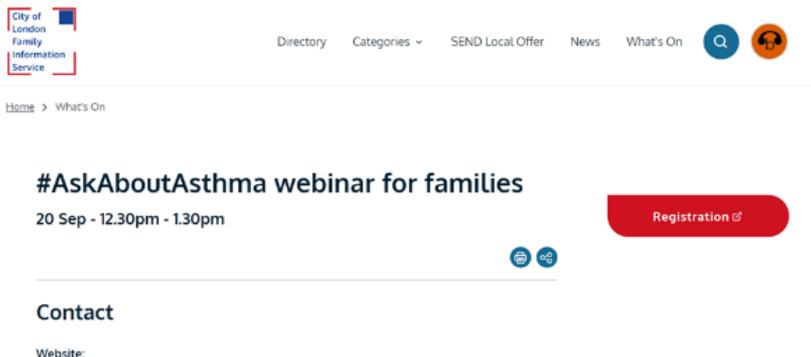
<https://www.facebook.com/spslschool>

17th September 2021

Jesus said "Love one another as I have loved you"

#AskAboutAsthma

**Ask The Expert CYP and Families webinar
(Monday 20 September 12.30 – 13.30)**



www.healthylondon.org/our-work/children-young-people/asthma/askaboutasthma-2021/ for more information. Thank you.

This September, to coincide with the start of the new school year and the peak of hospital admission rates for asthma (week 38), NHS England London are running their fourth public awareness campaign #AskAboutAsthma. Please find the link <https://www.healthylondon.org/our-work/children-young-people/asthma/askaboutasthma-2021/>

Conclusions

- Feedback shows that the campaign was well received, with many more CCGs and ICSs nationally getting involved despite Covid-19. Fewer patient facing events took place this year due to the pandemic.
- Attendees welcomed the fact that #AskAboutAsthma took place, was well planned and executed. There were many requests for more educational events like this.
- The variety of content (podcasts, webinars, blogs and social media) engaged participants. There has been positive feedback that all content is available on the HLP website
- Participants particularly appreciated sessions that focused on case studies. They requested longer Q&A sections in future, indicating that interaction during events is positive for this group
- In terms of future content, there were requests for a focus on data/digital, pharmacy in the main conference, adherence, MART, management of asthma in community settings, integration of services including schools (and the value of school nursing), in rural as well as urban areas, promotion of a standardised approach, practical support (e.g. business cases), looking at asthma in under-5s, and air quality – internal and external triggers.
- There are clear benefits of holding the events virtually, but a number of respondents mentioned they would appreciate face to face events as well

Next steps

Working with ICSs to increase the number of Local Authorities involved with #AskAboutAsthma, particularly in relation to school nursing, health visiting and social prescribing

Increasing involvement of ICSs England-wide, including feedback on this year's campaign and what they'd like to see in 2022

Start planning for 2022 campaign in March, determining theme and strategy

#AskAboutAsthma can also be promoted throughout the year:

- Start of hayfever season in April reminding that pollen is an asthma trigger
- World Asthma Day in May
- Working with schools to remind CYP about good inhaler use over summer holidays June/July
- Clean Air Day in October – linking to air quality more generally, including housing
- At the start of the flu vaccination period October/November
- Supportive material launched when there is an asthma death and inquest