



Kickstarting the #RightInhalerImage Campaign

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Context: Images used by mainstream and medical media frequently portray incorrect/inappropriate inhaler use, continually re-enforcing poor health messages to people with asthma or other respiratory disease and health professionals who are not experienced in respiratory care – as well as the general public. We convened a group of respiratory healthcare professionals and patient representatives from across the UK who united to address their concerns about media portrayal of inhaler use.

Analysis of the problem: Inhalers deliver vital medicine to the airways of people with respiratory disease but are not always easy to use. Incorrect use reduces delivery of medicine to the airways, resulting in sub-optimal disease control. It is unrealistic to expect those who publish images of inhalers to understand the intricacies of each device, what type of medicine it contains and how it should be used. However, there are core messages that could easily be reflected in the choice of image that would accurately inform those who view them.

Strategy for change:

We devised a campaign focusing on a simple strategy (see Fig 1) to kickstart conversations and role-model desired behaviours. Images should portray:

1. Correct use of a device appropriate to the individual
2. Use of preventer inhalers

We produced a [toolkit](#) containing a range of [resources](#) to raise awareness of the problem and to offer alternative images for media publications and clinical teaching (see fig 2 for example).

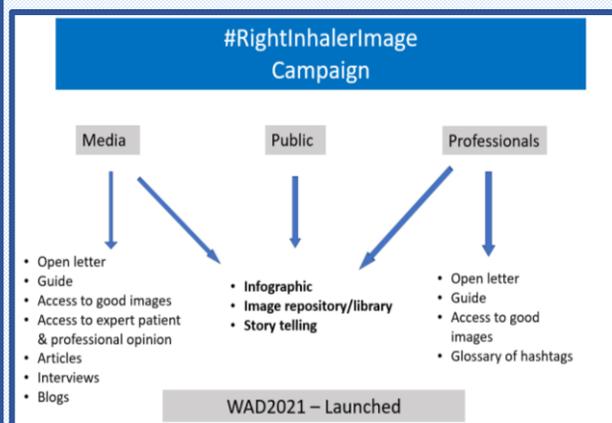


Figure 1

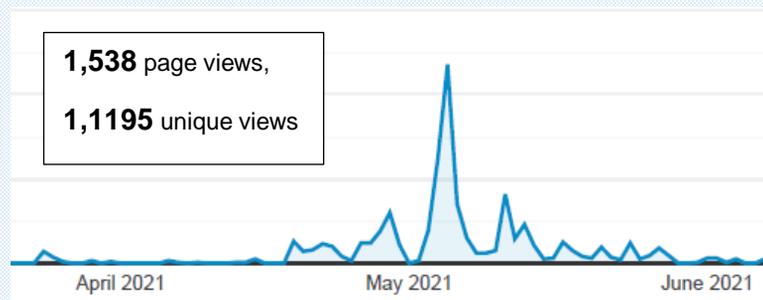


Figure 2

Evaluation:

Over 70 healthcare professionals, patients and voluntary sector representatives from 25 organisations signed up to promote the campaign (see Box 1).

There was wide engagement on social media platforms on launch day **5 May for World Asthma Day**, including from the World Health Organization which wishes to raise global awareness.



Next steps: We are working with a partner organisation (IPCRG) to continue to raise awareness and build on our campaign and to develop an image repository that will be freely available to all.

For further information see the current webpage <https://www.healthylondon.org/rightinhalerimage-campaign/>

Including Primary Care Respiratory Society, NPRANG, Asthma UK/ British Lung Foundation, UK Inhaler Group, ARNS, Royal College of Nursing, Royal College of GPs, Queen’s Nursing Institute, SAPHNA, International Primary Care Respiratory Group, British Thoracic Society/ Respiratory Futures, Royal Society of Paediatrics and Child Health, NHS England & NHS Improvement

Box 1