

## #AskAboutAsthma Campaign Toolkit

NHS England's #AskAboutAsthma campaign week is taking place **9 - 15 September**, ahead of the rise in asthma attacks for children and young people as they return to school. The campaign aims to raise awareness around childhood asthma and how to manage it, with this year's theme focusing on supporting children and young people with asthma to live their best lives. The campaign will encourage simple changes to children and young people's care that will make a big difference to how they experience their asthma.


In this toolkit, you will find a range of resources to promote the campaign locally, helping to spread awareness about asthma care for children and young people.


This toolkit includes promotional materials such as social media graphics and messaging, posters and suggested copy for newsletters, bulletins and webpages. You can also find useful resources for professionals to support children and young people with managing their asthma.


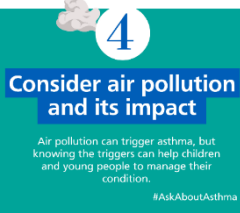
Throughout the week, there will be webinars, podcasts, blogs, vlogs, social media activity and a one-day virtual conference, available for all health and social care staff to attend. [Click here to view the full schedule](#). Instructions on how to join can be found via the [NHS Ask About Asthma campaign website](#).

## Social media and newsletter copy / resources for #AskAboutAsthma week

Date	Channel	Topic	Copy	Graphic/ Link
Friday 30 August  One week before children return to school	Facebook/ Twitter (X)	<b>Ahead of children returning to school:</b>  Top tips for managing asthma before returning to school	Ahead of children and young people returning to school after the summer holidays, when there is typically a rise in asthma attacks, these four asks will support you in getting the right care for your child. <a href="https://staffsstokeics.org.uk/asthma-and-respiratory/">https://staffsstokeics.org.uk/asthma-and-respiratory/</a> #AskAboutAsthma	<a href="#">Download video: Good asthma control</a>
Friday 30 August  Two weeks before #AAA campaign week	Internal Staff Bulletins	<b>Introduction to the campaign</b>  (Staff, partners and stakeholders)	<b>#AskAboutAsthma 2024: Helping children and young people to live their best lives</b>  Ask About Asthma returns for its eighth year in September 2024. This year's #AskAboutAsthma campaign encourages simple changes to children and young people's care that will make a big difference to how they experience their asthma. The campaign will run from 9 - 15 September, ahead of children and young people going back to school next week, when there is typically a rise in asthma attacks. NHS England are running daily webinars throughout the week that will focus on children and young people's asthma care, to ensure they are living their best lives. <a href="#">Please find the full week's schedule.</a>  <a href="#">You can find further information about the webinar sessions and how to register your place on the campaign webpage.</a>	Link to SSoT ICS webpage: <a href="https://staffsstokeics.org.uk/asthma-and-respiratory/">https://staffsstokeics.org.uk/asthma-and-respiratory/</a>
Weds 4 September	Internal Staff Bulletins	<b>Promote webinars for the following week</b>	<b>#AskAboutAsthma 2024: Helping children and young people to live their best lives</b>  The NHS sees a rise in asthma attacks when students go back to school in September after the summer holidays. This year's #AskAboutAsthma	Link to ICS webpage: <a href="https://staffsstokeics.org.uk/asthma-and-respiratory/">https://staffsstokeics.org.uk/asthma-and-respiratory/</a>

		(Staff, partners and stakeholders)	<p>campaign is taking place 9-15 September, to spread awareness of simple changes that can be made to children and young people's care, and top tips for managing asthma, as students return to school.</p> <p>NHS England are hosting daily webinars next week that will focus on children and young people's asthma care. These events are designed for stakeholders treating or supporting children and young people with asthma to use existing tools and work together to help them live their best lives.</p> <p><a href="#">You can find a range of materials to support the promotion of the campaign, and more information about joining the webinar sessions here.</a></p> <p>You can also find details and register for this year's <a href="#">one-day virtual conference</a> which is being held on Thursday 12 September 2024.</p>	
Monday 9 September	Facebook/ Twitter (X)	<b>Day 1 of campaign:</b>  Intro to AAA week	<p>The NHS sees a rise in asthma attacks when students go back to school in September after the summer holidays. #AskAboutAsthma is all about helping children and young people with asthma to live their best lives and have the right knowledge to manage their asthma. Here are four steps to help children and young people to manage their asthma and stay safe <a href="https://shorturl.at/tkLv5">https://shorturl.at/tkLv5</a></p>	<a href="#">Download video: Helping children and young people to live their best lives</a>
Tues 10 September	Facebook/ Twitter (X)	<b>Day 2 of campaign:</b>  Get an asthma action plan in place	<p>An asthma action plan has all the information you need to manage a child or young person's asthma. Speak to a GP or asthma nurse if you do not have an asthma plan. Find out more about asthma action plans for children and young people- <a href="https://staffsstokeics.org.uk/asthma-and-respiratory/">https://staffsstokeics.org.uk/asthma-and-respiratory/</a> #AskAboutAsthma</p>	<a href="#">Download graphic: Asthma action plan</a>  
Weds 11 September	Internal Staff Bulletins	Understand how to use inhalers correctly	<b>#AskAboutAsthma 2024: helping children and young people to live their best lives</b>	<p>Link to ICS webpage: <a href="https://staffsstokeics.org.uk/asthma-and-respiratory/">https://staffsstokeics.org.uk/asthma-and-respiratory/</a></p>

			<p>This week we are focusing on improving asthma care for children and young people. There is still time to join NHS England's webinar sessions taking place tomorrow, Thursday 12 September and Friday 13 September.</p> <p>Asthma should not limit children and young people's lives in any way, and these sessions will highlight simple changes to children and young people's care that will make a big difference to how they experience their asthma.</p> <p>Further details about registering for the webinar sessions can be found <a href="#">here</a>, along with more information about how you can support with managing a child or young person's asthma care.</p>	
Weds 11 September	Facebook/ Twitter (X)	<p><b>Day 3 of campaign:</b></p> <p>Understand how to use inhalers correctly</p>	<p>#AskAboutAsthma 2024 is all about helping children and young people with asthma to live their best lives. Find more information and useful resources around how to use an inhaler properly - <a href="https://staffsstokeics.org.uk/asthma-and-respiratory/">https://staffsstokeics.org.uk/asthma-and-respiratory/</a></p> <p>#AskAboutAsthma</p>	<p><a href="#">Download graphic: know how to use an inhaler properly</a></p> 
Thurs 12 September	Facebook/ Twitter (X)	<p><b>Day 4 of campaign:</b></p> <p>Asthma attacks and what they might look like</p>	<p>Don't underestimate asthma. When a child or young person under your care has an asthma attack; it doesn't always look severe. Find information on what steps must be taken following an asthma attack- <a href="https://staffsstokeics.org.uk/asthma-and-respiratory/">https://staffsstokeics.org.uk/asthma-and-respiratory/</a></p> <p>#AskAboutAsthma</p>	<p><a href="#">Download video: what an asthma attack looks like</a></p>

<p>Fri 13 September</p>	<p>Facebook/ Twitter (X)</p>	<p><b>Day 5 of campaign:</b></p> <p>Schedule an asthma review</p>	<p>Scheduling an asthma review once a year (and after every attack) can help children and young people to manage their symptoms. Speak to your GP or asthma nurse to book your next asthma review. <a href="https://staffsstoikeics.org.uk/asthma-and-respiratory/">https://staffsstoikeics.org.uk/asthma-and-respiratory/</a></p> <p>#AskAboutAsthma</p>	<p><a href="#">Download graphic: attend your child's asthma review</a></p> 
<p>Saturday 15 / Sunday 16 September</p>	<p>Facebook/ Twitter (X)</p>	<p><b>Day 6/7 of campaign:</b></p> <p>Consider air pollution</p>	<p>Air pollution can trigger asthma. Knowing your child's triggers can help to manage their condition. Visit <a href="https://staffsstoikeics.org.uk/asthma-and-respiratory/">https://staffsstoikeics.org.uk/asthma-and-respiratory/</a> for more information on managing asthma and supporting children and young people to live their best lives. #AskAboutAsthma</p>	<p><a href="#">Download graphic: consider air pollution</a></p> 
<p>Winter prep On-going social media posts</p>	<p>Facebook/ Twitter (X)</p>		<p>Winter and respiratory virus increases will soon be here. If your child has not had a review of their asthma control in the last 12 months, please book a review with their practice to make sure their asthma plan is working for them. Visit <a href="https://shorturl.at/tkLv5">https://shorturl.at/tkLv5</a></p>	<p><a href="#">Download video: Helping children and young people to live their best lives</a></p>

## Suggested webpage copy

We recognise the importance of getting the right care in place for people with asthma and we are encouraging simple changes to children and young people's care that will make a big difference to how they experience their asthma.

For the eighth year in a row, NHS England is running their #AskAboutAsthma campaign from 9 – 15 September, ahead of the rise in asthma attacks for children and young people as they return to school after the summer holidays. The campaign aims to raise awareness around childhood asthma and how to manage it, with this year's theme focusing on supporting children and young people with asthma to live their best lives.

Asthma should not limit children and young people's lives in any way. To support you in getting the right care for your child,

the campaign will promote getting these four asks in place:

1. Get an asthma action plan in place: Your child should have a personalised asthma action plan from their GP, asthma nurse or asthma clinic.
2. Understand how to use inhalers correctly: Getting the inhaler technique right is one of the most important things you can do to help your child stay well. [Here are some useful videos on how to use an inhaler correctly.](#)
3. Schedule an asthma review every year and after every attack: Scheduling an asthma review once a year (and after every attack) can help children and young people to manage their symptoms.
4. Consider air pollution and its impact on lung health: Air pollution can trigger asthma, knowing your child's triggers can help to manage their condition.

## Materials to support the promotion of the campaign

- [#AskAboutAsthma 2024 campaign poster](#)
- [Signs and symptoms of asthma poster](#)
- [Ask About Asthma- Easy read poster](#)
- [Digital backgrounds and waiting room screens display](#)
- Social media still images:
  - [Attend your child's asthma review](#)
  - [Asthma action plan](#)
  - [Know how to use an inhaler](#)
  - [Consider air pollution](#)
- Social media videos:
  - [Good asthma control](#)
  - [Asthma Action Plan](#)
  - [Helping children and young people to live their best lives](#)
  - [What an asthma attack looks like](#)

## **Materials to support better asthma care for children and young people**

### **Resources and useful links for patients:**

- [Count it out- inhaler information and tracker for patients](#)
- [Returning inhalers information poster](#)
- [Children and young people's asthma fact sheet \(online version\)](#)
- [Asthma and Lung UK](#)

### **Resources and useful links for healthcare professionals:**

- [Poster including QR to asthma/lung UK training videos: Using different types of inhalers](#)
- [Local services in Staffordshire and Stoke-on-Trent/ Clinical Pathway and Assessment Tool](#)
- [Asthma Diagnosis Chart in Primary Care for Children and Young People](#)
- [Children's Asthma Treatment Guidelines Under 12's](#)
- [Children's Asthma Treatment Guidelines 12-17-year-olds](#)
- [NHS England – London children and young people's asthma programme](#)
- [The International Primary Care Respiratory Group \(IPCRG\) image gallery](#)