

From kick-start to full steam ahead for the #RightInhalerImage Campaign

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Aim: To improve information for patients, health professionals and the public about use of inhalers by promoting use of images representing inhalers being used appropriately.



Context: Mainstream and medical media frequently portray inappropriate images of inhaler use, therefore re-enforcing poor health messages to people with asthma or other respiratory disease, and those not experienced in respiratory care.

Inhalers deliver vital medicine to the airways of people with respiratory disease but can be complex 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 in the media to understand the intricacies of each device, the medicine delivered and correct usage. However, there are core messages that can help with image choice and send out accurate, clear information.

Description of change/intervention including strategy for change

We convened a large collaborative group of expert respiratory health professionals from across the UK who united to address their concerns about media portrayal of inhalers. [Box 1]

- Devised simple campaign (see Fig 1) focussing on kick-starting conversations and role modelling desired behaviours, relating to 2 core messages:
 - Images should portray:
 - Correct device usage** appropriate to the individual
 - Preventer inhalers** being used
- We produced a [toolkit](#) containing a range of resources raising awareness of the problem and offering alternative images for use in media publications and clinical teaching.
- Launched campaign across social media on World Asthma Day in May 2021.
- Next steps were to continue raising awareness and to engage with a partner.

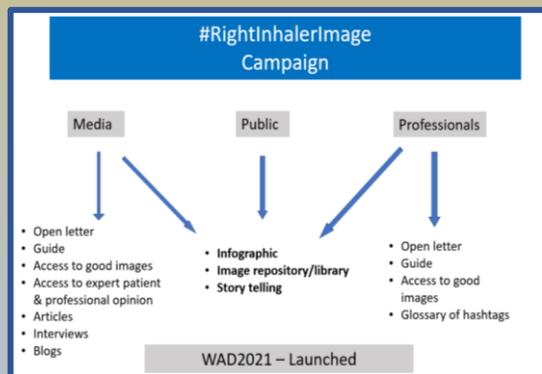
We have collaborated with and continue to support the International Primary Care Respiratory Group (IPCRG) to launch an image repository offering free downloadable images of appropriate inhaler use

Impact:

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 2021 for World Asthma Day**, including from the World Health Organization, interested in raising global awareness. Articles were also released in the press.[2,3]

Figure 1



On launch day, the #rightinhalerimage hashtag was mentioned 363 times

The campaign webpage has attracted:

- 1,125 webpage views
- And of those, 864 unique views.

Since September 2021 – March 2022 the web page has tracked an additional:

+ 109 downloads

+ 31 clickthroughs to external pages and resources



Lessons learned: changing behaviour is complex and harder than you think, clinical champions are key, and messaging needs repeating

Message for others: please share #rightinhalerimage message widely and use appropriate images: <https://www.ipcrg.org/Gallery>

More information: <https://www.healthylondon.org/rightinhalerimage-campaign/> and <https://www.ipcrg.org/Gallery>

Box 1

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