



# #AskAboutAsthma 2022

## Communications toolkit for youth organisations

**#asthmacareforall**

Due to the sad news of the passing of Her Majesty The Queen, the #AskAboutAsthma campaign has been rescheduled as a mark of respect during the period of National Mourning. The new campaign week will take place from 3 – 9 October 2022.

# #AskAboutAsthma 2022 campaign communications toolkit for youth organisations

Updated September 2022

*Please download and share the updated promotional materials within this toolkit to help communicate the rescheduled campaign week of 3 – 9 October 2022.*

One in 11 London children and young people have asthma. There's a lot that you can do to help keep them safe and well while they're taking part in activities under your care; that's why #AskAboutAsthma is back for 2022.

Now in its sixth year, the campaign is about making simple changes that will make a big difference to how children and young people experience their asthma.

**All children and young people** should have an asthma plan, a review every year and after every attack, and know how to use their inhalers properly. They should also be aware of the impact of air pollution on their asthma.

## How can youth organisations help?

Youth groups and organisations play an important part in supporting the overall wellbeing of children and young people. By supporting this campaign, you can encourage and support your kids with asthma to manage their condition so they are more likely to be able to participate fully in activities – like team sports, dance, drama and so on.

This communications toolkit has been produced to help you join the #AskAboutAsthma 2022 campaign week and raise awareness of the simple measures to manage asthma that children, young people and their supporters should be aware of.

## What's included in the toolkit:

- [How to get involved with the #AskAboutAsthma 2022 campaign](#)
  - [Long and short copy for organisations' own publications, websites and newsletters](#)
  - [A selection of social media assets and accompanying messages for Facebook, Instagram, Twitter and LinkedIn](#)
  - [Downloadable campaign poster](#)

- [Asthma fact sheet](#)
- [Other useful resources](#)

## How to get involved with the #AskAboutAsthma 2022 campaign

As a supporter of the #AskAboutAsthma campaign, you can join this campaign in a number of ways:

1. Developing your own **knowledge and understanding of children and young people's asthma** by joining the #AskAboutAsthma conference and daily webinars, reading our blogs, listening to our podcasts and sharing what you learn on social media.
2. **Help spread awareness** among colleagues, parents and carers and young members that asthma is a chronic condition which can be managed with the four asks.
3. Displaying the **#AskAboutAsthma campaign poster** (found later in this toolkit) in local community settings to encourage children, young people and their parents/carers to speak to their GP, nurse or pharmacist if they need help managing their asthma.

For 2022, the #AskAboutAsthma campaign will run from 3 – 9 October, ahead of the annual rise in asthma attacks when students go back to school after their summer holidays.

A week of events is planned, with short videos, daily webinars, an online conference, podcasts, blogs and other content from people working with children and young people with asthma from all over the country. Information about the events will be uploaded throughout the week so do check the page for more details, and join in with as much as you can.

You can view the 2022 campaign web page here: [www.healthy london.org/ask-about-asthma-2022](http://www.healthy london.org/ask-about-asthma-2022)

From page 3 of this toolkit, you can find a range of resources and ideas to help publicise the campaign locally, including newsletter copy, social media assets and campaign posters.

## Campaign aims

The #AskAboutAsthma campaign encourages children and young people, their families, and those involved in their care to ensure four simple and effective measures to help them control their asthma:

### 1. Get an asthma action plan in place

A written asthma action plan drawn up between a clinician and patient means people are four times less likely to have to go to hospital for their asthma.

### 2. Understand how to use inhalers correctly

Less than three-quarters of children and young people have any form of instruction in how to use their inhaler. Poor inhaler technique means patients don't get the full benefit of their asthma medication.

### 3. Schedule an asthma review – every year and after every attack

An asthma review by an appropriately trained clinician after every attack helps to work out what went wrong. An annual review ensures effective management of the condition.

And for 2022, we've added a fourth ask:

### 4. Consider air pollution and its impact on lung health

We want to ensure that **every asthma conversation** considers the impact of outdoor and indoor air pollution on children and young people's asthma.

This year we are highlighting the additional challenges caused by **inequalities** in care for children and young people with asthma and how these can be addressed.

## Tailored resources for your use

*Longer article copy for use in your blogs, local newsletters, community forums*

### Title: Getting ready for #AskAboutAsthma 2022

#AskAboutAsthma is back for 2022. Now in its sixth year, this NHS campaign is about making simple changes to children and young people's care that will make a big difference to how they experience their asthma:

1. get an asthma action plan in place,
2. understand how to use inhalers correctly,
3. schedule an asthma review – every year and after every attack.

And for 2022, we've added a fourth ask:

4. consider air pollution and its impact on lung health – we want to ensure that every asthma conversation considers the impact of indoor and outdoor air pollution.

This year we are also highlighting the additional challenges caused by **inequalities** in care for children and young people with asthma and how these can be addressed.

Due to the sad news of the passing of Her Majesty The Queen, the #AskAboutAsthma campaign has been rescheduled as a mark of respect during the period of National Mourning. The new campaign week will take place from 3 – 9 October 2022.

Help share the four asks so even more children and young people can be supported to manage their asthma and be more likely to participate fully in sports, dance and other group activities.

See the 2022 webpage for more information and the campaign week schedule: [www.healthy london.org/ask-about-asthma-2022](http://www.healthy london.org/ask-about-asthma-2022).

*Short article copy, can also be used for shorter bulletins, social media captions (excluding Twitter due to character count) or WhatsApp groups*

### **Getting ready for #AskAboutAsthma 2022**

#AskAboutAsthma is back for 2022 aiming to encourage simple changes to children and young people's care that will make a big difference to how they experience their asthma.

This NHS campaign aims to help children, young people and their parents and carers to understand how to manage their asthma with four measures: **1.** get an asthma action plan in place, **2.** understand how to use inhalers correctly, **3.** schedule an asthma review – every year and after every attack, and **4.** consider air pollution and its impact on lung health.

Help share the message to support even more children and young people to #AskAboutAsthma so they can live full, active lives.

Find full information at: [www.healthy london.org/ask-about-asthma-2022](http://www.healthy london.org/ask-about-asthma-2022).

### *Social media assets and accompanying messaging*

In the lead up to the #AskAboutAsthma campaign week and week 38, you can use our social media assets and messaging to raise awareness around #AskAboutAsthma on your channels.

Remember to follow Healthy London Partnership and tag us on social media use the campaign hashtag: **#AskAboutAsthma**. We will retweet and like any messages you share:

**Instagram:** @healthy\_idn

**Facebook:** @HealthyLDN

**Twitter:** @HealthyLDN

**LinkedIn:** @Healthy London Partnership

To download the full-sized images, **click on any of the images below, right click and select 'open link'** where you can save the file for the relevant social media channel:

**Assets and messaging tailored for children and young people**

**Suggested tweets:**

1.  
Do you know the four ways to look after your asthma?  
  
Speak to your family and your GP if you think your asthma is stopping you from getting active or joining in at school or in group activities.  
  
Visit [www.healthy london.org/ask-about-asthma](http://www.healthy london.org/ask-about-asthma) to learn more.

#AskAboutAsthma #asthmacareforall

2.  
Children and young people with asthma can manage their condition by following four #asthma asks. Find out what they are here: [www.healthy london.org/ask-about-asthma](http://www.healthy london.org/ask-about-asthma)

#AskAboutAsthma #asthmacareforall

**Download**



**Instagram caption:**

Have you heard about #AskAboutAsthma? This is an NHS campaign to help children and teenagers learn about four ways to manage their asthma:

1. Get an asthma action plan in place
2. Understand how to use inhalers correctly
3. Schedule an asthma review – every year and after every attack
4. Consider air pollution and its impact on lung health

These four steps can help you to control your asthma so you can get active and join in sports, dance and other activities. Speak to your family and GP if you need help managing your asthma.

Learn more here: [www.healthy london.org/ask-about-asthma](http://www.healthy london.org/ask-about-asthma)  
#asthmacareforall

**Download here**



**Facebook posts:**

Have you heard about #AskAboutAsthma? This is an NHS campaign to help children and teenagers learn about four ways to manage their asthma:

1. Get an asthma action plan in place
2. Understand how to use inhalers correctly

**Download**



3. Schedule an asthma review – every year and after every attack

4. Consider air pollution and its impact on lung health

These four steps can help you to control your asthma so you can get active and take part in sports, dance and other activities. Speak to your family and GP if you need help managing your asthma.

Learn more here: [www.healthylondon.org/ask-about-asthma](http://www.healthylondon.org/ask-about-asthma)  
#asthmacareforall

### Assets and messaging for parents and carers

#### **Suggested tweets:**

1.  
Are you aware of the four asthma asks to support young people with #asthma? Join us from 3 – 9 October 2022 for #AskAboutAsthma to learn and raise awareness about the right asthma care.

Visit [www.healthylondon.org/ask-about-asthma](http://www.healthylondon.org/ask-about-asthma) to learn more.

#AskAboutAsthma #asthmacareforall

2.  
**I am/we are** proud to support #AskAboutAsthma so that every child and young person with asthma knows about the right asthma care.

Learn more about the campaign here:  
[www.healthylondon.org/ask-about-asthma](http://www.healthylondon.org/ask-about-asthma)

#asthmacareforall

3.  
Children and young people with asthma can manage their condition and live full lives by following the four #asthma asks. Find out what they are here:  
[www.healthylondon.org/ask-about-asthma](http://www.healthylondon.org/ask-about-asthma)

#AskAboutAsthma #asthmacareforall



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**Instagram caption:**

**I am/We** are proud to support #AskAboutAsthma by sharing the four asks that can help young people to manage their asthma independently:

1. Get an asthma action plan in place
2. Understand how to use inhalers correctly
3. Schedule an asthma review – every year and after every attack
4. Consider air pollution and its impact on lung health

Learn more about the campaign here:  
[www.healthylondon.org/ask-about-asthma](http://www.healthylondon.org/ask-about-asthma)  
 #asthmacareforall



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**LinkedIn posts:**

1. Did you know that children and young people with asthma should have an asthma action plan to help manage their condition? This is one of four #asthma asks we want every child and young person to be aware of so they can live full, active lives:

1. Get an asthma action plan in place
2. Understand how to use inhalers correctly
3. Schedule an asthma review – every year and after every attack
4. Consider air pollution and its impact on lung health

**I am/We** are proud to support #AskAboutAsthma. Together we can raise awareness around the right asthma care for every child and teenager  
 #asthmacareforall

Find out more by visiting the 2022 #AskAboutAsthma webpage at [www.healthylondon.org/ask-about-asthma](http://www.healthylondon.org/ask-about-asthma)

2. Good asthma care includes having an asthma review after every attack and at least once a year by an appropriately trained clinician, knowing how to use your inhaler correctly, having a written asthma action plan, and knowing about the potential impact of air pollution.

We can all play a part by supporting children and young people with asthma to live full lives. Join us during #AskAboutAsthma 2022 to learn and help raise



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awareness so every child and young person has the right asthma care in place.

Find out more by visiting the 2022 #AskAboutAsthma webpage at [www.healthy london.org/ask-about-asthma](http://www.healthy london.org/ask-about-asthma)

**Facebook posts:**

**I am/We are** proud to support #AskAboutAsthma. Together we can raise awareness around the right asthma care for every child and teenager #asthmacareforall

Help share this message and the four ways to manage asthma:

1. Get an asthma action plan in place
2. Understand how to use inhalers correctly
3. Schedule an asthma review – every year and after every attack
4. Consider air pollution and its impact on lung health

Find out more about the campaign here: [www.healthy london.org/ask-about-asthma](http://www.healthy london.org/ask-about-asthma)

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**Assets and messaging for youth group leaders**

**Suggested tweets:**

1. Are you aware of the four asthma asks to help children and young people to manage their #asthma? Join us from 3 – 9 October for #AskAboutAsthma 2022 to learn and raise awareness about the right asthma care.

Visit [www.healthy london.org/ask-about-asthma](http://www.healthy london.org/ask-about-asthma) to learn more.

#AskAboutAsthma #asthmacareforall

2. **I am/we are** proud to support #AskAboutAsthma by making sure that every child and young person with asthma and their families are aware of the four asks to manage their asthma.

Learn more about the campaign here: [www.healthy london.org/ask-about-asthma](http://www.healthy london.org/ask-about-asthma)

#asthmacareforall



**Download**

<p>3. Children and young people with asthma can manage their condition and live full lives by following the four #asthma asks. Find out what they are here: <a href="http://www.healthylondon.org/ask-about-asthma">www.healthylondon.org/ask-about-asthma</a></p> <p>#AskAboutAsthma #asthmacareforall</p>	
<p><b>Instagram caption:</b></p> <p><b>I am/We</b> are proud to support #AskAboutAsthma 2022 to help children and young people in the community – and their parents or carers – to know about the four asks to manage their asthma:</p> <ol style="list-style-type: none"> <li>1. Get an asthma action plan in place</li> <li>2. Understand how to use inhalers correctly</li> <li>3. Schedule an asthma review – every year and after every attack</li> <li>4. Consider air pollution and its impact on lung health</li> </ol> <p>Learn more about the campaign here: <a href="http://www.healthylondon.org/ask-about-asthma">www.healthylondon.org/ask-about-asthma</a></p> <p>#asthmacareforall</p>	 <p><a href="#">Download</a></p>
<p><b>LinkedIn posts:</b></p> <ol style="list-style-type: none"> <li>1. Did you know that children and young people with asthma should have an asthma action plan to help manage their condition? This is one of four #asthma asks we want every professional who works with children and teenagers to be aware of:</li> <li>1. Get an asthma action plan in place</li> <li>2. Understand how to use inhalers correctly</li> <li>3. Schedule an asthma review – every year and after every attack</li> <li>4. Consider air pollution and its impact on lung health</li> </ol> <p><b>I am/We are</b> proud to support #AskAboutAsthma. Together we can raise awareness around the right asthma care so every child and teenager can manage their condition and live full, active lives #asthmacareforall</p> <p>Find out more by visiting the 2022 #AskAboutAsthma webpage at <a href="http://www.healthylondon.org/ask-about-asthma">www.healthylondon.org/ask-about-asthma</a></p>	 <p><a href="#">Download</a></p>

**Facebook posts:**

**I am/We** are proud to support #AskAboutAsthma 2022 to help children and young people in the community – and their parents or carers – to know about the four asks to manage their asthma:

1. Get an asthma action plan in place
2. Understand how to use inhalers correctly
3. Schedule an asthma review – every year and after every attack
4. Consider air pollution and its impact on lung health

Learn more about the campaign here:

[www.healthy london.org/ask-about-asthma](http://www.healthy london.org/ask-about-asthma)

#asthmacareforall



[Download](#)

### *Downloadable poster for use in local community settings*

- Click here for a [downloadable poster](#) which can be printed out and displayed in community settings
- Click to download the campaign [desktop background image](#)
- Download a [short campaign animation](#) to play on waiting room screens in public/patient areas

## Other useful resources

- [Children and young people's asthma fact sheet](#)
- [Asthma and Lung UK](#)
- [NHS England – London children and young people's asthma programme](#)
- [London toolkit for children and young people with asthma](#)
- [London schools' guide for the care of children and young people with asthma](#)
- [The International Primary Care Respiratory Group \(IPCRG\) image gallery](#)
- [Translated asthma action plans \(suitable for adults and children aged over 12\)](#)

We **do not have to wait** for new medicines or a cure for asthma: we need to educate and support everyone treating or supporting children and young with asthma to use these tools and work together to achieve improved outcomes.