



**Healthy London
Partnership**

#AskAboutAsthma Campaign, 11-24 September 2017: Evaluation

HLP CYP Transformation Board; 8 November 2017
Sara Nelson, RGN, BSc (Hons) MSc, QN

Supported by and delivering for:



Public Health
England



ASK - parents - asthma tool kit.mp4

SUPPORTED BY
MAYOR OF LONDON

#AskAboutAsthma campaign

Organisations were asked to pledge to

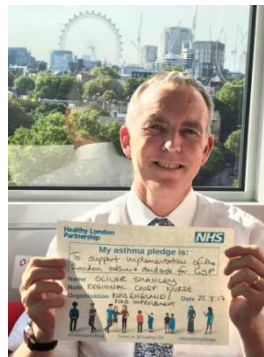
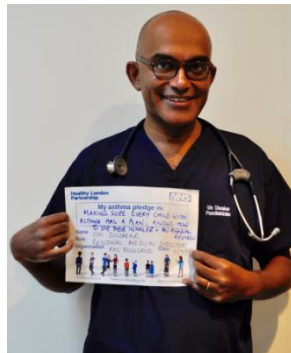
- implement **the asthma standards**
- Implement **asthma ambitions** for London
- **to pledge to reduce their impact on air pollution** as a major trigger of asthma

Three key messages:

- Asthma management plan
- Effective inhaler use
- Annual review

Healthy London Partnership NHS
Ask About Asthma
Parents **Ask** your GP for an asthma management plan to help manage your child's asthma

Healthy London Partnership NHS
#AskAboutAsthma
London's ambitions for asthma care for children and young people
Ambition Number One
"I will be supported to manage my own asthma so I can live a life free of symptoms"



Support to NHS trusts to reduce their air pollution



Three types of interventions described:

Ideas that are free to implement

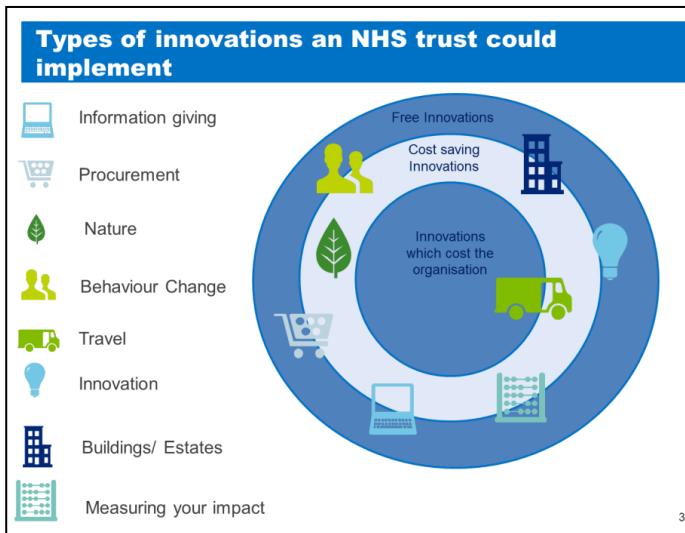
- Encouraging staff and patients to walk/take public transport
- Encouraging use of car pools
- Using volunteers to reduce engine idling outside premises
- Demonstrating support for Mayor's air quality strategy

Ideas which can save an organisation money

- Reviewing products purchased
- Encouraging bulk deliveries
- Reducing waste
- Supporting the “circular economy”

Ideas which may cost money (potentially funded through trust charity funds)

- Planting nitrogen fixing plants/green wall
- Use air quality sensors
- Clean air benches
- Pollution-reducing paint



Download [the Toolkit for NHS Trusts](#).

#Ask About Asthma materials

Healthy
London
Partnership

#AskAboutAsthma 11th - 24th September

NHS



Help support children and young people with asthma by making a #MyAsthmaPledge
Small steps improve lives - every child and young person with asthma should

- have an asthma management plan
- know how to use their inhalers correctly
- has an annual asthma review

www.healthy london.org/ask-about-asthma

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Partnership

#AskAboutAsthma

NHS

Less than half of children and young people with asthma have an asthma management plan



ASK your GP or asthma nurse for an asthma management plan

Many children and young people do not use their inhalers correctly or use a spacer device



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

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/consultant for an annual asthma review

<https://www.healthy london.org/children-and-young-people/ask-about-asthma>

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#Ask About Asthma

NHS



We are committed to improving the care of children and young people with asthma. When you see a clinician here today:

- ASK for an asthma management plan
- ASK about how to use your inhaler correctly
- ASK for an annual asthma review
- ASK about self help or use the asthma toolkit



www.healthy london.org/children-and-young-people/london-asthma-toolkit



Social media evaluation

TWEETREACH SNAPSHOT FOR

#AskAboutAsthma

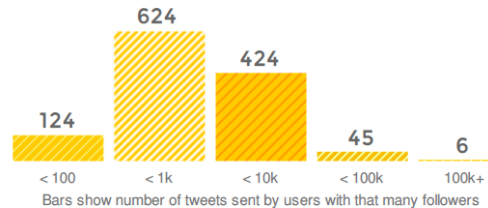
ESTIMATED REACH

3,650,845

ACCOUNTS REACHED

EXPOSURE

7,404,555

 IMPRESSIONS

#AskAboutAsthma **2597** tweets

#Myasthmapledge **1202** tweets

65 organisations signed up so far

Schools

3 schools involved including 35 school teachers trained at event in Bow

Designing Our Tomorrow project

GP events

221 attendees over 3 events

Pledge photos

c. 130 +

ACTIVITY

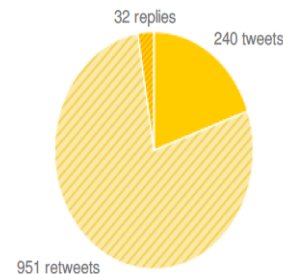
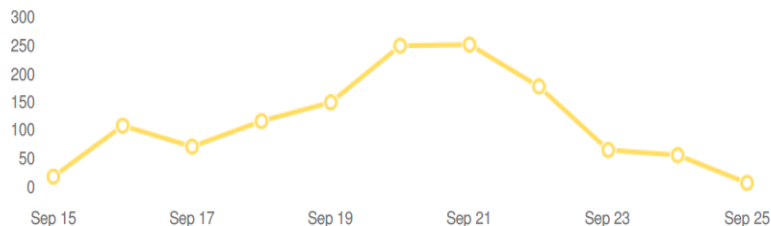
1,223

 TWEETS

388

 CONTRIBUTORS

11

 DAYS

Facebook campaign

Target audience 13-25 year olds in London and surrounding areas; very cost effective - 41p per click through

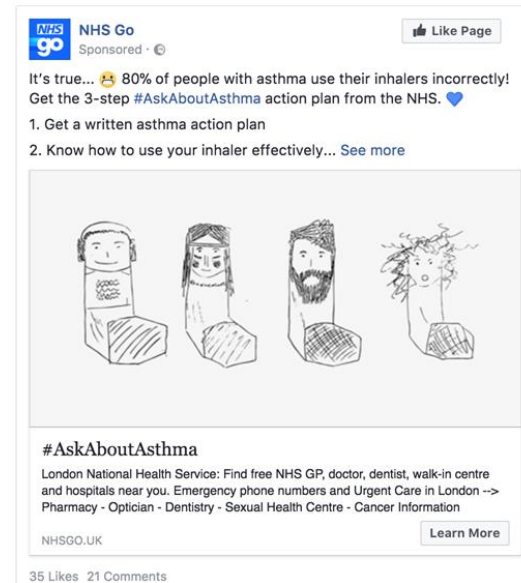


[NHS Go](#) 15 September ·

DID YOU KNOW? *80%* of people with asthma use their inhaler incorrectly. Don't be afraid to [#AskAboutAsthma](#)! Find out more: <https://nhsgo.uk/asthma/>
[House MD - Do I Look Like An Idiot \(Asthma patient\)](#)

House video

- Viewed: 15,966
- Individuals: 15,139
- Click throughs: 487



The screenshot shows a Facebook post from NHS Go, dated 15 September. The post is sponsored and features a blue 'Like Page' button. The text of the post reads: 'It's true... 😮 80% of people with asthma use their inhalers incorrectly! Get the 3-step #AskAboutAsthma action plan from the NHS. ❤️'. Below the text is a numbered list: '1. Get a written asthma action plan' and '2. Know how to use your inhaler effectively... See more'. The main image in the post shows four hand-drawn illustrations of people's faces, each with an inhaler in their hand. Below the illustrations is the hashtag #AskAboutAsthma and a link to 'Learn More'. At the bottom of the post, it says '35 Likes 21 Comments'.

Inhaler pictures

- Viewed: 4, 414, 755
- Individuals: 3,956,928
- Click throughs: 19,332

Mumsnet campaign

- Ad seen by 64,013
- Ad clicks 63

#AskAboutAsthma
11th - 24th September

*A good day
living with asthma*

I have asthma!

and I feel active

skipping

*A bad day
living with asthma*

I can't breathe properly!


breath... you sick.

It is hard for me to breath

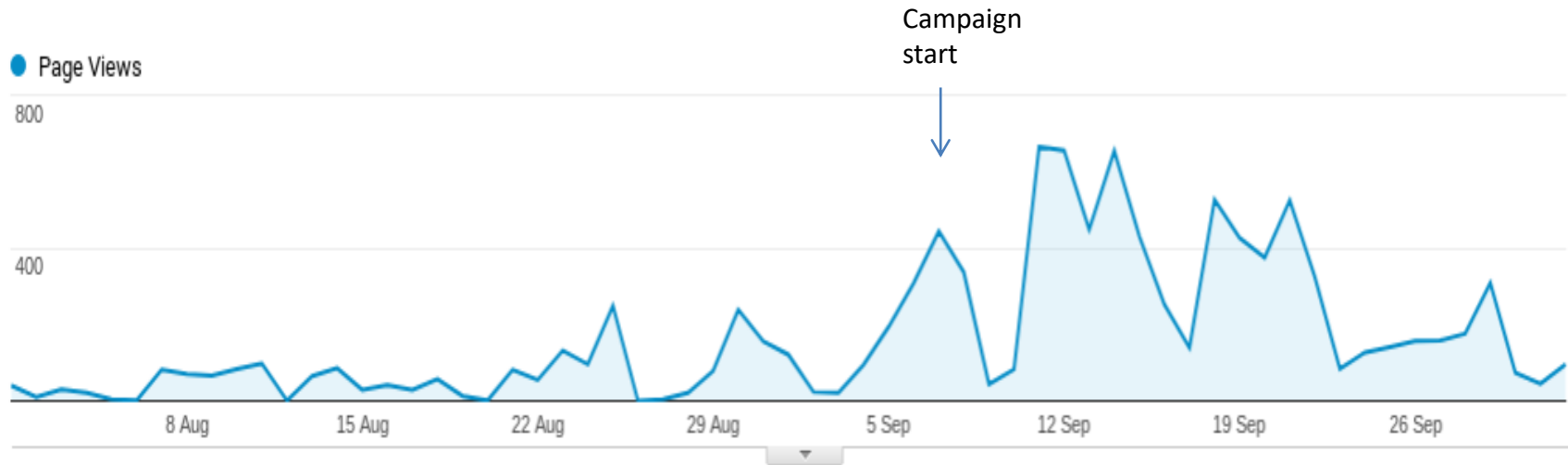
I cough and vomit.

Parents, get the best care for your child

Healthy London Partnership **NHS**
healthylondon.org/ask-about-asthma



Asthma toolkit



- **Page views 44,415 (up by 6114 in Sept)**
- **Downloads 11,816 (up by 2363 in Sept)**

Organisations signed up

SUPPORTED BY
MAYOR OF LONDON



Barts Health
NHS Trust



**Public Health
England**

KING'S
College
LONDON



NHS
England
London Region



**DOCTORS
AGAINST
DIESEL**



Waltham Forest
Clinical Commissioning Group



Vehicle idling action

Royal Brompton & Harefield **NHS**
NHS Foundation Trust

King's College Hospital **NHS**
NHS Foundation Trust

NHS
Hounslow
Clinical Commissioning Group

Royal Free London **NHS**
NHS Foundation Trust

NHS
Lewisham
Clinical Commissioning Group

London Ambulance Service **NHS**
NHS Trust

NHS
Tower Hamlets
Clinical Commissioning Group

Barking, Havering and Redbridge **NHS**
University Hospitals
NHS Trust

U K **Inhaler**
Group



education for health
IMPROVING LIVES FOR 30 YEARS

UCLPartners
Academic Health Science Partnership

Respiratory
Futures

St George's
Healthcare **NHS**
NHS Trust



NHS
Bromley
Clinical Commissioning Group

North Middlesex **NHS**
University Hospital
NHS Trust

NHS
Bexley
Clinical Commissioning Group

Great Ormond Street **NHS**
Hospital for Children
NHS Foundation Trust

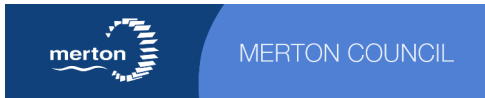
EvelinaLondon
Children's Healthcare

NHS **tinymedicalapps**
Office of London
Clinical Commissioning Groups

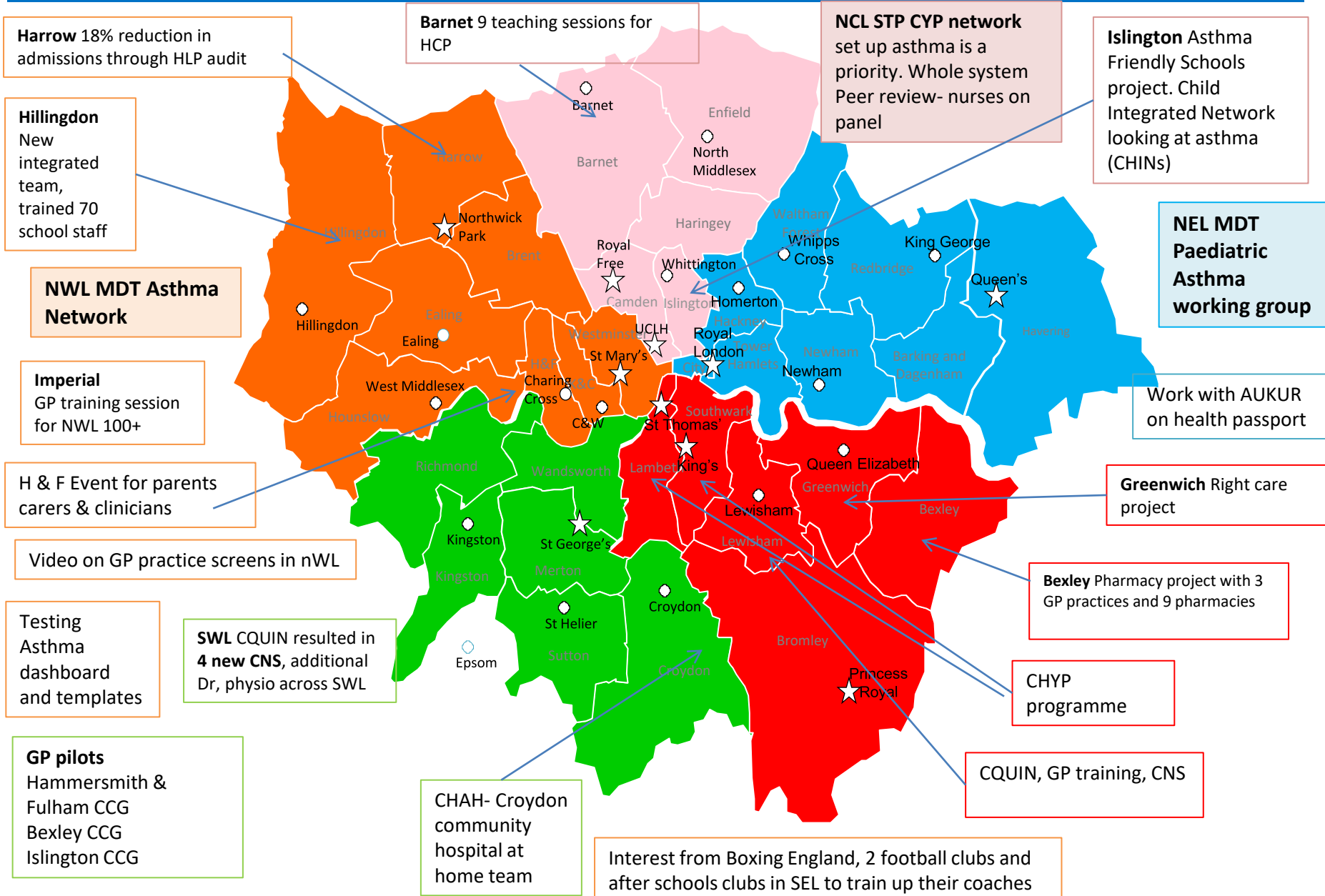
St George's University Hospitals **NHS**
NHS Foundation Trust

Twitter support

•Chrisp street GP practice



Local activity in London to date




Impact across London (feedback)

Generated more **Asthma CNS posts** and respiratory support resources across the capital (**950 job description downloads**)

- *'The focus on asthma standards in London is critical to improving outcomes for children. As a direct response to this work St Georges, with help from Wandsworth CCG, have developed an asthma programme to meet these needs including the **recruitment of 4 additional asthma nurses, along with dedicated psychology and physiotherapy time**'.*
- **Consultant asthma lead SGH**

 Alyson Pearce
Absolutely Lauren Findlay I have heard amazing things about this project
[Tuesday at 23:13](#) · Like · Reply ·  1

 Write a reply...

Nicky Packham
Healthy London are well ahead of the game. Such asTraining community pharmacists to complete paediatric asthma reviews which is helping to improve the lives of children with a chronic illness x
[Tuesday at 23:41](#) · Like · Reply ·  1

*'The HLP Asthma toolkit has been the foundation of a recent series of **Pan Barnet (CEPN) Community Educational Provider Network** (multi collaborative learning group) -collaborative teaching on childhood asthma. Involving **9 locality based sessions** a cross Barnet involving GPs, Practice Nurses, Community and Practice pharmacist, secondary care paed clinicians, physiotherapists, HLP leads and resp specialist nurses. As a result of the training and collaboration, Barnet GPs are **using the EMIS asthma template**, and the **CCG is considering funding a CCG Paeds Respiratory Nurse.**'*

GP Commissioner Barnett

Nurse led Asthma Friendly Schools project resulted in **1642 downloads of resources for schools** and others looking to undertake similar projects

'I'm very happy to say that the support and resources from the asthma toolkit, together with the London Asthma Standards have inspired our team to develop our services, and provided clout when working with our local CCG to get appropriate services commissioned.'

Consultant paediatrician Hillingdon Hospital

'London Asthma Standards & toolkit have empowered us further to launch our Asthma Friendly School Certificate and we have 70 people from schools attending training session next week - also beginning to link with Ealing'

Hillingdon Asthma CNS

Next steps

- **Follow up on pledges: who has implemented?**
- **Mayor's air quality strategy: follow up specific pledges**
- **Refresh data**
 - **Emergency admissions**
 - **PICU**
 - **Deaths**
 - **Asthma management plans**
- **Digital Health implementation:**
 - **Health Passport**
 - **Prevalence finder: validation and roll-out**
 - **Primary Care systems annual review templates (EMIS/SystemOne/Vision)**
- **Roll out of asthma peer reviews by STP area**
- **Development of asthma networks across STP areas**
- **#AskAboutAsthma event 21 November 2017**
- **Further campaign August/September 2018**