

ASTHMA

COMMUNITY HEALTH CHAMPIONS

Information and Resources to support
Children and Young People with Asthma

COMMS TOOLKIT



INTRODUCTION

This pack aims to support champions when delivering communications to the community about Asthma.

The toolkit does not claim to provide extensive guidance for communications. Therefore, champions should always consider their organisation's communication guidelines and use the pack for inspiration. Social media is a great way to raise awareness of Asthma support and communicate key information to support families across the borough. Within this document, you will find a variety of key messages that can be used across multiple platforms. Included, you will also receive guidance and advice around how to utilise communication channels best.

KEY MESSAGES

- ◇ Asthma is a very common long-term lung condition. It affects the airways that carry air in and out of your lungs.
- ◇ Asthma needs to be treated every day, even if you feel well, to lower the risk of asthma attacks.
- ◇ Asthma symptoms can come and go. Sometimes people may not have symptoms for weeks or months.
- ◇ Asthma sufferers should only stop taking this medication on the advice of a doctor or nurse.
- ◇ Smoky environments and smoking should be avoided as these can trigger asthma symptoms.
- ◇ It is important that a child continues to take their preventer inhaler even when they are completely well and have no symptoms.
- ◇ It is important to heat and ventilate your home where possible, to prevent damp and mould that can cause Asthma.

DOWNLOAD ASSETS

Resource	
Social Media Graphics	Download
Action Plan	Download
Informational Leaflet	Download

QUESTIONS & ANSWERS

What are the effects of asthma?

The airway constriction and inflammation caused by asthma can result in common symptoms such as wheezing, coughing, chest tightness, or shortness of breath. When these symptoms happen, their severity differs from person to person. They may get better or worse with time. Through daily monitoring of symptoms and medication use, you and your doctor together can create an Asthma Action Plan to help you control them.

Can asthma be cured?

No, asthma cannot be cured, but it can be managed. Asthma is a chronic disease in the airways of your lungs. You may need to monitor your asthma symptoms every day because the disease is always with you.

Can I play sports if I have asthma?

Most people with asthma can participate in all types of physical activity. Physical activity can provide many benefits for people living with asthma. Talk to your doctor about how to manage your asthma while playing sports. If you start to have pain or a tight feeling in your chest, have a cough, or become short of breath during exercise, stop the activity right away and follow your doctor's instructions.

Who gets asthma?

Asthma tends to run in families, which means that you are more likely to develop asthma if someone in your family already has it. Children with eczema or food allergy are more likely than other children to develop asthma.

Allergy to pollen, house dust mites or pets also increases your chance of developing asthma. Exposure to tobacco smoke, air pollution or other inhaled irritants can also cause asthma symptoms in those with an underlying tendency to asthma.

At what age does asthma start?





Asthma can start at any age, although about half of all people with asthma have had their first symptoms by the age of 10, and many children with asthma have had their first asthma attack before the age of 6.

Can weather changes trigger asthma?

Yes, sudden weather changes (e.g. cold winds, humidity and storms) can trigger asthma in some people. Some of these sudden changes can cause the release of allergens, such as pollen, that can make asthma worse in people whose asthma is allergy-related. Cold air can also have a direct irritant effect on inflamed airways.

SOCIAL MEDIA TIPS

Channel Requirements

Social Media Image Sizes 2023				
				
Profile photo:	320 x 320	170 x 170	400 x 400	400 x 400
Landscape:	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait:	1080 x 1350	630 x 1200	N/A	627 x 1200
Square:	1080 x 1080	1200 x 1200	N/A	N/A
Stories:	1080 x 1920	1080 x 1920	N/A	N/A
Cover photo:	N/A	851 x 315	1500 x 1500	1128 x 191

Engagements and Interactions

It's important to note that interactions and engagements on social media count towards your bulk engagements, so remember to add that data to your monitoring.

Points of Action

Using the information in the leaflet and example socials below, always include a point of action in the text of socials posts. For example, using the facts from the leaflet, the messaging could be:

*'1 in 11 children in the UK have Asthma. For guidance on the severity of symptoms **follow our traffic light system and contact 07592 154912 for more information about who can support you locally.***

Tagging Partners

It's advisable to tag partners to increase the scope and reach of social media messages. Where possible, use relevant hashtags to increase the likelihood of the post being found through searches.

Partners

Homestart BwD	Twitter	Facebook
One Voice	Twitter	Facebook
Lancaster CVS	Twitter	Facebook
Community Futures	Twitter	Facebook
Homestart in East Lancs	Twitter	Facebook
New Era	Twitter	Facebook
Homestart Bpool Fylde & Wyre	Twitter	Facebook
Preston United	Twitter	

SOCIAL MEDIA GRAPHICS

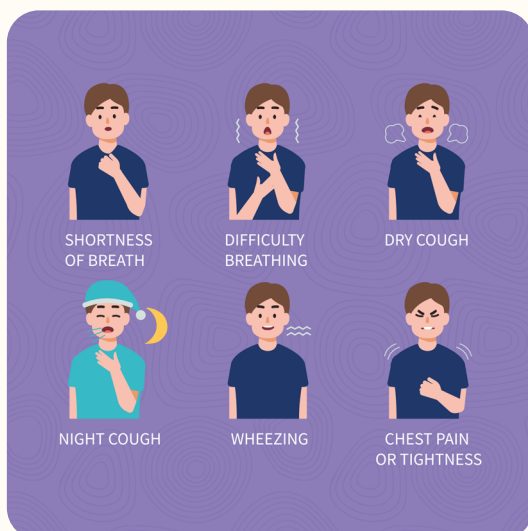


Preventers

- Reduce inflammation in airways
- Airways become less sensitive to triggers
- Side effects – minor
- Important to monitor doses used so that inhaler can be replaced before it becomes empty

Relievers

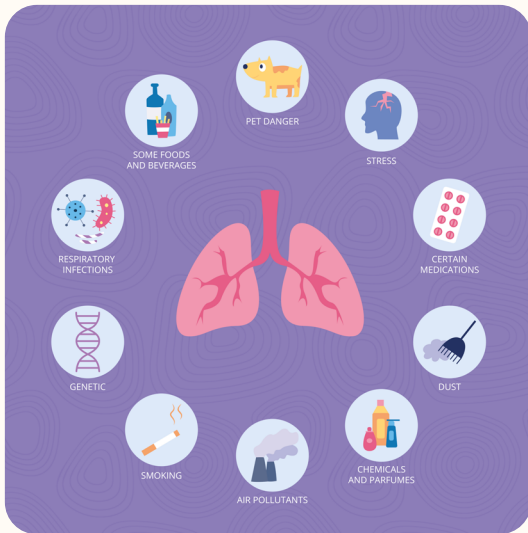
- Muscle relaxant
- Works for 4 hours
- Can be used proactively for known triggers
- Important to monitor doses used so that inhaler can be replaced before it becomes empty



Asthma is a very common long-term lung condition. It affects the airways that carry air in and out of your lungs.

- In the UK one in every 11 children have asthma.
- People with asthma often have sensitive, inflamed airways. They can get symptoms like coughing, wheezing, feeling breathless or a tight chest.
- Asthma symptoms can come and go. Sometimes people may not have symptoms for weeks or months at a time.
- Asthma needs to be treated every day, even if you feel well, to lower the risk of asthma attacks.

SOCIAL MEDIA GRAPHICS



Family History - Children with a family history of asthma are more likely to develop it.

Damp/mould - It is important to heat and ventilate your home where possible, to prevent damp and mould accumulating.

Smoky environments - should be avoided as these can trigger asthma symptoms. Help to give up smoking is available through your GP.

Regular contact with known asthma triggers - should be avoided or proactive medication used.



- Wheezing is a high-pitched whistling sound made whilst breathing
- It is a sign that the airways are becoming narrow
- This means air cannot flow in and out as it should
- It can make breathing difficult
- It is a sign that your asthma may not be as well controlled as it should be and you may need to book a review with your GP/practice nurse if your child is wheezing regularly

For any questions or support about communications around Asthma, please email:

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