

# #AskAboutAsthma 2024: fact sheet for primary care

Asthma is the most common long-term medical condition affecting children and young people

1 in 11 are affected by the condition, which is around **3 in every London classroom**

Many have badly managed asthma, with **over 20,000 admitted to hospital every year** in England. Over 4% of these have such a severe episode that they are admitted to intensive care

Children die in London every year because of asthma. **90% of asthma deaths are preventable**: these children should have gone on to lead full and productive lives.

## Did you know...?

London has a higher rate of illness and death in children and young people because of asthma compared to other European countries.



London's annual [#AskAboutAsthma campaign](#) raises awareness of 4 simple asks that can make a big difference to how children and young people experience their asthma – [having an asthma plan](#), [attending a regular asthma review](#), [using inhalers properly](#) and [knowing how air pollution affects them](#). Good asthma control means no symptoms – asthma shouldn't limit children and young people's lives in any way.

This campaign has been running for 8 years, led by NHS England – London's babies, children and young people's transformation team. This year's campaign takes place from **9-15 September 2024**.

This year's theme is **Helping children and young people with asthma to live their best lives**. [See the campaign webpage to find out more](#).

## How primary care can support the #AskAboutAsthma campaign:

- Develop your own knowledge by attending the #AAA conference and daily webinars, accessing our blogs, videos and podcasts.
- **GPs** and **Practice nurses** can talk to their young patients with asthma and their families about their asthma care, helping them to understand that asthma is a chronic condition and can be managed with the four asks.
- Share messaging around asthma [triggers](#) and why it's important to minimise exposure where practical and possible:
  - **Smoking**: support and more information is available on smoking cessation from [Stop Smoking London](#).
  - **Vaping**: Recommend the Better Health website for support about [talking to young people about vaping](#).
  - **Damp and mould**: Recommend the [Asthma + Lung UK website](#) to your patients for information about mould or damp in their homes. You can also refer to the [London Damp and Mould Checklist](#).
- **Practice managers** and **reception staff** can:
  - Call in patients who have not had an asthma review in the past year or have been prescribed reliever inhalers but not preventers.
  - Remind anyone using a [nebuliser](#), that they should only be used if recommended, initiated, and managed by an asthma specialist.
  - Display the [#AskAboutAsthma campaign poster](#) in reception areas to encourage patients and parents/carers to speak to their GP, nurse or pharmacist if they need help managing their asthma. Also see our [spotting signs of asthma poster](#) to help families understand if their child might have asthma and should be assessed.

## Contact us

For more information, contact the #AskAboutAsthma team on: [england.cyprtransformationldn@nhs.net](mailto:england.cyprtransformationldn@nhs.net)

**Follow us on social media to stay up to date on the campaign:**

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